



**PETER JONES FOUNDATION**  
**FOR ENTERPRISE**



**Join our mission to help  
young people fulfil their  
potential**

Programme Overview and  
Partnership Opportunities

The Foundation for Enterprise is a  
division of the Peter Jones Foundation



**PETER JONES  
FOUNDATION**



"The Peter Jones Foundation plays a key role in supporting the development of entrepreneurial and enterprise skills which are crucial to the future growth of our economy and I am proud to be their Patron." HRH The Duke of York KG

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## About The Peter Jones Foundation

The Peter Jones Foundation was founded in 2005 by successful entrepreneur and star of Dragons' Den, Peter Jones CBE. We believe that with the right mix of support and opportunity, every young person has the potential to achieve great things and the right to a brighter future. To achieve this we structure our activities through two charity divisions, the Foundation for Enterprise (FFE) and the Foundation for Children (FFC). The FFE delivers a suite of world-class enterprise education initiatives and the FFC philanthropically supports some of the most disadvantaged young people within the UK and across the world. This brochure relates to the work of the FFE. For more information on our other activities please visit our website.



# WELCOME

## from our Founder and CEO

We are delighted that you are interested to learn more about the work of the Peter Jones Foundation for Enterprise (FFE) and opportunities to become one of our truly valued partners.

The FFE is the largest division of the Peter Jones Foundation. We believe that with the right mix of support and opportunity, every young person has the potential to achieve great things and the right to a brighter future. We set up the FFE as we know that good enterprise education can significantly improve the life outcomes of a young person, whatever path they choose, and we now run a range of successful programmes that support many thousands of young people across the UK.

It is our belief that giving young people a taste of business will ensure that they develop the skills that will help them to help themselves. To date we have worked with over 600 schools, whom we have given more than £500,000 of funding to allow 10,000 students to start their first business. We have also supported more than 4000 students to secure a recognised qualification in Enterprise and many of our graduates have gone on to start their own successful businesses, creating new jobs in their local communities.

We cannot deliver exceptional work, impacting the lives of thousands of young people, without the valued support of our partners. We hope that you see the importance of our work and are excited by some of the many opportunities to work together outlined in this brochure.

We very much look forward to sharing our journey with you and hope you are inspired to help young people succeed, whatever path they choose.

Best wishes,



**Peter Jones CBE**

Founder and Chairman,  
The Peter Jones Foundation



**Jonathan Sobczyk Boddington**

CEO, The Peter Jones Foundation  
for Enterprise

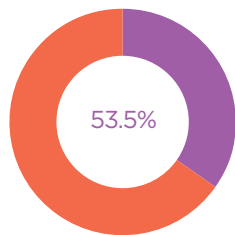
# OUR THEORY OF CHANGE

Young people are suffering the “worst economic prospects for several generations.” Equality and Human Rights Commission, 2015

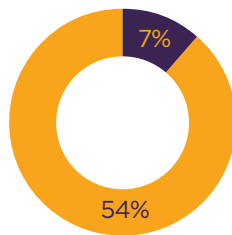


## The Problem

Research has shown that young people need to be more enterprising to succeed in a world of fast-changing jobs and skills needs.



Over half of employers (53.5%) are facing **difficulties filling vacancies** (CBI)



7% of young people are **privately educated**, yet this proportion **rises** to 54% amongst FTSE 100 CEOs



3.5 million (27%) of young people **live in poverty**, with 1.6 million living in **workless households**, and only one in eight children from **low income homes** go on to achieve a high income as an adult

### FACT

Research shows that young people who **undertake four or more employer engagement activities** are five times less likely to be NEET (Not in Education, Employment, or Training)

## Our Solution

The FFE delivers meaningful enterprise experiences from primary school through to sixth form and beyond. We believe all young people deserve a brighter future and the FFE helps them reach their potential through a range of pioneering educational activities that champion entrepreneurship.

We do this through our three programme strands which work to increase the economic, social and educational outcomes for young people using defined impact metrics to monitor success. The FFE ensures that the students we serve will develop enterprise capabilities, experience and knowledge which will help improve their life chances.

## Our Mission

**The Peter Jones Foundation for Enterprise (FFE) exists to improve the socio-economic outcomes for young people by equipping them with enterprise skills that will improve their life chances, whatever path they choose. We do this through encouraging, educating and empowering the young people we serve.**

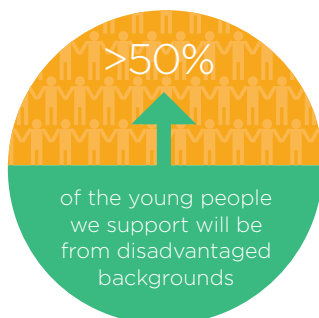


# 2022 strategic goals

Supporting more than 50,000 people



We will support over **50,000** young people to start and run a business, making over £2.5m of start-up funding available to schools and colleges



We will support **50** Peter Jones Enterprise Academies across the UK, establishing a network of centres of excellence for Enterprise and Entrepreneurship education



>90% of students completing our courses will be in employment, higher education or starting a business within a year of graduating

## Our Programmes

### Encourage

We encourage learners from 6 to 19 to become the most enterprising version of themselves through:

- > Our flagship Tycoon Enterprise Competition
- > Taster enterprise challenges available for all ages
- > EntFest, our annual festival of enterprise



### Educate

We educate learners from 14 to 18 through world-class courses in business, enterprise and entrepreneurship including:

- > BTEC Level 2 and 3 qualifications
- > A Level Business
- > A Level Economics
- > GCSE Business



### Empower

We empower learners who have completed our courses supporting them as "Peter Jones Enterprise Alumni" into one of 3 successful outcomes:

- > University
- > Employment or Apprenticeship
- > Starting their own business



# OUTCOMES AND IMPACT

## Outcomes Framework

We have designed a competency framework that details how we will support students to develop the capabilities, experiences and knowledge needed to progress towards one of our long-term outcomes. This framework is built upon a series of cognitive and non-cognitive skills that the literature shows as having a positive impact on student outcomes, alongside a suite of experiences and learning opportunities that we build into our programmes.

Outcomes Framework Overview and Definitions		
<b>Young People:</b> 6-25 year-olds <b>Enterprise Skills:</b> Enterprise education develops the skills which help young people to help themselves, and which can significantly improve their life chances. Enterprise education is made up of three areas that we track our learning outcomes against:		
Learning Outcomes		
Enterprising Capabilities	Enterprising Experiences	Enterprising Knowledge
<ul style="list-style-type: none"> <li>&gt; Being creative</li> <li>&gt; Problem solving</li> <li>&gt; Aiming high</li> <li>&gt; Staying positive (and being resilient)</li> <li>&gt; Listening and understanding</li> <li>&gt; Presenting</li> <li>&gt; Working in a team</li> <li>&gt; Leading</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Market research</li> <li>&gt; Business planning</li> <li>&gt; Launching an enterprise</li> <li>&gt; Pitching</li> <li>&gt; Trading (buying and selling)</li> <li>&gt; Project management</li> <li>&gt; Budgeting</li> <li>&gt; Evaluating business performance</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Financial awareness</li> <li>&gt; Digital aptitude</li> <li>&gt; Economic and business understanding</li> <li>&gt; Understanding pathways and world of work</li> <li>&gt; Being employable / backable</li> <li>&gt; Understanding the enterprising mindset</li> </ul>
Qualifications		
Level 2 and Level 3 BTECs in Enterprise and Entrepreneurship A Levels in Business and Economics GCSE in Business		
Destinations		
Business start-up Employment and Apprenticeships Higher Education		



"It is always a privilege to witness the enthusiasm and gratitude of students at their graduation. Canon is proud to support this valuable programme." Matthew Searle, Country Director, Canon UK



## Our Impact

Through ongoing monitoring, research and evaluation with students, schools, colleges and employers we measure the immediate and longer-term impact of involvement in the FFE programmes. Below you will find some headlines from recent evaluations of our work.



Since we started the competition in 2012 we have partnered with 600 schools, supporting over 10,000 students to start a business. Our programme is designed to develop enterprise and employability skills amongst our students and a recent evaluation highlights that students show significant development of their skills in four key areas; teamwork, self-confidence, financial literacy and communication.



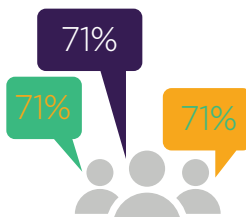
The PJEA was set up with a mission to train and motivate young people, unleash entrepreneurial talent and create opportunities for them to realise their potential. Since the Academy began in 2009, 4,000 young people have graduated with a BTEC in Enterprise and Entrepreneurship. Feedback from our 2017 graduates gives us the conviction that we are achieving this goal with over 98% indicating that they have developed enterprise and leadership skills whilst on the course.



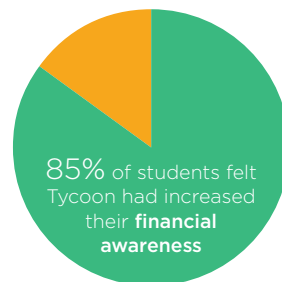
76% of students significantly develop their **self-confidence**



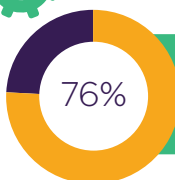
of start-up funding available to schools and colleges



71% of students significantly develop their **communication** skills



85% of students felt Tycoon had increased their **financial awareness**



of students significantly develop their **teamwork** skills



of students felt that Tycoon had **developed skills** making them more employable



of students said Tycoon had encouraged them to **set up their own business** in the future



PJEA 2017 graduates indicated that they had had a **positive experience** on the programme



PJEA 2017 graduates indicated that they had **developed leadership and enterprise skills** on the programme



PJEA 2017 graduates believed they were **more employable** as a result of having completed the programme



PJEA 2017 graduates indicated they had developed their **understanding of business** through completing the course

# ENCOURAGE PROGRAMME

## Tycoon enterprise competition



“After participating in the Tycoon competition I would thoroughly recommend it to other schools. It is a great opportunity for the children to share ideas, work collaboratively in teams, and engage with the local community. The children are really motivated and they have learnt so many important life skills.” Heather Delf, Headteacher, Ludham Primary School and Nursery

### Tycoon: Learning by doing

Tycoon is a free national enterprise competition, which encourages the nation’s budding entrepreneurs to get involved in business by giving them a start-up loan of up to £3,000 per provider to set up and run a business at school or in college. Teams from across the UK compete against one another, and the top student businesses are invited to a prestigious, annual celebration event at Buckingham Palace.

Schools and colleges register to do the programme online and we provide teachers with educational resources and lesson plans to work through with their students. Students work in teams to develop a business idea and write a plan for how to launch and run their activity, including a request for funding. The FFE then lends students the money to run their business before a seven-week trading competition split by age group. The loan is a ‘goodwill’ loan, repayable only when profits are made. At the end of the seven-week period, students write an evaluation of their activity, reflecting on the skills they have developed along the way.

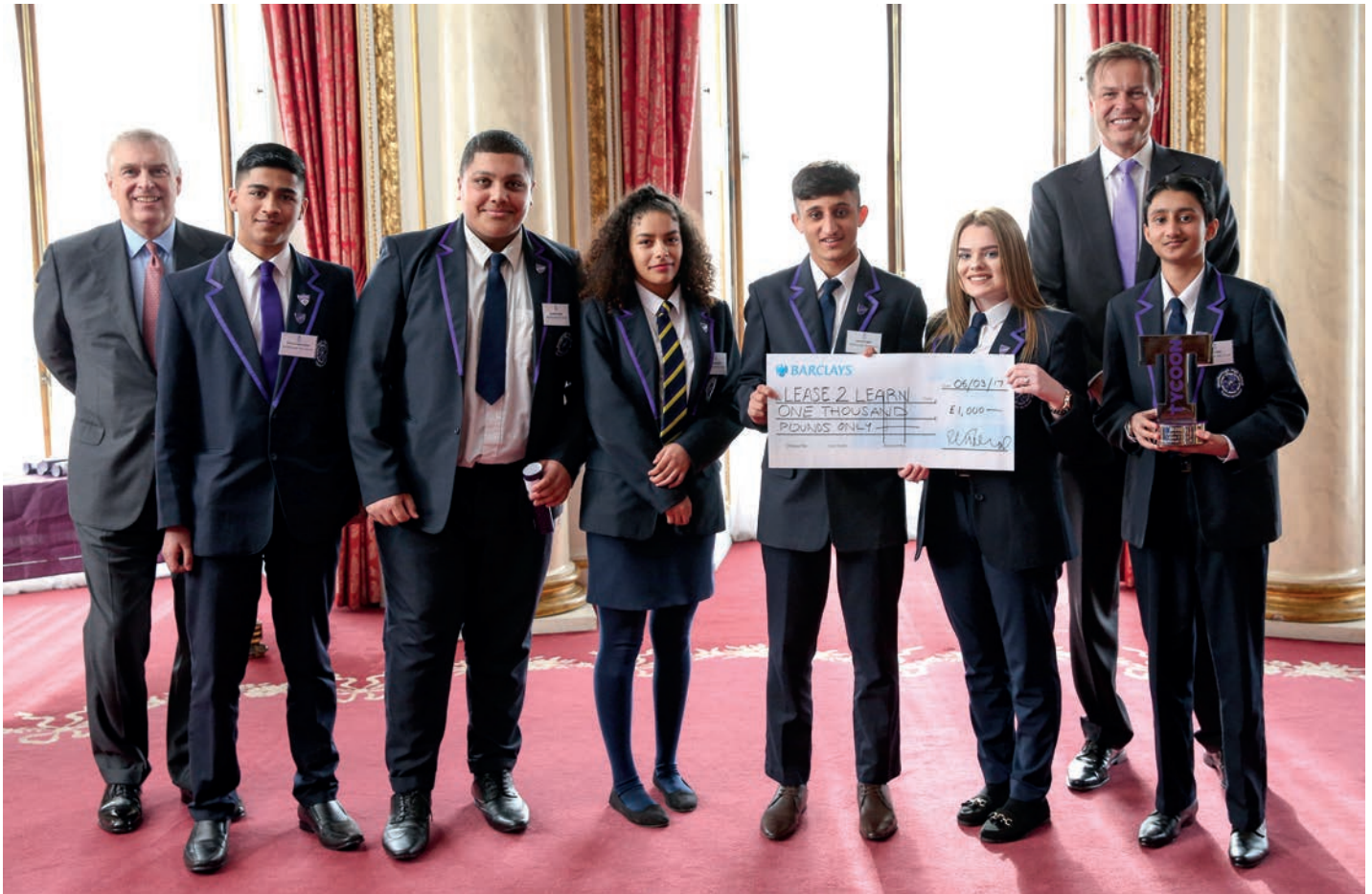
Tycoon is delivered through a sophisticated digital platform that supports them to write their business plan and submit their funding applications. The platform also gives our partners the chance to see how teams are progressing, as well as provide them with feedback and

support. The digital platform supports the FFE to track the impact and outcomes of taking part in Tycoon. The evaluation students complete, along with their business plan and trading record, is submitted as an entry into our national competition, with the finals held at Buckingham Palace.

To date, over 10,000 young people have taken part in the Tycoon competition. On average, over 90% companies become profitable, and repay their goodwill loan. This makes it a most sustainable, innovative model and our focus is to scale this opportunity to 50,000 students over the next five years, and to ensure that the majority of participants are from disadvantaged backgrounds.



“After taking part in Tycoon I now feel that setting up and running my own business is a real, tangible prospect for the future. Tycoon has energised the entrepreneur within me and got me excited about what could be achieved through setting up your own business. I have thoroughly enjoyed every minute of being a young Tycoon and will seek to reuse the skills I have learnt and developed.” Jeremy Lo Ying Ping, Year 12 Student, AKS Lytham



“The students have had the time of their lives thanks to the competition, and the fact that they have been able to impact so positively on the lives of the global community. They really feel empowered by the whole process.” Kathryn Loughnan, Lead Teacher, Avonbourne School

# EDUCATE PROGRAMME

## Peter Jones Enterprise courses and qualifications

The Educate Programme includes our full suite of sector leading vocational courses and qualifications in Enterprise and Entrepreneurship. This offer includes the flagship Peter Jones Enterprise Academy (PJEA) package, where colleges and schools can host and run their own Enterprise Academy and have full access to our resources, competitions and employer links. We also run standalone qualifications that are available at Level 2 and 3.

All of our pioneering courses have been developed in conjunction with education and business experts and include a Pearson (Edexcel) BTEC qualification or A Level, as well as our exciting set of Flash Challenges. Our courses ensure that our students not only achieve an accredited qualification, but also the necessary experience and skills that are vital to progress to university, gain employment or to run their own business.

Through running one of our programmes, centres have access to our exclusive schemes of work, lesson plans, delivery resources and associated marketing materials. All of our courses include an extended version of our Tycoon competition

and each student will have the opportunity to borrow up to £50 to launch a business idea, with the experience mapped onto their qualification, culminating with the chance to pitch for £5,000 investment.

Each course includes a unique set of 'Flash Challenges', designed to bring the learning to life and to give students a chance to put their skills to the test with a real-life business scenario. Each challenge has been developed with one of our business partners and provides students with examples of thematic tasks they would face in the workplace.

"The PJEA is an exciting and vibrant place to be as it provides unique opportunities for people to test their business skills in an enterprising environment and through practical experience." Rupinder Drew, Business Enterprise Manager, Leicester College



"My experience at the PJEA gave me self-direction, confidence, and the 'get up and go' that I needed. The Academy really encourages you to think outside of the box and feeds your entrepreneurial spirit." Adam Bradford, PJEA Alumni

## Peter Jones Enterprise Academy

The Peter Jones Enterprise Academy (PJEA) is our flagship programme for schools and colleges. Running a PJEA involves offering our extended programmes of 16-19 study for students, and includes our most comprehensive package of resources and support. We are incredibly proud of our graduates and to date have supported more than 4,000 students through the PJEA. Many of our graduates have gone on to start their own businesses, creating new jobs up and down the country.

“Choosing the PJEA was the best decision I’ve made in life so far. I chose the Academy because of the hands on experience it allows you to have along with all the opportunities and doors it opens.”  
Hassan Iqbal, PJEA Alumni



## Be Your Own Boss

### Priority low-income communities: Vulnerable young adults 19-24 years of age

The Be Your Own Boss (BYOB) Programme engages the most vulnerable young adults (19-24), who are homeless or care leavers, onto a 14-week Enterprise and Entrepreneurship Level 2 BTEC course. These participants whom ‘the system’ no longer supports, gain a recognised qualification alongside hands-on practical business experience, empowering them to secure their own future. The programme was set up in 2016 by Worcestershire entrepreneur, Beryl Cuckney, working with the FFE and we have already seen the transformational effect it can have: from our pilot programme over 90% BYOB students have found employment or are in further education.



“The delivery of the qualification to young care leavers is life changing, and for those with mental health issues it has given self-esteem, without which they would never get a qualification to get a job.” Beryl Cuckney, Founder and Managing Director, Malvern Business Academy

# EMPOWER PROGRAMME

## Peter Jones Enterprise Alumni Scheme

We are currently building our alumni programme for students who come through our Encourage and Educate streams: The Peter Jones Enterprise Alumni Scheme.



Our commitment is to support graduates of our programme into one of three specific pathways:

- > Starting a business
- > Securing a job or apprenticeship
- > Securing a place on an HE or FE programme of study

We will offer graduates support through our Alumni platform, where they will be able to stay in touch, access mentoring and advice as well as use our graduate-only resources. For graduates of our PJEA, we offer a fantastic and unique package and if students perform well enough they will have the opportunity to be rewarded with one of the following:

- > A guaranteed place at university on an enterprise and/or business course
- > A guaranteed final round interview with an apprenticeship provider
- > A guaranteed chance to pitch for start-up money and office space

FFE Alumni already form a talented and motivated network of skilled young people that will support each other and the next generation of graduates. The Alumni will also offer a creative talent pool for our partner network, expanding opportunities for collaboration and innovation.





"The younger we get people thinking and believing that they can create their own business the better, because that way we can create a generation of entrepreneurs who can make their own jobs. Each finalist that I've met through the Tycoon competition has come up with a different product which just shows how creative the next generation are." Professor Bob Cryan, Vice-Chancellor and Chief Executive, University of Huddersfield



"We have been impressed at how FFE graduates progress to such a variety of career paths and believe the start-up funding deployed by the Foundation is a powerful tool for real life learning." Fergal Donovan, CEO Data Select



data select



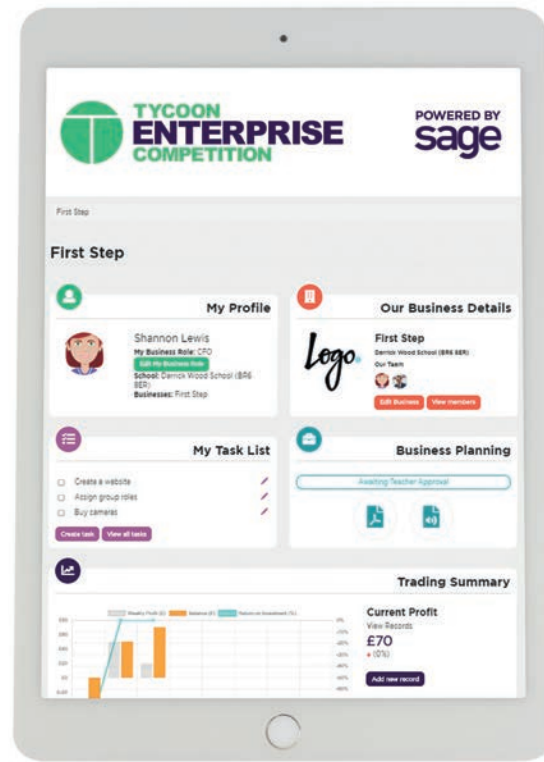
# OUR RESOURCES

## Bringing learning to life

### Tycoon.com

As well as being the platform for our flagship enterprise competition, Tycoon.com is also the home for a wealth of resources exclusive to our schools and colleges.

These include our unique Flash Challenges (real life business scenarios set as tasks) and video micro-learns (inspiring personal journeys and advice from leaders in the business world). Developed in collaboration with our Enterprise Ambassadors, our unique teaching resources support an engaging learning experience..



"I am consistently impressed with the graduates from the PJEA and consider the programme an innovative and necessary opportunity to create the business leaders of the future." Neil Campling, CEO, ICB Group



## Flash Challenges

Each of our courses provides a unique insight into the world of business as our Enterprise Ambassadors set real life challenges for students to complete. Tutor nominated entries are shared with each Enterprise Ambassador who selects an overall winning student and presents them with a prize at EntFest.

### **E** FLASH CHALLENGE Innovating Spaces

Sponsored by



Cantifix is a global market leader in specialist glazing techniques. With continual product innovation, harnessing new technologies and ground-breaking scientific research they push the boundaries of what can be achieved with glass by creating structures to enhance the health and wellbeing of their customers.

Your challenge is to identify a building, facility or area of your school or community that would benefit from a cutting edge redesign. Present how you would change what currently exists and, most importantly, what innovations and technologies you would introduce to make the space more sustainable, more uplifting for the people and community it serves, whilst remaining economically viable.

#### To do list:

- > Visit Cantifix website
- > Identify a space/facility (e.g. library, swimming pool)
- > Brainstorm innovative redesign ideas
- > Prepare proposal

#### Need to know:

- > Team size: 1-4 students
- > Time: 1 week

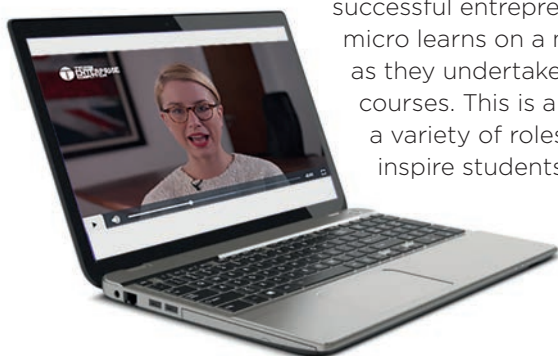
## Teaching Resources

All our courses come with a full set of resources including schemes of work, lesson plans, assessments and editable PowerPoints giving teachers all they need to deliver the specification with the maximum degree of practical enterprise and learning by doing, supported by our partnership network.



## Microlearns

Working in collaboration with a diverse range of businesses as well as successful entrepreneurs, we have developed a set of video-based micro learns on a number of topics that guide and support students as they undertake their Tycoon business journey or study one of our courses. This is a wonderful opportunity to expose young people to a variety of roles, careers and future employers, and to motivate and inspire students to take ownership of their own enterprise journey.



# MEET OUR BENEFICIARIES

## Successful Tycoon graduates

### Tycoon 750



**Business Name:** Sketch Kids

**School Name:** Wyvil Primary School, Lambeth

**Original loan:** £90

**Profit Made:** £1,229

*We are a team of kids who love drawing and would to do anything to help the school. We think we can make an excellent profit on tea towels by selling them to restaurants and cafes in London. We never thought we'd get such big orders, so we reinvested the profits to order more stock from our printer. We were nervous about our first sales trip to the little cafes but we sold so many that we went on two more trips.*



### Tycoon 1K



**Business Name:** KnitterNatters

**School Name:** Imberhorne School, West Sussex

**Original loan:** £750

**Profit Made:** £127

Two sisters from Imberhorne School, West Sussex created KnitterNatters, a special gift experience bringing people together in the local community.

*We are a team of kids who love drawing and would to do anything to help the school. We think we can make an excellent profit on tea towels by selling them to restaurants and cafes in London. We never thought we'd get such big orders, so we reinvested the profits to order more stock from our printer. We were nervous about our first sales trip to the little cafes but we sold so many that we went on two more trips.*

## Tycoon 2K

**Business Name:** Lease 2 Learn

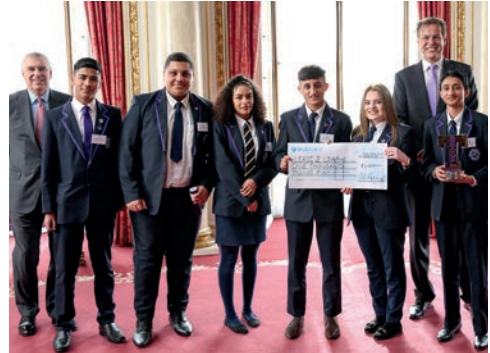
**School Name:** Westborough High School,  
West Yorkshire

**Original loan:** £280

**Profit Made:** £5,149

Launched by six students from Westborough High School, Lease 2 Learn conducted market research in their school to help them come up with a business idea.

*Our community has significant deprivation and under achievement with very few role models. This project has raised the aspiration of students wanting to be future entrepreneurs.*



## Tycoon with special educational needs and disability

**Business Name:** We Cann Do Gifts

**School Name:** Cann Bridge School, Plymouth

**Original loan:** £380

**Profit Made:** £2,794

We Cann Do Gifts, a team of eight young people aged fourteen to sixteen, attend Cann Bridge School for young people with severe and complex learning needs.

*We have improved links with the wider community and encouraged a greater awareness of what our young people can achieve. On a personal level students have developed higher self-esteem and worked as a team, increasing their learning and functional skills while developing work skills. This will hopefully equip them with skills to increase opportunities in later life.*



# Peter Jones Enterprise Academy graduates and alumni

## Educate – Enterprise Courses and Qualifications

### Jamie Gamble, PJEA Student

*Since joining the PJEA I have achieved more than I ever thought possible whilst in education. With the support of the PJEA and my teachers I have set up and launched my business, pitched to investors, sold at local markets and worked at the BMW National Sales Company for four weeks.*

*The academy is hugely different to traditional business courses or A levels that are extremely text-book orientated. All of my classmates are of a similar mind-set, which is important as it allows ideas to thrive in an entrepreneurial atmosphere. As soon as I started I was able to use the resources and people available to me to help develop my business.*



## Educate – Enterprise Courses and Qualifications

### Sonya Kumar, PJEA Student

*I was clueless as to what to do after sixth form. University wasn't an option because I didn't want to go ahead with further education for another three years of my life.*

*I wanted to be my own boss, an entrepreneur who could make my own choices and take my own risks. When I discovered the PJEA the course really stood out as it wasn't all about theory but about performing practically – setting up my own business in the real world really appealed to me.*



## Educate – Enterprise Courses and Qualifications

Gavin Bell, PJEА Student

*I saw the Peter Jones Enterprise Academy as an ideal stepping stone from education to self-employment and that is exactly what it turned out to be.*

*Over the year I had some amazing experiences, such as pitching to a board at Grant Thornton HQ and being chosen as one of six to go to the Coronation Festival at Buckingham Palace following an invitation from HRH The Duke of York, KG, Patron of the Peter Jones Foundation. I learnt a great deal over the year and I know it has equipped me with key skills that I need for self-employment. The tutors were absolutely amazing and helped me through every step of my start-up.*



## Empower – Alumni

**Ross Bailey, PJEА Alumni 2009**

After graduating, Ross spotted an opportunity during the Queen's Diamond Jubilee to open a pop-up shop on Carnaby Street selling rebellious t-shirts of the Queen. Having had difficulties finding shop space he decided to create an online marketplace for listing and booking short-term space, making booking a shop as easy as booking a hotel room. Fast forward to today, Appear Here, has offices in three cities worldwide, has over 100,000 global brands, retailers and creative entrepreneurs signed up to use the service, and over 10,000,000 square foot of rental space. An impressive range of brands have used the spaces, including, Apple, Nike, Made and Spotify.

*The practical element of the PJEА was important to me. One thing I took from the Academy, which has impacted my life greatly, was how to spot an opportunity and then focus on it – staying true to what the brand is about and not overcomplicating things with diversions.*



## Empower – Alumni

**Katie Buckingham, PJEAlumni 2012**

**Business Name: Altruist Enterprise**

Katie has been campaigning to raise awareness of mental health since she was just 17. During her time at the PJEAlumni she set up Altruist Enterprises, a company that provides training courses to organisations and schools to help them prevent and identify stress in the workplace and offer the correct support to those affected.

Since graduating, Katie has won various awards from the New Entrepreneurs Foundation, Entrepreneurial Spark's and the Birmingham Mail and also worked closely with organisations such as Young Minds, Time to Change and NAHT.

*My time at the PJEAlumni taught me that anything is possible. It gave me the confidence to pursue my passion and start a business.*



## Empower – Alumni

**Emma Sivess, PJEAlumni 2016**

**Business Name: Vanity Decay**

Since graduating from the PJEAlumni Emma has gone on to study Marketing and Management at the University of Sussex. Alongside her studies, Emma runs her business and blog, Vanity Decay, which she set up during her time on the course. The idea for Vanity Decay came to Emma when she spotted a gap in the market for makeup storage.

*I've always had an entrepreneurial instinct and I chose the PJEAlumni to expand on this. It's definitely allowed me to pitch in situations that I wouldn't have been able to before and studying at the Academy has allowed me to bring so many aspects together – like accounting and marketing – to improve on the skills that I already had to actually start a business.*



# OUR FUNDRAISING EVENTS

We also host a number of exclusive fundraising events including our clay pigeon shooting day, golf day and other special events. All events are hosted by Peter Jones CBE and attended by celebrities, VIPs, and partners of the FFE making them a wonderful occasion to network, have fun, and learn more about our work.





# FESTIVAL OF ENTERPRISE



EntFest is The Peter Jones Foundation for Enterprise's festival of enterprise and entrepreneurship. Hosted by the University of Buckingham, the one-day festival takes place in June and is a high energy, vibrant occasion with stalls, speakers, networking events and entertainment.

EntFest is an opportunity for students to meet and hear from business leaders and founders as well as enterprise education practitioners. It incorporates the graduation ceremony for our PJEA students as well as the final of our National Entrepreneur of the Year competition and is an opportunity for some of our Tycoon businesses to trade and showcase their products and services to our inclusive business network.

The event is more than a celebration of the success of our students and alumni: it convenes, celebrates and gives thanks to our diverse community of businesses, entrepreneurs, investors and educationalists. EntFest continues to grow in size, innovation and diversity to bring to the fore the most pressing themes facing business for the next generation, guided by passionate and enthusiastic business leaders.



**PJEA Graduation**



**Networking**



**EntFest market**



**Panel debates**



**Live National Entrepreneur of the Year final**



**Ted Style talks**





# JOIN THE FFE ENTERPRISE AMBASSADOR NETWORK

Collaborating to support the next generation of business leaders



The Peter Jones Foundation aims to continually develop and nurture relationships with a broad network of supporters, from education providers and businesses to philanthropic individuals or organisations, whose interest and passion for supporting young people aligns with ours.

We believe in the power of collaboration and hold regular events to bring our network together for inspiration, sharing, learning and ultimately, the development of even greater programmes and activities that empower the next generation. As a charity that seeks to make a lasting and meaningful impact on young people across the UK, we place a special emphasis on our partnerships with individuals and organisations who wish to make a difference through a combination of financial commitment, personal or business engagement and/or in-kind support. We know the valued support of our Enterprise Ambassadors to all our programme areas is intrinsic to us achieving our mission and without them, we would not be able to encourage, educate and empower the next generation to fulfil their potential.



"We are passionate about developing the critical soft skills and business experiences that young people need to succeed, so our partnership with the FFE holds great synergy." Anthony Cowen, Sales Manager, Softcat



### **What it means to be an FFE Enterprise Ambassador**

Enterprise Ambassadors can be companies and enterprising individuals who collaborate with the Peter Jones Foundation for Enterprise to support our programmes and beneficiaries. All our Enterprise Ambassadors are aligned with our mission, sharing our passion for helping young people achieve their potential and our belief that developing enterprise skills can improve their life chances. Enterprise Ambassadors help us achieve our goals through a discreet donation and, in most cases, through volunteering their time and/or establishing employee engagement programmes. Enterprise Ambassadors are also invited to join exclusive events throughout the year, meeting and engaging with our students or conducting valuable networking with like minded others.

### **Making a difference**

By providing financial as well as in-kind support, Enterprise Ambassadors enable us to develop and deliver a programme that is rich in educational value, informed by the needs of the current jobs market and infused with the experiences and knowledge of successful business leaders and entrepreneurs. Our goal is to support 50,000 young people to start a business by 2022, helping each and every one to set up their first business through our innovative Tycoon programme. We are also developing our alumni scheme to support our graduates into their chosen pathway, be that, continuing their education, becoming employed, starting an apprenticeship, or starting their own business. Additional new activities we wish to implement include the creation of a bespoke primary school enterprise programme, the development of bespoke resources to support SEND (Special Educational Needs and Disability) students and

the establishment of a diverse pool of business mentors to inspire our learners. Ultimately, the difference our Ambassadors make is reflected in the scale and quality of our programmes and the intrinsic learning outcomes of our students which are rigidly monitored, evaluated and measured.

### **Making the most of the opportunity**

Whilst we work hard to ensure that the support given to us by our Enterprise Ambassadors has a positive and meaningful educational impact, this is not our only concern. For a collaboration to be successful and sustainable, we understand that there needs to be value for all parties and we pride ourselves on nurturing bespoke relationships helping each Enterprise Ambassador to get the most out of a partnership that draws on mutual value and opportunity. Our students are on a unique pathway that nurtures enterprise skills and an enterprising mindset, alongside internationally recognised qualifications. Ambassadors can tap into this talent pipeline, with clear benefits in terms of employee engagement, staff development and ultimately, recruitment. Individuals and employees can become mentors for student businesses and, in doing so, develop a range of competencies from coaching and people-management skills to leadership capabilities. We also offer opportunities to build brand awareness and alignment with young people, for example, through sponsoring awards or having a presence at one of our flagship events. Annually we host exclusive opportunities for Enterprise Ambassadors, from speaking sessions to sitting alongside our Founder and Chairman, Peter Jones CBE, on a judging panel.

### **Becoming an FFE Enterprise Ambassador**

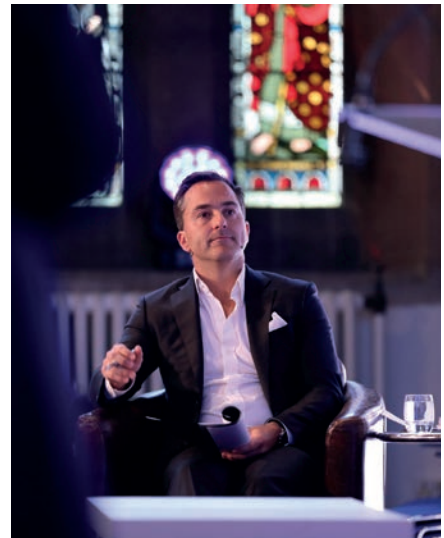
We are always looking to work with those who believe in our mission and wish to support

young people in developing their enterprise capabilities. If you are interested in supporting us as an Enterprise Ambassador or finding out more about the work we do, please get in touch. We would love to invite you to one of our events so that you can meet some of the young people we work with, see for yourself how valuable our work really is and understand more about how you could become involved. Please contact [partnerships@pjfoundation.org](mailto:partnerships@pjfoundation.org) for more details.

### **Additional sponsorship and strategic partnership opportunities**

The Peter Jones Foundation has strategic partnerships with organisations that support the co-creation and development of new, transformational programmes and projects, or the longer-term operational development and capacity building of our foundation; often empowering the most vulnerable students.

In addition, we have bespoke sponsorship opportunities such as for EntFest, a unique, annual festival of enterprise; highly attractive to those keen to benefit from unique brand awareness across the education landscape, or the high-profile media presence the event attracts. Please contact us at [partnerships@pjfoundation.org](mailto:partnerships@pjfoundation.org) for more information.



“Our staff and clients thoroughly enjoy attending the high quality annual events and it is clear when meeting young graduates that this experience gives them a strong advantage when it comes to possessing the transferable skills employers are desperately seeking.” Nick Willcox, Group Finance & Commercial, Brandpath



# THE ENTERPRISE AMBASSADOR OPPORTUNITY

Partnership plans from **£10,000 per year**

PLUS

Average of **two days per year** programme engagement

## Impact of your support

- > Enable 50,000 students to start their first business by 2022, at least 50% of whom are from areas of disadvantage
- > Support the launch of 50 Peter Jones Enterprise Academies across the UK by 2022
- > Enable start-up businesses to continue beyond the duration of our programmes for continued success of our young entrepreneurs
- > Support the development and launch of an enterprise programme designed specifically for students with Special Educational Needs or Disability (SEND)
- > Expansion of our Primary School enterprise programme
- > Support the development of additional qualifications in business, enterprise and entrepreneurship for students from 14 years old
- > Support robust impact measurement and tracking to ensure all our students fulfil their potential and transition into one of our three core outcomes
- > Expansion of our network of PJEA centres of excellence for business and enterprise education across the UK
- > Support the further development of a our enterprise pathway for young people from six years old

## Opportunities

- > Engage with the next generation of business leaders to inspire and motivate them to achieve their potential
- > Provide desk-based mentoring for students setting up their first business through the Tycoon competition
- > Provide face to face coaching to school and college students as part of their Tycoon journey
- > Join us at our unique Festival of Enterprise, 'EntFest' to share your own pathway, inspire and be inspired
- > Deliver workshops in schools and colleges related to careers and/or entrepreneurship
- > Join Peter Jones CBE and a panel of business experts for Tycoon and PJEA finals including National Entrepreneur of the Year
- > Attend exclusive networking events with like-minded entrepreneurs and business leaders
- > Attend exclusive fundraising events alongside high-profile business leaders and celebrity guests

## What do our Partners say?



"As an entrepreneur myself, I know how much value should be placed on a supportive network that says 'you can do it'. When panel judging FFE students, I have seen first-hand, the benefits of real life business experience and how that helps young people to think through problems and their career options. Being involved with the students at the Foundation for Enterprise is a great way to give back." Dean Richmond, Managing Director, Pet's Corner



"Designated PA supports the FFE in a variety of ways, sharing our pathway to inspire and educate young people, developing our staff through engagement with young creative minds, and attending highly enjoyable events to network with other FFE supporters." Jane Braithwaite, Managing Director, Designated PA Group



"The Clubhouse has enjoyed a bespoke and innovative partnership with the FFE that both enables our members to learn more about the activities of the Foundation, and the business to support a cause we truly believe in. We look forward to continuing our engagement empowering the next generation of business leaders." Adam Blaskey, CEO, The Clubhouse



"Jessops' corporate commitment to the Foundation spans the events, student graduations and competitions, promoting our brand across a wide market whilst enabling valuable opportunities in the personal and professional development of young people, bringing mutual value to the partnership." Neil Old, CEO, Jessops



# OUR SUPPORTERS

We are grateful to all of our charity partners, sponsors and supporters.

## Our Partners



## Our Event Sponsors



## NOTES

# CONTACT DETAILS

For further information on the Peter Jones Foundation for Enterprise please get in touch.

0207 471 0520

[partnerships@pjfoundation.org](mailto:partnerships@pjfoundation.org)



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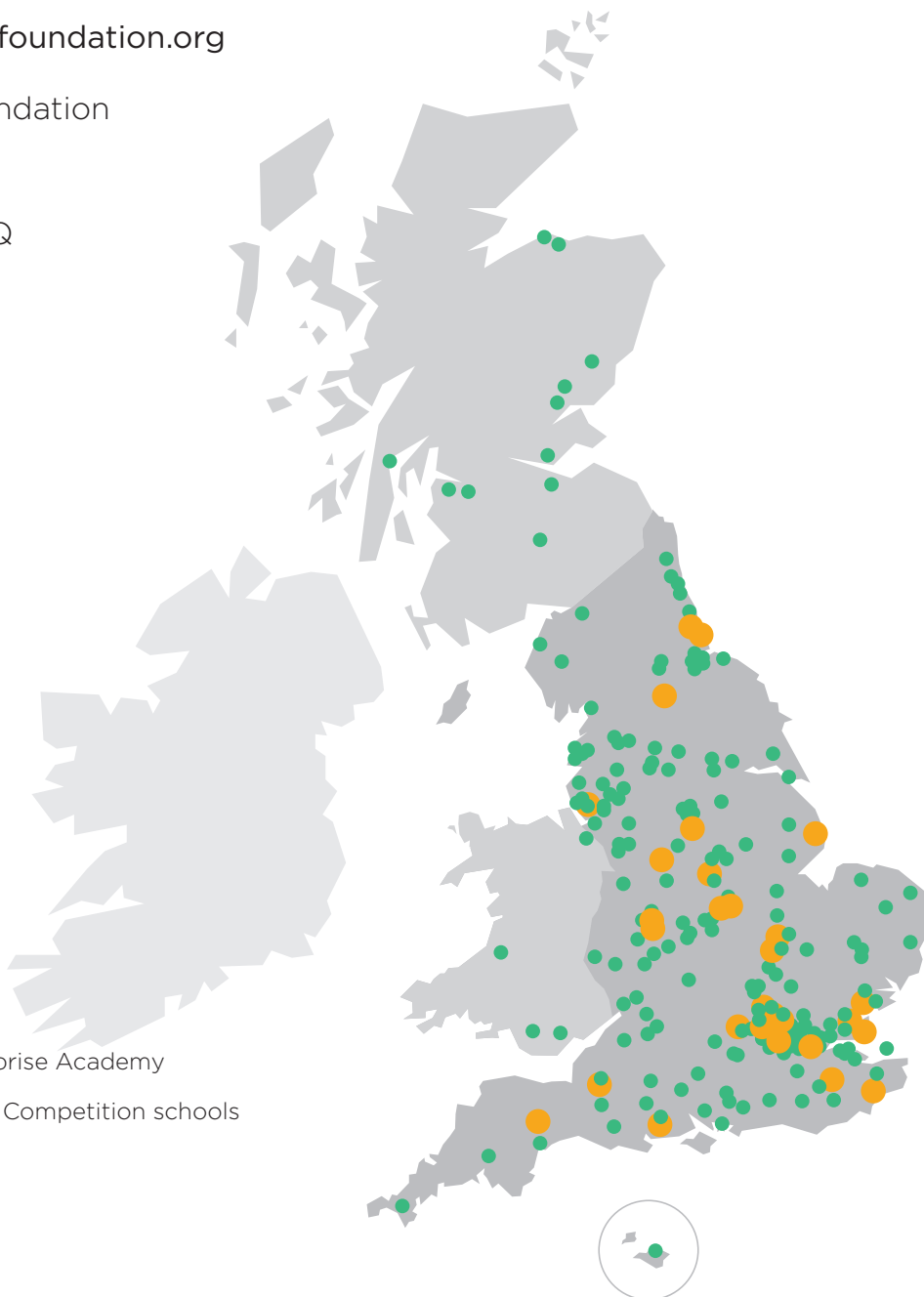
>10k

young people  
supported  
into starting a  
business

>4k

young people  
graduated  
with Level 3  
qualifications

-  Peter Jones Enterprise Academy
-  Tycoon Enterprise Competition schools



Get in touch:  
0207 471 0520  
info@pjfoundation.org



Peter Jones Foundation for Enterprise and the Peter Jones Enterprise Academy are trading styles of the Peter Jones Foundation.

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