



Young  
Enterprise

Member of JA Worldwide



# AN INTRODUCTION TO TRANSFORMING FUTURES

The purpose of Young Enterprise's 2024-2030 Transforming Futures Strategy is to make a measurable long-term contribution to improving the futures of young people facing barriers to opportunities.

Specifically, we are aiming to increase young people's engagement in education, improve preparedness for the world of work and help increase social mobility.

## WHAT WE PLAN TO DO



**Create more opportunities for young people to apply their learning** to address practical, real-world challenges. Applied learning has been shown to boost attainment, attendance and attitudes to learning, improving students' learning outcomes as well as building key transferable skills for the workplace.

This means that young people are more prepared for the world of work, boosting the UK's labour market and addressing skills gaps. The earlier young people learn how to apply their learning, the greater the compounding effect, impacting their families and communities, ultimately boosting labour market productivity.



**Prioritise resources for young people furthest from opportunity.** While recognising applied learning is beneficial to all young people, we believe it is important to prioritise our resources to increase access for those experiencing the greatest barriers, because this is where we see the biggest impact.

Our programmes and services have been designed to achieve learning outcomes which contribute to improved social mobility, and this extends to measuring the long-term impact of our work and supporting YE alumni in their early careers.



**Integrate YE's unique blend of financial and enterprise opportunities** to enable young people to learn to earn and look after their money, as well as being more equipped to achieve and sustain successful transitions at key points in their lives, like securing their first job or living independently.

We will continue working closely with schools and colleges to support educators and build learner pathways across YE's programmes and services over multiple years, so that young people benefit throughout their time in education, creating longer-lasting and deeply embedded behaviours and habits, rather than one-off interactions.

We believe there is a **red thread between opportunities, skills, productivity and social mobility**, and significant benefits can be unlocked for everyone *if* young people facing the greatest barriers are prioritised for sustained support and opportunities.

# HOW YE WILL MEASURE IMPACT BETWEEN NOW AND 2030

## OUR IMPACT AIMS



### **YE improves young people's attitude to learning, attendance and attainment**

through applied learning. YE topics are relatable, enjoyable and capture the imagination, helping young people to see the purpose of what they learn in the classroom. Three-quarters (74%) of teachers surveyed think YE increases students' engagement in their learning. By increasing engagement in this way, young people become more present in their education which has positive effects on their broader learning outcomes.



### **YE helps young people to become real-world ready.**

Forming ambitions starts from a very young age, yet opportunities to pursue their aspirations are inconsistent and favour some over others. YE learning experiences fill gaps in knowledge, attitudes and skills that can make a real difference to young people's life choices. Whether or not they choose entrepreneurship as a career, YE lets young people give it a go, develop an enterprising mindset, build confidence and adopt a responsible attitude towards money.



### **YE improves young people's social mobility prospects**

through opportunities targeted towards those facing barriers and in more disadvantaged communities. YE provides a pathway for aspiring entrepreneurs and leaders of all backgrounds and offers prioritised support for those who might otherwise rule themselves out. Through our Inspiring Futures programme, we track learners' progress across several key measures that have a known impact in contributing to improved social mobility.



### **YE has long-lasting benefits for those who take part,**

including being more likely to earn an above-average salary and less likely to be NEET (not in employment, education or training). By supporting young people during their early careers, the positive impact of YE can be sustained through them giving back to their communities and volunteering to share their experiences with others. By helping to close essential skills gaps (estimated to be worth £22bn) and improve social mobility, YE can have a significant positive impact on labour market productivity and growth in the broader economy.



Read more here about our inspirational stories and how we are progressing against our impact aims:  
<https://www.young-enterprise.org.uk/transforming-futures>

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