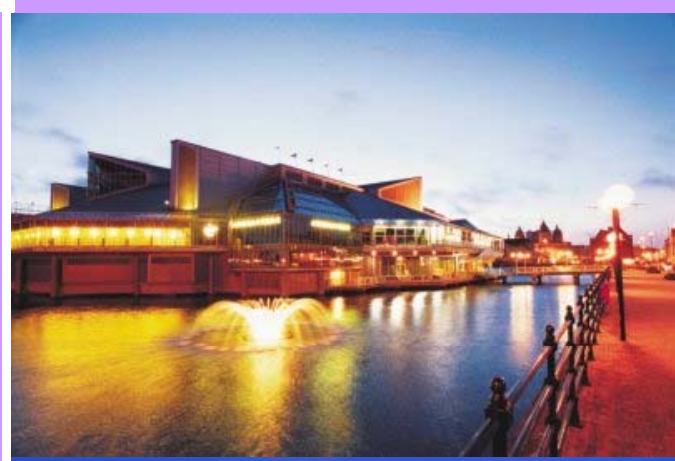


Enterprising Britain 2006

Kingston Upon Hull
Hull Youth Enterprise Partnership

Final Report
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business forum

In association with



Introduction

In 2001 Hull languished on the bottom of the national GCSE league table with just 27.5% of GCSE A-C passes. In the same year the national census identified that only 0.78% of Hull's 16-24 age population considered themselves as self employed compared to a regional average of 1.07% and a national average of 1.31%, confirming anecdotal evidence from across the city suggesting that young people lacked aspirations. These aspirations weren't helped by the battering that Hull's external image continued to take with 'surveys' such as the 2003 Idler magazine suggesting that Hull was the crappiest place to live in the UK as well as expert analysis suggesting that Hull needed to create 5000 more jobs. In short, many of Hull's young people lacked horizons and seemed to have forgotten the roots of its enterprising past, a past that gave rise to still current household names such as Reckitt Benkiser, Rank Hovis, Smith and Nephew, Seven Seas, to name but a few.

The city realised that success at all levels depended on the quality of the young people it was producing. While improvements to the academic standards were needed, this wouldn't suit everyone and in a city like Hull with traditionally less sympathy for formal academic studies, a different approach was needed. The solution was seen in fostering a greater awareness of enterprise, of being able to enact change through your own actions, be that setting up one's own company or innovating in an existing situation. A series of innovative approaches to promoting enterprise in young people was therefore developed via a Youth Enterprise Partnership.

The Hull Youth Enterprise Partnership

The Hull Youth Enterprise Partnership was set up in early 2004 as an umbrella group for the city's growing young people's enterprise aspirations. The Partnership is a public, private and community network designed to influence key partners to recognise youth enterprise in everything they do as well as deliver new initiatives and support existing projects. The Partnership has regular meetings and has already achieved beyond its initial expectations, from a modest initial funding of £20,000 in its first year 2004/05, the partnership received £250,000 funding in 2005/06 from a range of sources including Hull City Council, Neighbourhood Renewal Funding, Yorkshire Forward as well as private sector contributions.

The Partnership champions and financially supports the **Young Enterprise-Humber** (YE) programme in Hull which now flourishes like no other part of the country. Indeed, this support has been the catalyst to success. Until 2003 there was no single dedicated co-ordinator for Hull. Now with the funding of the Partnership there are 2 full time workers whose dedicated work has transformed the Young Enterprise programme in the city. In 2002, only 200 'achievers' took part in YE programmes, 3 years later this number had risen to 5000, penetrating to the heart of even the city's most under performing schools such as Endeavour High School. Young Enterprise in Hull runs all 7 national core programmes, but Hull's offering is unique for a number of reasons:

- Hull's recent record of success in the most important **Company Programme** is unsurpassed in the country. Hull has won the regional heat for the last 4 years running and last year, Avian Enterprise with their bespoke bird feeders, went one better and achieved the top honour winning the national prize, beating 3700

other UK companies. This was followed by coming runners up in the European phase of the competition.

- No other YE programme in the UK involves **PCGE trainees**, in this case from the University of Hull who actively run the YE Primary Programme in schools. In 2005 over 1200 primary school children in Hull benefited from this pioneering link up. One example of the type of work produced by this link up was the piloting of the first wholly owned and managed pupil newspaper at Victoria Dock Primary school.
- YE in Hull has become deeply involved with **business organisations** in the city. The city's business engagement with the Local Strategic Partnership, Hull Business Forum, has regular meetings where Young Enterprise companies are invited to both present and have stands to showcase their products. Sean Scott, Managing Director of Avian, has recently spoken in front of 150 business people. Through the financial support of the Youth Enterprise Partnership, YE company Managing Directors are also invited to the Yorkshire International Business Convention in Hull. All this activity has also been reflected in the local press which has regular articles on the successes of the YE programmes and the work of the Youth Enterprise Partnership.

The Partnership has also seen the creation of the **John Cracknell Youth Enterprise Bank** providing grants of up to £1000 for 13-25 year olds who have an enterprising idea. In its first 8 months, 50 applications were received with 28 young people, some as young as 15, receiving grants for their enterprising idea including two former YE Companies KH Smilers and Avian Enterprises. This type of finance facility is unique to Hull. The Partnership has also worked closely with the city's main start up loan fund, the **Acorn Fund** run by the Chamber of Commerce, by refocusing its promotional material to attract specifically young people to the fund.

Two day-long youth enterprise conferences tying in to Enterprise Week 2005 were also supported by the Partnership. Held at the KC Stadium, each innovative event attracted 250 young attendees from nearly every secondary and primary school in Hull with key note speeches from Alan Johnson Secretary of State for Trade and Industry, Kim Ryley, Chief Executive of Hull City Council, and Richard Gregory Chairman of Yorkshire Bank.

The Partnership has funded the creation of a dedicated enterprise centre, the **BeSPoKe Centre**, in one of the most deprived areas of the city (Bransholme). This drop in centre is run by the Council and allows young people to gain expert advice on enterprise and business start ups. The Partnership funds business start up agencies in the city such as HABAC, Prince's Trust, Northern Business Group and Business Interactions to provide their services at the centre at specific times. From October 2004 to December 2005 over 140 young people wishing to develop their enterprising ideas were mentored at the Centre.

There have also been individual successes. Sean Scott, Managing Director of Avian Enterprise, was 'approached' after the national finals at the Savoy Hotel in London by representatives of global financial giant JP Morgan and offered a paid gap year before his university studies. To date Sean has already done a week's work with them and this direct link with industry at this level is unprecedented in Young Enterprise history. In recognition of its youth enterprise work Hull was chosen ahead of other places in Yorkshire and Humber to host Gordon Brown's recently announced **Summer Enterprise Schools**.

The Future

The Partnership knows that it needs to ensure sustainability if it wishes to build on the early successes of the enterprise drive and has sought a further £750,000 from both private and public sources for future activities. Amongst other things, this funding would:

- Extend the **BeSPoKe centre** in Bransholme to all areas in the city.
- Go one better than 2005 and fund **3 day-long conferences** for school pupils to coincide with Enterprise Week 2006.
- Fund the **Women in Enterprise** organisation to employ a project worker for 9 months to promote young women to consider enterprise and linking to the community based Women Centres.
- Increase the promotional work which has already been done, for example the **translation of the Youth Enterprise leaflets** into Kurdish, Arabic, Polish, Portuguese, French, Czech, Russian and Turkish, will be extended.

Long term strategy is not being ignored either and funding of £20,000 has already been obtained from the Regional Development Agency to develop a **future action plan** for further expansion of the Youth Enterprise Partnership. Unlike in many parts of the country, all 15 of Kingston upon Hull's secondary schools have eagerly taken up the national Enterprise Advisor service and all these schools have subsequently developed an Enterprise Policy and bespoke Enterprise Action Plan for the future with the active support of members of the Partnership.

Conclusion

To conclude, by drawing together all the organisations responsible for youth enterprise in the city under the Hull Youth Enterprise Partnership, greater co-ordination of effort has undoubtedly been achieved. New resources have been secured for both existing initiatives such as Young Enterprise, Prince's Trust and the Hull Youth Council as well as new ventures such as the Youth Enterprise Bank. The results of this initiative can be clearly seen. Substantially more young people are now engaged at various levels with the idea of enterprise and it may be no coincidence that 2005 saw Hull leap seven places up the GCSE league table with an overall 5 GCSE pass rate of 44%. At a strategic level, youth enterprise has been firmly embedded in the emerging **Community Strategy** for Hull while key stakeholders have become involved in the delivery of the Partnership's work e.g. Alan Johnson MP is Patron of the Partnership. And with Hull coming top in the region in a recent OMIS survey based on satisfaction ratings as a place to do business, young people can be sure that their enterprising ideas will find a fertile ground to continue growing.

Further information

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