

# Young Enterprise Scotland Company Programme

## *Link Teacher's guide to getting started*

## Contents

<b>Section</b>	<b>Title</b>	<b>Page</b>
1.1	<a href="#">Role of the Link Teacher</a>	3
1.2	<a href="#">Administration</a>	3
1.3	<a href="#">Promotion</a>	3
1.4	<a href="#">Registration</a>	4
1.5	<a href="#">Business Advisers</a>	4
1.6	<a href="#">The %contract+</a>	5
1.7	<a href="#">Supporting Students</a>	5
2.1	<a href="#">Getting started</a>	6
2.2	<a href="#">Registering the company</a>	6
2.3	<a href="#">Website usernames and passwords</a>	6
2.4	<a href="#">Using the Company Programme website</a>	7
2.5	<a href="#">Company meetings</a>	7
2.6	<a href="#">Minutes of meetings</a>	8
2.7	<a href="#">Meeting times</a>	8
2.8	<a href="#">Election of directors</a>	8
2.9	<a href="#">Finance</a>	9
2.10	<a href="#">Selecting a product or service</a>	10
2.11	<a href="#">Product selection / financial viability</a>	10
3.1	<a href="#">The Competition</a>	11
4.1	<a href="#">Timeline</a>	11
5.1	<a href="#">Calendar of events</a>	12

### **1.1 Role of the Link Teacher**

The Link Teacher has the role of facilitator and communicator with all the people involved in the running of the Young Enterprise Scotland Company Programme. As the name suggests, the Link Teacher provides a link between:

- The Students
- Business Adviser(s)
- Lothian Area Team
- Young Enterprise Scotland
- YEUK Office
- School Board Members
- Other staff from the school
- Parents
- Local press
- Local businesses.

### **1.2 Administration**

The Link Teacher is the contact point between the school and Young Enterprise Scotland. He/She attends training events, ensures the effective flow of information regarding event dates, Christmas Market, competitions, meetings etc. to the Students.

Other administration responsibilities include:

- organising access to rooms, computers, telephone/fax, and equipment for the Students from within the school/college;
- helping with the organisation of transport for events, Christmas Market, competitions, presentations etc.;
- overseeing the arrangements for the examination, liaising with the Examination Officer at the school and helping the Students prepare for the University of Strathclyde Examination;
- ensuring that, where relevant, Company Programme activity fulfils course requirements and that Students' achievement is recorded towards their assessment;
- developing links with outside businesses and agencies, including the local press to help with Company Programme activity;
- ensuring that health and safety regulations are adhered to.

### **1.3 Promotion**

When recruiting, Link Teachers publicise the benefits of taking part in the Company Programme to Students from all areas of the curriculum (not just Business and Economics). The Young Enterprise Scotland Company Programme links too many areas of the curriculum and develops a wide range of key skills. Link Teachers often successfully work with staff from other departments to help support Students.

#### **1.4 Registration**

One of the first tasks a new Young Enterprise Scotland Company must undertake is to register on the YEUK website. The YEUK Company Programme website is an excellent source of information, guidance and documentation so it is very worthwhile spending some time familiarising yourself with it once registration is complete.

The Link Teacher must be present when the company is registered online and ensure that registration details are correct. The Link Teacher is then responsible for handing out usernames and passwords, updating the company registration details, moderating what the company has posted to the %company profile+and %company members+sections of the website and deactivating the accounts of Students if they misuse the website. Detailed information on the registration process is available in sections 2.2, 2.3 and 2.4.

#### **1.5 Business Adviser**

Business Advisers are volunteers who offer their time and business expertise to support the Students throughout their Company Programme experience. It is usually the Link Teacher's responsibility to recruit a Business Adviser if there is not already one in place. They may be a parent or school board member, or someone from the local business community with a link to the school. The Lothian Area Team is also on hand to support you in finding a Business Adviser.

The Link Teacher role in supporting Business Adviser(s) is to brief them at the start of the year, act as their main point of contact with the school, ensure the smooth running of interaction between Students and the Business Adviser(s) and iron out any difficulties. Link Teachers are also involved in helping with the recruitment and retention of Business Adviser(s).

It is important to appreciate the complementary roles of the Link Teacher and the Advisers. The Business Adviser(s) give guidance to the Students on business matters so it is not necessary for the Link Teacher to have a detailed knowledge of business. Nor is it necessary for the Link Teacher to attend all the Young Enterprise Scotland company meetings although in practice the Link Teacher will usually be available, if needed, to support and facilitate activity.

**CAUTION** - Link Teachers may find themselves drawn into becoming an extra Adviser. Link Teachers should try to avoid taking on the Business Adviser role as Students may be inclined to get you do the actions where the company members should be doing this for themselves.

Remember, Business Adviser(s) are volunteers as well. They give up their time to help the Students and should be thanked appropriately. As suggested in this document, introducing them to the Senior Management of the school/college is a positive way of making them feel valued and of cementing the relationship.

## **1.6 The “contract”**

A good idea is to establish a contract between you as Link Teacher, the Students and the Business Adviser. This allows everyone to set out their expectations and commitment to the company at the start of the year. There is no set format for this, nor is it a requirement, but it has been a useful starting point in the past when used in other schools.

## **1.7 Supporting Students**

Link Teachers support Students by motivating and encouraging them, acting as a mentor/listener, mediating problems (be careful not to jump in too early) and helping them to review their progress through the Record of Achievement. It is important to remember that it is the Business Adviser who will be supporting and guiding the Students to run their company and that the Link Teacher role is separate to this (the Link Teacher should not become an extra adviser). Link Teachers help Students to liaise with school/college staff and outside agencies such as the press. In addition the Link Teacher is responsible for preparing Students for the Young Enterprise Scotland qualifications or supporting them with any other accreditation that has been chosen.

## 2.1 Getting started

All Young Enterprise Scotland Companies start on different dates from late August through to early October but the earlier the company is established; the more successful it is likely to be.

The Link Teacher's main role initially is to facilitate the initial meeting date and location, and to recruit/liaise with the Business Adviser ahead of this. The Business Adviser should chair this initial meeting at which various directors will be agreed upon by the Students. All subsequent meetings will be chaired by the newly appointed Managing Director.

## 2.2 Registering the company

As outlined in section 1.4, the Link Teacher is responsible for registering the company at or immediately following the first meeting. In order to obtain the Business Kit, Insurance Cover and to have full access to the wealth of online resources, each Company must be formally registered with Young Enterprise UK as soon as possible. This is achieved by the following steps:

1. Visit <https://yeonline.y-e.org.uk/>
2. Click on Company Programme.
3. Click on Register/Login
4. Click on Register A New Company and follow instructions.

Registration costs £100 (usually obtained as a repayable loan from the school) and includes Insurance cover etc. This is not necessarily required to be paid at the time of registration but it must be paid by the end of September in order for the company to be legal.

It may be useful to do the online registration process while the Students and Business Advisers present, but the Link Teachers must take overall responsibility for registering the company to ensure that details are entered correctly and ensure the security of the company member user accounts.

## 2.3 Website usernames and passwords

Once the company has been registered the Link Teacher will be emailed a list of usernames and passwords for the Students, Business Adviser and themselves. It is the Link Teacher's responsibility to hand out the usernames and passwords to Students individually. The Link Teacher must ensure that Students are aware that parts of the site will be monitored (by the Link Teacher and Business Adviser) and that their account may be deactivated if they misuse the site.

During the registration process the Link Teacher is asked to include the email address of the Business Adviser so that their username and password can be emailed to them. If this is not entered at registration then the Link Teacher will also have to make sure that the Business Adviser is given their username and password the next time they meet.

## **2.4 Using the Company Programme website**

The Link Teacher user accounts give access to all of the functions and guidance available to Students (with full permissions). This includes the specific guidance, resources and videos for Business Advisers and the discussion forum.

### **COMPANIES MUST NOT START TRADING BEFORE REGISTRATION.**

These accounts will also allow the Link Teacher and Business Adviser to monitor content that Students have posted on the %company profile+and %company member profiles+sections, which are available to be viewed by other Young Enterprise Scotland companies across the country.

When the Link Teacher or Business Adviser is logged into the Company Programme website they can update the company registration details at any time. You are able to:

- edit the company registration details (including company name);
- add/remove Students to/from the company;
- deactivate a Student's account if they have left the company or misused the website;
- request to be emailed the company members' passwords if they have forgotten them.

## **2.5 Company meetings**

Many Students take a long time to agree on both a Company Name and on the Product or Service they will provide. Clearly the longer this takes the less time they have for the real process of running their own Company and the following suggestions should help to minimise the time spent on this part of the process.

The Business Adviser should act as the Chair until an MD is appointed and then continue as joint Chair until the MD feels comfortable to take over. They will highlight the need for a structure to their meetings especially the use of an Agenda and the need to take notes/ record decisions etc.

Suggested agenda for the first full meeting could be:

- election of Directors
- agreeing the contract between the Students, Link Teacher and Business Adviser
- discussion on possible Products or Service
- agree on a suitable name for the Company
- agree time and place of future meetings
- A.O.B. (Any Other Business)

## **2.6 Minutes of meetings**

The Company Programme endeavours to emulate real business practice and it's important that Students get into the habit of formally recording decisions and actions which affect the future of the company or have to be followed up at subsequent meetings. This is the responsibility of the Company Secretary who should prepare a minute of every meeting and send a copy to each member before the next meeting.

Review/approval of the minutes should be a formal part of the Agenda of each Meeting.

## **2.7 Meeting times**

It is important to agree the dates and times for future meeting to help everyone (Students, Link Teacher and Business Adviser) manage their diaries. Remember if a meeting has to be cancelled it is essential to advise the Business Adviser as soon as possible to avoid saving wasting their time. This is the Students responsibility but important that the Link Teacher makes sure this happens.

## **2.8 Election of directors**

The Business Adviser should oversee this task at the first meeting and guidance on the duties and skills required for each role is provided for Students in their introductory pack.

If the Young Enterprise Scotland Company has more than one nomination for any post, ask each person should be invited to speak for no more than two minutes on why they are best suited. The Business Adviser will then ask all Students to write the name of the candidate they prefer on a slip of paper, fold it and pass it to them for counting. They will announce the successful candidate with the runner-up suggested as the Deputy (it is important that they do not mention the number of votes cast for any candidate and personally destroy the voting papers).

There can be Deputies elected for all posts and in the case of a tied vote Students could consider joint posts e.g. Joint MD, or vote again. The Business Adviser will then invite the MD(s) to help run the meeting from this point on and will defer to them as appropriate, help them to prepare agendas and as soon as practical conduct a handover to Chair for future meetings.

Occasionally Students later regret accepting a particular position in their company and its worth taking a few minutes at the start of the first meeting in September to confirm the various posts and, if necessary, hold a short election to fill any resignations.

## **2.9 Finance**

One of the most important aspects of any company is how they manage their finances. The financial director therefore plays a very important role in the smooth running of the company.

Some things he/she will need to consider are:

- Setting up a bank account, either with the school office (with the help of the Link Teacher) or at a local bank
- Selling shares . each company member must buy at least one share and there is a maximum that any individual, and the company as a whole, can sell. More information on this is available after registration.
- Fundraising . depending on the amount of money raised through selling shares, whether the school will provide a loan for the £100 registration fee and the costs of buying in raw materials for the chosen product or service, the company may need to undertake other fundraising to generate start-up capital.
- The YE website has an excellent and easy to use accounts package to enable the Finance Director to account for all income and expenditure, and to prepare year end accounts.
- Special training is available to Finance Directors at the three training events to further support them.
- To make the experience realistic, all Young Enterprise Scotland Companies are liable for VAT (now called YE Wind Up fee). This means that 20% of whatever they sell is due payable to Young Enterprise Scotland at the end of the year. Again, there is more information available on this from the website and the Business Adviser can also provide guidance on this.

## **2.10 Selecting a product or service**

Perhaps the most important decision the company will make will be selection their product(s) or service(s). This process can sometimes take several weeks to complete, usually due to a lack of structure in running the discussions. In both cases allow free discussion to run for a while, certainly in the first meeting, in case a solution emerges fairly quickly. However it may be necessary for the Business Adviser and/or Link Teacher to suggest (and possibly demonstrate) techniques such as Brainstorming to come to a fairly quick conclusion.

## **2.11 Product selection / financial viability**

If Students believe they have a viable product the next step is to agree the planned market place and undertake some research of a representative sample of your proposed customers. Students should now design a market research form for their proposed product(s) or service(s).

When the results are analysed, coupled with information already gathered, Students should update their Business Plan, including the number of products they expect to sell. This in turn will help determine if they have a profitable Company.

Final selection of product/service includes a calculation of all costs incurred in making the product, plus a reasonable mark up, to check if it is a profitable business. **REMEMBER THAT THE YE WIND UP FEE MUST BE INCLUDED IN THESE CALCULATIONS.**

### 3.1 The Competition

As well as providing a unique insight into running a business, the Company Programme is also a competition. Schools from across the Lothian, Scotland, the rest of the UK and even different parts of Europe are all setting out to create the best Young Enterprise company.

Points will be awarded to your Company at different stages over the coming year based on how you perform. At the end of the year these points will be collated and we will announce the overall winner from Lothian who will go on to represent the region in the Scottish finals in June. The Scottish winner will then be invited to take part in the UK finals in July, the winner of which will participate in the European finals in August. Just think, in a few months you could be champions of Europe!

First, here is how points will be awarded within the Lothian Area:

Attending training day in October	10 points
Business Adviser or Link Teacher attending training day	5 points
Christmas Market	Up to 25 points
Company Report	Up to 25 points
Company interview	Up to 25 points
Company presentation	Up to 25 points
<b>Total points available</b>	<b>Up to a maximum of 115 points</b>

There are also a number of individual awards presented at the end of the year and more information on this, and all of the activities above will be provided to you in due course.

### 4.1 Timeline – Please see the Timeline on the Lothian website – [www.lothianyes.com](http://www.lothianyes.com).

## 5.1 Calendar of events 2019/20

Information	Date	Location
Register your company on Young Enterprise UK website	By end August / early September	
Training day	Saturday 21 <sup>st</sup> September 9am . 2.30pm	RBS Gogarburn
Payment of £100 registration fee	By end September	
Christmas Market	Saturday 7 <sup>th</sup> December	Eric Liddell Centre, Morningside Road, Edinburgh.
Training session to discuss Awards Evening	13 <sup>th</sup> January 2020	St George's School for Girls
Deadline for entry for Awards Evening	31 <sup>st</sup> January 2020	Email the entry
Deadline for entry for the 2 minute Video	31 <sup>st</sup> January 2020	Email the entry
Young Enterprise Scotland / University of Strathclyde Exam (optional)	17 <sup>th</sup> . 28 <sup>th</sup> February 2020	
Deadline for Company Reports to be submitted	28 <sup>th</sup> February 2020	Email the entry
Company interviews	9 <sup>th</sup> 10 <sup>th</sup> or 11 <sup>th</sup> March 2020	TBC
Company powerpoint presentation	?? March 2020 To be confirmed	Email the entry
Company Presentations & Awards Night	?? March 2020 To be confirmed	Napier University Craiglockhart Campus, Edinburgh
Young Enterprise Scotland Wind up fee payments	By middle of April	To Young Enterprise Scotland.
Scottish Finals event	Mid June	Location to be advised.