



# IMPACT REPORT

2018/2019





Young Enterprise NI Company of the Year Ragdogs from Bloomfield Collegiate School were crowned UK wide Company of the Year Runner Up and Overall Winner of the Delta Air Lines Pursuit of Opportunity Award at the Young Enterprise national final in London.

# Foreword



**Y**oung Enterprise looks back on a busy year of development and innovation; bringing the entrepreneurship experience to over 90,000 young people across Northern Ireland.

In a world of uncertainty, one thing is certain, the next generation needs to be equipped with the creativity, resilience and adaptability to navigate a rapidly changing landscape and develop solutions. This is where Young Enterprise has become more vital than ever. The charity's goal is to provide every young person across Northern Ireland, regardless of age, gender, background or location, with the opportunity to develop entrepreneurial and employability skills; helping prepare them for tomorrow and gain the tools and confidence our economy needs to thrive.



**The Young Enterprise mission: to provide every young person in Northern Ireland with the opportunity to develop and explore their entrepreneurial potential, with support from business volunteers.**

Looking to the future, we build on the success of the initiatives launched this year, so that we can learn, adapt and build on these achievements. Of course Young Enterprise is fundamentally about entrepreneurship, so it remains essential to be commercially aware; always alert to opportunities to increase income and reach new supporters, funders and participants. We work with educational institutions across Northern Ireland at all levels to provide enterprise education; building skills which can encompass many areas of the curriculum.

By enabling teams of students to set up and run their own mini companies, looking after every aspect, from product/service development through to marketing, sales and finances, Young Enterprise sparks entrepreneurial interest, while the young people build valuable business and teamwork skills in the process.



## Stepping up to the Challenges of Change

As Brexit and technology present new challenges and opportunities, Young Enterprise has been evolving in response, with new initiatives and even greater reach, to engage students at every level of education.

The past year has involved a wide range of businesses and volunteers, brought prestigious awards, plenty of innovative thinking, digital partnerships, and participation from across all sectors and levels of education, as Young Enterprise makes big steps towards achieving its goal of inspiring a culture of innovation and entrepreneurship in our young people and wider society. Young Enterprise is actively helping Northern Ireland towards its economic policy goal to nurture enterprise and innovation in order to build a vibrant, diversified and balanced economy.

**I'm proud to be part of it.**

**Tim Brundle** | Chairman Young Enterprise NI



## Forging a Connected World of Young People

Enterprise Education is now embedded across the curriculum at every level: Business Beginnings in P7, QuickStart for Learning for Life and Work at Key Stage 3, Company in Post 16 to prepare for future success, Team for Special Educational Needs, and Start Up for Further and Higher Education. This year our Company programme has seen impressive results across Northern Ireland with student companies competing and winning awards at UK level.

Young Enterprise is particularly appreciative of its volunteers and business supporters from all sectors of the local business community who contribute their time and expertise to help students gain hands-on business knowledge and discover the rewards, and the fun, of entrepreneurship. The support of the Department of Education and a wide range of Trusts, Foundations, and private sector supporters remain vital to our work and we are grateful to them for their investment in supporting us to provide young people across Northern Ireland with the best start in life.

**Thank you for being part of it.**

**Carol Fitzsimons MBE** | Chief Executive Young Enterprise NI



## Our Reach 2018/19

Young Enterprise has always been at the forefront of delivering change and preparing young people for the future.

Through strong partnerships with the business community, Young Enterprise inspires students to succeed in the evolving workplace by equipping them with the capabilities and confidence necessary to stand out as they progress in school, careers and the world of entrepreneurship.

Young Enterprise encourages businesspeople to share their knowledge and experiences as volunteer mentors. In return, companies benefit from having a workforce with the skills, motivation, creativity and confidence they value, because our role is to develop the key attributes employers want now.

Young Enterprise continually forge new contacts, move into new sectors and keep up with developments in technology and trends.

Through collaboration, skills development and promoting a culture of entrepreneurship, Young Enterprise is actively helping Northern Ireland towards its economic policy goal: To nurture enterprise and innovation in order to build a vibrant, diversified and balanced economy. Because students can tap into interests and talents across multiple subject areas – design, maths, IT, English, the sciences, media studies and more – Young Enterprise helps fill skills gaps to create more work-ready talent across many sectors.

## Proven Results

Follow-up research shows that participation enhances prospects for students from all walks of life.

Young Enterprise NI measure impact pre and post participation to gauge longer-term advantages, with the focus on skills development and each participant's journey. Over 2/3 of students increase their interest in business start-up as a career path. 75% increase awareness of the employability skills required. Over 85% of participants demonstrate improved skills across more than five areas.

The results prove that investment in skills for all young people has a long-term impact. It's too late to develop competence in skills once in work. It needs to run in parallel with education.



Reaching  
**90,514**  
young people annually  
(aged 4-25 years old)



**70,637**  
Post Primary+  
**19,877**  
Primary





Reaching  
**514**  
Young People Annually  
(aged 4-25 years old)

**74%** Secondary Schools (97/130)

**82%** Grammar Schools (53/66)

**54%** Special Needs (21/39)

*...Post Primary School Participation*



**45%** of sessions  
are in schools in areas  
of social need



**900+**  
Business Volunteers



Partnering with  
**200+**  
**Schools, Community  
Centres, Colleges &  
Universities** creating  
strong entrepreneurial  
ecosystems

**1 in 3**

Primary &  
Post Primary  
students get a YE  
experience

# Enterprise For All



Young Enterprise is now offering their company programme experience at all stages of learning: Primary, Post Primary/Secondary and University/Tertiary - truly in the spirit of our **#EnterpriseForAll** agenda.

**Business Beginnings** has seen rapid growth, allowing over 3,500 P7 students to run a student business this year.

Our **Access Enterprise** programme, supported by **Choice Housing**, was launched this year to introduce young people from local community groups to the world of business, giving them an insight into the world of work, whilst enhancing their softer skills in team work, communication, presentation skills, confidence, and problem solving. The programme, which is

accredited with an OCN level one in Vocational Skills, will give the young people the opportunity to work with local businesses and business advisors ensuring they get real hands on experience.

In October 2018 Young Enterprise initiated a Start Up programme in partnership with **Ulster University Students Union**, taking its successful student company model to a new level. Teams of students from each campus set up a business, buy shares, trade for five months and compete at the UK Final. The Young Enterprise initiative complements the **UUSU Enterprise Centre**, which supports students and graduates to develop and achieve their ambitions.



BUSINESS BEGINNINGS PROGRAMME



ACCESS ENTERPRISE PROGRAMME





COMPANY PROGRAMME



TEAM PROGRAMME



QUICKSTART PROGRAMME



START UP PROGRAMME



# 'Parents Attitudes to Enterprise Education' Survey

Young Enterprise aims to embed enterprise education in all aspects of curriculum delivery, starting at the earliest stage. Parents agree.

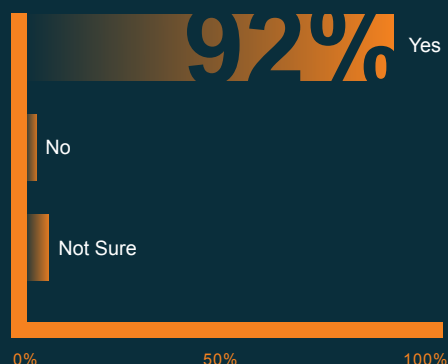
In our recent survey on 'parents' attitudes to enterprise education' with **Parenting NI** and **NI4Kids**, over 97% of survey respondents thought it important to build enterprise education into the curriculum to develop entrepreneurial and career skills for a healthy economy. 92% believe preparation for the world of work should begin at primary school.

As one parent said, *'By the time my child leaves school, the workplace will be totally different'*. Parents felt the main challenges for children included: **lack of skills, the need to develop resilience and adaptability, rapid technological changes and uncertainty, managing the transition from education to work.**

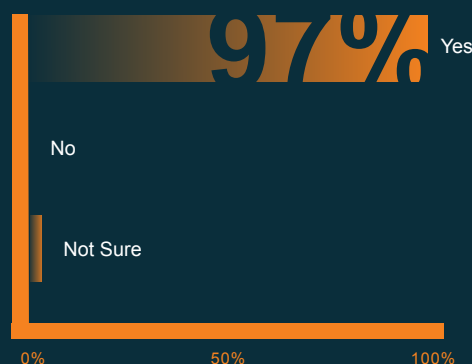
Over 95% agreed running enterprises with other students was valuable for developing abilities for work and career choices. Or, in the words of a parent, *'It's not all about academic achievement'; but rather building confidence, relationships with others, teamwork and leadership.*



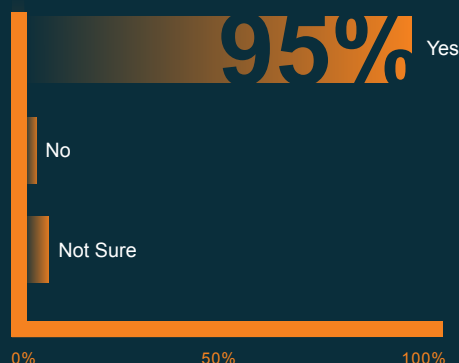
Do you think Primary school children should learn about skills and future of work?



Would you like Enterprise education to be part of the school curriculum?



Do you think getting the chance to run their own student business with others would be useful for your child/ children to develop their skills for work and inform future career choices?



What skills do you feel are important for your child to develop in school and beyond?

As one parent said:  
'By the time my child leaves school, the workplace will be totally different'.

RESILIENCE

LIFE SKILLS

CONFIDENCE

NETWORKING

WORLD OF WORK

PROBLEM SOLVING

CRITICAL THINKING

THE VALUE OF MONEY

DEALING WITH MONEY

INCLUSIVE LEADERSHIP

FINANCIAL KNOWLEDGE

COMMUNICATION SKILLS

LEARN ABOUT BUDGETING

As one parent said:  
'It's **NOT** all about academic achievement; but rather building confidence & working relationships'.

# Alumni



## Building an Enterprising Economy for NI

Northern Ireland needs a skilled economy – young people to develop skills to become the innovators and entrepreneurs of the future, as well as a strong skilled workforce. Young people who have the confidence to make their own path to success and achieve their ambitions.

As our alumni move forward and shape the Northern Ireland economy, we see a wide range of achievements. Our **Alumni Community Strategy**, an important part of the charity's advancement activities, saw, with support of Funders US Embassy and Friends of Young Enterprise NI Foundation, the launch of the first ever '**Enterprise Spirit**' competition.

Talented 18–25 year old entrepreneurs, who have established their own business here in Northern Ireland experienced a week with our supporters in NEW YORK CITY to experience the US culture of entrepreneurship. The Young Enterprise NI initiative included local and international visits to start up & global companies including Twitter, JP Morgan Chase and Bloomberg.

## Alumni Profiles



Eve McLelland

**Company Programme Alumni**  
Grosvenor Grammar

Business Idea : **Em-Bed**

The Em-bed (emergency bed) is made entirely of cardboard, inside packed with canned food and health supplies that can be shipped out to victims of natural disasters as temporary aid until they are back on their feet. Other users are the homeless, armed forces and airports during weather during weather-related delays. The mission is to bring hope, restore warmth and rebuild confidence.



Joel White

**Company Programme Alumni**  
Carrickfergus Grammar



Business Idea : **OCIO**

An app with the purpose of supporting local businesses grow and compete against established giants in their market. The app collects and promotes offers from businesses with users paying a monthly subscription to access exclusive offers and with businesses also having the opportunity to pay for additional advertising. The app will be a key link between businesses and the local community.



# Social Innovation



## Company Programme | Rag Dogs

Ragdogs created unique, handmade dog toys, made entirely from recycled materials.

The young entrepreneurs from Bloomfield Collegiate School, who had already been crowned best Young Enterprise NI company of the year were crowned UK wide company of the year runner up and overall winner of the Delta Air Lines Pursuit of Opportunity Award at the Young Enterprise national final.



## #SocialInnovation

This generation cares about societal issues, mental health, homelessness, wellbeing, the environment, creativity, problem solving, and being connected and safe in the digital world. It's not all about making money, but about businesses which can contribute to the community; helping people, creating employment and solving problems.

To reflect and motivate the growing proportion of student businesses which are social enterprises, Young Enterprise is collaborating with the **Department for Communities** to increase awareness of social innovation.



## Social Enterprise

Aimee & Saan won the Social Innovation Award at the Company programme 2017/18 and have now set up their Company, Stellas. Aimee has become a young Ambassador for Social Enterprise NI and most recently won £10,000 angel investment in the TransferWise 20 Under 20 2019 competition in Europe, allowing the publication of their second book.

## Celebrating a Century

2019 marks the 100th anniversary of the founding of Junior Achievement, with Young Enterprise its UK version. Today, JA stays dedicated to its core goal of giving young people the knowledge and skills required for employment and entrepreneurship, with programmes delivered by corporate and community volunteers.

Over 10 million young people aged 5–25 in more than 100 countries now take part, mentored by more than 450,000 volunteers. JA is now considered the global expert on youth enterprise education; an invaluable resource for Young Enterprise NI.

## Award-winning Podcast

This year Young Enterprise NI scooped a coveted DANI award celebrating digital excellence in Northern Ireland. Our suite of seven short, informative and inspirational podcasts that, step-by-step teach young people the essentials of starting and running a successful business featured entrepreneur role models from across the start up community of Northern Ireland.

DANI praised Young Enterprise NI's use of Instagram to announce latest episodes and 'thought for the week' to young followers, and Facebook to keep parents involved.

## IoD Director of the Year 2019

### Third Sector

Institute of Directors Director of the Year Award 2019 – Third Sector. These Awards honour the best performing directors in the private, public and third sectors across Northern Ireland, but also afford business leaders the opportunity to be recognised on the national stage.





# Successful Change Takes Skill

'Five years from now over one-third of skills (35%) that are considered important in today's workforce will have changed.' This was one of the key findings of the World Economic Forum report *The Future of Jobs*, published in 2015. It's autumn 2019, and the transformation is obvious.

By 2020, the report continued, the Fourth Industrial Revolution will usher in advanced robotics and self-driving vehicles, artificial intelligence and machine learning, new materials, biotechnology and genomics.

These developments are here, already transforming how we live and work, but more importantly, how next generations will live and work. By the time our children leave school, many jobs will vanish, others will grow, and careers that don't exist today will be commonplace. What is certain, the report concluded, is that the future workforce will need to align its skillset to keep pace.

Young Enterprise is ahead of the game. The Top Ten essential skills are all gained through participation in Young Enterprise entrepreneurship education, delivered in partnership with schools and colleges at all levels. Further, their practice of bringing together decisionmakers, leaders and government follows the Forum's words of advice.

## The Top Ten Skills

The Forum asked chief human resources and strategy officers from leading global employers what the changes mean for employment, skills and recruitment. Their top ten skills for 2020 reflect capabilities, critical for all, that no computer, robot or algorithm can accomplish.

- |                             |                                  |
|-----------------------------|----------------------------------|
| 1. Complex problem solving  | 6. Emotional intelligence        |
| 2. Critical thinking        | 7. Judgement and decision making |
| 3. Creativity               | 8. Service orientation           |
| 4. People management        | 9. Negotiation                   |
| 5. Coordinating with others | 10. Cognitive flexibility        |

## Foundation for Future Economy

In a climate of technological and political flux, decisionmakers realise the urgent requirement to grow Northern Ireland's skills base to make our young workforce more valuable to employers and investors - to be prepared and ready for success.

The DEL Skills Barometer and CBI employer research confirms that all school leavers need to have employability skills and be commercially aware, not just those who study business. Because these competencies are the foundation of our future economy, the NI Executive has realised the value of enterprise education in both its draft Industrial Strategy and draft Programme for Government.

Investment in skills has a long-term impact. Given the clear need to rebalance our economy and create a more entrepreneurial culture, this now needs to become a priority at government level. We are reaching more young people than ever to nurture the ambition and capability in next generations to become business owners and leaders.

'Change won't wait for us: business leaders, educators and governments all need to be proactive in up-skilling and retraining people so everyone can benefit from the Fourth Industrial Revolution'.





## Get Involved

### We need your support

Business volunteers play a vital role in mentoring and supporting students to bring real world business and life experience into the classroom. We are grateful for the support of a network of 900 volunteers helping Young Enterprise create exciting and enjoyable learning experiences for thousands of young people every year across Northern Ireland. Volunteers make a real difference to the lives and potential of young people by helping them to understand the world of business and prepare for their working lives.

In addition to volunteers making a rewarding contribution to the students' experience, it can provide volunteers with the opportunity to play a leadership role within their local community, develop new skills and network with local business people.

For more information on getting involved contact: [info@yeni.co.uk](mailto:info@yeni.co.uk)



## TESTIMONIALS

### Bank of Ireland

GAIL TOAL ~ Consumer Banking NI



Volunteering is such a rewarding experience and it is extremely gratifying to work with the youth in our community to ensure they leave education prepared for life and work.

I am consistently bowled over by our entrepreneurs of the future and their innovative business ideas! Their excitement and passion is undoubtedly why I chose to volunteer.



Director & Development Coach  
CORE IMPACT  
BRAND, DESIGN, IMPROVEMENT  
IMPACT SUCCESS  
WORKSHOP  
WORKING A P

SEAN GRANT

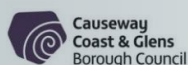


To see the school kids take ownership of their business responsibilities was very interesting.

Their mannerisms adjusted to adapt to the role, the leaders stood out and took the lead, communication was top drawer & teamwork was immense.

.....  
Business Advisor | Victoria Park Primary School

# Young Enterprise Supporters 18/19



Banbridge District Enterprise

Belfast City Council  
Derry City & Strabane District Council

Lisburn & Castlereagh City Council  
Michelin Development

Mid & East Antrim Borough Council  
TBF Thompson

## Company Programme Patrons



## Annual Supporters

AKFP Group  
Allen & Overy  
Anaeko  
Blue Clarity Design  
Danske Bank  
Davidson McDonnell  
Dawson Andrews  
DMS

Graham  
Homecare Independent Living  
Innovia Care  
Jenkip  
Neal Lucas Executive Search  
PricewaterhouseCoopers  
Re-Gen Waste Ltd  
Shredbank



[WWW.YENI.CO.UK](http://WWW.YENI.CO.UK)



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Young Enterprise Northern Ireland is incorporated in Northern Ireland as a Company Limited by Guarantee No. NI32769,  
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