



# **Lothian Area Board of Young Enterprise Scotland**

**Preparing**

**for**

**Next Year**



## **Preparing for Next Year**

### **For the Business Adviser**

#### **Achiever Recruitment**

When the company has been liquidated and all business concluded encourage the Achievers to develop a plan to sell Young Enterprise to other pupils in the school, especially those who will be eligible to form next year's company.

#### **Please encourage the Achievers to:**

- devise and implement a Marketing Plan to sell the Young Enterprise Company Programme in their School/College (and, if practical, to other schools in the area who are not currently involved);
- consider the benefits of Young Enterprise, a publicity plan, ease of implementation, who will be responsible etc. The final plan should have the support of the Link Teacher. Ideally someone should be identified to ensure it will be implemented.

#### **What About You?**

Consider your involvement for next year. You are now an experienced Adviser and an important asset to Young Enterprise and your local community. Also consider how you could encourage your colleagues to become Advisers. Please also consider the opportunities for Continuous Professional Development (CPD) through your involvement with the Young Enterprise Company Programme. Further information is available from the volunteering section of the Young Enterprise website at [www.young-enterprise.org](http://www.young-enterprise.org) Finally, thank you for your input and support this year and hopefully for your continued involvement next year.



## **For the Link Teacher**

### **Achiever Recruitment**

Recruitment should take place as early as possible in June or August. Some Area Boards have well established procedures for recruiting Achievers so you should consult with your Board first. A recruitment programme that has been shown to work well is outlined next.

In order to create a recruitment poster you may wish to print out the Young Enterprise poster pdf file (found in the Marketing Function of the website guidance) and write the appropriate information for your school on it. Before your current Young Enterprise company disbands (if you have one), encourage members to plan an innovative recruitment campaign aimed at your next year's Achievers.

In May/June introduce Young Enterprise to the year group that will be involved. Give each Achiever an information letter, which they can use to discuss the scheme with their parents, if they want to. (A Word document of a sample letter is accessible through the resources section of the Link Teacher/Business Adviser function guidance on the company programme website). Ask them to think about it over the summer holiday and give them the date of another meeting to be held at the beginning of the autumn term. Make sure they understand that they must attend the meeting in August/September if they wish to take part.

Organise various people to talk to the interested Achievers at the September meeting. These could include someone from the Young Enterprise Area Board, an Adviser and a Achiever from the previous YE group. If your school/college is just starting the Company Programme, it is a good idea to invite some Achievers from another school/college. At this point collect the names of Achievers who want to join the Company Programme and organise the first meeting with the Advisers. You will need to modify the suggested programme described to suit your school/college.



## **Outline of the Year**

### **Typical Outline of the Year**

1. Getting Started
2. Planning
3. Up and Running
4. Sales and Trade Fairs
5. Ending the Year

### **Who else is involved?**

Make sure the school/college is registered as a Young Enterprise Centre.

Agree organisation of Young Enterprise with Senior Management Start publicity and recruitment of Achievers in school/college Co-ordinate with Young Enterprise on recruitment of Achievers, Advisers and Link Teacher to attend local Young Enterprise induction briefing and training either now or in August.

### **Briefing meeting with Adviser**

#### **First Company Meeting**

1. Introductions
2. Adviser's Role
3. Explain how the Company Programme operates
4. Explain the Company Programme Kit and website
5. Explain how a company operates
6. Decide company name
7. Roles and responsibilities of Function Directors
8. Future meetings

Register the company online with Young Enterprise. Hand out usernames and passwords to Achievers (and BA). Familiarise yourself with the website Company Programme Kit arrives (up to 10 working days after registration. Print off Memorandum and Articles online.



## **Second Company Meeting**

1. Apologies for non-attendance
  2. Election of Directors
  3. Go through the Company Programme Kit
  4. Talk through the Company Programme Website
  5. Decide on permissions for the website
  6. Begin discussion of potential products or services
  7. Complete Memorandum and Articles of Association
  8. Discuss Business Plan
  9. Agree to open a bank account
  10. Any outstanding business including key dates for Achievers' calendar
  11. Date of next meeting
  12. Brief Managing Director for next meeting
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1. Update who the Managing Director is online
  2. Enter permissions settings online
  3. Go over Finance procedures and online accounts with Finance Director
  4. Open Bank account



## **Previous Year**

### **Getting Started (August/September)**

#### **Third Company Meeting**

1. Apologies for non-attendance
2. Agree on product or service (or plan next steps towards agreement)
3. Consider Health and Safety issues
4. Agree how capital will be raised
5. Discuss drawing up Business plan
6. Draw up a Mission Statement and Self Assessment Objectives
7. Discuss drawing up Operations Plan
8. Any outstanding business
9. Date of next meeting

1. Draw up Business Plan and production Plan
2. Pay Registration Fee (due 30 days after registration)
3. Weekly Meetings (mostly based on carrying out company activity)
4. Monthly Meetings (Company Review and Personal Reviews)
5. Half Year Meeting (normally January)
6. Sales
7. Trade Fairs
8. Working towards final accounts
9. Winding up company meeting
10. Young Enterprise Company Report and Final Accounts
11. AGM
12. Final Liquidation company meeting
13. Final Self-assessment review and completion of RoA

#### **2. Planning (October)**

#### **3. Up and Running (October Onwards)**

#### **4. Sales and Trade Fairs (October Onwards)**

#### **5. Ending the Year (May Onwards)**



## **Company Programme Key Skills / Experience Profile**

Listed below is a range of key skills, which can be acquired through the Company Programme.

### **Team Working**

- Take part in identifying and agreeing to the team's objectives.
- Agree on each team member's tasks and report on own tasks.
- Work effectively with others and support them to reach goals.
- Plan to use own and colleague's time effectively.

### **Problem Solving**

- Identify and analyse problems.
- Choose solutions and implement procedures appropriately.

### **Communication**

- Take an active part in meetings and discussions.
- Negotiate with others effectively to agree objectives and procedures.
- Interact successfully with customers and colleagues.
- Produce clear and concise written work using ICT as appropriate.
- Make presentations using appropriate techniques and ICT.

### **Marketing**

- Create and carry out a market research plan.
- Identify customer target groups and develop the "marketing mix".
- Choose appropriate strategies to sell and distribute to target groups.
- Maintain good public relations with suppliers and customers.

### **Operations**

- Define resource, quality, legal and Health & Safety requirements.
- Set up procedures to meet targets.
- Develop evaluation systems.
- Maintain systems to meet quality standards.
- Evaluate environmental impact.



## **Finance**

- Identify financial resource needs and fund these from various sources.
- Use budgetary information and justify expenditure on projects.
- Record financial information using IT as appropriate.
- Select strategies to improve financial performance.
- Carry out an audit.

## **Personnel and Training**

- Understand personnel requirements and set up system to meet them.
- Identify training.
- Seek and make use of feedback to improve performance and motivation.
- Use self-assessment procedures and review personal objectives.
- Develop a personal Record of Achievement.



## Company Programme and the Curriculum

The Company Programme has obvious links with curriculum areas such as Business Studies and Economics but because of the diversity of functions performed in running a Young Enterprise company and the range of products and services Achievers can choose, there are links with many other areas of the curriculum including:

- Work Related Learning;
- Enterprise;
- PSHE: Economic Wellbeing and Financial Capability;
- Careers Education;
- Functional Skills;
- Personal Learning and Thinking Skills (PLTS);
- Key Skills;
- English;
- Mathematics;
- ICT;
- Citizenship;
- Foreign Languages;
- Geography;
- Science;
- Drama;
- Art and Design;
- Design and Technology.

Curriculum mapping documents can be found on the Young Enterprise website. NOTE- If the Young Enterprise Company Programme is being run as part of the curriculum there will be a difference in emphasis. The Link Teacher will have to be more alert to time scales and brief the Advisers about the curriculum links. If formal accreditation is required for either the main Key Skill qualifications in Communication, Application of Number and Information Technology or the wider Key Skill Awards of Working with Others, Problem Solving and Improving Own Learning and Performance via the Company Programme contact ASDAN for further details.



## **The Volunteer Code of Conduct**

It is important that both Achievers and volunteers can participate in Young Enterprise activities in a safe and secure environment. This Code of Conduct has been developed for the protection of both Achievers and volunteers. To this end, Young Enterprise expects all its Staff and volunteers to abide by this Code of Conduct.

### **Each volunteer:**

- will abide by the Guiding Principles and Programme rules of Young Enterprise in all activities as a Young Enterprise volunteer;
- will inform Young Enterprise of any relevant police record or other factor, or any change in his/her circumstances, which may make him/her unsuitable either as a Young Enterprise volunteer or for any particular Young Enterprise activity;
- recognises that the role of a Young Enterprise volunteer places him/her in a position of trust with regard to all the Achievers participating in Young Enterprise programmes, the Young Enterprise organisation, and to colleagues in the volunteer and staff network, and undertakes to uphold that trust at all times;
- undertakes to maintain, within the organisation's procedures, the confidentiality of any information relating to other volunteers, supporters, Achievers or staff members made available to him/her in the course of the role as a Young Enterprise volunteer;
- will not knowingly place him/herself in a situation where the volunteer is alone with any Achiever and will endeavour to ensure that there are several Achievers and where possible another adult in attendance at any meetings;
- will not offer individual Achievers a lift in a car (although groups may be transported where there is suitable insurance cover in place);
- will not use Young Enterprise to bring financial advantage to him/herself or his/her business e.g. by directly selling his/her own company's products or services;
- will ensure that any Young Enterprise activities where Young Enterprise Achievers will be acting outside the normal activities of the school system (e.g. Trade Fairs, Skills Training Workshops etc.) are agreed and approved by the Link Teacher/Lecturer in advance;
- will not behave in any way, physically or verbally that could be offensive to a Achiever;
- to remember at all times those interactions between him/her and Achievers must be such that no reasonable person observing that interaction could construe its nature as abusive.

**Please understand that by volunteering to participate in Young Enterprise you are agreeing to abide by this Code of Conduct.**