Entrepreneurship programme outcomes summary

July 2019
Analysis shows that young people report the strongest gains in ‘soft skills’ from practical programmes focusing on entrepreneurship skills, rather than those only with taught entrepreneurship content. 724 IntoUniversity students have completed a full week of hands-on entrepreneurial activity.

In the next phase of the entrepreneurship programme there will be a greater emphasis upon practical, hands-on learning.
Targeted entrepreneurship programmes

We have strong evidence that targeted entrepreneurship programmes, such as The Academy of Enterprise increase young people’s likelihood of becoming entrepreneurs and develop entrepreneurship-related skills.

70% of students reported that they were definitely or probably ‘more likely to set up their own business’.

Students also reported the development of a suite of ‘soft skills’, including self-efficacy, that are recognised as important to entrepreneurship.

It is generally acknowledged that entrepreneurial self-efficacy, which refers to an individual's belief in his/her capability to perform tasks and roles aimed at entrepreneurial outcomes, plays a crucial role in determining whether individuals pursue entrepreneurial careers and engage in entrepreneurial behaviour.

‘Entrepreneurial self-efficacy’, Eds. A Newman, M Obschonka S Schwarz; M Cohen; and I Nielsen.
Employability and motivation to succeed

1076 students completed work placements and insight days with businesses and other employers. Students reported very positively on the impact on employability skills and motivation.

- 84% positive responses
- 89% positive responses
- 85% positive responses
- 89% positive responses
Students who completed work placements did so predominantly with businesses rather than public sector or other types of organisation.

‘My goal for the future is to be really good at business. I want to launch my own fashion business for clothes and shoes. I am most interested in managing the business and marketing so that lots of people buy my products’. - Batseba
## Soft skills breakdown by programme strand

<table>
<thead>
<tr>
<th>Programmes including entrepreneurship content</th>
<th>% Efficacy</th>
<th>% with improved communication</th>
<th>% with improved teamwork</th>
<th>% improved confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Academic Support</td>
<td>76%</td>
<td>75%</td>
<td>78%</td>
<td>77%</td>
</tr>
<tr>
<td>Secondary Academic Support</td>
<td>74%</td>
<td>76%</td>
<td>73%</td>
<td>75%</td>
</tr>
<tr>
<td>Primary FOCUS</td>
<td>78%</td>
<td>73%</td>
<td>80%</td>
<td>71%</td>
</tr>
<tr>
<td>Secondary FOCUS</td>
<td>60%</td>
<td>58%</td>
<td>63%</td>
<td>49%</td>
</tr>
<tr>
<td>Holiday FOCUS</td>
<td>73%</td>
<td>76%</td>
<td>79%</td>
<td>73%</td>
</tr>
<tr>
<td><strong>Average all programmes</strong></td>
<td><strong>72%</strong></td>
<td><strong>72%</strong></td>
<td><strong>75%</strong></td>
<td><strong>69%</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Entrepreneurship skills focussed programmes</th>
<th>% Efficacy</th>
<th>% with improved communication</th>
<th>% with improved teamwork</th>
<th>% improved confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Placement</td>
<td>88%</td>
<td>100%</td>
<td>88%</td>
<td>91%</td>
</tr>
<tr>
<td>Insight Day</td>
<td>67%</td>
<td>n/a</td>
<td>71%</td>
<td>62%</td>
</tr>
<tr>
<td>Big City Bright Future</td>
<td>79%</td>
<td>72%</td>
<td>79%</td>
<td>80%</td>
</tr>
<tr>
<td>Student Associate Scheme</td>
<td>84%</td>
<td>97%</td>
<td>85%</td>
<td>87%</td>
</tr>
<tr>
<td>Career-based opportunity</td>
<td>78%</td>
<td>85%</td>
<td>76%</td>
<td>80%</td>
</tr>
<tr>
<td>Business in FOCUS</td>
<td>54%</td>
<td>72%</td>
<td>75%</td>
<td>63%</td>
</tr>
<tr>
<td>Careers in FOCUS</td>
<td>64%</td>
<td>66%</td>
<td>72%</td>
<td>59%</td>
</tr>
<tr>
<td>Leadership in FOCUS</td>
<td>65%</td>
<td>71%</td>
<td>78%</td>
<td>68%</td>
</tr>
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<td><strong>Average all programmes</strong></td>
<td><strong>72%</strong></td>
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</tr>
</tbody>
</table>
An entrepreneurial attitude is particularly important for young people growing up in poverty.

They need the resourcefulness and resilience to overcome barriers, along with the ability to seize opportunities.

‘I want to go to Anglia Ruskin University. However, my main future aspiration is to have my own business.’

‘Everything about IntoUniversity is great, I wouldn’t have had the chance to go anywhere without finding out about the centre and I never would have met my mentor. I am improving in school and my teachers are really impressed with my work.’ - Mat, Clacton-on-Sea
Enterprise Independent Learning Project

Students attending after-school Academic Support have the opportunity to complete an Independent Learning Project on setting up their own business.

Student age range

11 to 14 years

Number of students who took part in this programme in 2017/18

443

% of target achieved

123%
Kingsley’s story

Dragon’s Den at Google

‘[IntoUniversity has] boosted my confidence to another level. When the ‘Dragon’s Den’ competition [began] I thought, ‘This is my field, I’ve got to step up’. When an opportunity comes up [which] you know you’re going to do well in you can’t back down. But I worked so hard and then I won. I didn’t even know how to react. When I went home that day [after finding out I had won the trip to London] I couldn’t believe it. Today I was telling my friends in school that I am going to Google and they were impressed.’
Introducing entrepreneurship at an early age

Through our Primary FOCUS programme young people are introduced to running a business as a future career and develop their ambitions and teamwork skills.

Student age range

9 to 11 years

Number of students who took part in this programme in 2017/18

5,812

% of target achieved

121%

"We had to come up with an enterprise idea to make money for Colchester Football Club. We planned a charity event in the day followed by a night time concert. Bands or choirs that want to take part would pay a £50 fee and tickets for the event would be £5. The winning band would get half of the band income and a charity would get two thirds of the ticket money after expenses. The remaining funds would be profit." - Karina and Angela, Clacton-on-Sea
Entrepreneurship workshops

The entrepreneurship and enterprise workshop enables secondary age students to discover the opportunities of setting up their own business and develops transferable skills such as self-awareness, responsibility and adaptability. Students can also attend an after-school session on creating and marketing their own product.

SECONDARY FOCUS
Student age range
13 to 16 years

Number of students who took part in this programme in 2017/18
1,668
% of target achieved
232%

Career in FOCUS
Number of students who took part in this programme in 2017/18
720
% of target achieved
150%

‘The main thing I learned was that I am much more willing to take risks than I thought I was. I like to give things a chance. I want to go to Cambridge University to train as a doctor.’
- Evie, Clacton-on-Sea
Leadership in FOCUS

Leadership in FOCUS is a three-day programme exploring and developing leadership skills whilst raising aspiration, self-esteem and motivation.

Student age range
13 to 14 years

Number of students who took part in this programme in 2017/18
636

% of target achieved
133%

Kali’s story

‘The best thing about Leadership in FOCUS is not being so negative and having more positive self talk’ - Kali
Holiday FOCUS

The Holiday FOCUS programme is a varied programme that is customised by centres as needed. Length can vary from day-long programmes to a whole week. Students come away having developed understanding of the chosen topic.

Student age range

11 to 18 years

Number of students who took part in this programme in 2017/18

110

% of target achieved

440%

‘My goal for the future is to be really good at business. I want to launch my own fashion business for clothes and shoes. I am most interested in managing the business and marketing so that lots of people buy my products’. - Batseba
Saad - IntoUniversity Alumni, studying at University of Cambridge
‘Running ‘Languages in the Community’ fulltime post University degree has become an increasingly attractive prospect, especially given the impact charities like IntoUniveristy have had on myself and my friends, too. I run a hot-drink catering business, Tea House, London- and so seeing how that develops will also be interesting. I am keen on developing the skills I have, learning new ones and being as well-rounded a person as I can be. This past year the charity was nominated and awarded the QPG Community Charity of the year prize and became Co-Operative’s Trust’s flagship Charity for the Community.’

Esther - Nottingham Year 13
‘I am looking forward to meeting entrepreneurs who are at a late stage in their journey. As an early stage budding entrepreneur there are so many questions one asks such as: what does it really take to build a successful business , what skill set do I need ? How to pitch to investors? What are my next steps?

The Entrepreneurial journey is not easy so I am also looking forward to meeting other inspiring young individuals who are also in early stages of their business. Being plugged into a system of other people as well as numerous amounts of opportunities provided to you , one can only be grateful.’

Saad and Esther’s story
Academy of Enterprise

The Academy of Enterprise is a 5-day initiative which aims to inspire young people with a hands-on experience of being an entrepreneur.

Student age range

18+

Number of students who took part in this programme in 2017/18

61

% of target achieved

81%

“Kingstun’s story

“It was great that not only did we get to learn from these guest speakers and to hear their stories, but we also were able to ask questions about their experiences, our own journeys, gaps in our knowledge, and for advice on our Academy of Enterprise business plan.”