

STEP UP

YORKSHIRE

stepUP Yorkshire was the first of its kind in the region. The stepUP programme is about raising the aspiration levels of young people to give them the confidence to take control of their futures. The two-day event brought together high profile speakers from the worlds of sport, business and entertainment to inspire and motivate young people. Supported by business mentors and volunteers, everyone involved in stepUP was highly motivated by the difference they made in inspiring young people about their futures, in particular about entrepreneurship and business. Young people's views of the world were transformed – they left believing that they have a say in how their life goes, that they have a worthy contribution to make to their communities and that their voice is valued.





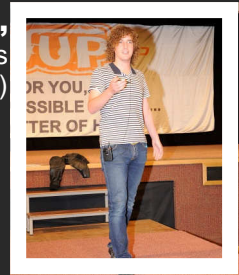
Richard Reed,
Innocent Drinks

Simon Jackson,
paralympian



Inspiring Speakers

Matt Bowman,
Pigeon Detectives
(Lead Singer)



Imran Hakim,
inventor of iTeddy

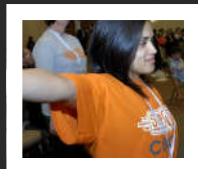


Sabirul Islam, teenpreneur
Christa Akroyd, BBC presenter
Deirdre Bounds, entrepreneur



David Thomas,
World Memory Champion

Amazing Coaches



Teen Quotes

Extremely motivational!

Loved it!

I think it will change my life a lot.

It made me feel so much more confident!

I loved it because I learned so much more about myself and what I can achieve in life now.

Enjoyed the whole day, great experience, would do it again.

I loved my coach and group.

They were all very inspirational and fantastic

OVERALL GOOD LAUGH!!

Best bit is absolutely the teenagers. I enjoyed it, but working with them was the real attraction.

Coach Quotes

A REAL EXPERIENCE!

Enthusiasm of some was electric!

Really inspirational day; empowering messages.

I loved everything, the challenge of working, learning with a group of great individuals. 'Totally inspired.'

Feedback & Statistics

500 students
53 coaches
8 speakers
2 days

8

Overall rating the teens gave stepUP (out of 10).



90%

Of teens felt more encouraged, excited and inspired about what might be possible for their futures.



86%

Felt armed with more information, tools and strategies to move forward in their lives.

89%

Of teens felt like there are more possibilities open to them now.



89%



Feel they truly have a say in how their life goes from now on, no matter what.

The Motivation Continues...

Calderdale

- **83%** of schools run enterprise challenges
- **83%** have in-school talks by businesses
- **67%** run businesses in schools
- **75%** of teachers believe enterprise education has a significant impact on improving motivation levels of students

Kirklees

- **75%** of schools run enterprise challenges
- **69%** have in-school talks by businesses
- **50%** of schools work with Young Enterprise
- **94%** teachers think enterprise education has significant impact on helping young people prepare for life after school

Pigeon Detectives

Working with stepUP students to fundraise for Cash for Kids Charity Campaign

- Yorkshire Forward provides the Enterprise Enhancement Fund to support student enterprise activities
- Calderdale local authority provides start-up funding to support student businesses
- Calderdale Cares provides business mentors for schools
- StepUP equipped teachers with training on enterprise resources
- Teachers can access free enterprise resources such as Make Your Mark, the Real Business Challenge and Northern Rail Challenge



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