



RBS

# INSPIRING YOUTH ENTERPRISE

Inspiring Youth Enterprise has worked to ensure aspiring young entrepreneurs have access to the support, advice and financial services they need, with a focus on closing the generational enterprise gap. These pages highlight the overall impact of Inspiring Youth Enterprise and show some of the programmes we have delivered and partners supported.



**£7,842,911**  
INVESTED\*



**114,059**  
YOUNG PEOPLE HAVE BEEN SUPPORTED\*



**1,164**  
BUSINESSES CREATED\*



**OUR COMMITMENT BY THE END OF 2015 WAS TO:**

Help **100,000** young people to explore enterprise, develop their skills and start up in business, whatever their background

\*FIGURES REFER TO THE PERIOD 1ST JAN 2013 - 31ST DEC 2015

## CASE STUDIES

### OH YEAH MUSIC CENTRE GRANT FUNDING



**IN BELFAST'S CATHEDRAL QUARTER, INSPIRING ENTERPRISE GRANT FUNDING IS HELPING THE OH YEAH MUSIC CENTRE BRING THROUGH THE NEXT GENERATION OF MUSICAL ENTREPRENEURS.**

The grant enabled Oh Yeah to develop the Volume Control programme, which mentors teenagers around all aspects of working and running a business in the music industry.

"The grant funding allowed us to take it to another level by giving us the breathing space to plan ahead, and employ a key mentor who met with the students on a regular basis," says Creative Development Manager Charlotte Dryden. "The funding has helped to develop the project into something bigger, more varied... and with a focus on young music professionals of the future." So far, Volume Control has helped over 70 young people take the first steps on a business journey in the music industry.

**THE FUNDING HAS HELPED TO DEVELOP THE PROJECT INTO SOMETHING BIGGER, AND MORE VARIED**

One of those budding entrepreneurs is 16-year-old Ronan McKernan, who is building an events, lighting and sound business. "The idea for my company came as a result of Volume Control," he says. "They mentored me in sound and events management and gave me an insight into the number of different things that you can do to increase the capacity of a company and the knowledge that I would need to open the company".

Ronan hopes to see the programme continue for years to come: "I am so passionate about Volume Control. Everyone has learned so much from it and it's so important that it exists."

### THE PRINCE'S TRUST ENTERPRISE PROGRAMME PARTNERSHIP



**THE PRINCE'S TRUST HAS BEEN TRANSFORMING THE LIVES OF DISADVANTAGED YOUNG PEOPLE SINCE 1976.**

Our support goes back 40 years and since 2009, NatWest has helped The Trust deliver its Enterprise programme, which encourages young people to explore the possibility of running their own business.

So far, over 80,000 young people have been given the tools to help turn their ideas into sustainable self-employment. Martina Milburn CBE, Chief Executive of The Prince's Trust, says NatWest has been at the heart of the programme's success. "On top of the financial support, their staff have volunteered to deliver workshops to young people, hosted Elevator events to help them practice their pitches, sat on Business Launch panels to help them perfect their business plans and provided on-going mentor support once their businesses have launched."

**IF I HAD NOT HAD MY MENTOR REASSURING ME, I MAY HAVE BAILED OUT**

Grace Prestidge had no GCSEs and became a mum at 17. Looking for a way into employment she first heard of the Enterprise programme at her local Job Centre. Two days later she was participating in an introductory course and, less than a year later, she was running her own high street beauty salon.

Enterprise at Merthyr Tydfil College, added that the "support of NatWest and the Business Bus makes the Trading Places project possible. It introduces the business world to our students and they gain a better understanding of the requirements of setting up and running a business."

Throughout the three days, students received guidance from mentors on the Business Bus and learned how to improve their sales and service. By taking the lessons outside of the classroom it allowed all the students to gain "transferable skills in a practical setting that will help in later life", says Casey.

The bank's support of the programme, Casey explains, meant the "students felt like the bank was enthusiastic to invest in our future and we were participating in something of real importance." In 2015, the Business Bus visited over 80 different locations and reached nearly 10,000 young people across England and Wales.

### NATWEST MOBILE BUSINESS BUS RBS ACTIVITY



**SINCE 2005, NATWEST'S MOBILE BUSINESS BUS HAS TRAVELLED THE COUNTRY TO PROVIDE GUIDANCE AND EXPERTISE TO BUDDING ENTREPRENEURS.**

In December, the bus rolled into Cardiff to take part in the 'Trading Places' project. The three-day event saw students from further education colleges across South Wales take part in an Apprentice-style pop up shop challenge.

From over 100 applicants, 36 students were chosen to set up shop in one of Cardiff's most popular arcades. The aim of the event was to help the students develop entrepreneurial skills and introduce them to the idea of going to university.

The programme opened the eyes of Casey Chinnock, a student from Merthyr Tydfil College, to the "hard work that goes behind every new business. Starting my own enterprise is certainly something that now interests me after I finish university," she said. Christine Bissex, Head of