

# Helping build the business leaders of tomorrow



Established in 1963, Young Enterprise is the UK's leading business and enterprise education charity.

It offers a range of programmes, based on the principle of Learning by Doing, which brings volunteers from business into the classroom to work with teachers and students.

In the Cherwell District, Young Enterprise's Oxfordshire Northern Area group (part of YE South East) is currently undergoing something of a transformation.

The last few months have seen changes at board level and the organisation is now going full steam ahead with its Company Programme.

Explained Sue Priest, Chair of Young Enterprise Oxfordshire Northern Area Board:

"We hope that 2007/08 will be a really successful year for YE in the Cherwell District.

"Our target is to see around 14 schools in the area getting involved in the programme which enables pupils to set up and run their own companies with the support of their teachers and mentors from business.

"Currently we've already signed up 10 schools and we've got over 20 local business people who've agreed to support them for an hour a fortnight during term time. However, we still need more

formers, offering those involved a real chance to get a head start on their working life.

Said Sue: "The scheme works at both ends of the spectrum. It offers high achievers a chance to stretch themselves in a way they would not otherwise do. And at the same time it gives those at the other end of the scale a new dimension to school.

"By launching and running a business the young people get a real chance to learn what commercial life is all about. They learn how to manage their time, how to communicate, how to share ideas, how to lead . . . all attributes that will help them in later life."

Indeed, Sue herself is a shining example of Young Enterprise success.

Today she is owner and managing director of Emissions Strategy Solutions Ltd, a consultancy that advises clients how to create a competitive advantage from climate change.

"As a child growing up in Devon I didn't know anyone who ran their own business," said Sue. "Then, in my sixth form, I became involved with Young Enterprise and, without a doubt, that's where the seeds for running my own business were planted. It really does offer young people a life changing experience."

In addition to finding more volunteers to work as mentors on the Company Programme, Young Enterprise is also looking for financial support and support in kind.

Says Sue: "As a not for profit organisation we rely heavily on our supporters and any help is much appreciated.

"We run business awards as part of the Company Programme and there are plenty of opportunities for giving financial support.

"We're also looking for volunteers to offer services in kind. For example, a couple of our board member volunteers run businesses in the print industry – Minuteman Press and Mail Boxes Etcetera – and they help when it comes to producing literature. Similarly, the Whateley Hall Hotel is providing meeting rooms for board meetings and an evening seminar."

Anyone wanting to get involved with Young Enterprise can contact Sue on 01295 278686 or speak to Jeff Lloyd (YE North and Central Oxford Development Manager) on 07734 398377.

*Jeff Lloyd, Young Enterprise Development Manager for North and Central Oxford, is pictured with Sue Priest, chair of the Oxfordshire Northern Area*