



COMPANY PROGRAMME

DELIVERY AND IMPACT REPORT 2019/20

ye company
programme

ye **YOUNG**
enterprise
A Member of JA Worldwide

Supported by



HSBC UK

www.young-enterprise.org.uk



CHIEF EXECUTIVE FOREWORD

In March 2020 the Covid-19 pandemic hit, bringing unprecedented disruption and challenges across education, charity, and industry sectors throughout the UK. However, the adaptability and tenacity of the young people participating in Company Programme, together with the collaborative efforts of educators, volunteers, funders and staff, meant that Young Enterprise could evolve and innovate in response to what was an extremely fast paced changing situation. Despite the disruption, collectively we ensured that 11,333 young people were supported to continue to have access to meaningful learning opportunities, through taking part in Company Programme, helping them to develop enterprising mindsets and the key employability skills needed to build their futures.

We worked hard to increase the accessibility of Company Programme over the spring and summer through digital innovations; hosting our Regional and National competitions online, developing a brand new e-commerce platform, and ensuring young people continued to have access to the invaluable support and guidance from their Volunteer Business Adviser (BA) online.

In what has been such a difficult year for so many, I want to thank every young person, educator, volunteer, supporter and staff member for your resilience, skills time and resources, all of which contributed making Company Programme such a success in 2019/20, despite the challenging operating environment.



A special note of thanks must go to HSBC UK, who have been supporting Company Programme in all its various forms for over 33 years. As well as the vital funding needed to run the programme, they provide volunteer mentoring support for the young people, host trade fairs and competition finals, and add significant pro-bono business and banking support for the young people to participate in the programme. We are incredibly grateful for their committed support and ongoing partnership.

Sharon Davies

Sharon Davies
Chief Executive, Young Enterprise



The Company of the Year 2019/20 winner, Envirotent

// Thank you so much for this amazing and inspiring opportunity. The programme has made the year so much more interesting - I had something that I enjoyed to do after school every week instead of going home and doing nothing. I definitely would recommend the programme as it has taught me so much about the real world and has opened my eyes other career aspects. It has also shown me that I have to work on my confidence and people skills, but also that I can do anything if I have the support and motivation to do so. //

Young person

OUR VISION AND MISSION

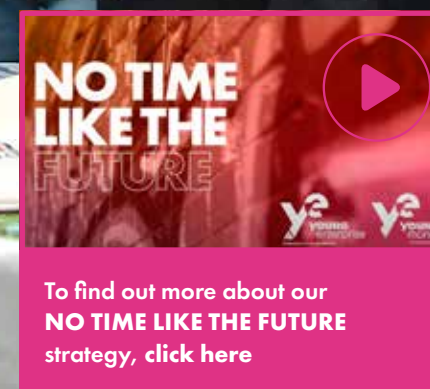
At Young Enterprise our vision is that every young person has the opportunity to learn the vital skills and enterprising mindset needed to earn and look after their money and make a positive contribution to their community.

Our mission is to empower young people to discover, develop and celebrate their skills and potential.

We work in partnership with educators, volunteers and our supporters to provide meaningful opportunities for young people to develop an enterprising mindset in which to apply crucial skills to navigate successful future pathways.

In January 2020 we launched our new strategy **No Time Like The Future** which stands for the future and all its endless possibilities. We are constantly inspired by what young people can achieve. We believe meaningful opportunities, combined with appropriate support to develop and apply an enterprising mindset and skills, changes young people's futures.

By 2023, Young Enterprise will create a minimum of **1 million** opportunities to help young people activate their untapped ambition. To do this, we need to mobilise **40,000** volunteers, educators, and alumni across our network which will require an investment of **£16 million** pounds over the next three years.



WHAT IS COMPANY PROGRAMME?

Company Programme provides a real-life learning opportunity that introduces young people aged 13-19 to the realities of the world of work.

Young people work in teams to set up and run their own Young Enterprise student company under the guidance of a Volunteer Business Adviser. With access to our online platform with extensive resources, videos and step-by-step guidance, teams make all the decisions about their business, including deciding on the company name, managing company finances as well as selling to the public through pop up shops and our unique e-commerce platform YE Trading Station.

Young people gain the practical business experience, enterprising mindset and employability skills needed to help them build successful futures.



Company Programme is delivered in England and Wales by Young Enterprise, in Scotland by Young Enterprise Scotland, and in Northern Ireland by Young Enterprise Northern Ireland.

THE 8 STEPS YOUNG PEOPLE TAKE THROUGH COMPANY PROGRAMME

1

Starting up - meet their Volunteer Business Adviser and decide if they will set up a company or a social enterprise

2

Creating the board - decide the structure of their company, allocate director roles and set up their bank account

3

Generating the idea - brainstorm and evaluate ideas for their product or service

4

Business planning - conduct market research, develop a business plan and start to raise capital

5

Launching - launch their products and services

6

Running the enterprise - start selling their products or services and have opportunities to participate in Local, Regional and National competitions

7

Winding up - host an AGM and decided how to distribute the profits of their company

8

Looking back & next steps - develop a personal action plan, update their CV with their skills and join the YE Alumni network. By completing an online self-assessment, young people can receive a certificate to evidence the skills they have developed from taking part in Company Programme.

HOW COMPANY PROGRAMME SUPPORTS SCHOOLS

Supporting the Curriculum



In 2019/20 almost a third of educators in England and Wales used Company Programme to support the delivery of GCSEs, A-Levels, BTECs, or in Scotland, achieving the equivalent of a Scottish Higher, highlighting how it can be embedded and can contribute towards a broad and balanced curriculum. The programme supports school inspection frameworks success by contributing to judgements on the effectiveness of quality of education, leadership, and personal development by preparing students for the next stage of their education, training or employment. Company Programme can also be used to complete an Extended Project Qualification (EPQ) with Pearson Edexcel and a Scottish Higher equivalent.

Financial Capability



Company Programme develops the financial capability of young people by helping them understand the important role money plays in business and our everyday lives. Participation

in the programme teaches young people to manage money well and make wise financial choices for their business, while at the same time equipping them the knowledge, skills and confidence to responsibly manage their own money now and in the future.

Gatsby Benchmarks



Company Programme can support schools to achieve a number of the Gatsby benchmarks by providing young people with meaningful employer encounters, personalised

advice and guidance and a valuable insight into the world of work.

Duke of Edinburgh Award



Company Programme can be used by students to fulfil the skills element of the Duke of Edinburgh Award.

Digital Skills



With the growth of digital and the increase of artificial intelligence, employers are increasingly looking for people who are innovative, creative and adaptable, and who have the ability to apply these skills and attitudes, irrespective of the role. Company Programme provides the perfect opportunity for young people to develop these skills in an engaging and challenging way. This development of 'human' intelligence, not only enriches their academic learning, but also provides a strong foundation for their futures.

// I have really enjoyed this process. I have gained many new skills which has helped me to write my CV and personal statement for my UCAS. I feel I can list positive attributes about myself now because I have identified new qualities. I would definitely recommend this process to a friend because it was good to have a break from my subjects and do something that I enjoy. //

Young person

ENTERPRISING MINDSET

HOW COMPANY PROGRAMME SUPPORTS YOUNG PEOPLE TO DEVELOP AN ENTERPRISING MINDSET

Enterprise education and building an enterprising mindset is for all young people not just those that wish to set up their own business. Company Programme provides young people with a unique opportunity to apply knowledge and skills in a real life context. Developing an Enterprising Mindset is an outcome of navigating a successful pathway through the programme - highlighting the importance of applying key skills and attributes in a positive way.

Company Programme provides meaningful opportunities and appropriate support for young people through our staff, their educators, our Volunteer Business Advisers, and our self-led online support platform.



Find out more about our enterprise offer here



// I have really enjoyed the experience of starting up a company from Young Enterprise as it has taught me a lot about how businesses are ran and about myself. It has helped develop communication, perseverance and presentation skills, these are just some of the lessons I have learnt from Young Enterprise that will stay with me for the rest of my life. //



Young person

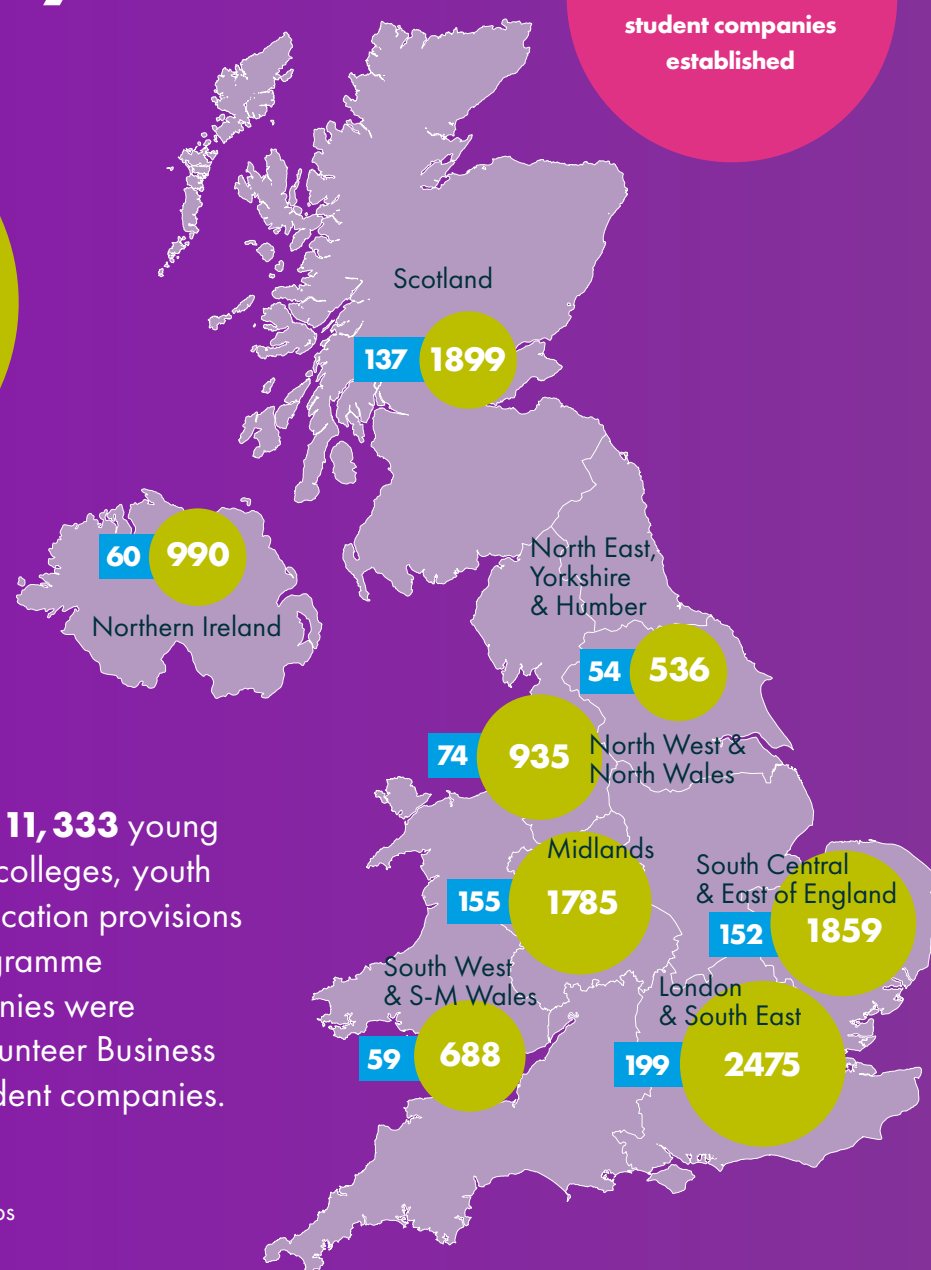
COMPANY PROGRAMME IN 2019/20

11,333
young people
participated in
Company Programme

1,040
student companies
established

In 2019/20 across the UK **11,333** young people from **721** schools, colleges, youth groups and alternative education provisions took part in Company Programme and **1,040** student companies were established. Over **880** Volunteer Business Advisers supported the student companies.

-  Schools, colleges, youth groups and alternative provision
-  Number of young people reached



There were 166 young people that took part in Company Programme from Centres that were not associated to a region.

// This programme was the best thing of 2020 for me! it was such a fun project and I made some great friends along the way. I got to attend events that were eye opening and interesting. //

Young person

Student companies had opportunities to compete in competitions at a Local, Regional and National level, offering a variety of learning development opportunities including public speaking, interview skills and a chance to network with other companies locally, regionally and across the UK. Due to school closures this year we were forced to innovate, and a majority of the events therefore took place online. Regional teams co-ordinated 90 events, totalling an attendance of 259 companies.

The Company of the Year National Final offered finalists the opportunity to celebrate their successes and reflect on learning from the year. In 2020, the online event was hosted by Channel 4's

Steph McGovern, a Young Enterprise Alumna. The **UK Company of the Year** was awarded to EnviroTent, a business created by Year 12 students from King Edward VI School, in Lichfield, Staffordshire. EnviroTent is a recyclable, showerproof, cardboard tent that offers the solution to growing plastic waste resulting from tents left behind at festivals. EnviroTent created an innovative, sustainable product that is the only cardboard tent in the UK. EnviroTent went on to compete at the JA Europe Company of the Year awards, and the Managing Director of the company, Tayla Evans, achieved an **Alumni Leadership** award.

COMPANY PROGRAMME AT A GLANCE



721

schools, colleges, youth group and alternative education provisions took part across the UK



1,040

student companies established and provided with access to YE Online, our dedicated online platform



100%

of educators felt Company Programme improved young people's employability skills



96%

of educators felt Company Programme raised young people's career aspirations



11,333

young people aged 13 - 19 took part



882

Volunteer Business Advisers volunteered their support



100%

of educators would recommend Young Enterprise



96%

of educators would take part in Company Programme again

COMPANY PROGRAMME AT A GLANCE:

The impact on young people



90%

helped to identify their strengths and weaknesses



76%

developed four or more enterprising attributes, with the biggest changes in: working responsibly, work readiness, organisation, financial capability



86%

gained confidence in themselves



83%

helped to see the value of what they learn in lessons in the real world



91%

had a greater understanding of the world of work



86%

reflected on skills they need to develop for the future



82%

have the courage to keep trying when they find learning difficult

YOUNG ENTERPRISE IN CONVERSATION WITH...

TAYLA EVANS, MANAGING DIRECTOR OF ENVIROTENT, WHO WON THE YOUNG ENTERPRISE COMPANY OF THE YEAR FINAL 2020 AND WENT ON TO REPRESENT THE UK AT THE EUROPEAN FINALS.

ALISON MUIR, HEAD OF PROCUREMENT AT DUNELM AND VOLUNTEER BUSINESS ADVISER FOR ENVIROTENT.

How did you come up with the idea for EnviroTent?

Tayla: We went through a lot of different ideas and it was really challenging to try and come up with an idea that we felt was unique and good enough to allow us to make a big impact on society and the environment. We thought about the activities young people participate in and how we could improve these for the benefit of all. We were researching ideas and discovered how damaging tents were from festivals - the idea came from there.

What made you believe that your business was possible and what can we learn from that?

Tayla: I think believing in yourself is really the key factor in determining your success. For me, something that really motivated me and encouraged me was having those around me put their time and resources into me. It showed that they had faith and I felt like "I can do it". Then, when you experience hurdles, you don't give up straight away because you've got all this backing behind you and you feel like you can't let these people down



Tayla Evans - Managing Director, EnviroTent

and you have to keep going. I think that's a really good way to make people feel things are possible by having encouragement from others and having them put their faith in you.

As the Managing Director of your Young Enterprise business, what's your view on access to relatable role models and how important do you think it is?

Tayla: I've been really lucky to have a lot of access to inspiring female role models in business, both during and after the programme. It's important for young women to be able to look up to strong females who they can be inspired by.

What would your advice be to other young people on the ways in which they can make the most of their Volunteer Business Adviser?

Tayla: Volunteer Business Advisers are such an incredible asset, they have so much experience and knowledge to offer. One way to make the most of their support is learning by watching them and seeing how they act in a business environment. They'll also have so many connections they can put you in contact with who can help you to grow.



Alison Muir - Head of Recruitment, Dunelm

Have there been any skills or insights you've learnt through participating in Company Programme as a Volunteer Business Adviser that you've taken back into the business?

Alison: Absolutely, at the heart of it all are the coaching and mentoring skills, as well as learning how to motivate teams. These are great skills to learn for any kind of leadership role, now or in the future.

As a Volunteer Business Adviser how do you encourage young people taking part in Company Programme to think of a good idea?

Alison: I think it's about getting young people to talk about the things they're passionate about. Brainstorming and challenging everybody to come up with three ideas is a good start. No idea is a bad idea. It's about making everybody think about what they're passionate about, where they see problems that they could solve and that's how we get a great brainstorm going.

Do you have any tips for young people on how to persevere when they face challenges on their enterprise journey?

Alison: I think the biggest lesson is that we're stronger together. By working together and supporting each other, we get good outcomes. You just need to make sure you're super flexible and agile and open to change.

Tayla: I'd recommend writing down all your goals and what you want to achieve, so when you lack motivation or struggling and are wondering if your business is the right thing to do, you can look back and reflect on how excited you were at the beginning and remind yourself of what you set out to do and I think that's the best way to persevere.

What does an enterprising mindset mean to you?

Tayla: I think an enterprising mindset, for me, is seeing and desiring more than others think is possible. I think being an entrepreneur is always looking for something bigger and when people think it's impossible, you're formulating ways to make it possible. I think it's always continuing to work towards your goals, whether people back that and think it's possible or not, and it's about showing resilience, commitment, and a passion for what you want to do and achieve.

Alison: Yes, I'd agree with everything that Tayla says, but building on it a little bit, it's about thinking creatively. It's about using all the resources that you've got available to you to maximize your opportunities. Think big and be ambitious, just as Tayla says, and I think one of the most important things is when you're chasing those opportunities, you focus on how you can achieve something and not on what the barriers are that are going to stop you.

Many of our Company Programme Alumni are keen to carry on with their entrepreneurial ideas. What tips would you give young people starting their business right now?

Tayla: I think starting a business is such an exciting and amazing opportunity. When you're starting a business, you need to make sure that it's something that you're really passionate about and that excites you and makes you want to wake up every day to work towards that. If you don't have that excitement and passion for it, it will be quite difficult to motivate yourself. It's also important to get yourself into the mindset that you can do it!

THE DIFFERENCE COMPANY PROGRAMME MAKES

To understand the extent to which young people have developed their skills, knowledge and attitudes as a result of taking part in Company Programme, we ask young people, educators and Volunteer Business Advisers to reflect on their experience in questionnaires at the start and end of the academic year. Here are some of the key findings for 2019/20:

DEVELOPING YOUNG PEOPLE'S ENTERPRISING ATTRIBUTES

Educators saw improvements in their young people across all eleven enterprising attributes, with the highest improvement in creativity with young people's abilities to use their imagination or invent original ideas to create something.



90%

of young people helped to identify their strengths and weaknesses



76%

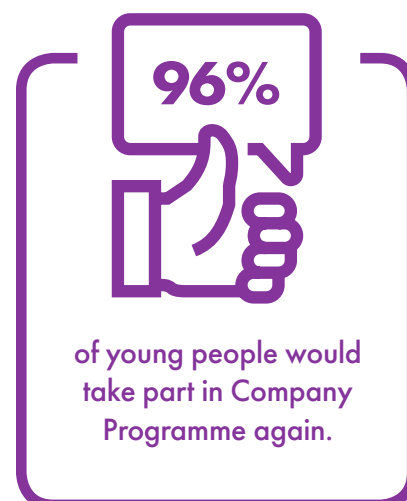
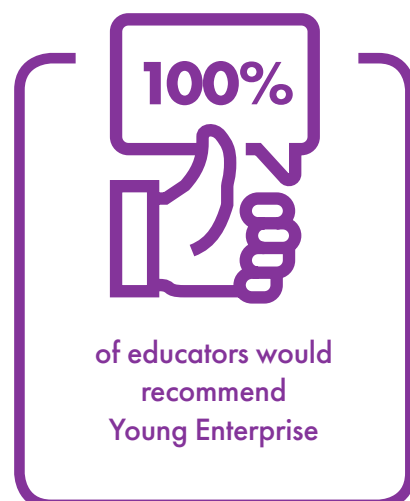
of young people developed four or more enterprising attributes, with the biggest changes in: working responsibly, work readiness, organisation, financial capability

Sample of 1,622 young people, 26 educators, and 21 Volunteer Business Advisers that completed both the baseline and endline surveys.

// I found this programme to be an incredible experience, one full of passion, learning and one simple challenge; to build a business. It was a fantastic rollercoaster ride, of achievements but also some challenges, but most significantly full of beautiful memories of teamwork, drive and success. //

Young person

A TRUSTED PROVIDER OF POSITIVE LEARNING EXPERIENCES



- // Comments provided from young people showed Company Programme:
- was a fun and enjoyable experience
 - gave a unique opportunity for learning about work and business
 - helped their skill development
 - helped their future planning
- //



// Company Programme has really changed my outlook on my future; it has given me so much confidence and hope that I can succeed and achieve my dreams and goals that I have set out as a result of the programme. //

Young person

// Young Enterprise has been an amazing experience for the students as they have participated in group work activities built their own skills. Some students have just blossomed when working in this kind of environment. Brilliant experience all round. //

Educator

IMPROVING YOUNG PEOPLE'S EMPLOYMENT AND CAREER ASPECTS

Company Programme contributed to employment and career elements:



100%

of educators felt Company Programme improved young people's employability skills



96%

of educators felt Company Programme raised young people's career aspirations

As a result of Company Programme:



91%

of young people had a greater understanding of the world of work

// Excellent and should be part of the curriculum and should be taught to everyone as it's up to date of current day real life business which all will go through and these skills YE give are essential of being a step ahead in the game. //

Educator



86%

of young people gained in confidence in themselves



86%

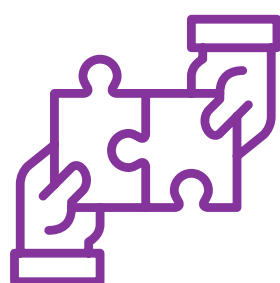
of young people reflected on skills they need to develop for the future

// Young Enterprise was a challenging task for me and all of our team members. We learned life skills beyond the school curriculum, and we learned how to interact with each other as well as with the people outside. I, personally, strongly learned the importance of communication in teamwork. All the digital work and manual work were tough but never tougher than communication. It all remains a good memory now, but I will learn from my mistakes and will try to be a more effective team worker next time. //

Young person

DEVELOPING AN ENTERPRISING MINDSET IN YOUNG PEOPLE

100% of educators agreed that Company Programme helped their students develop an enterprising mindset, and the Company Programme experience changed students' attitude to learning in other subjects.



82%

of young people helped by Company Programme to have the courage to keep trying when they find learning difficult



83%

of young people helped by Company Programme to see the value of what they learn in lessons in the real world

// It reinforced the importance of dedication in order to see an outcome. This allowed us to transfer the drive to succeed created within the student company over to our other subjects, which allowed us to really knuckle down and try our best to achieve. //

Educator

CONTRIBUTING TO VOLUNTEERS' PERSONAL DEVELOPMENT

Volunteer Business Advisers reported that Company Programme contributed to their own capabilities and personal development –



100%

in Teamwork



95%

Adaptability, Mentoring, Communication, Influencing and Mediation

// The experience of Company Programme has been extremely rewarding. I have thoroughly enjoyed it and am excited to continue the journey with them. //

Volunteer Business Adviser



DEVELOPMENTS FOR 2020/21

In 2020 we began work to increase the accessibility of Company Programme and to provide young people with additional opportunities to develop skills required for the digital age. Throughout 2021 we will continue to build on the following:

YE Digital Connect – we partnered with Brightside, an online mentoring charity, to launch YE Digital Connect, a secure and safeguarded online messaging platform for young people to gain support and advice from their Volunteer Business Adviser.

Virtual Competitions – we digitised our regional competitions, culminating in a virtual Company of the Year Final hosted by Steph McGovern. For 2020/21 all competitions will take place virtually and we will host monthly competitions through social media to engage young people.

YE Trading Station – we developed our own e-commerce platform, providing a unique experience for young people to promote and sell their products and services online and develop a range of skills from digital marketing to delivering customer service.

Opportunities for digital skills - we will provide more opportunities to develop and apply digital skills. Employers are increasingly looking for people who are innovative, creative and have the digital skills required for a rapidly changing job market. We will continue to build on our innovations, providing opportunities for young people to develop and apply these crucial skills.

// It was a wonderful experience, to say the least. I have thoroughly enjoyed the process. I wouldn't even have done any of this without YE and I don't think I would have sold to the public without this programme. I would strongly recommend this for anyone and it was a fantastic experience. I have made a lot of new friends and the thought of how far we have come in terms of creating an original product and selling it to the public is amazing. It was an amazing experience and I do not regret this at all. //

Young person



GET INVOLVED

WORKING IN PARTNERSHIP WITH YOU TO CHANGE THE LIVES OF MORE YOUNG PEOPLE

**We're here to work with you. Get in touch
and see how we can help.**

Get in touch

**Young Enterprise is a national charity supporting young
people to successfully earn and manage money.**

By 2023, Young Enterprise will create a minimum of **1 million opportunities** to help young people learn the vital skills needed to earn and look after their money. We want to partner with more teachers, educators, volunteers and businesses to make this happen.

To do this, we need to mobilise **40,000 volunteers**, teachers, and alumni across our network and secure an investment of **£16 million pounds** over the next three years.

We need your help to give more young people access to the enterprise and finance skills that can shape their careers and help transform their futures.

Work collaboratively with us to take part in programmes which meet your needs and ensure the successful development of your young people.

**To find out more about our full range of
programmes and service visit:
www.young-enterprise.org.uk**

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