

YOUNG ENTERPRISE LONDON
ANNUAL REVIEW 2008/9

Chairman's Overview

Dear Supporter

The past year has been one of great change. The global financial market has collapsed around us, with a huge impact on all voluntary sector organisations. The challenge to secure public funds, grants, private sector support and donations suddenly became tougher than ever.

It is natural to tighten one's belt when money is scarce – both on an individual and business level and Young Enterprise London were no exception.

We had to reduce our level of delivery to young people as a result of reduced funding, frustrating for us as demand for our programmes continues to increase.

We are delighted to say that we were still able to provide experiences to over **67,000** young people across all of London.

Significantly volunteer support increased with 200 more volunteers taking part than last year, giving a total of 3,737 business volunteers.

We increased our overall penetration in state secondary schools from 37% to **45%** - which means we worked in more schools last year than ever before.

We managed to achieve **five new Member Companies** from the private sector and we are indebted to the individuals within organisations who fought our case and ensured support was forthcoming in what were very difficult times for many.

Worth noting is that Young Enterprise London represented the whole of London as a regional finalist in the Enterprising Britain Campaign and we have launched a new Social Enterprise Programme aimed at promoting this theme among young entrepreneurs.

We are extremely grateful to those supporters who continue to help us in these tough times. The support they have given us this year has been very important to us. Volunteers have made a valuable contribution to the personal development of some of the Capital's most disadvantaged young people and a big thank you to our volunteer local Area Management Boards who have helped promote YEL activities in their communities and make an invaluable contribution.

I hope you enjoy reading about the successes this year and we look forward to working with you again to help create young entrepreneurs of the future.

David Shelley
Chairman
Young Enterprise London
November 2001 – December 2009

PERFORMANCE

Achiever Numbers

This year we delivered programmes to 67,823 students spread across all 33 London Boroughs.

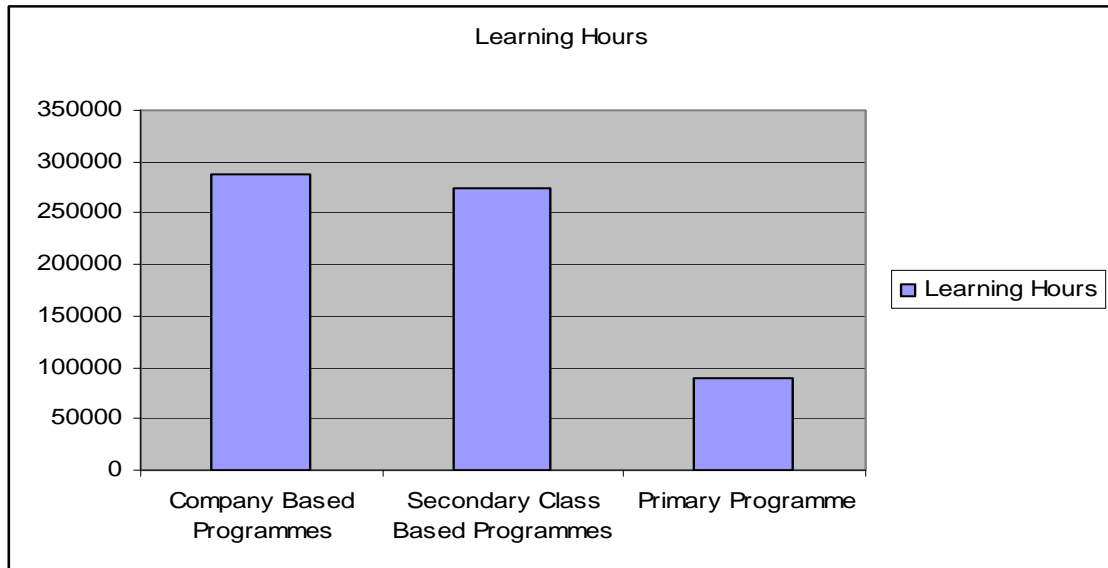
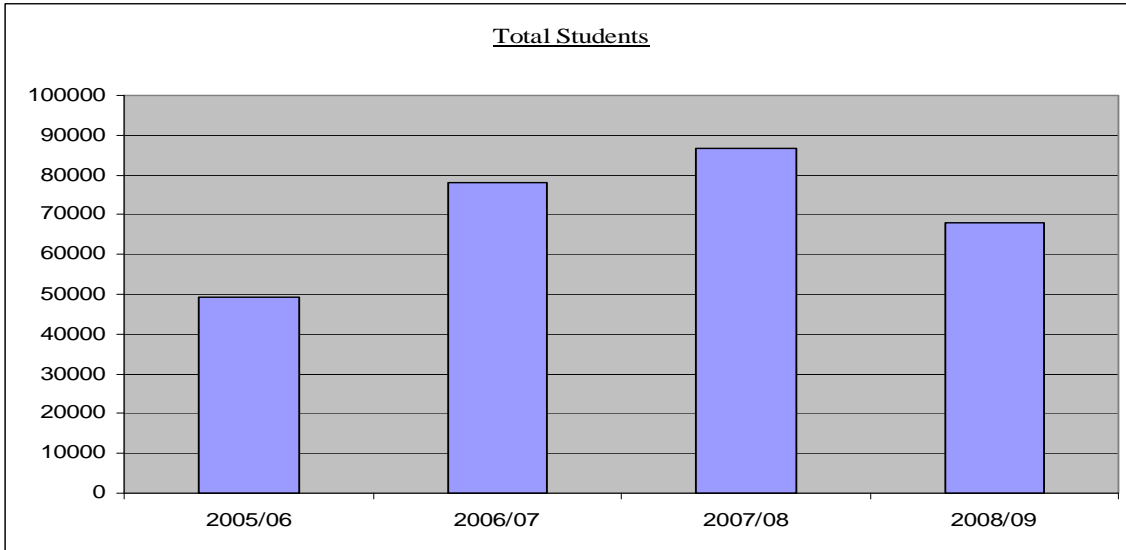
Company based Programmes – 4,797 students

Class based programmes – 45,015 students

Primary programme – 18,011 students

Total student learning hours – 651,850

Average student learning hours – 9.61



The difficult economic climate has meant that we delivered programmes to fewer students as we had fewer separate funded projects running. However – we managed to increase the total number of participating schools/centres we worked with demonstrating a growth in penetration in secondary schools to 45% across London.

Company and **Team** programme also offer an opportunity for students to gain an OCR-accredited qualification and continues to be our flagship activity with over 400 new businesses formed. 973 students achieved a Level 1 or 2 qualifications

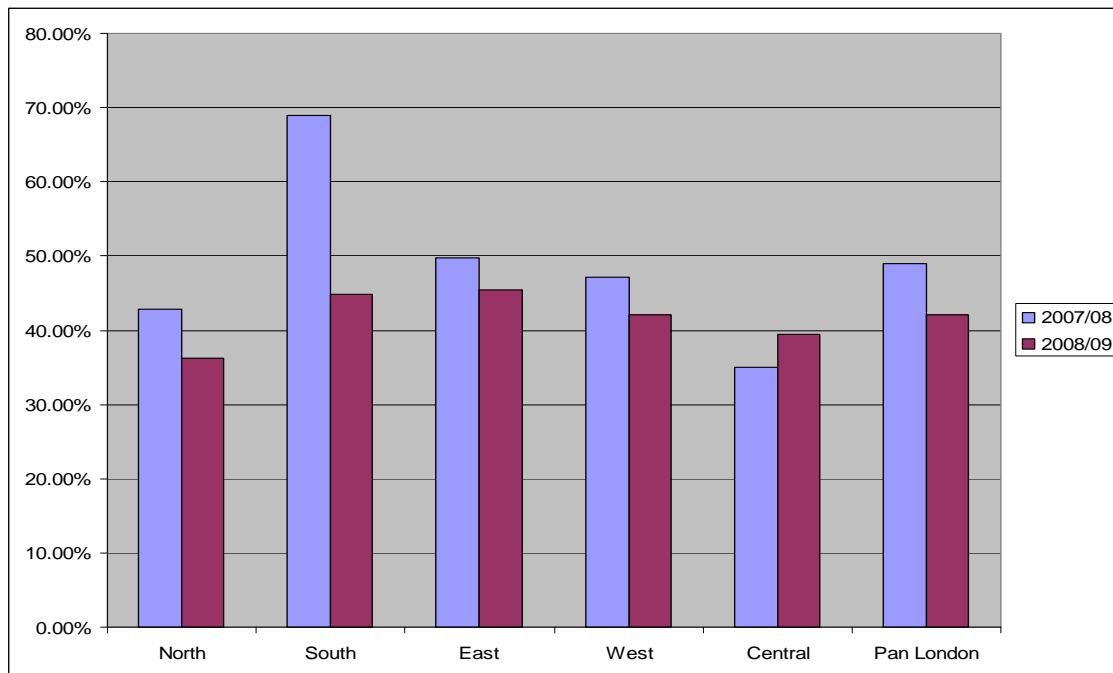
Region	Centres	Companies	Students
North	21	40	589
South	43	77	1121
East	43	80	1186
West	33	41	675
Central	27	46	605
Total	167	284	4176

Number of Schools

We worked with 294 state Secondary schools and 116 primary schools. We also supported 2,200 teachers, 84% of who said they enjoyed taking part in a YEL programme.

YEL Penetration

YEL worked in 45% of all state secondary schools in London



EDUCATION

Young Enterprise London activities contribute significantly to the delivery of '14-19 Learner Entitlement.'

What is the 14-19 Learner Entitlement?

This is an entitlement to the right learning opportunities and support for all young people aged 14-19.

All young people study:

- Key stage 4 core curriculum English, Maths and Science
- Key stage foundation subjects ICT, PE, Citizenship
- Work related Learning
- Sex, Drug, Alcohol and Tobacco and careers advice

How does Young Enterprise London Fit?

Young Enterprise programmes add significant value to this 14-19 entitlement in a variety of ways. This includes the provision of:

- Supporting evidence to school self evaluation forms
- Demonstrating an important approach to Information advice and guidance (IAG)
- Working with others to help prepare young people to make successful transition into positive post 16/18 destinations
- As well as being able to make valuable contributions to aspects of the national curriculum

Work related Learning

Working with over 3,700 business volunteers Young Enterprise London puts students in contact with Business and Industry, providing a link between the work place and the classroom. Employees are recruited to go to schools/colleges to lead 'learning by doing' sessions in conjunction with teaching staff.

Extended Schools Services

Young Enterprise London has worked with a number of Local Authorities this year to provide a wide range of Extended School activities including running Company and Team Programme and supporting work with Summer Uni's.

14-19 Partnerships

Young Enterprise London have been working with these partnerships across London supporting the following:

- Diplomas
- IAG
- Young Apprenticeships
- Local ESF NEET programmes
- Work Related Learning/employer engagement

Volunteers

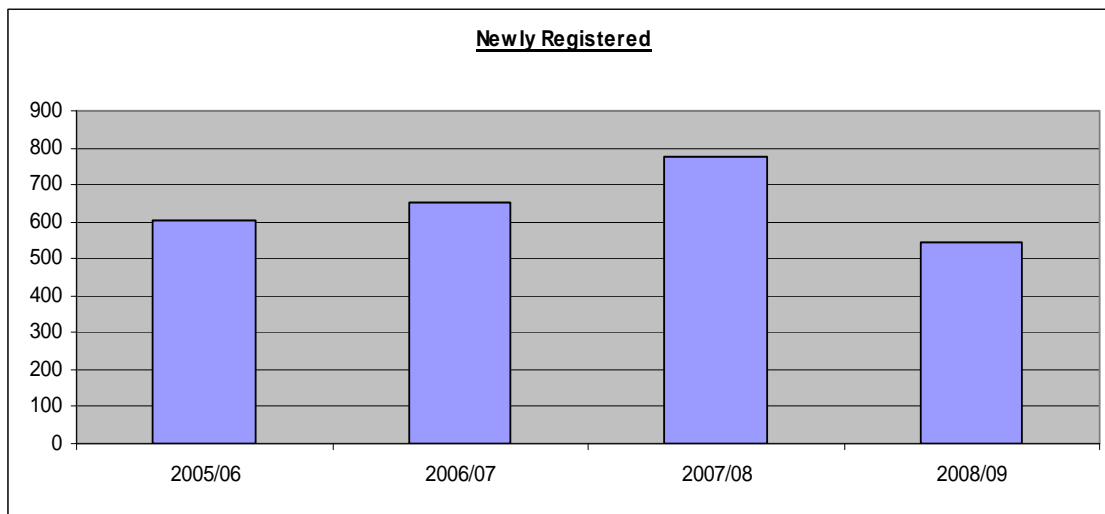
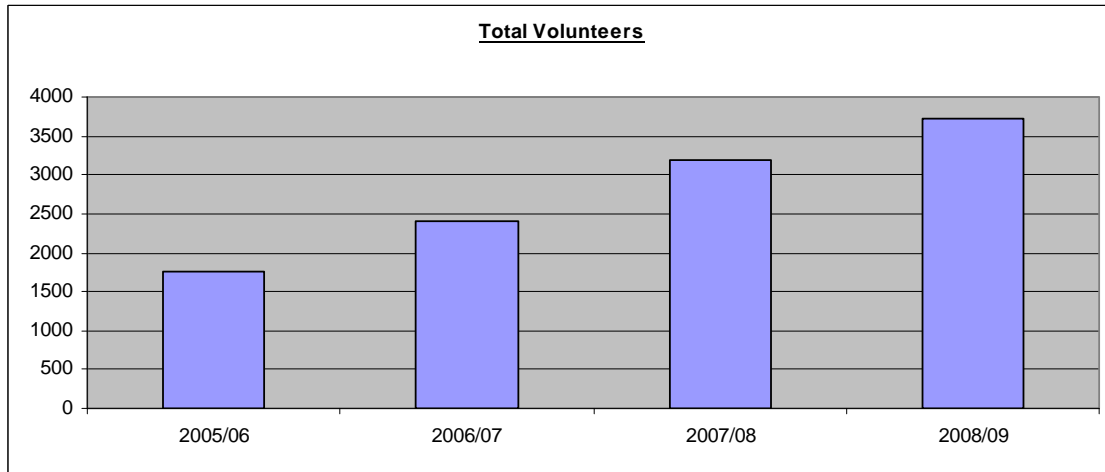
Total number of business volunteers 3,773

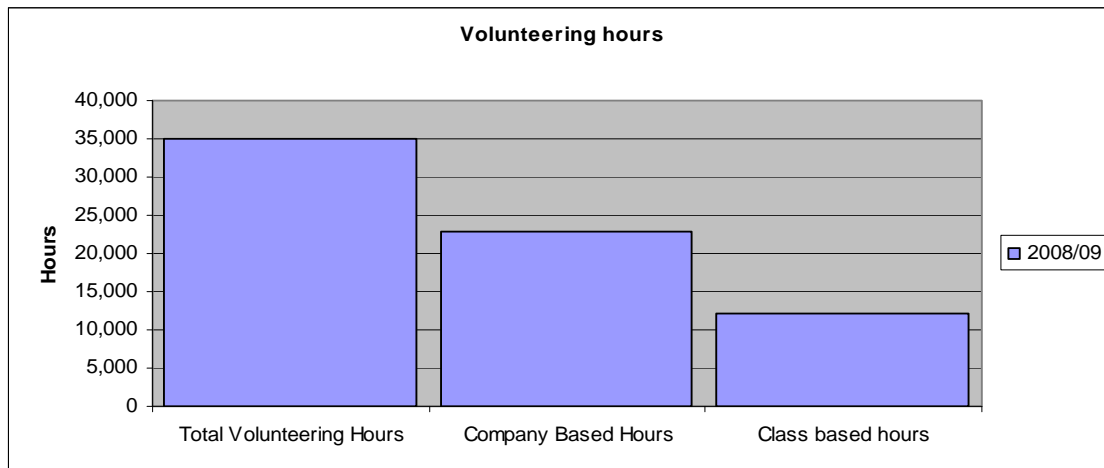
Total volunteer hours – 34,938

Member Company's provided 4,500 volunteering hours

Total volunteer opportunities 1,665

92% of volunteers enjoyed taking part in a YEL programme and 955 were happy with the support and training that they received from YEL.





Events

We had a large number of events each year which provide opportunities for young people and business people from across London to meet and share experiences.

Included in the events that were run in 2008/09 we had

- 24 trade fairs
- 11 pan London training events
- 36 presentation/celebration events

PR Activity

YEL had exposure through 32 newspaper/magazine articles over the year.

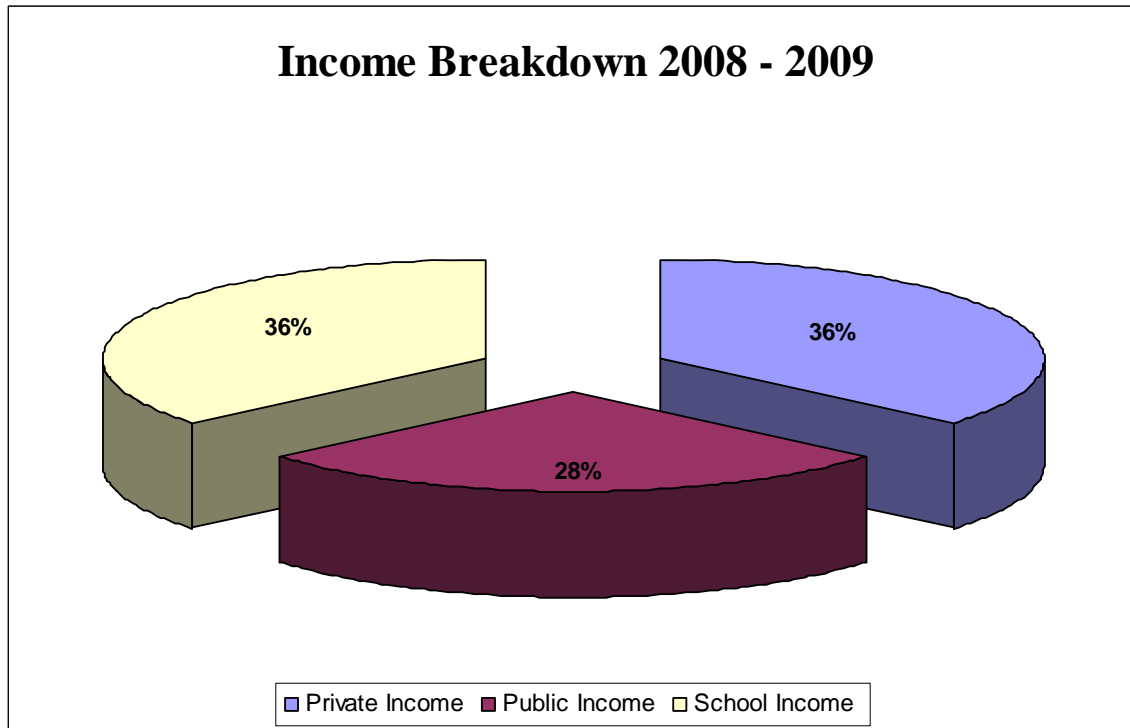
We launched the 'One Million Achievers' strategic plan 2008-2013 which was distributed to all our main stakeholders in London.

We produced three YEL newsletters for students, business volunteers, teachers and supporters.

Financial activity summary 2008-09

In line with previous years we have secured approximately one third of our funding support from each of these 3 sectors; corporate, public and schools

Income Breakdown 2008 - 2009



We had a total expenditure of £1,934,866 which is virtually unchanged from 2008 (£1,930,667). – this was the result of prudent management of expenditure in order to minimise the impact of a difficult trading year where income was only slightly increased from £1.87m to £1.89m. Expenditure included approximately £46k of material costs which related to the previous year. This resulted in a deficit of £42,165.

Looking at the year in isolation and taking account anomalies, Young Enterprise London had a satisfactory year with a surplus before exceptional items and depreciation (£19,954), of almost £24,000

CORPORATE

Corporate Summary

- We confirmed 5 new Member Companies:
EPS, National Grid, Nomura, Shell and Slaughter & May

We delivered 10 Team Challenges with an average income of £1,500.

We launched a new Personal Membership Scheme to encourage small personal donations.

John Laing confirmed another 3 years funding support for Team Programme totalling £90,000.

Spitalfields Market is a new in kind supporter providing space to host several Trade Fairs each year.

Apex City of London Hotel is a new in kind supporter providing space and facilities for YEL meetings and staff conferences.

UnLtd have partnered with YEL this year to fund a Social Enterprise Award at the Pan London Company Finals.

A personal donor Neil Goulden gave £5000 to support the development of the Graduate Programme competition.

Existing Supporters Review

Citi continued to be our biggest corporate supporter providing resources to help us run our Primary suite of programmes and their own worldwide programme Banks in Action programme.

Deutsche Bank continues to be our corporate supporter for the Inner City Young Entrepreneurs Programme and the bar is raised every year at the competition.
 Morgan Stanley continues to support the Primary Programme at 3 schools in Tower Hamlets giving a total of £15,000 a year and volunteers to deliver the programme in each school.
 London Chamber of Commerce Trust supported the Inner City Young Entrepreneurs Trade Fair held at Spitalfields Market in February 2009.

Public Sector Funding

Young Enterprise London was successful in winning a Learning and Skills Council Tender in 2007/08 – called ‘2011 World Skills, Enterprise and Entrepreneurship’. An extension to this contract was agreed this year which drew on matched funding from the private sector. This contract was based around a Pan London structure of events and programmes which promoted entrepreneurship and competitiveness in 14-19 year olds through Company and Team Programme.

As well as this, Young Enterprise London continued to develop relationships with local authorities in all 33 boroughs. This involved preparation for the transition of LSC funds to Local Authorities for Education Business Links. In particular Young Enterprise London can offer value for money as operations are centralised but reach extends to all 33 boroughs.

In particular we can support:

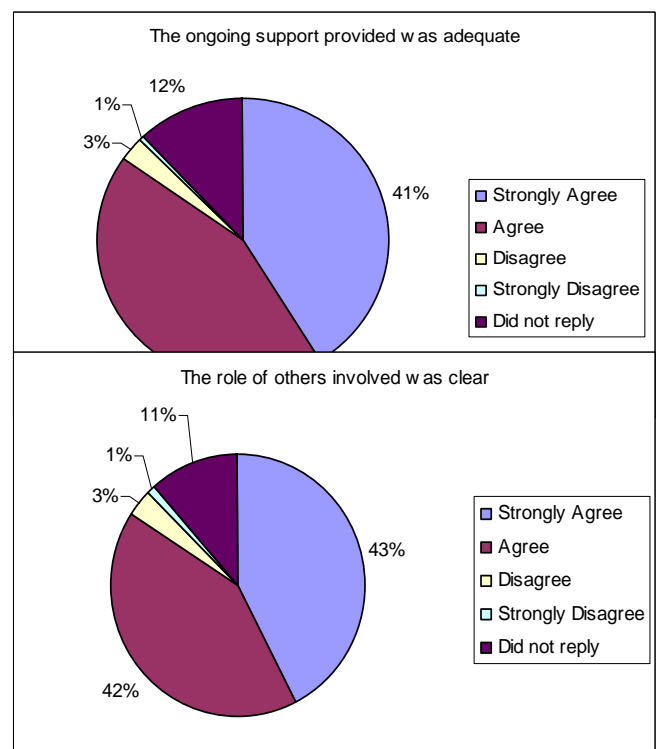
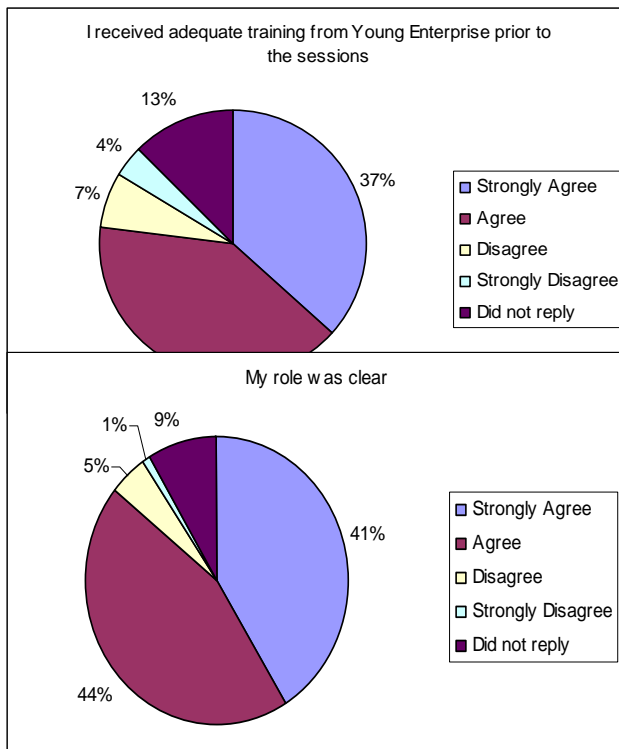
- Smooth Post 16 Transfer
- Reducing NEET/increasing participation
- Improving Level 2 and 3 achievement
- Sustaining employer engagement through the recession

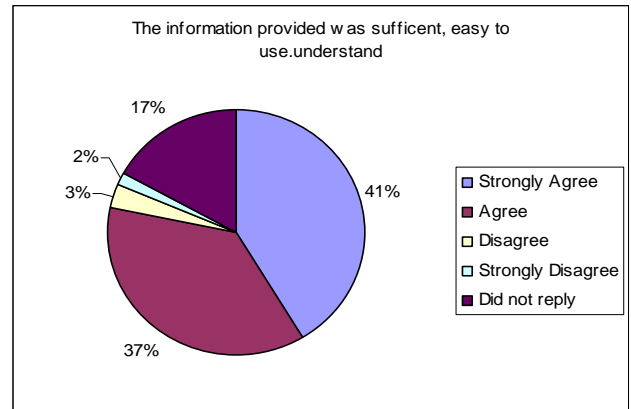
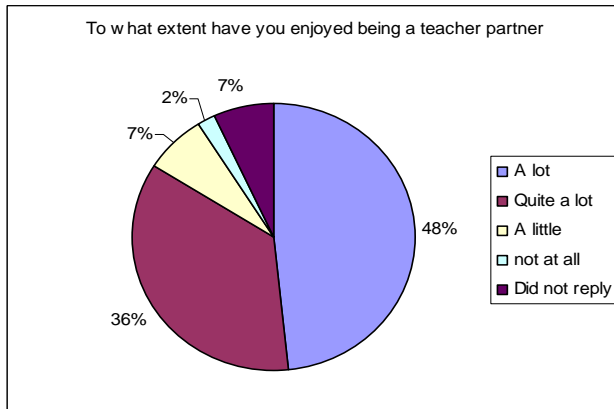
A range of other projects were funded through extended school sources, economic regeneration, youth services and support for voluntary/community organisation funding.

With plans for increasing functions directed by Local Authorities – Young Enterprise London look forward to working in partnership with all London Local Authorities and 14-19 Partnerships.

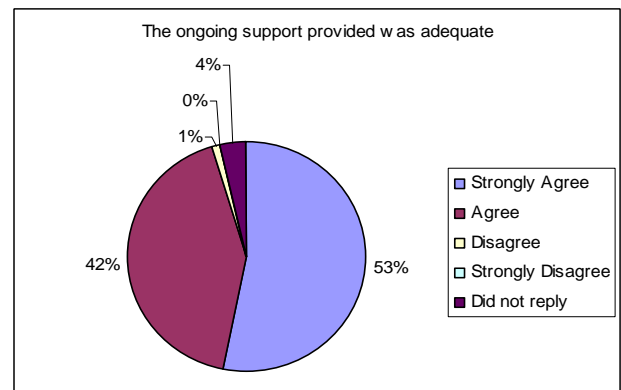
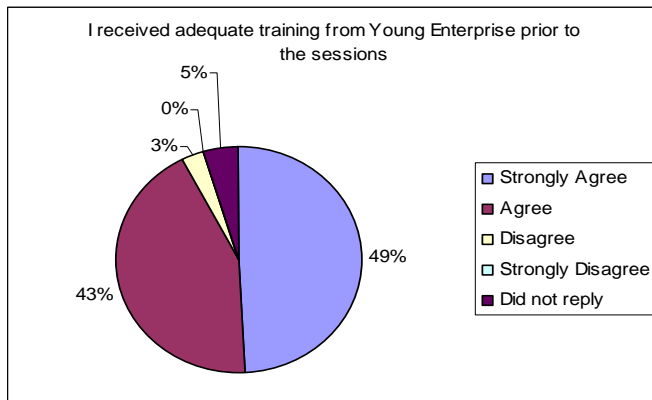
PROGRAMME EVALUATIONS – KEY STATISTICS

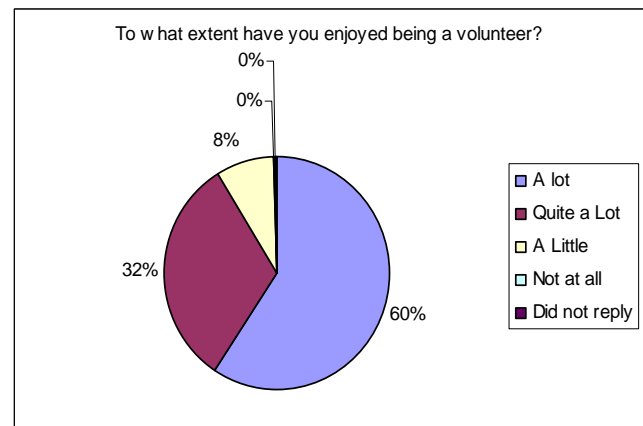
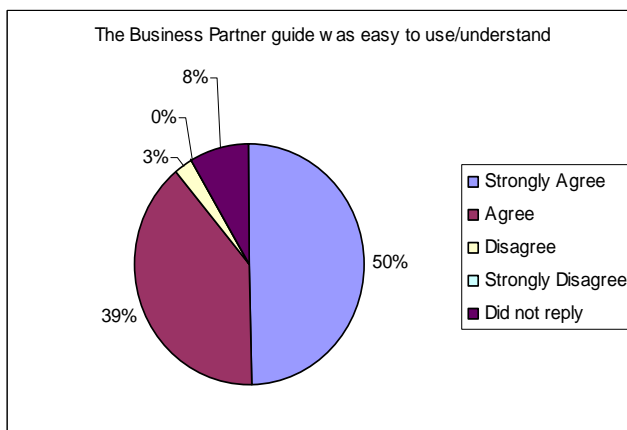
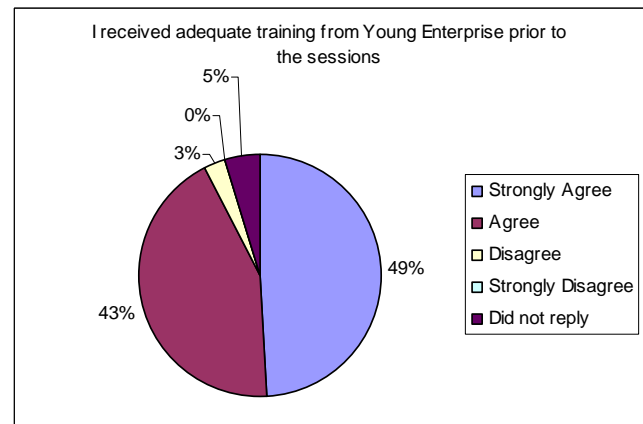
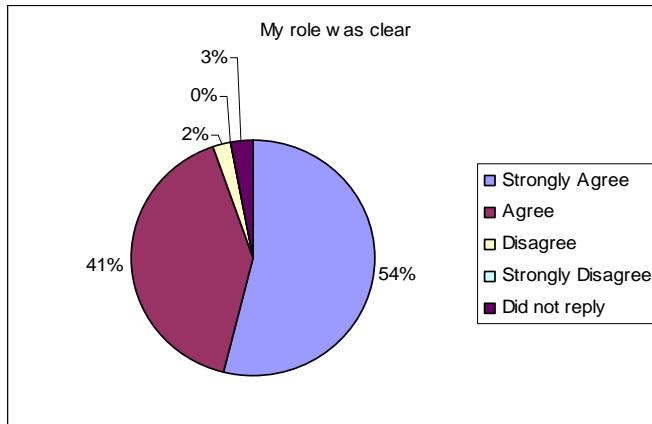
Teacher Evaluations





Business Evaluations



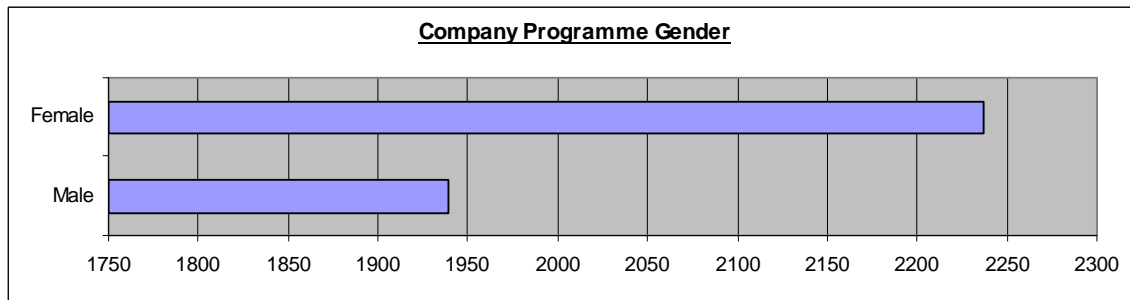
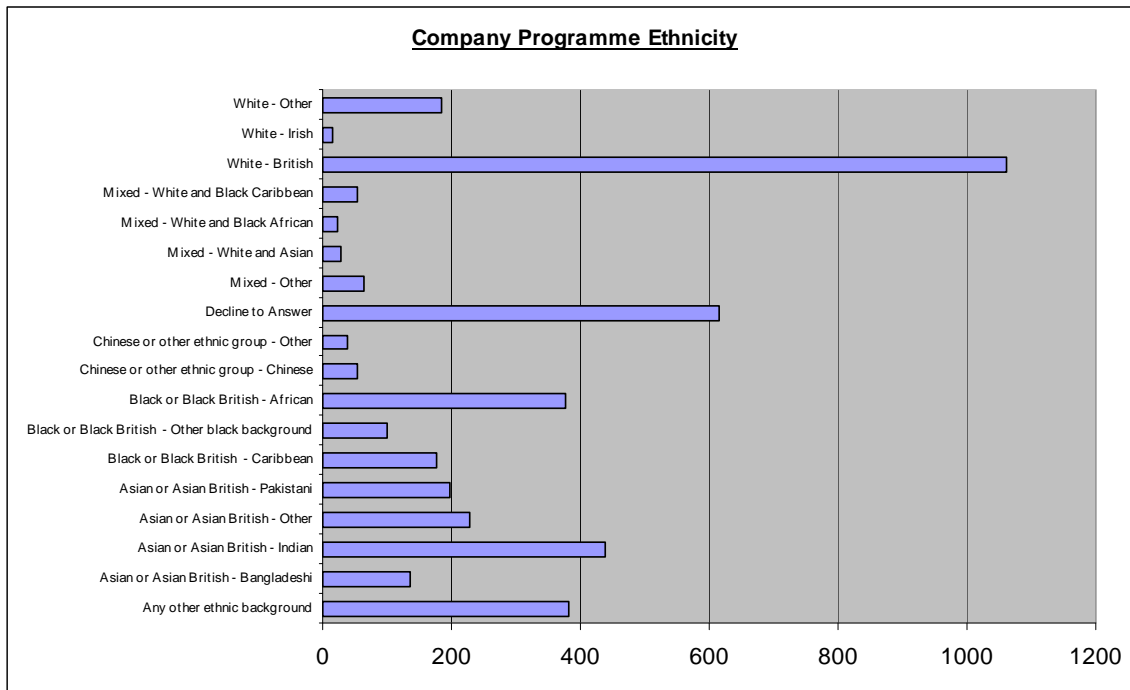


EQUALITY

The Importance of Equality

Young Enterprise London has worked hard at building an all-inclusive organisation which provides an opportunity to practice entrepreneurship, regardless of background, learning style, age or religion.

- In relation to ethnicity, 24 per cent of our students categorised themselves as white/British whilst 52 per cent were from other ethnic backgrounds;
- 52% of all participants were female
- We worked with just over half of all challenging schools in London



Our Programmes

Primary Programme (PP)

Ages: 4-11

Time: 5 lessons

Aim: To show kids how their world works! In this programme, volunteers from business throw open a window on the world of work and life in their community.

Enterprise in Action (EIN)

Ages: 12-15

Time: 7 lessons

Aim: To inspire creative fun through an enterprise challenge. Business volunteers challenge students to develop capabilities for entrepreneurship.

Learn to Earn (LTE)

Ages: 13-15

Time: 6 lessons

Aim: Students learn to understand the link between their education and their future success and happiness in work and life.

Personal Economics (PE)

Ages: 12-15

Time: 5 lessons

Aim: To raise awareness of qualities and attributes and build self-esteem. It assists students with job hunting and provides an understanding of both personal and family budgets.

Project Business (PB)

Ages: 13-15

Time: 6 lessons

Aim: Here, students will gain a practical, activity-based insight into economic and business life from a business volunteer and learn from their experiences.

Team Programme (TP)

Ages: 15-19+

Time: 1-2 academic years

Aim: Young people who experience difficulties with their learning have the opportunity to develop skills for work, through a real-life enterprise experience.

Company Programme (CP)

Ages: 15-19

Time: 1 academic year

Aim: To inspire success through a real business experience. Students gain invaluable practical experience by actually setting up and running their own company!

Entrepreneurship Masterclass (MC)

Ages: 15+

Time: Full or half day

Aim: to inspire desire for enterprise. Students are challenged to consider business start-up through first-hand accounts from entrepreneurs.

Graduate Programme (GP)

Ages: 18-25+

Time: 1 academic year

Aim: Students in higher education have the opportunity to test out self-employment and business creation by setting up and running their own company.

YOUNG ENTERPRISE LONDON SUPPORTERS 2009/10

PLATINUM MEMBER PARTNER (£80,000+)

Citi Foundation
VGoodMatch

GOLD MEMBER PARTNERS (£30,000+)

Deutsche Bank
John Laing

SILVER MEMBER PARTNERS (£15,000+)

Credit Suisse
London Chamber of Commerce
Morgan Stanley
Old Mutual plc

MEMBER COMPANIES (£5,000+)

Accenture
Berwin Leighton Paisner LLP
BP
Britannia Building Society
BUPA
Detica
Environmental Property Services
Land Securities
National Grid
New York Stock Exchange
Nomura
Salomon Oppenheimer/Hansa Trust
Shell
Slaughter and May
State Street

SUPPORTERS (UP TO £5,000)

Aegis Group plc
Attic Media
Austin & Hope Pilkington Trust
CEDAR
GE
Goldman Sachs
Hackney Learning Trust
Peter Cruddas Foundation
Rothschild
Salesforce

IN KIND SUPPORTERS

Broadbean Technology
Clifford Chance

OTHER SUPPORTERS

Business in the Community
CSV
ELBA
London Civic Forum
The Big Opportunity
Time for Paddington

YOUNG ENTERPRISE LONDON STAFF STRUCTURE AS AT FEBRUARY 2010

