

YOUNG ENTERPRISE

# PROGRAMMES AND SERVICES 2020/21



[www.young-enterprise.org.uk](http://www.young-enterprise.org.uk)



# WE'RE HERE FOR YOU...

At Young Enterprise we believe that no young person should be left behind and are committed to supporting young people to fulfil their amazing potential.



You can view the impact on the lives of three young people who have taken part in a Young Enterprise programme here...

<https://youtu.be/KMkn5Dcp0mQ>

For nearly 60 years Young Enterprise has been working in partnership with schools to enhance and enrich curriculum learning with the vital skills young people need to earn and look after their money.

In all those years young people, schools and teachers have never before been faced with the challenges we have experienced since March 2020. We understand the impact that this has had, and will continue to have, and have adapted our programmes to provide the most flexible way of working alongside you this academic year.

We have developed a blended learning approach across our programmes and services ensuring we can continue to work together to enrich the enterprise and financial education of your young people.

Find out more about how our programmes and services can continue to support you and your young people.



To find out more about how we have adapted our programmes to continue to help to support your young people visit:

[www.young-enterprise.org.uk/teachers-hub](http://www.young-enterprise.org.uk/teachers-hub)



# ye company programme

Our most immersive programme which provides a real-life learning opportunity that introduces young people to the realities of the world of work.



// **Company Programme is a great way for young people to prepare themselves for the future world of business"**

Ian Stuart, HSBC UK CEO

## Our most immersive experience for young people.

Running flexibly from 12 weeks to a full academic year, young people from Year 9 to Year 13 start up their own student company, running through the key milestones of developing an idea, conducting market research, creating the product or service, promoting that product and ultimately trading it.

You might expect this to be a programme specifically targeted at those with an interest in business, however the 15,000 young people who participate each year have a very broad range of interests. Company Programme can be used to provide a real-life context to many subject areas - DT and computing involved in the design of their product, English to develop the persuasive language for their marketing, or Maths to establish a profitable selling price - student's involvement in Company Programme provides a rich real-life learning experience.

Company Programme can also be used to support groups of young people who may require additional intervention due to low self-esteem, lack of confidence or social challenges.

With work experience for 20/21 looking increasingly challenging, Company Programme can provide the next best thing – experience of work.

Supported by



## What's in it for young people:

- Opportunities to apply classroom learning in real and relevant contexts
- Develop essential skills required for future life and work ([UCAS](#) even use YE as an example of what to put on the form!)
- Real experience of work – something that will be even harder post COVID-19
- Engaging with a volunteer mentor from the world of work
- Opportunity to use the Company Programme experience to gain an [Extended Project Qualification](#)

## What's in it for you and your school:

- Suitable for Year 9 up to Year 13
- Up to 32 students able to participate in each student company
- Flexibility to run the programme over 12 to 38 weeks
- Supports careers education through the provision of real-life experiences of work
- Drives positive attitudes to learning, life and work
- Clear guidance on how students can use their experience to complete UCAS applications
- Use of Company Programme to help post 16 students achieve an [Extended Project Qualification](#)

## Young Enterprise support:

We've worked hard to minimise the amount of teacher time required to support young people on Company Programme this year. We understand the increased pressure there will be on teacher's time and have put the following in place so that students can interact with the programme as independently as possible.

- A dedicated online platform to support students through their Company Programme experience
- Access to a DBS checked and trained volunteer Business Advisor to support students through the programme – either remotely or in person
- A brand-new e-commerce platform, YE Trading Station, for online trading
- Regular mini competitions for student companies throughout the programme
- A series of webinars to support students with key aspects of the programme over the course of 20/21

**Watch below to find out how our Company Programme impacts young people...**

▶ **YESTORY - Priyapreet Bhatti**

▶ **YESTORY - Regan Hickman**

▶ **YESTORY - Tayla Evans**

▶ **FIND OUT MORE HERE...**



**LISTEN TO HOW THE COMPANY PROGRAMME SUPPORTS THE EPQ**



**learn  
to earn**

**route  
to success**

**Raising aspirations and empowering young people to make informed decisions about their subject and career choices.**



**“I learnt what employers are looking for and that how much money you have to spend depends on how much you earn”**

Student

**In a rapidly changing world, more than ever, young people need support to make informed choices about future careers.**

Learn to Earn and its online counterpart Route to Success motivate students by encouraging them to consider financial plans for the future, set goals and think about their future study options.

Covering the same learning objectives but offering different learning experiences, the programmes explore themes such as personal skills and talents, career choices, salaries, earnings, income tax, the cost of living, financial planning and budgeting.

The programmes are complementary to each other, and whilst they can be completed independently, they also provide opportunities for schools to run the digital programme when tighter social distancing measures are in force and follow up with the in-school programme as and when they are relaxed.

**Learn to Earn** is a one day in-school programme run by our fully trained and safeguarded Area Managers.

It brings in volunteers from the world of work to share their own experiences and support the young people to develop their own goals and aspirations, and offers a wide range of small group work and practical activities which are facilitated throughout the day. All students receive a hard copy of our Jobs Directory listing nearly 100 different jobs across a range of industry sectors, including common entry requirements and expected income.

**Route to Success** is a 2 hour digital programme which can be directly accessed by students either in school or at home via our brand new online platform YE Learning Zone.

It consists of five modules and takes around 2 hours to complete – either in one session or in bitesize chunks. It contains integrated employer encounter videos as well as the opportunity for teacher led live employee engagement via video link. Students' progress can be fully tracked, and they will receive a certificate on completion of the course as well as their own personalised record of learning and action plan.

**What's in it for young people:**

- Development of key financial education skills
- Establishing realistic goals and aspirations
- Beginning to explore what 'success' might look like for different people
- Appreciating how skills contribute to employability

**What's in it for you and your school:**

- Suitable for Year 8 up to Year 13
- Provides evidence of the Gatsby Benchmarks of good career guidance
- Includes meaningful employee encounters
- Raises aspirations across cohorts
- Supports Ofsted's 'Personal Development' judgement area.



**VISIT THE LEARNING ZONE**



**FIND OUT MORE HERE...**



**employability  
masterclass**

**employable  
me**

Helping young people to  
showcase their skills to  
employers and education  
and training providers.



//  
The most valuable  
thing I learnt today was  
how to write a good  
CV and what skills are  
valuable for a job"

Student

**The Employability Masterclass and its digital counterpart Employable Me provide an opportunity for young people to explore and develop a range of skills linked to securing first time employment.**

Covering the same learning objectives but offering different learning experiences, young people will consider how they describe their own personal strengths and how to showcase their skills to employers.

They will receive top tips for writing compelling applications, including CVs and covering letters, before considering interview techniques and a range of pathways to success.

The programmes are complementary to each other, and whilst they can be completed independently, they also provide opportunities for schools to run the digital programme when tighter social distancing measures are in force and follow up with the in-school programme as and when they are relaxed.

**Employability Masterclass** is a one day in-school programme run by our fully trained and safeguarded Area Managers.

The programme brings in volunteers from the world of work to share their own experiences and support the young people to present themselves in an appealing way to employers, and offers a wide range of small group work and practical activities which are facilitated throughout the day.

**Employable Me** is a 2 hour digital programme which can be directly accessed by students either in school or at home via our brand new online platform YE Learning Zone.

It consists of five modules and takes around 2 hours to complete – either in one session or in bitesize chunks. It contains integrated employer encounter videos as well as the opportunity for teacher led live employee engagement via video link. Students' progress can be fully tracked, and they will receive a certificate on completion of the course as well as their own personalised record of learning and action plan.

**What's in it for young people:**

- Development of knowledge and skills in relation to the process of employment
- Establishing realistic goals and aspirations
- Hearing direct from employers as to what they are looking for in new talent
- Guidance on how to present in the very best way.

**What's in it for you and your school:**

- Suitable for Year 8 up to Year 13
- Provides evidence of the Gatsby Benchmarks of good career guidance
- Includes meaningful employee encounters
- Raises aspirations across cohorts
- Contributes to Ofsted Personal Development judgement area.



**VISIT THE LEARNING ZONE**



**FIND OUT MORE HERE...**



# teacher TRAINING AND RESOURCES

We're committed to giving young people the tools they need to get ahead in life.



//  
The training was very good and practical with lots of resources being highlighted and provided"

Trained Teacher

**We can't do it without you. That's why we're passionate about providing teachers and educators with the knowledge and skills they need to help young people succeed.**

Teachers that have been trained in financial education have been proven to make a greater impact on student outcomes and are more able to tailor delivery to the specific needs of their young people and their school.

Our teacher training courses are designed to help overcome the barriers of time and cost for many teachers and schools. They will help you build the knowledge and confidence to deliver effective, relevant and age-appropriate financial education through;

- Appreciating how financial education can be made real and relevant to the young people you work with
- Understanding where financial education most effectively fits within your curriculum
- Increasing awareness of key tools to assist in the development of financial education in your context
- Knowing where to find further support and resources to aid financial education delivery.

## eLearning

Our brand new online primary and secondary teacher training is free to access, takes around 1.5 hours in total and can be completed at your own pace. You will be guided through the completion of your own Action Plan for financial education through which you can consolidate thoughts and ideas for delivery in your own setting.

### [Access the eLearning](#)

## Tailored Training

As well as our eLearning courses, we also have two tailored training offers for 20/21 which can be delivered either in school or via video link to a group of up to 20 teachers.

- Training tailored to those working with young people aged 16 and 17
- Training tailored to secondary teachers of special educational needs students



**FIND OUT MORE HERE...**



## High Quality Tools and Resources

If you are working to improve young people's understanding of money, high quality tools and resources are a great place to start.

To help you select appropriate and relevant high quality resources for use in your development and delivery of financial education look out for the [Quality Mark](#) stamp of approval. If you are working to improve young people's understanding of money, you need to know the resources you are using are up to the job.

As the UK's only widely-recognised accreditation system for financial education resources, the Quality Mark plays a crucial role in supporting high quality teaching and learning about money across the UK and ensures that learning materials that are accurate, up-to-date, of the highest educational value, and are engaging and relevant for young people.

You can find all of the current Quality Mark resources on the [YE Resource Hub](#), including resources created by us and by the organisations we support. There are a wide range of resources which can be used by educators in formal and non-formal settings, by parents and carers, and by young people themselves.



**EXPLORE THE TOOLS...**



# LOOKING TO THE FUTURE...

## HELPING YOU TO GET THE JOB DONE

Look forward to taking part in our programmes in 2021. Add these dates to your diary.



//

We are already looking forward to working with Young Enterprise again in 2021! "

Teacher



Bring learning about money to life and help your young people develop an enterprising mindset by taking part in our online teacher led programmes throughout the year.

### YOUNG MONEY CHALLENGE

#### The Young Money Challenge

Encourages young people to explore the connection between money management and wider issues affecting their local and global communities. Running from January to March, the Challenge inspires young people to discover how money plays a vital role in our everyday experiences, empower them to discover how small actions can have a big impact and motivates them to share their learning with their family, friends and local community.

Register your interest here to be the first to find out when the Challenge materials are available!



FIND OUT MORE HERE...

### ye tenner challenge

#### The Tenner Challenge

Takes place in the Spring term. Over the course of the 4 weeks following the February half term, small teams of young people get together to use a £10 pledge to create, research and plan a business. Taking part in competitions along the way, the Challenge culminates in the teams selling their product or service and keeping or donating any profit they earn in the process.

Registrations for the Tenner Challenge open in November, leave your details [here](#) and we'll let you know as soon as you can register.



FIND OUT MORE HERE...

### my MONEY WEEK

#### My Money Week

Is a national activity week that provides a fantastic opportunity for young people to gain the skills, knowledge and confidence in money matters to thrive in society. Taking place from 14th to 18th June in 2021, it's a great introduction for educators who are new to financial education and each year it provides brand new resources, materials and ideas for those already teaching it.

Sign up for a free [My Money Week account](#) where you'll find all MMW resources dating back to 2014 and to be kept informed when new resources are available.



FIND OUT MORE HERE...





# A PARTNERSHIP APPROACH

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

Whilst there's lots of information available on our website we know it's also helpful to speak to someone which is why we have a nationwide team of Regional and Area Managers who are always happy to help.

Alongside our regional teams, you can also contact our Advisory Service which provides support for teachers, practitioners, parents and carers looking to improve the financial capability of the young people they look after or teach.



**FIND OUT MORE HERE...**





# GET INVOLVED

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

**Young Enterprise is a national charity that supports 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.

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.

We want to work collaboratively with you and your schools to run programmes which meet your needs and to ensure the successful development of your young people. We want to partner with more teachers, educators, volunteers and businesses to make this happen.

Join us in our mission to increase social mobility and provide opportunities for young people to develop an enterprising mindset in which to apply crucial skills that enable them to navigate successful future pathways.

**To find out more about our programmes visit**  
**[www.young-enterprise.org.uk](http://www.young-enterprise.org.uk)**

### Young Enterprise

The Coram Campus,  
41 Brunswick Square,  
London WC1N 1AZ

**Email: [info@y-e.org.uk](mailto:info@y-e.org.uk)**

**Tel: 0207 549 1980**

Registered Charity number: 313697



**Follow us**

[twitter.com/youngenterprise](https://twitter.com/youngenterprise)



**Like us**

[linkedin.com/school/young-enterprise-uk](https://linkedin.com/school/young-enterprise-uk)



**Watch us**

[youtube.com/youngenterpriseuk](https://youtube.com/youngenterpriseuk)

