



**YOUNG**   
enterprise

**The Sandhu Charitable  
Foundation  
supporting Young Enterprise**

# Thank you from Michael Mercieca

Chief Executive of Young Enterprise

Young Enterprise is a vital charity. This year we will support 210,000 learner experiences for young people across England and Wales alone: introducing them to business and enterprise, raising their awareness of crucial employability skills, shaping their attitudes towards work and improving their personal money management.



The crisis we face is clear, two-thirds of businesses (69%) believe that secondary schools are not effective at preparing young people for work and over half (55%) of businesses are not confident there will be enough people with the necessary skills to fill their high-skilled jobs in the future. As you know, Young Enterprise bridges the gap in the attitudes and aptitudes of these school and college leavers by working with them from a young age, believing that life experiences and entrepreneurial determination are key aspects of employment that just can't be measured by formal exams.



We simply could not work on this scale without the dedicated funding of our Key Supporters like yourself. In terms of the scale we are currently working at, running our programmes for a full year costs us £8.4 million with an average cost for a young person to take part just £42. Your pledge from the Sandhu Charitable Foundation of £45,000 and your commitment to the young people we work with is incredible. In this report, you will see how your support has been making a difference to these

young people.

I hope this will provide an insight into how we plan to tackle the skills gap and our Unlocking Potential strategy for 2016 to 2019, particularly looking at building our programmes into a structured learner journey and growing our reach to the third most deprived areas of England and Wales.

Many, many thanks again for your support.

Very best wishes,

A handwritten signature in black ink, appearing to read 'Michael Mercieca'.

# This Year at Young Enterprise



We believe that young people should be given the best chance for a rewarding future in work and life - no matter where they start their journey. Through our hands-on employability and financial education programmes and resources, we want to help all young people - realise their potential beyond education and empower a generation to learn, to work and to live.

Our 2015-19 Unlocking Potential Strategy will continue to develop and deliver programmes that are relevant to the skills young people need to build successful futures. We will increase programme access to young people at critical transition points (particularly those leaving Further Education) and ensure support is increased to either continue enterprises beyond Young Enterprise or access further support in next steps career planning.

We plan to deliver 210,000 learner experiences across 3,139 educational centres, including 2,036 (52%) secondary schools in England and Wales. 22,500 young people will start a Young Enterprise Business throughout the course of 2015/16 .

You will remember that reaching over 50% of secondary schools has been a key milestone for Young Enterprise since 2013 and whilst we are delighted to have achieved this goal, we recognise that we still have so much more to do in order for every young person to gain the skills and experience they need to succeed in life. Complacency is not an option and with your continued support we are determined to reach 75% of secondary schools by 2019.

## Your Support

We are delighted to have the support of the Sandhu Charitable Foundation for the Young Enterprise Company Programme in West London, particularly as Bim is an alumni himself!

Your donation last April of £15,000 has enabled ten groups of students to launch their own enterprise: nominating Director roles, selecting and sourcing a product, marketing this, public trading, and writing Company Reports. Across West London this academic year there are 22 Company Programmes running with more than 280 young people taking part; the Sandhu Charitable Foundation generously funds almost half of this activity. Thank you for your support and your commitment to the Company Programme for a further two years.



We hope that you have enjoyed seeing the Company Programme in action these past twelve months – particularly at the UK Finals at the BFI last July and at the Spitalfields Trade Fair day in February.

# Wider Impact: Skills Development

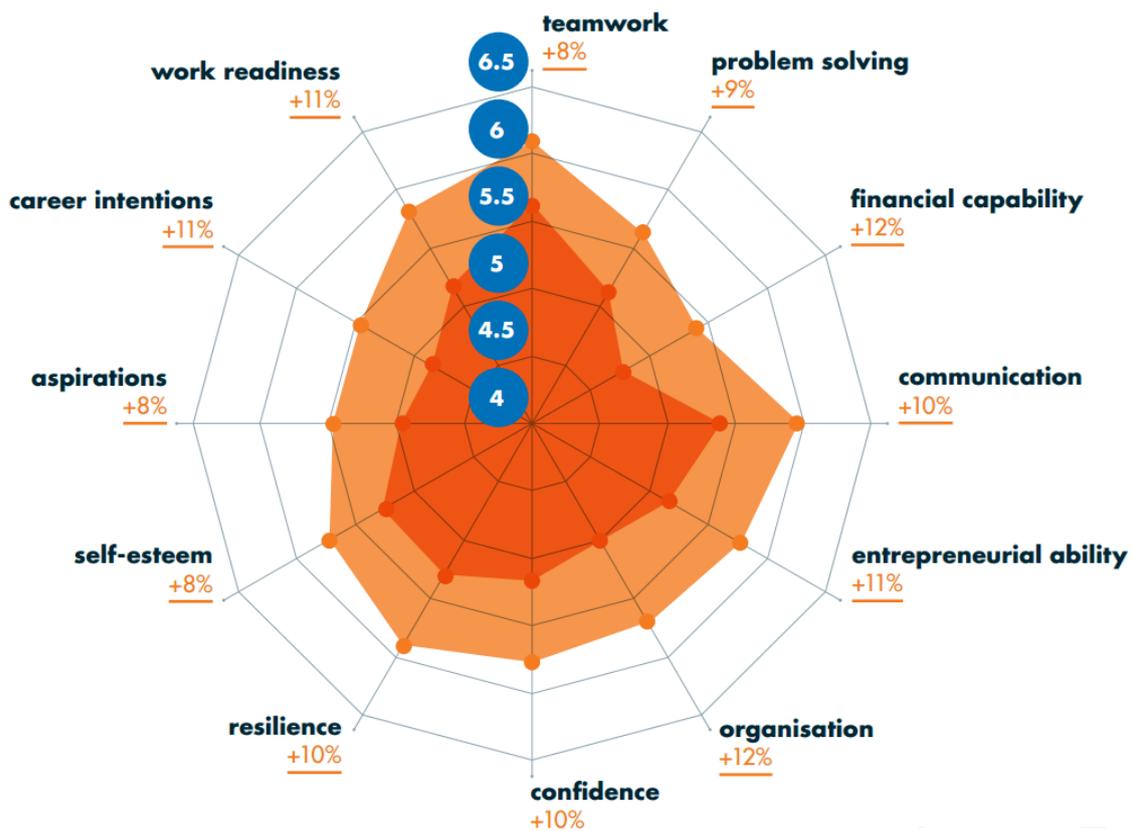
Young Enterprise's focus is preparing young people for work. With more than half of graduate employers stating that none or few graduates were "work ready" this is a concern that employers are increasingly facing year on year. New recruits lacking basic attributes such as team work, communication, punctuality and the ability to cope under pressure can only mean that the productivity challenges the UK faces as a nation will become even more severe.



Every activity we run enables young people to develop core employability competencies that young people need to succeed in work. These competencies highlighted below, have been chosen in consultation with the CBI, FSB and IoD and reflect the skills that employers regularly report to be lacking in school leavers today.

Company Programme was the original driver for this and in the past year this has had a fantastic impact for the young people we support with an average improvement of 10% across all competencies. We are very proud of this significant improvement which we wouldn't have been able to achieve without your support. Just a few examples from alumni of the Company Programme in 2014/15 include:

## Young people's employability competencies progression



# Learner Development Journey



You may recall that Young Enterprise has created a Learner Development Journey which maps learning outcomes for all enterprise education programmes against the key employability competencies that we measure.

The journey takes young people from a starting point of raising their awareness of employability skills and recognising their importance, through to putting these key skills to practical use in real-life experiences. We achieve this through combining multiple programmes into longer term interventions across 4 stages.

1 Raise Awareness	2 Build Understanding	3 Apply Skills	4 Model Competencies
<b>Programmes</b>			
		Start-up	
		Company	
		Team	
	Tenner		
Masterclasses			
Project Business			
Personal Economics			
Learn to Earn			
Your School Your Business			

The range of programmes we offer to schools – from day classes and month-long challenges, to the Company Programme - progressively builds students' knowledge of business. Implementing the Learner Development Journey has been a key strategic aim and is especially important for young people from disadvantaged areas who may be particularly disengaged from the world of work.



# Young Enterprise: Unlocking Potential strategy

Young people and their futures are at the heart of our work. Young Enterprise has worked towards giving young people the chance to learn from their own experiences, engaging young people to provide a powerful set of tools essential for building a successful future in modern Britain.



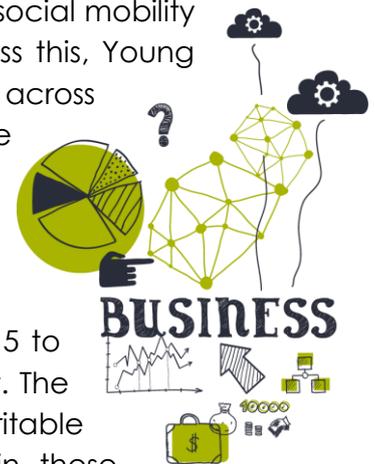
Enterprise and financial education unlocks the potential of students by improving their creativity, productivity and business acumen. Young Enterprise believes all young people should leave education fully equipped to tackle the world of work with the key skills and attitudes we focus on. A curriculum that harnesses enterprise and financial education can help teachers and college tutors deliver a long-term sustainable skills strategy.

As we plan for the future and finalise our **2016-19 Unlocking Potential strategy**, there are a number of drivers that we will work towards:

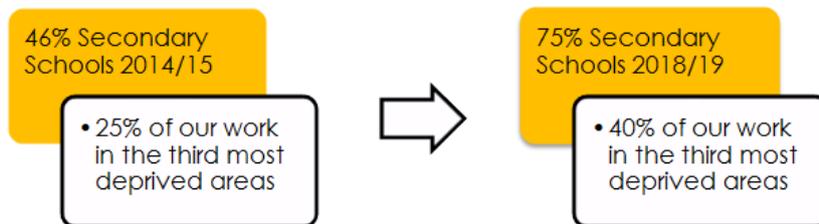
1. Increasing our reach to 75% of secondary schools to ensure **all young people have consistent access** to our programmes
2. Supporting all young people especially those who **need our help most** by increasing our work in the third most deprived areas from 25% to 40%
3. Extending support for young people **beyond their educational journey**
4. Ensuring **employers recognise the value of skills and character** and consider Young Enterprise Alumni as prized recruits
5. Establishing delivery models that support development and attainment that **compliment the curriculum**
6. Developing programmes and **building support for educators** working with young people outside of mainstream education, such as care-leavers
7. Increasing our **use of digital technology** in the delivery of our programmes



One key focus of Unlocking Potential is for Young Enterprise to deliver more programmes in deprived areas. There is an increasing body of evidence linking social mobility to skills such as confidence, self-esteem and resilience. To address this, Young Enterprise plans to focus the work we do in deprived areas across England and Wales. Our programmes teach young people the ability to keep going when things don't go to plan, whilst raising awareness on the links between one's earning capacity, career aspirations and life choices.



The infographic below shows the progress we will make from 2015 to 2019, which is an ambitious 61% increase over the 4 year strategy. The continued support from our funders like the Sandhu Charitable Foundation is crucial in order for more young people to gain these opportunities and fulfil their true potential:



You may remember the Young Enterprise Journey Award from the UK Company Finals in July last year. The Journey Award showcases young people from challenging backgrounds who have demonstrated strong development in the key competencies. In 2014/15 Nayhan Islam, our National Journey Award winner, recognised how far he had come since starting the Company Programme.

Through his Young Enterprise company 'Swift', a male fashion brand rooted in the heart of East London, Nayhan had been able to not only hone many of the integral employability skills, but more than that, it allowed him to come out of his shell and to test him on every front, be it bureaucracy or resiliency. *"I cannot be more thankful."*



***"Before I started Young Enterprise, I was this really shy individual that was afraid of criticism and failure. I really wanted to share my ideas with people but I just couldn't do it. I had this 'irrational fear'... Since Young Enterprise I've formed a platform for my confidence; without it I would still be that shy person and find it difficult to express myself and find my inner reserves of strength. But Young Enterprise has been the main reason to drive me and to push me to where I am today."***

# Conclusion

Thanks to your support, Young Enterprise has been able to achieve so much. Since 2013 we have grown our reach from 34% to 52% secondary schools this year. The 2015/16 academic year is one of consolidation for Young Enterprise, ensuring our staff are fully trained as educational specialists to meet the growing demand from schools for financial and enterprise education and to map it against the curriculum.



Investing in our delivery staff and evaluation function will ensure we have robust relationships with 52% of secondary schools and concrete evidence of the positive impact that Young Enterprise has on students, schools and employees. This is essential work to set the foundations for our 2015 - 2019 Unlocking Potential Strategy and to enable us to improve the life chances of thousands more young people.

Thank you once again for your commitment to our work and the young people that we support. I hope that you will continue to partner with Young Enterprise during this exciting time in our development – particularly focusing on the Company Programme in West London - and support us to fulfil our ambition to reach 75% of secondary schools by 2019.

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