

West Berkshire Young Enterprise Company Programme 2012 and Resources



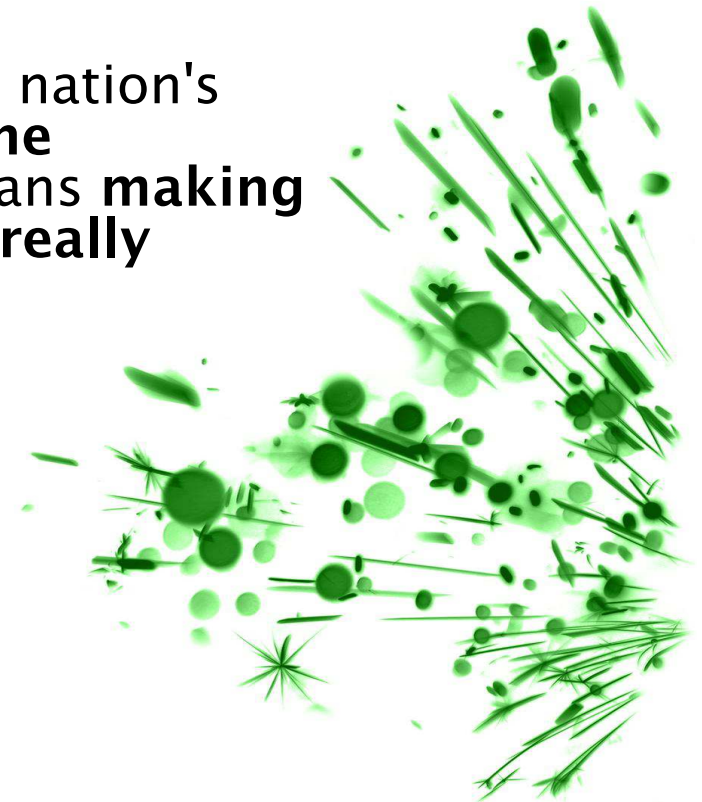
Recent Surveys tell us...

- 80% of young people would like to run their own business
- 56% of 16 – 21's want the chance to work for themselves



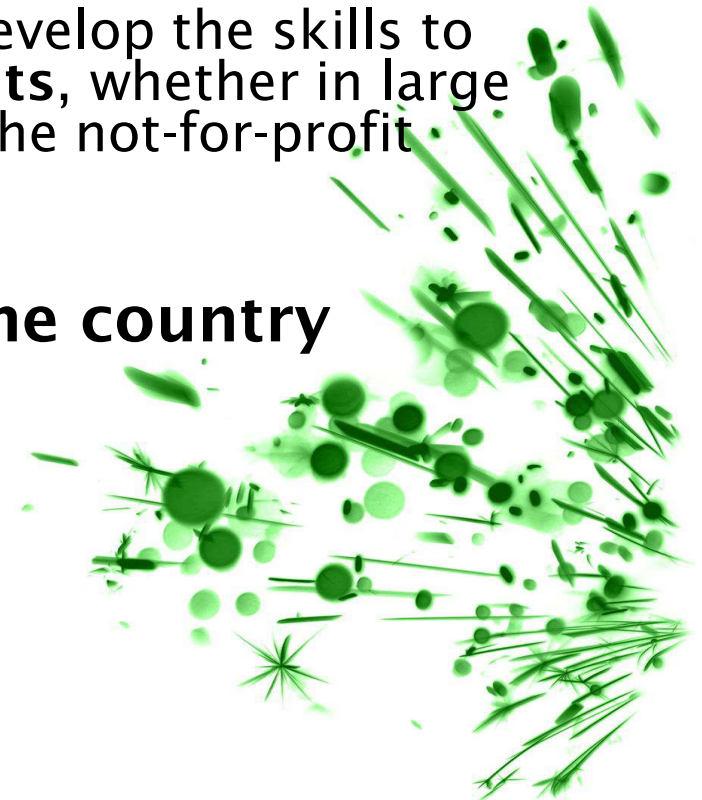
Professionals tell us...

- “someone born today is likely to face **19 changes of job** during their working life, so...they are going to need these skills far, far more than any generation before them.”
- "It is vital both to the individual and to the nation's future prosperity that we develop a **genuine "enterprise culture" in the UK**, which means **making young people aware of what enterprise really means.**"



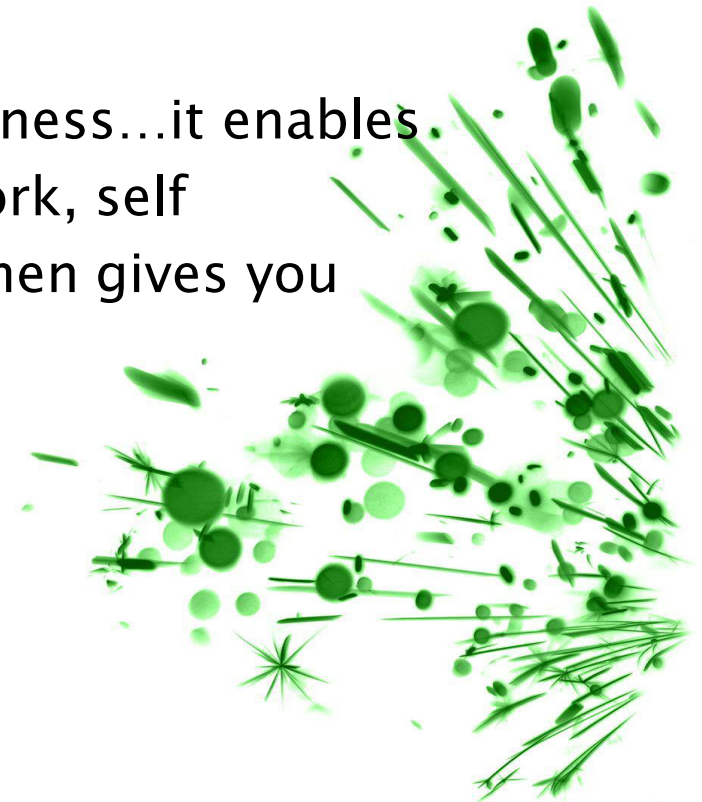


- “enterprise experience should help ensure that young people **gain a positive attitude towards work and the skills to enable them to fulfill their potential**”
- “...showing young people how they can develop the skills to **drive forward change and achieve results**, whether in large organisations or small, in business or in the not-for-profit sector.”
- **We need entrepreneurs to take the country forward...**”



What is the Company Programme

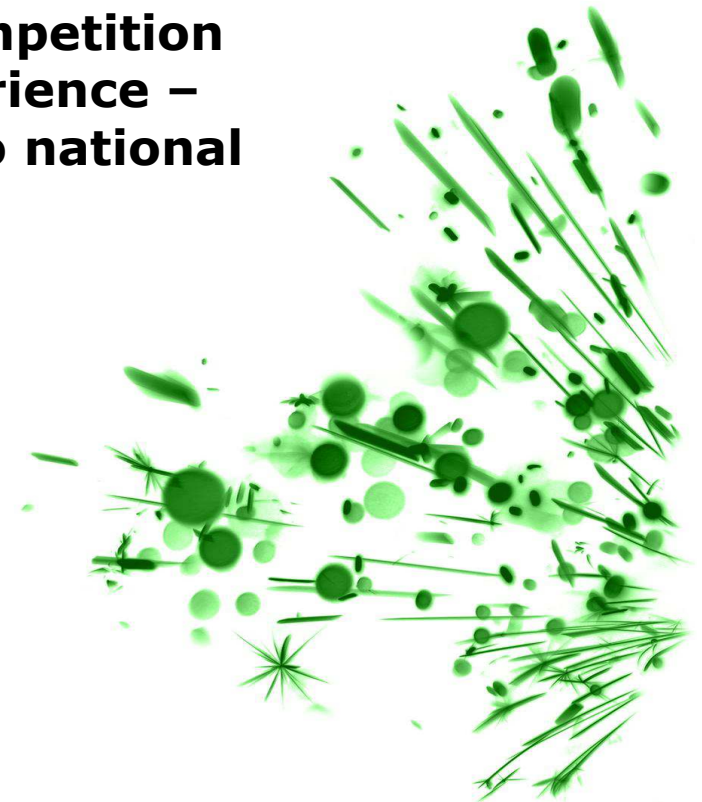
- In UK for over 30 years
- Unique opportunity to gain 'real' experience of all aspects of running a company
- ...not just about preparing pupils for business...it enables you to develop real skills such as teamwork, self motivation and decision-making, which then gives you lasting confidence in your abilities.



**1. Company Director
experience**

**2. OCR
Certificate
in Young
Enterprise**

**3. Competition
experience –
local to national**



A Company Director will

- set up and run their own company over one academic year
- elect a board of directors (main roles)
- All others are directors too
- raise capital by selling shares
- Plan, design, develop, market & finance a product or service
- regularly review and record progress
- liquidate the company - at end of year
- present a report and accounts
- Opportunity to compete against other schools
- Work with a Volunteer Business Advisor and Link Teacher



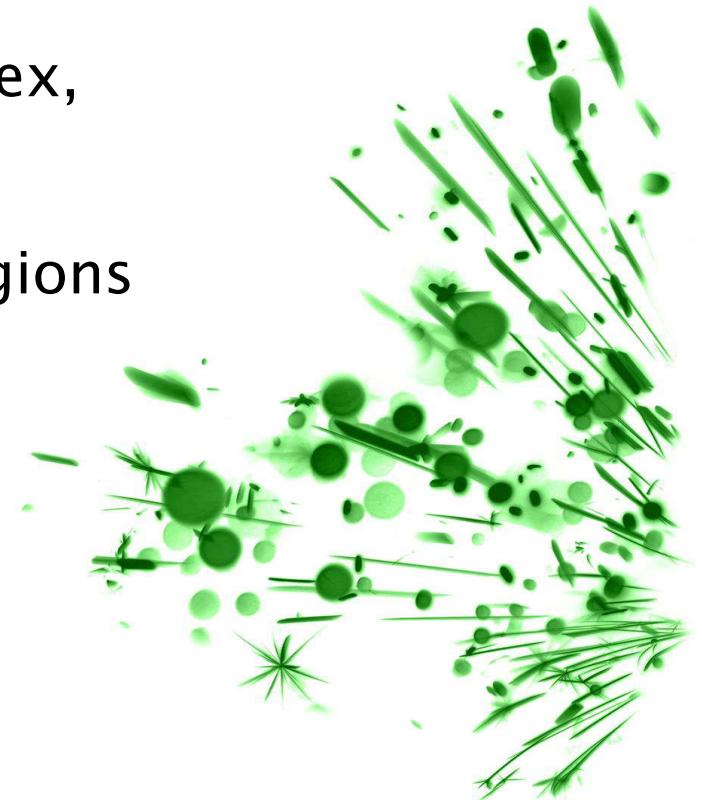
YE OCR Qualification (optional)

- Evidence of practical understanding of business
- Administered by OCR
- 3 levels – level 3 with UCAS points
- Two units per qualification, both based on reviewing and assessing individual or the company
- Nationally recognised vocational qualification in Enterprise
- Evidence of commitment to Employers, Colleges/Universities
- Opportunity to review your knowledge



HSBC Innovation Competition

- Local Area - participating schools in West Berkshire
- County – winners from each area within county
- SE Regional - winners from Kent, Sussex, Hants, Berks, Bucks, Oxon, Surrey
- UK National* – winners from all 12 regions across the UK (3 days)
- European (1 week)



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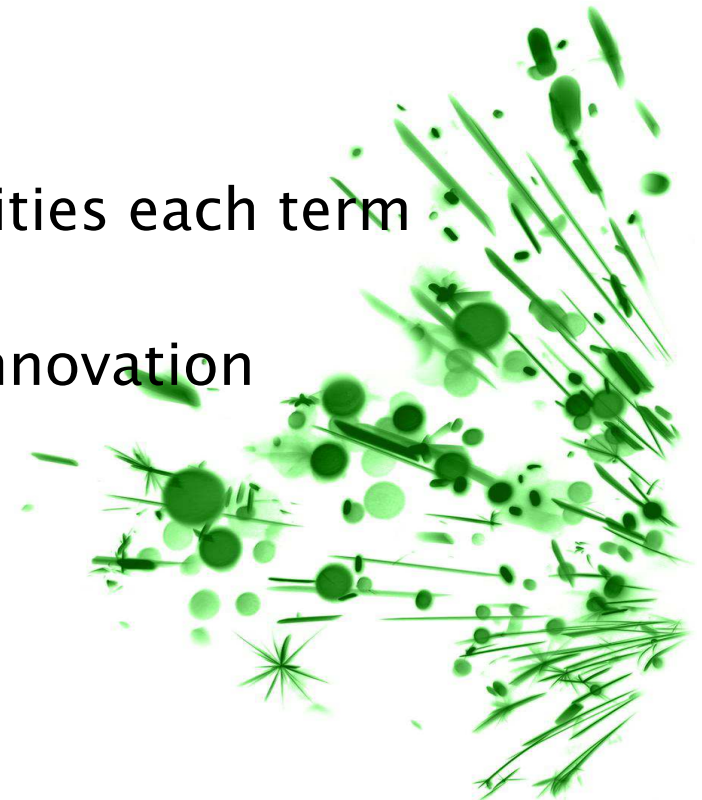
With recognition at all levels for

- Presentation Skills
- Merchandise and Company Display stands
- Business Planning and Company Accounts
- Ideas and Innovation
- ***3 days expenses paid event at the London Savoy!



The year includes...

- Weekly company meetings
- Online access to the YE student network
 - Messages, Calendar, Resources
 - Company & Member Profiles, YE national network
 - Accounts
 - All legal advice and support
- Seminars – extra advice on main activities each term
- Public Trading Fair
- Local, county, regional and national Innovation competitions



Student gains

Develop personal skills

- First bullet point
 - Teamwork
 - Setting goals and reaching objectives
 - Communication
 - Management skills
 - Time management
 - Initiative and responsibility
 - Presentation & public speaking

And understanding of how

- Key functions work: marketing, financial management, personnel management, sales
- wealth & employment are created
- business needs are identified



85% of Link Teachers and Advisors agreed that the Company Programme helps students become more attractive to employers.

92% of Link teachers and Advisors agreed that the Company Programme helps students develop skills and knowledge that will help them in working life

UCAS/FE applications – highly thought of by ALL Universities and FE Colleges

“When I get hundreds of CV’s to go through I look for something that stands out and makes this person stand out Such as the Young Enterprise Company Programme, Duke of Edinburgh Award etc”



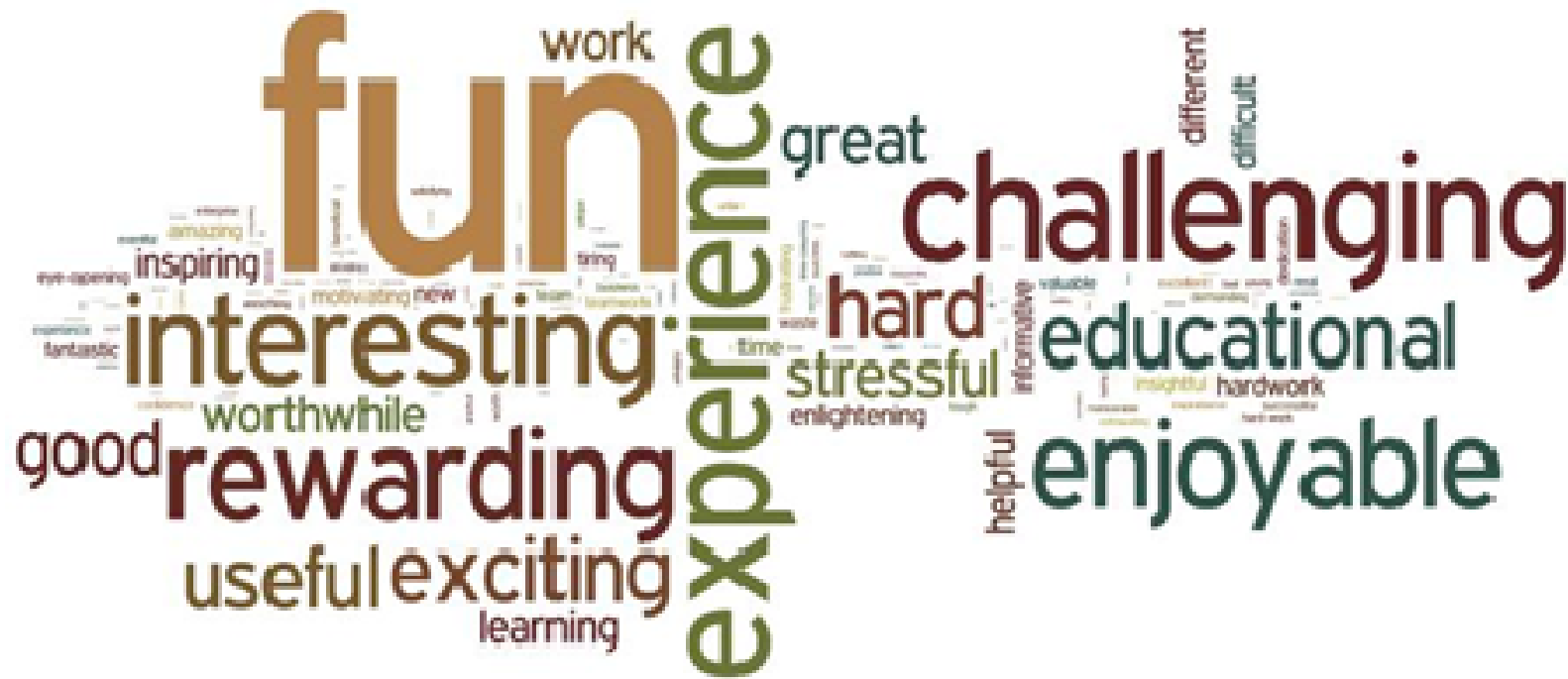
YE Alumni Research 2008 shows...

- ...better future earnings... earn a third more than peers.
- ... twice as likely to start their own business as their peers.
- ...greater appreciation of their skills and the opportunities available to them on leaving school.
- ...more successful in their careers (even when taking into account family affluence)
- ...Amongst business-owning Alumni, Young Enterprise was ranked as the most significant experience they drew upon when establishing and building their venture

...Young Enterprise was the activity that best prepared alumni for work.



how students would summarise the Company Programme Experience?



BUT!...

- Real company, not a business game!
- Real responsibilities
- Challenging
- Teamwork
- Commitment - to each other, your company and the programme
- Cost



Sources of Information

- YE company website, use your log-on, finance, messages from YE, FAQ, networking, guidance, legal, forms, etc
- YE West Berks website
www.yewestberks.co.uk – local presentations, calendar of events, event information
- Your business advisor
- Your link teacher



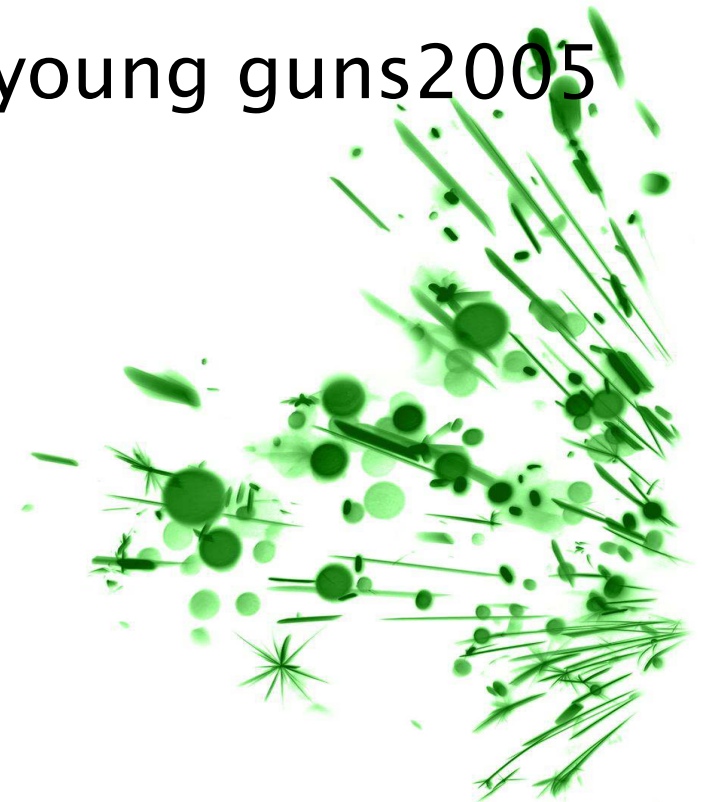
Sources of Information (2)

- The local board (Roger Edwards
rjedwards@mmm.com)
- Other YE companies, via YE website
- Government websites
- Company websites for help, advice, products to sell
- Google



Be inspired!...

- www.young-enterprise.org.uk
- www.timesonline.co.uk
- www.google.co.uk /young enterprise
- www.startups.co.uk
- www.growingbusiness.co.uk/young_guns2005



Legal and Rules

- Found on the YE website



The screenshot shows a website interface with a green header bar containing the word 'Guidance'. Below this is a navigation menu with links for 'General Guidance', 'Function Guide', 'Glossary', and 'Forms & downloads'. The main content area is titled 'General Guidance > Rules & Guidelines' and contains a bulleted list of links: 'Rules & guidelines', 'Who can take part?', 'Company rules', 'Achiever guidelines', 'Legal Responsibilities & Insurance Cover', and 'Fees, Shares and Taxes 2008/2009'.

Guidance

[General Guidance](#) | [Function Guide](#) | [Glossary](#) | [Forms & downloads](#)

[General Guidance](#) > [Rules & Guidelines](#)

- [Rules & guidelines](#)
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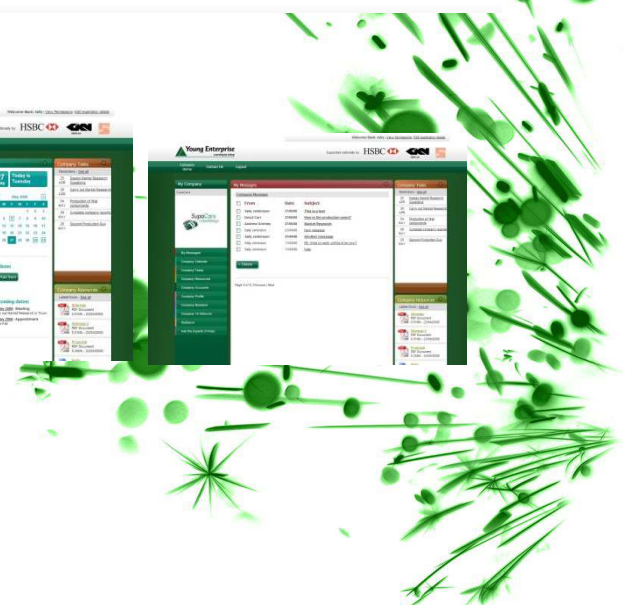


Website



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**young
enterprise**
start something



What next?

- Who are you going to work with?
- What skills do they have?
- Who is your target market or customer?
- What product or service?
- When can you sell it?
- Where can you sell it?...





**Thank you and
Good Luck!**



**young
enterprise**
start something

Start something for your future

NOW!

young 
enterprise
start something

