



**PETER JONES
FOUNDATION**



Prospectus 2023/2024
Programme Overview

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WELCOME

from our Founder and Managing Director

Thank you for taking the time to find out more about the Peter Jones Foundation (PJF) and how we support schools and colleges across the UK with enterprise and entrepreneurship education.

We believe that it is vital for every child to develop core enterprise skills whatever pathway they choose. We track the success of all of our programmes against a framework of eight competencies that, as well as being a toolkit for the budding entrepreneur, provide our beneficiaries with the skills valued by employers. Our approach is one that champions project-based learning, giving young people hands-on challenges that are rooted in the real world of work and co-created with businesses and business founders from multiple sectors.

We also believe that every young person should have the experience of setting up and running a business and over 10 years of delivering our flagship Tycoon Enterprise Competition, we are proud to have provided over 3/4 million pounds in start-up funding for student-led businesses. In addition, more than 6,000 students have graduated from one of our Peter Jones Enterprise Academies with a globally-recognised qualification and as we grow our alumni programme, it is inspiring to re-establish contact with many who have gone on to establish successful careers or start-ups.

Strong enterprise education will play an important part in nurturing the business founders of tomorrow; job creators that can have a significant impact on local economies and so it is more important to us than ever that we focus our efforts where they are

most needed. Our ambition is for over 60% of our beneficiaries to be from under-served communities or under-represented groups and beyond that, to make enterprise education a “need to do” rather than a “nice to do”.

Whether you are from the world of education or the world of business we are keen to explore how we can work with you to encourage, educate and empower the next generation.

Best wishes



Peter Jones CBE

Founder and Chairman
Peter Jones Foundation



Bill Muirhead

Managing Director
Peter Jones Foundation

Our Mission

The Peter Jones Foundation's mission is:



to provide young people, underserved communities and under represented groups with the enterprise skills and experiences to better prepare them for successful employment or self-employment. We do this through encouraging, educating and empowering the people we serve.



Strategic Goals

To support 10,000 young people a year to set up and run their own business, providing startup funding and demonstrating impact against our framework of 8 core enterprise skills.

For over 60% of the young people we support to be from underserved communities or under-represented groups.

We will champion enterprise and entrepreneurship education and be a leading voice for creating a more enterprising culture, building a network of 500 enterprise ambassadors.

Enterprise Skills Framework

We track the impact of all of our programmes against a set of 8 core competencies which research shows are both valued by employers and are a skillset for successful entrepreneurship. This framework aligns closely with the Skills Builder toolkit used in many UK schools.



Current Landscape

There is a wealth of research to show that young people need to be more enterprising to succeed in a fast-changing world of work and skills needs. At the same time young people are showing an increased interest in entrepreneurialism, setting up side hustles and pursuing portfolio careers. In this landscape, the work of the Foundation has never been more relevant and necessary.

67% of hard-to-fill vacancies are caused, in part, by a lack of skills and experience.

UK Employer Skills Survey (ESS), DfE, August 2018.

One in five young people surveyed (22%) think they will fail in life, with this rising to a third among those who are NEET (34%).

Prince's Trust Youth Index 2022.

Over a quarter of young people have said they would be more likely to start their own businesses if they had business or enterprise training or education.

The Prince's Trust.
Young Entrepreneurship Review. 2021.

32% increase in the growth of side-hustles in the last decade.

Side Hustle: A Way of Life, Not Work, GoDaddy, 2018.

Over half (51%) of young people in the UK have thought about starting (or already have started) a business, yet 70% believe 'not knowing where to start' is a key barrier to following through.

Source: Entrepreneurship Education, finnCap Group, June 2022.

Globally, young people are more entrepreneurial than ever and on average are founding over double the number of companies than their older counterparts.

Entrepreneurship Education, finnCap Group, June 2022.

60% of employers value broader skills such as listening and problem solving.

Educating the Modern World, CBE / Pearson Education and Skills Annual Report, November 2018.

In today's ever-changing world – and amidst an uncertain future – there is huge value in having an entrepreneurial mindset. Entrepreneurship education could empower all young people, irrespective of their backgrounds.

Entrepreneurship Education, finnCap Group, June 2022.

Youth Panel

Introducing the Peter Jones Foundation Youth Panel

Our Youth Panel puts young people's voices at the heart of everything we do and helps us to inform and meet our strategic goals.



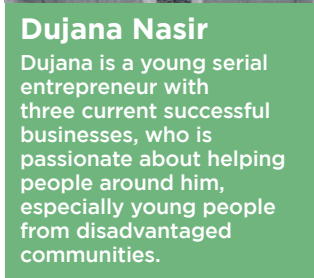
Nick Hennigan

As the Chair of the Youth Panel, Nick is passionate about unleashing the entrepreneurial potential of young people across the UK.



Anam Farooq

Anam has worked as a young strategist at Reluctantly Brave. She is passionate for all young people to have the opportunity to learn about enterprise and develop their skills to their full potential.



Dujana Nasir

Dujana is a young serial entrepreneur with three current successful businesses, who is passionate about helping people around him, especially young people from disadvantaged communities.



Harry Daymond

Harry is a highly accomplished, multi-award-winning young entrepreneur who established his first start-up at the age of 15.



Joana Baptista

Joana is a multi-award winning social entrepreneur, public speaker, activist and founder of She., an organisation that reverses taught prejudice by rewriting classic fairy tales.



Hassan Iqbal

Hassan is a PJE alumni and winner of National Entrepreneur of the Year. Hassan started his first business when he was 13 and is now founder of Creative Pixels, a creative media agency.



Joana Baptista

Joana is a multi-award winning social entrepreneur, public speaker, activist and founder of She., an organisation that reverses taught prejudice by rewriting classic fairy tales.



Melvin Riley

Melvin works as a voice for young people tackling some of the biggest socioeconomic challenges facing society by campaigning, implementing, and influencing policy.



Sana Amin

Sana is a social impact leader who is passionate about the power of social enterprise. She has successfully awarded over £200,000 in grant funding to community projects that support wellbeing across the UK.



Eleanor Wilson

Eleanor is a winner of The Telegraph STEM Awards, the largest UK science competition for young people, and is passionate about using science and business to tackle global problems.



Sienna Santer

Sienna is a London based content creator and entrepreneur with an audience of over 800,000 followers across her social media platforms.



Eleanor Wilson

Eleanor is a winner of The Telegraph STEM Awards, the largest UK science competition for young people, and is passionate about using science and business to tackle global problems.

OUR PROGRAMMES



Encourage Programme



Educate Programme



Empower Programme

ENCOURAGE PROGRAMME



TYCOON
ENTERPRISE
COMPETITION



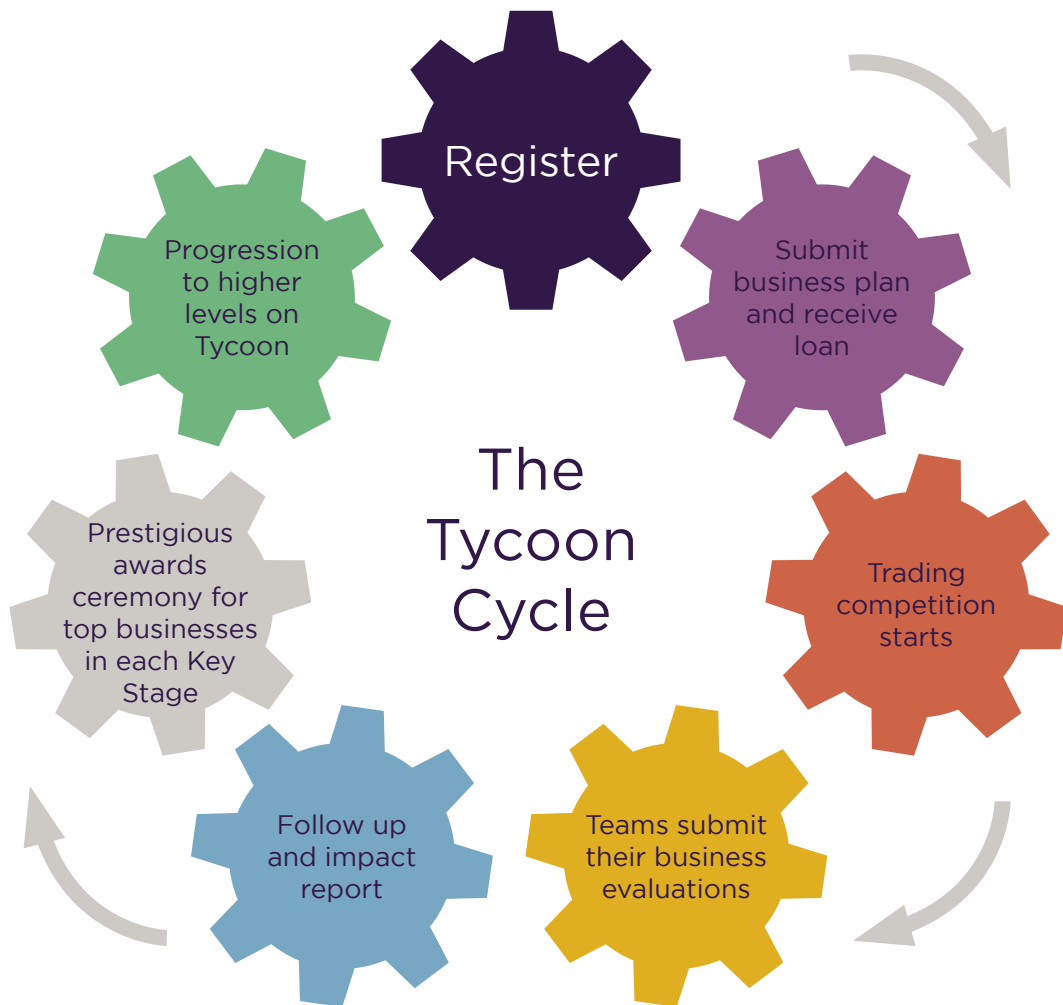
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*This opportunity has been truly life changing.
We strongly believe that this competition
will change other young people's lives.*

Control ID, Tycoon Business at New Mills School and Sixth Form.

”

Tycoon Journey



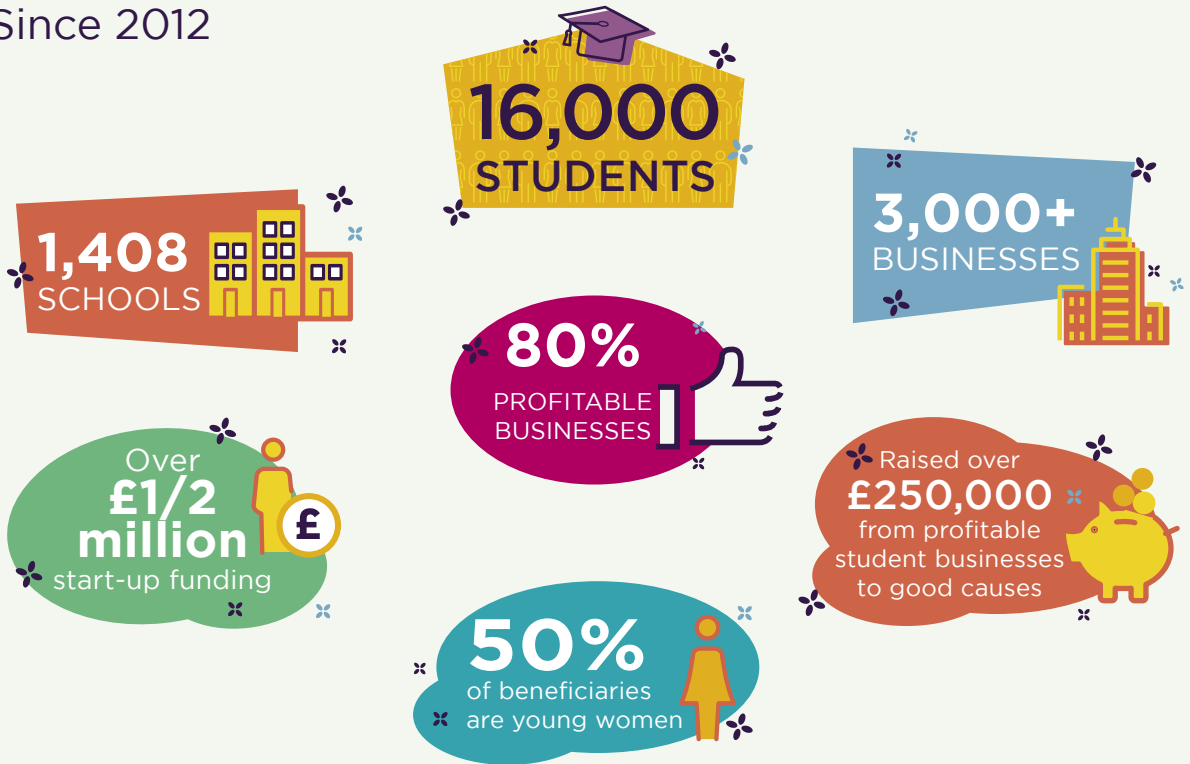
Tycoon is a free national competition that is open to all primaries, secondaries and FE colleges across the UK.

It aims to encourage the nation's budding entrepreneurs and develop core enterprise skills. Tycoon businesses have access to a good will loan of **up to £3,000 per school/college** and compete against each other, with the option for Multi Academy Trusts and school groups to set up their own leagues. The top student enterprises in each Key Stage are invited to a prestigious awards ceremony hosted by Peter Jones CBE each year.

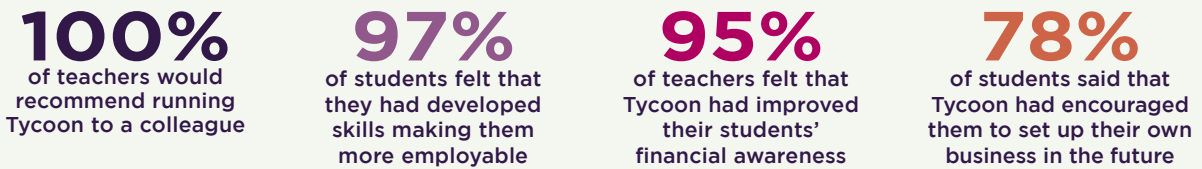


Tycoon Impact

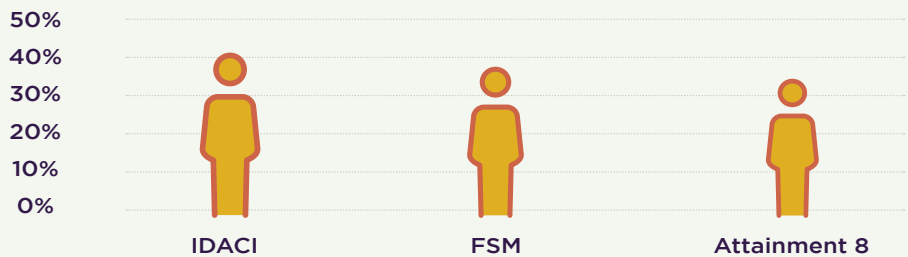
Since 2012



Learning Outcomes



Underserved | Under-represented*



*We track the percentage of our beneficiaries who are eligible for Free School Meals (FSM), fall into the bottom 2 quintiles of the Income Deprivation Affecting Childhood Index (IDACI) or study at schools with a below average Attainment 8 score

Tycoon Beneficiaries

Supporting young people across the UK

<p>1</p>  <p>BUSINESS FOR GOOD WINNER Loan £43.45 Profit £584.15</p>		<p>5</p>  <p>3K WINNER Loan £160.00 Profit £1540.00</p>
<p>2</p>  <p>1K WINNER Loan £200.00 Profit £255.25</p>		<p>6</p>  <p>3K WINNER Loan £200.00 Profit £2328.02</p>
<p>3</p> <p>The Thoughtful Bubble Company</p> <p>INNOVATIVE BUSINESS AWARD WINNER Loan £254.50 Profit £445.00</p>		<p>7</p>  <p>750 RUNNER UP Loan £73.00 Profit £6.10</p>
<p>4</p>  <p>750 & OVERALL WINNER Loan £350.00 Profit £2488.00</p>		<p>8</p>  <p>750 WINNER Loan £348.27 Profit £2196.56</p>
<p>10</p>  <p>KS1 HIGHLY COMMENDED Loan £121.00 Profit £39.00</p>		<p>9</p>  <p>KS5 HIGHLY COMMENDED Loan £41.00 Profit £161.60</p>
<p>11</p> <p>UPFIX Upcycling Phones</p> <p>750 & OVERALL WINNER Loan £600.00 Profit £130.44</p>		



EDUCATE PROGRAMME



PETER JONES
ENTERPRISE
ACADEMY



“

The nature of the course isn't purely academic, so PJEA students are doing things that other students don't ordinarily do, which in turn gives them self-confidence, self-belief and good communication skills.

Victoria Greaves, PJEA Tutor, Dudley College.

”

Peter Jones Enterprise Academy (PJEA)

PJEA at Key Stage 5	GLH	UCAS Points	Perf Tables
BTEC Level 3 Nationals in Enterprise and Entrepreneurship including:			
National Certificate (NC)	180	✓	✓
National Extended Certificate (NEC)	350	✓	✓
Foundation Diploma (FD)	510	✓	✓
Diploma (D)	710	✓	✓
Extended Diploma (ED)	1080	✓	✓
A Level Business Studies	360	✓	✓
BTEC Level 2 (Post 16) Technical Certificate in Business Enterprise	240	NA	✓

PJEA Foundation Course at Key Stage 4	GLH	UCAS Points	Perf Tables
BTEC Level 1/2 (Pre-16) Tech Award in Enterprise	120	NA	✓

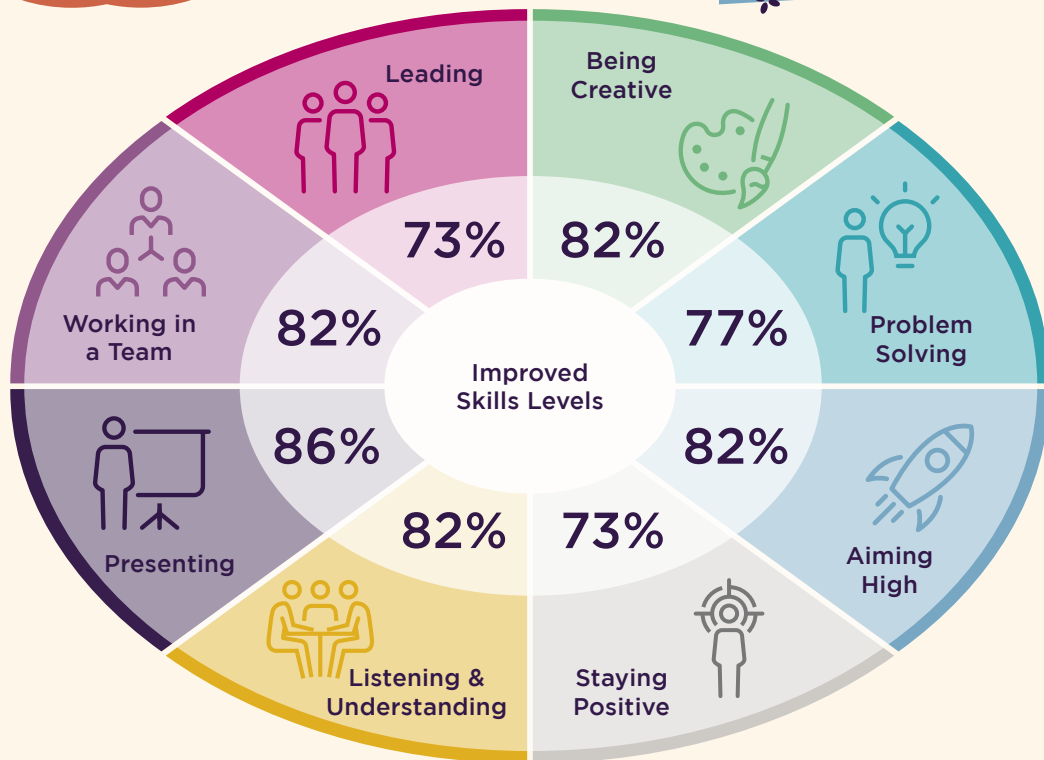
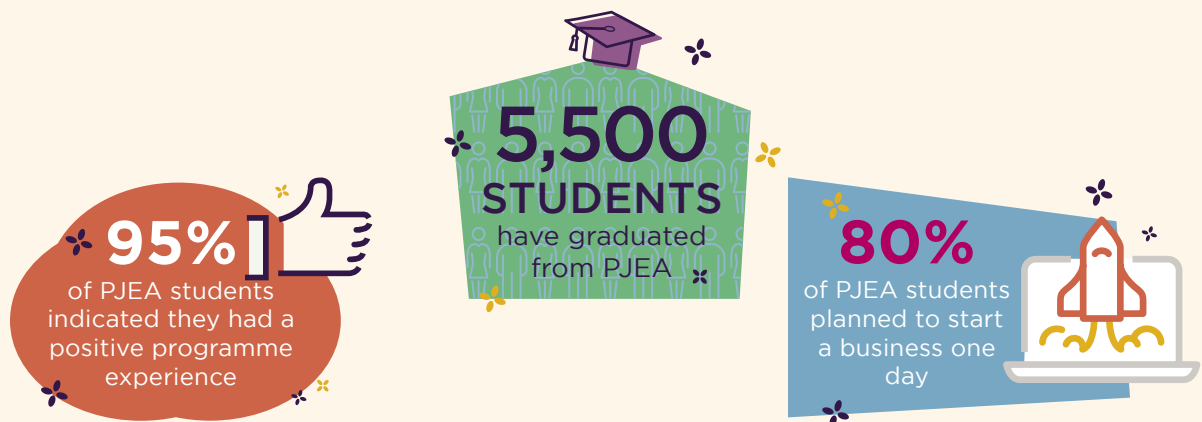
Specialist providers (eg. for vulnerable adults, disadvantaged communities) can request access to PJEA resources.

The Peter Jones Enterprise Academy is our flagship Educate Programme and includes our full suite of sector leading vocational courses and qualifications in Enterprise and Entrepreneurship.

This is a great opportunity for schools and colleges to host their own Enterprise Academy championing the entrepreneurial mindset and delivering our extended programme of Level 2 or Level 3 study. We offer a comprehensive package of resources and support, including competitions and employer links, enabling your students to gain skills that are vital to progress to university, gain employment or to run their own business.



PJEA Impact



“

My time at the PJEA taught me that anything is possible. It gave me the confidence to pursue my passion and start a business.

Katie Buckingham, PJEA Alumni 2012.

”

Programme Benefits

Through running one of our programmes, centres will benefit from:

Curriculum Support

- ✓ All teaching resources, including lesson plans, editable PowerPoints and Schemes of Work
- ✓ PJF-led enterprise workshops
- ✓ Dedicated PJF Programme Manager

Bringing the curriculum to life - challenges and competitions

- ✓ Flash Challenges co-created with leading brands and entrepreneurs
- ✓ Half-termly webinars with relatable business founders
- ✓ Enhanced Tycoon with £3K goodwill loan and mentorship
- ✓ Business surgeries and encounters with employers
- ✓ National Entrepreneur of the Year Competition with opportunity to pitch to Peter Jones CBE

Ongoing support

- ✓ Free PJEALumni Programme
- ✓ Graduation hosted by Peter Jones CBE

Marketing and Recruitment

- ✓ Exclusive branding and marketing materials to use in your school or college
- ✓ PJEAL Merchandise
- ✓ Local press and PR support from in-house PJF marketing team
- ✓ Support for open days, parent-engagement and student recruitment

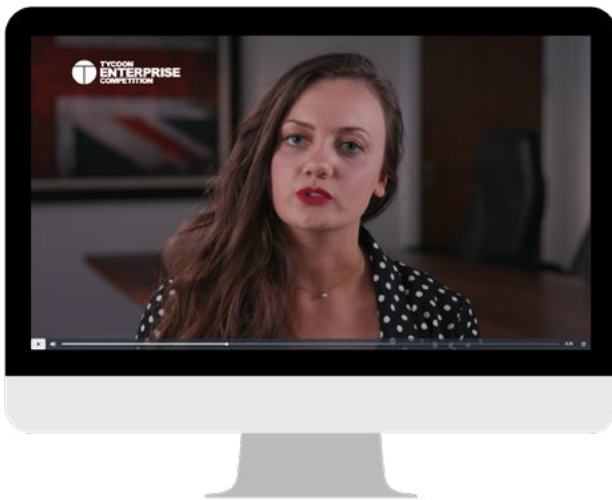
These opportunities are exclusive to our Key Stage 5 PJEAL providers. Please get in touch if you are interested in discussing how we support schools delivering the Tech Award in Enterprise at Key Stage 4.



Resources

Flash Challenge competitions

Each of our courses comes with access to our unique set of Flash Challenges, with our Level 3 PJEAs having access to the full suite of over 20, including a dedicated challenge for each of the 13 units in the extended diploma programme. These exclusive resources give learners across our PJEAs the opportunity to compete against each other and win prizes, tackling real issues in tasks that are co-created with leading brands and business founders.



Masterclasses

Working in collaboration with a diverse range of entrepreneurs and businesses, we have developed a set of video-based micro learns and masterclasses on a number of topics that support the delivery of our courses as well as the Tycoon business journey. These are short videos designed to give learners unique insights into many different aspects of business.

Our PJEAs benefit from the full range of 10 microlearns whilst Level 2 providers can access 20.

Workshops and Business Surgeries

The Peter Jones Foundation team is highly adept at delivering enterprise workshops to large groups of learners, and we can cover a range of topics to complement the business and enterprise curriculum. We can also work with you to curate and deliver bespoke business surgeries, bringing business experts and entrepreneurs into the classroom to meet and support your PJEAs learners.

Webinars

We run online Igniting Enterprise Webinars every other month. These one hour sessions give teachers and learners the opportunity to gain insights from a diverse and relatable mix of entrepreneurs from a variety of industries. We have had some fantastic guests including; Josh Turner, award-winning social entrepreneur and founder of Stand4Socks; Josh Wintersgill, paralympic hopeful and founder of multi-award winning business, ableMove; and Pricilla Israel, a PJEAs Alumni herself, who has gone on to set up a successful tech business, Sticky.

The webinars are also available as standalone resources with worksheets containing all questions asked, that teachers can use in lessons.

Supporting T-Levels

We understand that any learner taking a new T-Level qualification may ultimately go on to become self-employed and will benefit from learning basic business and finance skills. We offer our PJEAs providers the opportunity of offering our enterprise workshops to learners on T-Levels so they can develop these all-important skills so they can be confident in the world of work, with a toolkit to branch out on their own should they wish.

National Entrepreneur of the Year

National Entrepreneur of the Year is our flagship competition for the most entrepreneurial students across our network of Peter Jones Enterprise Academies.

Students need to complete a business plan for the opportunity to pitch directly to Peter Jones CBE and a panel of judges, with the opportunity to win a £5,000 investment in their business.



Cerys Andrew, 2022 Winner

Little Leprechauns Irish Dance School

Cerys Andrew studied at the Peter Jones Enterprise Academy in Leicester College and won our National Entrepreneur of the Year title in 2022 with her business, Little Leprechauns Irish Dance School. As well as receiving a £5,000 investment in her business, Cerys has become a PJEA Alumni Business Mentor for the current PJEA students at her college. She will also have the opportunity to promote her business and network at PJF fundraising events, as she seeks to grow her business.



Timeline

January - February 2022

Planning ideas for Pop Up Trading event at college.

March 2022

Live Irish dancing demos at Leicester College, gaining customer and teacher feedback.

April 2022

Applied for National Entrepreneur of the Year with support from the Foundation team.

May 2022

National Entrepreneur of the Year Semi Finalist.

June 2022

National Entrepreneur of the Year Finalist and offered package of support from the Foundation.

July 2022

National Entrepreneur of the Year live final at Peter Jones' HQ in Marlow.

September 2022

Announced Winner of NEOY 2022 at the Tycoon finals and PJEA Graduation.

October 2022

Attended Leicester College PJEA Business Surgery to help current students with their business ideas and career ambition.

November 2022

Invited to and attended PJF's Alumni and mentoring networking event in London.

December 2022

Cerys' secondary school were delighted that she won NEOY and have promoted Little Leprechauns on their website and socials. Cerys has been sourcing potential venues for her classes and now has a pipeline of customers for her first class.



EMPOWER PROGRAMME



PETER JONES
ENTERPRISE
ALUMNI



“

The Peter Jones Enterprise Academy has been life changing. I had the opportunity to meet like minded people and learn from my mistakes. Without this experience, I would not be where I am today.

Gavin Bell, Founder, Yatter, PJE Alumni.

”

Alumni Programme



Students that graduate from any PJEA course automatically become enrolled onto our Alumni programme where they can continue to enjoy benefits such as mentoring, networking events and other opportunities.

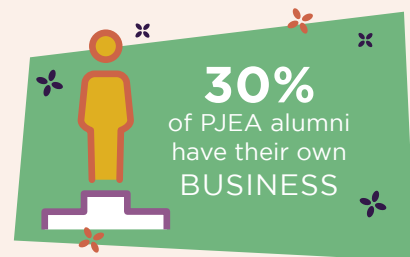
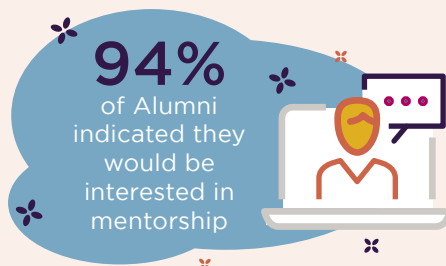
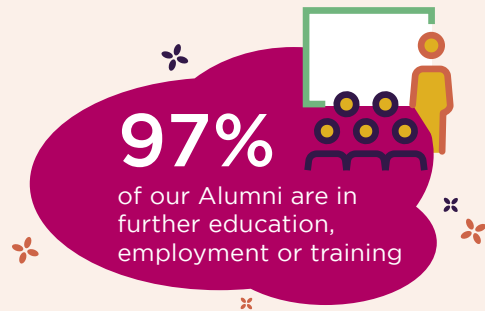
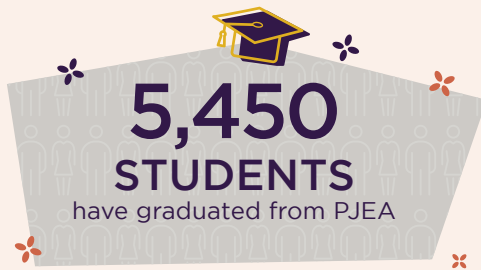
Our commitment is to support graduates of our programme into any pathway such as starting a business, securing a job or an apprenticeship, or a place on an HE or FE programme of study. We will offer graduates support through our Alumni platform, where they will be able to stay in touch, access mentoring and advice as well as use our graduate-only resources.

Alumni Impact

Alumni Survey 2022

In 2022, with the support of the Commercial Education Trust, we carried out a survey and focus groups to better understand the destinations of our alumni as well as their needs in terms of ongoing support.

We were also keen to gauge their reflections on the skills they developed whilst at the PJEА and on how useful these skills have been in the time since graduating. We were delighted to collect 197 responses from our database and even more delighted to learn that 97% were in employment, education or training. 30% have set up their business with some of those finding great success, as featured in the case studies later in this report.



Alumni Benefits

Mentorship

Our mentorship programme has been developed and launched in partnership with Goal 17, an award-winning company with market leading mentoring expertise. We piloted the mentorship programme over 2021/22 and are in the process of rolling it out with over 100 alumni already signed up

to take part. The programme offers mentees a matching service and 12 months of free mentorship and coaching through a digital mentoring platform. We are really excited to see this take off and very grateful to all the mentors who have been involved.



Networking Events

Our Empower Alumni are regularly invited to events – either to join us at events run by third-parties or as guests of PJF at our own awards events and business networks. These are often run in collaboration with members clubs like Home Grown or, going forward, will be hosted in our new offices in Spaces, Finsbury Park.

Speaking Opportunities and Ambassadorship

We have regular opportunities for our alumni to speak at events or join panels. This can be a good showcase for their own businesses as well as a chance to build networks or sometimes it is more about giving back and simply sharing their journeys with the

young people currently on our programmes. Ultimately, our alumni are some of the greatest advocates for the importance of enterprise and entrepreneurship education and we hope they can become ambassadors for the Foundation.

Meet Our Alumni



Priscilla Israel

Co-Founder, Sticky

Priscilla Israel attended the PJEA at Amersham and took part in National Entrepreneur of the Year award in 2012. During her time at the PJEA she designed an app as her business model and took part in national challenges held by firms such as Virgin Pioneers.

After graduating University she founded STICKY, a business that make tasks like check in, ordering food/drink and safety inspections as quick and simple as a contactless payment. In 2020, STICKY received £325k in Seed Funding.

Rishi Kotek

Founder, White House Estates & Finance

Since graduating, Rishi has pursued a career in property, which began as a trainee for the largest independent estate agent brand in the UK, however his ambition and skills led him to gain a promotion to become a senior member of the team. This combined with his international experience working in Dubai, enabled Rishi to take the leap, and in 2022 he started his own estate agency business 'White House Estates & Finance'.



Rishi's company values itself on being a serviced based agent offering sales, lettings, and property management. Rishi is passionate about his clients being at the forefront of every move he is excited to make an impact on the property market in his area.



The PJEA academy at Leicester College gave me me an unbelievable platform to begin my professionally journey, whilst encouraging my ambitious and entrepreneurial traits. The teachers and mentors were fantastic and so supportive - I cannot thank them enough!



Simone Abley

Founder, Salamander Taekwondo

Simone is the Founder of Salamander Taekwondo. A competitive athlete, turned founder, Simone uses her passion for sport to inspire others to get involved in physical activity.

With multiple locations across the North East, Simone wants to use Taekwondo to tackle the rising levels of obesity within her community and offer a service that allow others to enjoy a healthy lifestyle.



Ross Bailey

Founder, Appear Here

After graduating, Ross spotted an opportunity during the Queen's Diamond Jubilee to open a pop-up shop on Carnaby Street selling rebellious t-shirts of the Queen. Having had difficulties finding shop space he decided to create an online marketplace for listing and booking short-term space, making booking a shop as easy as booking a hotel room.

Fast forward to today, Appear Here, has offices in three cities worldwide, has over 100,000 global brands, retailers and creative entrepreneurs signed up to use the service, and over 10,000,000 square foot of rental space.



“

The practical element of the PJEA was important to me. One thing I took from the Academy, which has impacted my life greatly, was how to spot an opportunity and then focus on it – staying true to what the brand is about and not overcomplicating things with diversions.

”

EntFest



Entfest is our annual festival of enterprise and entrepreneurship, hosted by the University of Buckingham. This free one day event will be back with a bang in 2024, bringing together students, emerging and established entrepreneurs, business leaders, investors and innovators to network, learn and champion enterprise in all its forms.



The festival boasts an exciting agenda with opportunities for students to meet and learn from some of the UK's best known and emerging entrepreneurs and business leaders, alongside panel debates, competitions, future-tech activations and skills-based workshops.

Set against a festival backdrop, which includes music, entertainment, our Tycoon Enterprise youth market and incredible food, the event is more than a celebration of the success of our students and alumni; it brings together a broader community of those invested in enterprise and entrepreneurship education. Ultimately, it is our vision that EntFest becomes a cornerstone in a movement towards a more enterprising culture.



ENTFEST MARKET



NETWORKING



LIVE TYCOON FINAL



TED STYLE TALKS



PANEL DEBATES



PJE GRADUATION

Work With Us

The Peter Jones Foundation aims to continually develop and nurture relationships with a broad network of supporters, from education providers and businesses, to philanthropic individuals or organisations, whose interest and passion for supporting young people aligns with ours.

Strong and meaningful partnerships with organisations as well as individuals have enabled us to develop and deliver programmes that are rich in educational value, informed by the needs of the current job market and infused with the experiences and knowledge of successful business leaders and entrepreneurs.

What do our partners say?



As an entrepreneur myself, I know how much value should be placed on a supportive network that says 'you can do it'. When panel judging PJF students, I have seen first-hand the benefits of real-life business experience and how that helps young people to think through problems and their career options. Being involved with the students at the Peter Jones Foundation is a great way to give back.

Dean Richmond, Founder and CEO, Pet's Corner.



The Foundation's vision to empower the young people of Britain, particularly those from disadvantaged backgrounds, in achieving their potential is one we believe wholeheartedly in. We look forward to working with them to empower the next generation of business leaders.

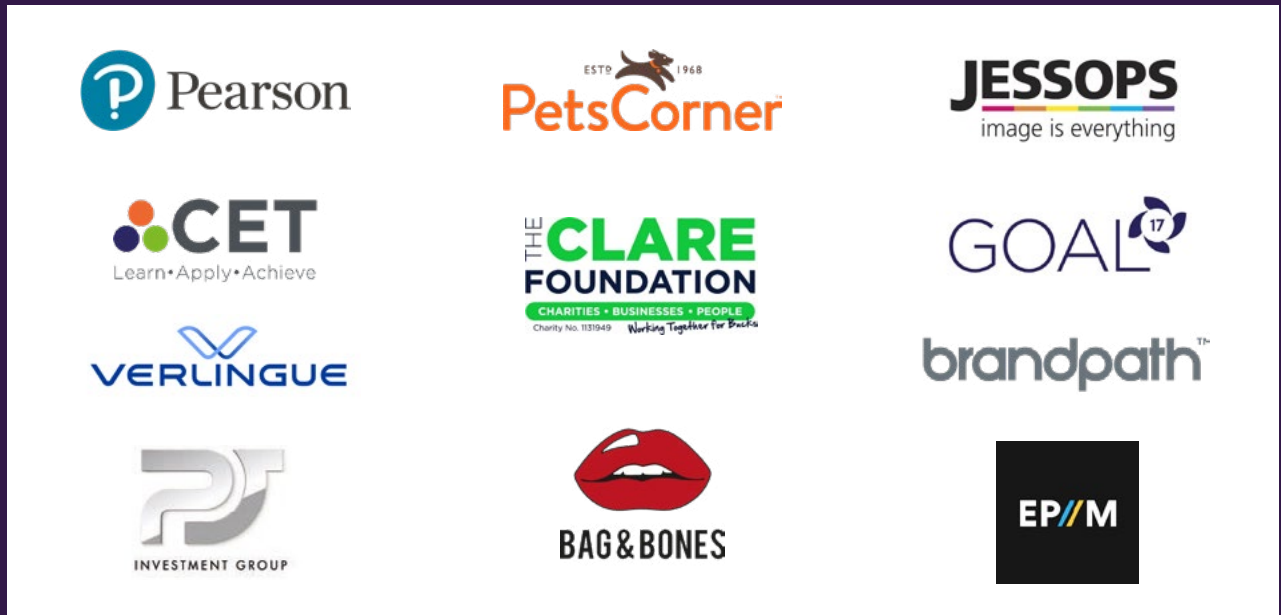
Gigi Foyle, Founder, Bag & Bones.



To explore how to work with us please contact
partnerships@pjfoundation.org

Our Partners

A huge thank you to all the organisations and partners that make our programmes possible.



Contact Details

For further information on the Peter Jones Foundation please get in touch.

info@pjfoundation.org

Peter Jones Foundation
Spaces Finsbury Park,
17 City North Place,
London N4 3FU

 @PJFoundation

 @peterjonesfoundation

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