

Partnerships and Places Library

Hull Youth Enterprise Partnership

Abstract

- *Hull Youth Enterprise Partnership (HYEP) was set up to contribute to Hull's target of creating 1,200 new businesses over the 15 years to 2016, and to encourage young people to become more enterprising*
- *The partnership has pursued a range of activities with primary and secondary pupils in Hull, and develops and promotes services such as grant finance, new business space and one-stop shop advice centres to encourage young entrepreneurs*
- *Through initiatives such as the Clipper Experience (round the world sail training), HYEP is involved in marketing Hull regionally, nationally, and internationally.*
- *It contributed directly to the creation of 55 new enterprises in Hull in 2007-8.*
- *Attainment at primary schools is improving and young people's aspirations are rising, especially in the city's most deprived neighbourhoods.*

The issue:

The 2001 Census highlighted that only 0.78% of Hull's population aged 16 – 24 considered themselves self-employed, compared to the regional average of 1.07% and the England and Wales average of 1.31%. In Rotherham, a "comparator city" within the region, 1.21% aged 16 – 24 considered themselves self-employed. For Hull, the position is accentuated due to the city's relatively young population in comparison with the national average and with other cities: 34.4% of the population was under 24 in 2001, compared with 31.0% in Rotherham, 31.7% in Yorkshire and The Humber, and 31.1% in England.

It is hoped that the next census will demonstrate that Hull will have been one of the fastest growing cities in terms of self-employed young people over the previous ten years.

What you did:

Hull Youth Enterprise Partnership (HYEP) supports and encourages young people in Hull aged 6-25 to become more enterprising by enabling them to develop enterprising ideas and skills. The aim is contribute to Hull's target of creating 1,200 new businesses over the next 15 years (set in 2001).

HYEP is an informal network of 54 organisations including public sector agencies, community groups, and private sector companies, entrepreneurs and umbrella bodies. Partners were proactively brought together by Hull City Council to address the issue of youth enterprise in the city, in recognition of the fact that little was being done to "grow" and support young entrepreneurs, and that existing activities took place in isolation from each other. It was set up in 2003.

The partnership plays an important role within ONE HULL, the Local Strategic Partnership (LSP), contributing to its mission to secure a positive and sustainable future for Hull and its young people. One of the young entrepreneurs supported by the Partnership is a member of the wider LSP partnership. Secretariat services for HYEP are provided by Hull City Council, whose Youth Enterprise Strategy Manager is closely associated with the strategy and activities of the Partnership and who provides strong leadership. The Manager has played an active role in the development Hull's Local Area Agreement (LAA), in particular to the 'Earning' and 'Learning' strands.

The objectives and activities of the Partnership contribute directly to strategic priorities in the LAA for enterprise and economic development as well as to those for children and young people. It does this by supporting and empowering young people from primary school age to their mid-20s to develop enterprising ideas and eventually put those ideas into practice. Although it covers the whole of the city council area, the Partnership has largely concentrated on the most deprived parts of the city where the needs for such services are greatest.

HYEP has taken the coherent, strategic approach of considering its activities in terms of the ONE HULL Community Strategy's longer term aspirations for jobs and financial success, in particular to:

- "improve the quality of Hull's business sector", by contributing towards the marketing of Hull as a location for business, investment and skilled young people and raising awareness amongst young people of the opportunities offered within the city by the private sector
- "allow Hull's businesses to be more competitive", by encouraging young people to invest in the city's key growth sectors, including port and logistics, food and drink, health and social care, retail, renewables, construction, creative and digital industries
- "create a culture that encourages people to start their own businesses", by developing and promoting targeted services and one-stop shops providing advice to young entrepreneurs, improving access to workspace for start-ups by young people under 25 years old, and providing programmes from primary school age onwards to develop entrepreneurial skills

In November 2007 the Partnership launched the first strategy of its kind in the country, 'The Strategy for Hull's Enterprising Young People'. This links European, national and regional strategies and policies with the needs and opportunities available to young people in Hull.

Under the umbrella of the HYEP, partners have carried out numerous and a wide variety of activities across the city, often stimulated into action by the Partnership Manager. Examples include:

1. Arranging Youth Enterprise Conferences during the national Enterprise Week for the past four years each with over 250 attendees from primary and secondary schools. As a result of the high demand for places by schools, three such events are planned for 2008
2. Establishing and running a Youth Enterprise Bank which provides grant funding to 13 – 25 year olds with an enterprising idea

3. Supporting the development of a pilot "whole school" enterprise programme at a local secondary school
4. Encouraging and supporting over 100 community workers to support enterprising young people in the most deprived parts of Hull, eg, through setting up a business or participating in Young Enterprise programmes REF
5. Promoting companies established under the Young Enterprise Programme to partner organisations to use their services
6. Sponsoring a Fair Trade Fortnight by supporting young people selling fair trade products in schools, and advising on setting up a Fair Trade café – as part of the Wilberforce 2007 Celebrations.
7. Facilitating a project designed to help severely disadvantaged young people into sheltered employment, with in-kind support from Jobcentre Plus

With Hull Youth Council and Force-7 considerable efforts are made to involve young people in shaping, developing and delivering new programmes and activities including websites of the Partnership. Force-7 is a youth enterprise development and communication specialist that manages events and supplies youth-oriented products and services for other events. All its Directors are under 18. An example of its involvement with HYEP was in establishing a working group of their staff, representatives of HYEP and members of the business community to consult on what Hull should do during Global Entrepreneurship Week 2008, working up the full schedule of events.

The impact:

The Hull Youth Enterprise Partnership has achieved a high profile locally with enthusiastic champions. These include local councillors keen to adopt and improve on activities they had heard were successful elsewhere and the Partnership's Patron, local MP for Kingston-upon-Hull and Hessle, Alan Johnson, the Secretary of State for Health. Recently, through involvement with the BizWorld Foundation which teaches children about business concepts, entrepreneurship and money management in a way that fits the national curriculum, the Partnership is raising awareness of Hull internationally. Strong working relationships are being built with peer organisations in the Netherlands and Gibraltar, with aims to extend across Europe.

Individuals who have been involved in activities developed by HYEP have reported a fundamental change in their own, and others', attitudes and ways of working. For example, secondary school pupils of all levels of ability have acquired much improved communication and teamwork skills following participation in Youth Enterprise activities arranged by the Partnership. One teacher commented, *"You wouldn't believe the way those students have moved on in a year. They are streets ahead of those who didn't participate in terms of communication skills and confidence"*, adding that the interest from his colleagues in the staffroom means that he is now optimistic that the approach, *"has momentum, and will become institutional"* and that it will contribute to improving levels of attainment. Comments from young people who have participated in activities funded by HYEP illustrate a variety of impacts on their self-awareness, ambition, knowledge and know-how and include, *"luck doesn't make you successful, you do!"*; *"to go forward in life you need to be determined and set goals"*; *"it has showed me the*

importance of team work"; and "to get where you want to be, you have to take charge and go for it and not be afraid".

Also at Post 16 level, in 2007-8 HYEP supported by its partners Yorkshire Forward and the LSP (through the Neighbourhood Renewal Fund (NRF) funded 10 young people from disadvantaged neighbourhoods and backgrounds to participate in the Clipper Experience, including advice, training and the opportunity to sail one leg of the round the world clipper race in which *Hull and Humber* came second. Thirty unsuccessful applicants received skills and employment support and direct access to a range of other support including enterprise advice. For Yorkshire Forward this was part of its strategy to raise the international profile and economic activity of Hull and the whole region. For the LSP, it helped to raise awareness of education and employment among young people from the target NRF areas, raise aspiration and create role models. Clipper Ventures plc has decided that their next biennial round the world sailing race, in 2009-10, will start and finish in Hull, further raising the city's profile nationally and internationally.

At primary school level it is still early days for Partnership activities, but councillors report parental pleasure that projects funded by the Partnership had given their children experience of different activities, such as making a mock-up issue of the local paper, learning about global trade or planning an eco-town, and especially in encouraging the children to aspire to different ways of earning a living from their own. Staff are reported to be optimistic that through demonstrating the relevance, eg, of maths, good English and geography, children will appreciate the value of learning and results will improve.

One of the business people associated with the Partnership commented that it is a useful forum for those involved in public sector work, social enterprises and businesses, *"to learn from each other"*, adding that it had allowed the private sector *"to become involved in public sector funding streams"*. As an employer, they commented that it is *"quite noticeable"* which young people have participated in the Partnership's activities, as they, *"learn more and faster"* and have a more enterprising approach, much valued by prospective employers.

Members of the Partnership, led by Cityworks, have been working together in a project to help match local people to over 750 new jobs in the recently opened St Stephen's shopping development. Agencies and employers involved have been surprised by the higher than expected number of secondary school pupils keen to gain work experience in the evening or at weekends and in part attribute this to enterprise-related awareness activities carried out by the Partnership in the city's secondary schools. St Stephens are now the key sponsors of a new primary enterprise programme delivered in partnership with Rotherham as part of the work of the Yorkshire Youth "Enterprise" Triangle (Rotherham, Wakefield and Hull)

The Partnership's aspirations are generational and it will only be over the longer term that success in terms of the proportion of young people in sustainable self-employment and the growth and sustainability of Hull's economy can be measured.

The main source of funding for Hull Youth Enterprise Partnership has been Neighbourhood Renewal Funding via ONE HULL which has now been replaced by the Working Neighbourhoods Fund element in the Area Based Grant. For 2007/ 8,

HYEP received £225,000 cash funding (NRF £100,000, Hull City Council £65,000, Yorkshire Forward £40,000, Other partners £20,000). In-kind funding of around £100,000 was provided by a variety of partners including Hull City Council (manager's salary, on-costs), the private sector, and includes the grants made by the Youth Enterprise Bank during the year.

Over its life, the Partnership has also received funding and/ or support in kind from Yorkshire Forward Young People's Enterprise Forum, Jobcentre Plus, Hull Training, Women's Enterprise in the Humber, Business Link, LSC, Hull and Humber Chamber of Commerce, Cityworks, Cityventure, Hull Forward and the Co-operative Group. Individual local companies have invested in specific projects in local schools. The Young People's Enterprise Forum is to fund a new member of staff to work with the Partnership in Hull as their pilot programme rolls out in 2008-9.

Lessons:

The Hull Youth Enterprise Partnership benefited from the actions of a keen champion and experienced partnership worker in their manager. The Partnership developed in such a way as to bring the "right" local, regional, national, and more recently international players on board without raising expectations or disappointing key partners. As far as possible for an association of over 50 members, the Partnership has maintained its strategic integrity without becoming too project-focused. Thus it has been able to avoid many of the pitfalls that can delay – or halt - partnership development.

At the political level, it has been important to demonstrate to elected members what the Partnership does within local schools and communities in order to gain their support. It may sometimes be difficult for busy councillors with other responsibilities to take time off to see projects in action. Similarly, officials from key agencies may find it difficult to find time. However, it is important for the Partnership that its champions and Patron have managed to raise awareness across the board and encourage private sector participation, which helps to ensure a sustainable flow of funding for the Secretariat and partnership coordination activities.

Data / evidence:

In the latest financial year, the Partnership has directly contributed to Hull's target of creating 1,200 new businesses by 2016 by enabling 55 businesses owned and run by young residents living in the City to be set up. Of these, 25 are owned by young people who live in priority target areas (identified in the City's neighbourhood renewal plan) and previously on benefits. It has also created jobs by assisting "many more" existing enterprises owned by young people to grow and offer employment to other, unemployed, young people.

There is strong anecdotal evidence from key local agencies that the Hull Youth Enterprise Partnership is directly contributing to raising the aspirations of young residents. Well-publicised achievements by participants in activities such as Young Enterprise, Enterprise and Business Weeks and the Clipper Experience has "very positively" helped to create role models in an area where many young people are the second or third generation unemployed.

Further information

Hull Youth Enterprise Partnership

<http://www.youthenterprise.co.uk/index.htm>

<http://www.youthenterprise-hull.co.uk>

Action Plan(November 2007)

<http://www.youthenterprise.co.uk/download-docs/Hull-Youth-Enterprise-Strategy-Action-Plan.pdf>

ONE Hull (Local Strategic Partnership)

<http://www.onehull.co.uk/>

Biz World

<http://www.bizworld.org>

Clipper Experience

<http://www.clipperroundtheworld.com/>