

YOUNG ENTERPRISE MANIFESTO 2024:

Transforming futures to build a better
tomorrow for young people



About Young Enterprise

Young Enterprise is a national financial and enterprise education charity which inspires and prepares young people to learn to earn and look after their money and to succeed in the changing world of work. We believe that the potential of the UK's young people is unlimited, and an academic education on its own is not enough.

We support over 400,000 young people across the UK every year with our employment, entrepreneurship and financial education programmes which are designed to equip young people with the skills, knowledge and confidence they need to succeed.

Over the Last Four Years

- **1.37 million** young people have been given access by Young Enterprise to 1.65 million financial and enterprise education opportunities, supported by over 50,000 educators, volunteers and alumni
- We have prioritised increasing access to opportunities for young people in underserved communities. Of all the state secondary schools located in IMD1-4 areas across England and Wales, we engaged 32% of these schools in 2023, an increase of 33% since 2020

The Impact of Our Work

-  **92%** of young people feel more **resilient** and keep trying when faced with problems
-  **87%** of young people feel more **confident** in themselves after taking part in YE programmes
-  **85%** of young people feel as though they have a better grasp of **money**, spending and saving
-  **85%** of young people better understand their **strengths** and areas to develop, including what employers are looking for
-  **83%** of young people feel more **inspired** about starting a career that motivates and interests them
-  **83%** of our Company Programme alumni feel **confident** in their abilities to run a business after taking part

Our Goal for 2030:

For all young people to have the opportunities to build the skills, confidence and mindset they need to thrive in their early adult lives regardless of their starting point or where they live.

To achieve this, we will be working hard with our partners to move the dial in two key areas:

- Increasing access to **applied learning opportunities**; and
- Improving **financial education** for all young people.

Our 2024-2030 Transforming Futures Strategy

Our 2024-2030 Transforming Futures Strategy aims to increase young people's engagement in education, improve preparedness for the world of work, and help increase social mobility:

- **Applied learning** is an active process in which learners use their knowledge and experiences to address practical, real-world challenges.
- Understanding how their education connects with and relates to the real world **engages** young people in learning, especially relevant for those at risk of disengagement.
- Through this engagement, applied learning has been shown to **boost learning outcomes**, as well as build key **transferable skills** for the workplace.
- This means that young people are more prepared for adult life and the world of work, boosting the UK's labour market and **future skills based productivity**, which has seen limited growth in recent years.
- A key part of preparing young people for the world of work is teaching them to understand money, manage their finances and protect themselves from financial risks. **Financial education** needs to be a key component of young people's education to best build their experience and skills for the future.
- While applied learning opportunities are beneficial to all students, we believe it is important to **prioritise access for those furthest from opportunity**, as we have seen first-hand how this can lead to some of the **biggest impacts in improving attendance, attainment, attitudes to learning** and equality of opportunity, aiding **social mobility**.

At Young Enterprise, we have been helping young people apply their learning for over 60 years by providing opportunities to develop their knowledge and skills to solve real-world problems since our first enterprise and financial education programme launched in 1963.

This is **applied learning in action**: creating meaningful, practical learning experiences that help young people acquire and apply knowledge and skills – so they know more, remember more and do more – including showcasing a range of potential career pathways they may not have previously considered.



Our Asks of a Future Government

i. Increase Consistency of Access to Applied Learning Opportunities

We want to see: (1)

Raised awareness and understanding in the education system of the benefits of applied learning to school attendance, attitudes to learning and attainment, including the positive economic and social mobility impacts of applied learning opportunities.

How we can collectively achieve this:

Short Term

- Increase the recognition and promotion of applied learning in the education system by key influencers, such as the Department for Education and Ofsted, to encourage schools to adopt this approach.
- Facilitate the sharing of best practice from schools that have implemented and experienced the benefits of applied learning across a range of settings.

Long Term

- Create a National Applied Learning Strategy, outlining how applied learning opportunities can be better integrated into the current education system so that young people can be better prepared for the future ahead of any wider curriculum change, which takes time.
- Invest in further, longer-term research into the educational, social and economic impacts of enabling young people to access increased opportunities to apply their learning in real and relevant contexts.

We want to see: (2)

Fully integrated opportunities for young people to apply learning in real and relevant contexts as good teaching practice, emphasising preparation for adulthood throughout the entire school curriculum.

How we can collectively achieve this:

Short Term

- Enable a closer working relationship between employers and educators - by connecting local volunteers, businesses and industries better with schools, enabling young people to understand more about how what they are learning at school relates to future jobs and skills.

Long Term

- Conduct a full review of the curriculum, ensuring preparation for adulthood, transferable skills and applied learning are embedded across all subjects.
- Include applied learning in Continued Professional Development for teachers and in Initial Teacher Training for all teachers as an approach that can be delivered and championed across the curriculum.

ii. Improve Access to Financial Education for All Young People

We want to see: (1)

Financial education embedded across the curriculum and entire school experience.

How we can collectively achieve this:

Short Term

- Add financial education to the national curriculum for primary schools in England, with sufficient guidance, resources and support for teachers to implement this effectively.
- Engage key influencers like the Department for Education and Ofsted to raise awareness of the mandatory nature of financial education in secondary education.

Long Term

- Integrate financial education opportunities into all post-16 education pathways to ensure young people closer to financial independence are provided with relevant and vital information about money matters.
- Recognise schools delivering financial education effectively across the curriculum nationally, with increased opportunities for schools to share best practice and learn from one another.

We want to see: (2)

Improved delivery of financial education to ensure all young people have equal access to meaningful opportunities to develop their knowledge, skills and attitudes towards money.

How we can collectively achieve this:

Short Term

- Increase the prevalence of financial education in the national curriculum for secondary schools by providing educators with quality assured resources and guidance.
- Increase the delivery of financial education training for teachers during Initial Teacher Training and as part of their Continued Professional Development, clearly signposting to quality-marked resources and support available.

Long Term

- Appoint a Financial Education Champion in every school to oversee and champion activity.
- Create a centralised platform to signpost quality-assured, filterable financial education resources available across the UK, including lesson plans, programmes, campaigns and resources for educators to easily access.
- Implement effective international benchmarking on financial education delivery across the UK by joining the PISA Financial Literacy Assessment of Students to track impact and map gaps in provision.



Get Involved

If you would like to find out more about Young Enterprise's work, ambitions and impact, get in touch.

- Visit our website: www.young-enterprise.org.uk
- Contact our team: info@y-e.org.uk
- Follow us on social media

