



Prince's Trust



L I F E - C H A N G I N G   Y E A R S

SUPPORTED BY





“

Over the last forty years, the work of my Trust has shown it is within our power to transform young lives for the better. I feel enormously proud that three in four young people move into work, education or training after receiving support from my Trust, and hundreds of thousands of young people have been helped since its humble beginnings back in 1976.

”

**His Royal Highness The Prince of Wales**  
President, The Prince's Trust

Very few people could have imagined during the dark days of strikes, unemployment and riots of the 1970s, that a young Prince would be taking the first tentative steps towards setting up a charity which would go on to change hundreds of thousands of young lives.

# Executive summary

**Benefits to society**  
Youth charity The Prince’s Trust has helped change the lives of hundreds of thousands of disadvantaged young people across the UK over the last 40 years.

**It has helped unemployed young people, those struggling at school and at risk of exclusion, those in or leaving care and young people who have been in trouble with the law. Today, three in four young people supported by The Trust move into work, education or training.**

This report has calculated the substantial benefit to society created by The Trust. It reveals that The Trust has returned £1.4 billion in value to society through its help for disadvantaged young people over the last 10 years alone.

The calculation, by NEF Consulting, takes into account the number of young people helped and the proportion of these who end up in positive outcomes such as work, education or training following support from The Trust. It assesses the return on investment of getting young people off benefits, helping to stop re-offending, supporting young people to achieve at school and considers the relevant savings to the public purse.

**Key findings**

- Over the last 40 years The Trust has supported **825,000** young participants across its programmes
- The Trust has returned **£1.4 billion** in value to society through its help for disadvantaged young people over the last 10 years alone
- The analysis looked at The Trust’s benefit to society across the UK:
  - **England - £1,066m**
  - **Scotland - £145m**
  - **Wales - £102m**
  - **Northern Ireland - £87m**
- A value of more than **£400m** is attributed to The Trust’s work supporting young people into **employment** over the last 10 years
- The Trust’s work helping young people to access **education**, and the increased income potential associated with this, has resulted in more than **£100m** of value created over 10 years
- The findings are based on a robust extrapolated social return on investment methodology which makes a judgement about the number of young people who would have, for example, come off benefits or stayed out of prison anyway

## Young people today

Over the last 40 years, The Trust has focused on helping young people to transform their prospects, giving them the self-esteem and practical skills to break out of a cycle of disadvantage and poverty. It has offered an alternative support network to those young people who have lacked family support and role models.

Today, The Trust is still helping young people from disadvantaged backgrounds.

The final chapter of this report draws upon new research conducted with 16 to 25 year-olds<sup>1</sup> which shows how the work of The Trust is as vital as ever. It finds that a lack of ‘inherited opportunity’ is leaving the poorest young people behind. The research reveals a clear correlation between those young people who have had help from family with, for example, homework, after-school activities, or finding work experience and those who, today, have higher aspirations, higher personal income and a more positive outlook on life in general.

It shows how those young people from poorer backgrounds are less likely to have received help from parents to find job opportunities or secure work experience.

The research suggests that ‘inherited opportunity’, whereby more advantaged young people are able to access contacts and opportunities through family and family friends, is perpetuating social immobility and leaving the poorest young people further behind.

**Key findings**

- Young people from poorer backgrounds are less likely than their peers to have received family help to find work or work experience. While **20%** of young people polled found some work experience through their parents, only **10%** of those from poorer backgrounds said this was the case
- **44%** of young people from a poorer background said that they didn’t know anyone who could help them find a job, compared with **26%** of their more advantaged peers
- More than a quarter of young people from a poorer background (**26%**) think that “people like me do not get good jobs”, compared with **8%** of their peers
- One in five young people (**20%**) feel they do not have a role model in their family
- More than a third of young people (**37%**) say their family “rarely” or “never” talked to them about their ambitions
- More than half of the young people surveyed (**54%**) “rarely” or “never” received help with their homework

<sup>1</sup> Research conducted by YouGov based on interviews with 2,031 16 to 25 year-olds, representative of this age group across the UK.

# Benefits to society over 10 years



# Foreword

In 2012, HSBC announced a new partnership with The Prince's Trust to help disadvantaged young people get their lives on track.

Since then, we have become the largest corporate supporter of The Trust, helping more than 10,000 unemployed young people into work, education or training.



**At HSBC, we are committed to supporting the communities in which we operate, and we are especially passionate about education. We believe that education is the key to prosperity – giving people the chance to boost their skills, realise their potential and make a positive contribution to society.**

As this report demonstrates, The Trust has made an incredible difference to young people in the UK over the last 40 years. It has helped more than 825,000 young participants to overcome barriers like educational underachievement, mental health issues or poverty to build a better future – for them, their families and the wider community.

Through our partnership with The Trust, we have invested in the charity's Fairbridge programme, which helps vulnerable 13 to 25 year-olds back into education, training and work. But there's more to our partnership than just money. Hundreds of HSBC employees have run money management and employability workshops to equip vulnerable young people with the skills and confidence they need to secure jobs.

We have also helped The Trust expand its employability programme, Get into, helping unemployed young people find work in a variety of sectors from retail to construction and hospitality. As part of this, we have developed a bespoke HSBC Customer Services course – giving young people the opportunity to test out their skills in branches across the UK and gain valuable work experience.

In the last few years, I have had the privilege of speaking to many young people who have turned their lives around with help from The Trust.

One of these young people is Chantelle from Sheffield. She had been through some terrible experiences, turning to alcohol and self-harm as a way of blocking out the pain.

But, like many young people who come to The Trust, Chantelle was determined to turn her life around. She joined The Trust Get into Customer Services course with HSBC and secured a job with us after the course, going on to become an extremely valued member of the team.

Chantelle's story is incredibly inspiring. What is even more remarkable is that she is just one of hundreds of thousands of young people whose lives have been transformed with help from The Trust in the last 40 years.

I am extremely proud that HSBC has been - and we continue to be - part of this fantastic UK story.

A handwritten signature in black ink, appearing to read 'Antonio Simoes'. The signature is stylized and fluid.

**Antonio Simoes**  
Chief Executive, HSBC Bank plc



# The Impact of The Prince's Trust



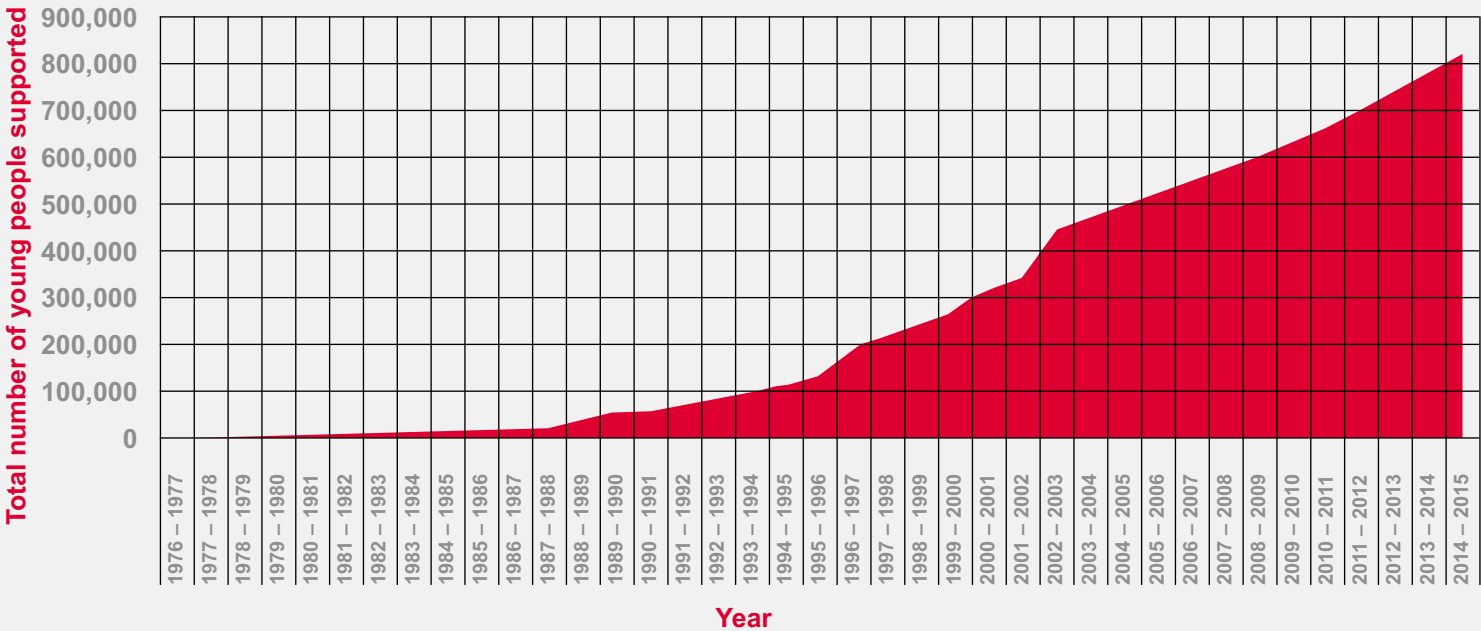
# 40 years of support

Over the last 40 years  
The Trust has supported  
825,000 young participants  
across its programmes.

Since those early days, there has been a significant trend of increasing numbers of participants each year. As overall need has grown since 2000, The Trust's support for young people<sup>2</sup> has grown faster.

In its first five years, fewer than a thousand participants per year took a Trust programme; for the past five years, the charity has helped approximately 40,000 new participants a year.

**Figure 1:**  
The cumulative number of young participants supported by The Trust



<sup>2</sup> Young people (unless described otherwise) refers to The Trust's target demographics of 13 to 30 year-olds.



# Trust supported young people

The Trust helps disadvantaged young people get their lives on track. The charity works with young people who have difficult behaviours and a higher level of need.

**A typical participant in a Prince's Trust programme is more likely than the national average to have low qualifications, to be NEET (Not in Education, Employment or Training) or to be an ex-offender. The young person is also more likely than average to have mental health issues and to have experienced being in care.**

During 2011 The Trust supported around one in 400 young people in the UK, or approximately one in 65 of the young people who were NEET.<sup>3</sup>

Of the young people supported, educational underachievers<sup>4</sup> make up the greatest proportion.

The Trust works with a significantly higher proportion of young people who are educational underachievers, offenders or ex-offenders, compared with the general population.

A high proportion of over 16s had low qualification levels on starting to work with The Trust (2010-2015). Nearly half (48%) did not have a level 2 qualification (equivalent to five A\* - C grades at GCSE) and in the last decade 18% of Trust participants were offenders or ex-offenders.

In the general population 38% of over 18 year-olds did not have a level 2 qualification, according to the 2011 Census. In 2014/15 those who had less than the equivalent of five grades A\* - C at GCSE and were also unemployed constituted 19.6% of the population.

National statistics for offending show that just 1.25% of young people aged 10-17 received a first reprimand, warning or conviction in 2010.<sup>5</sup>

Eight per cent of participants in Trust programmes were children in care or care leavers; this represents a much higher proportion than the national average of young people in or leaving care.<sup>6</sup>

The extent to which mental health issues affect Prince's Trust young people has increased significantly over the decades and is consistent with national UK statistics. Participants with mental health needs are the fastest growing group, rising steadily from 9% to 21% of all participants between 2010 and 2015.

About as many young people supported by The Trust have multiple needs compared to the general population of young people. Those with multiple needs increased from just over 15% to 20% of Trust participants between 2010 and 2015.

At age 16-17 almost half (45%) of young people experienced at least one of the following: low attainment, being NEET, teenage parenthood, emotional health concerns, criminal activity and substance misuse. Fifteen per cent of young people in the general population had two or more vulnerabilities.<sup>7</sup>

<sup>3</sup> Based on 16.1% of 16 to 24 year-olds that were Not in Education, Employment or Training (NEET) in 2011, Office for National Statistics (ONS) data.

<sup>4</sup> Educational underachievers are defined as those with fewer than five A\* - C grade GCSEs or equivalent.

<sup>5</sup> Ministry of Justice (2010): [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/217972/youth-crime-10-17.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/217972/youth-crime-10-17.pdf) - website accessed on 13th July 2016.

<sup>6</sup> Department for Education (2015): <https://www.gov.uk/government/statistics/children-looked-after-in-england-including-adoption-2014-to-2015> - website accessed on 13th July 2016.

<sup>7</sup> NatCen (Barnes et al), "Understanding vulnerable young people: Analysis from the Longitudinal Study of Young People in England," Research Report DFE-RR118, Department for Education (2011) [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/182672/DFE-RR118.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/182672/DFE-RR118.pdf) - website accessed on 13th July 2016.



# Where it begins

The majority of young people participating on Trust programmes are not in education or employment.<sup>8</sup>

The Trust works with young people aged 13-30 to help them realise their potential. The percentage of young people aged 16-30 who were not in full-time education or full-time employment when they started a Trust programme is more than six times the national average.<sup>9</sup>

The majority of young people categorised as in education or in employment in Figure 2 below would have been in part-time education or employment. The proportion of those in employment was consistent across 16 to 24 year-olds and 25 to 30 year-olds. The younger cohort was three times more likely to be in education than the 25-30 age group.

**Figure 2:**  
Occupational status of participants across age groups

2005 to 2015	16-24	25-30	All
In education	12%	4%	11%
In employment	8%	9%	8%
Not in education or employment	80%	87%	81%

<sup>8</sup> To avoid duplication/over-representation of repeat participants, only the first instance of programme participation is considered.

<sup>9</sup> Based on Labour Force Survey data: <http://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/unemployment/bulletins/youngpeoplenotineducationemploymentortrainingneet/2014-11-20>. Website accessed on 13th July 2016.



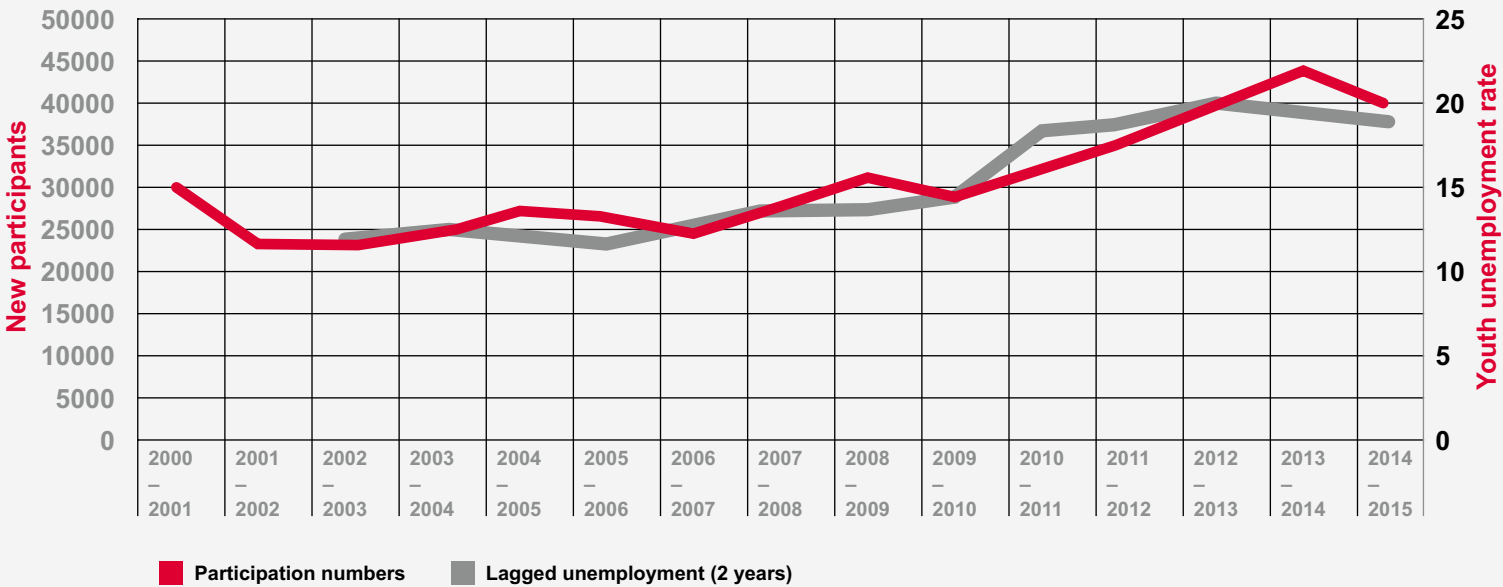
# Tackling unemployment

The Trust supports more young people when unemployment is higher.

A comparison between Prince's Trust participant numbers and lagged unemployment (the unemployment rate from two years earlier) shows that The Trust supports more young people when unemployment is higher.<sup>10</sup>

This principally reflects the charity making a positive choice to support more young people during times of economic difficulty.

**Figure 3:**  
**Participation and lagged unemployment rate**  
The Trust supports more young people when unemployment is higher



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Young people are the foundation on which future economies are built. That’s why it’s absolutely vital that every young person, no matter what their background, has educational, training and work opportunities that allow them to flourish. The Prince’s Trust is an incredible enabler for young people to gain employment and make a positive contribution to the UK economy. Without it, so many lives would have been very different.

”

**Andy Haldane**  
Chief Economist, Bank of England

<sup>10</sup> With a very strong degree of correlation (coefficient is 0.92).

# The role of The Trust

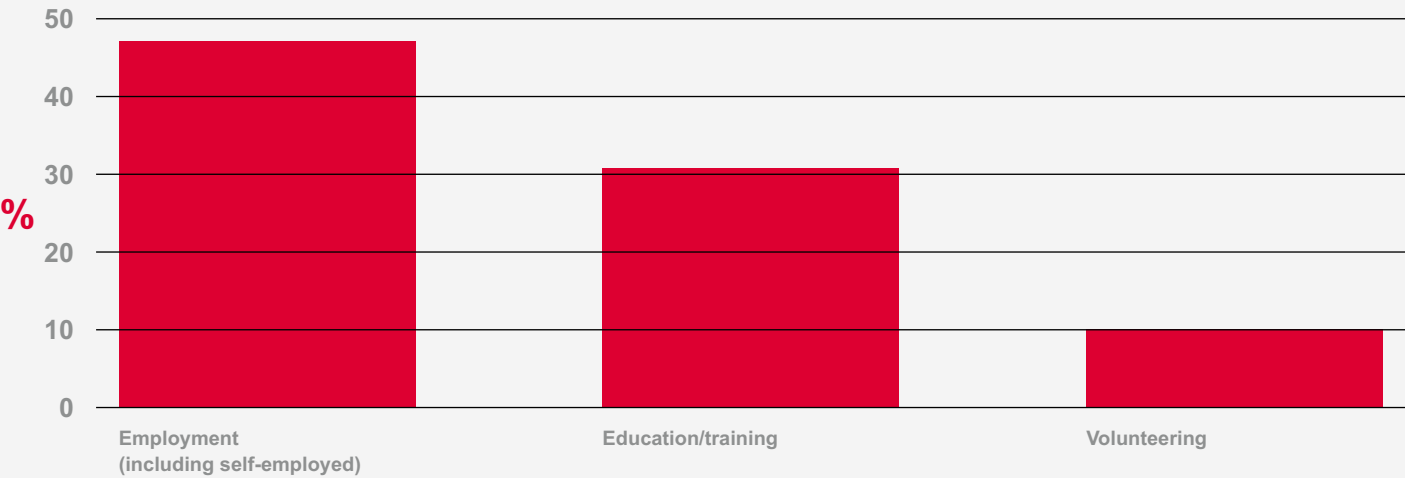
A high proportion of young people supported by The Trust move into a positive outcome. Three in four young people get into work, education or training following a Trust programme.

The Trust’s approach to changing lives has always been based on a commitment to developing social and emotional skills, thereby enhancing aspirations, motivating young people to fulfil their potential in education, work or volunteering, as full members of a community.

In particular, communication, working with others, setting and achieving goals, managing feelings, gaining confidence and improving personal reliability are the consistent ‘soft outcomes’ that The Trust expects to develop across all the programmes.

These skills are recognised as important for young people to take that next step to access education or employment.

**Figure 4:**  
Proportion of young people achieving positive outcomes after Prince’s Trust support (2014/15)



**Figure 5:**  
Feedback from young people (2014/15)

Young people’s feedback	Percentage
Felt they got what they wanted from programme	82%
Would recommend programme to others	95%
Programme helped life satisfaction	75%

**Figure 6:**  
Soft skill outcomes (2014/15)

Outcome	Percentage
Improved communication	72%
Improved working with others	64%
Improved setting and achieving goals	72%
Improved managing feelings	64%
Improved confidence	71%
Improved reliability	56%

“

Because of The Trust, I've got a job. But my job means more to me than nine-to-five. It means I've got a career, I've got stability and I've got pride. It's an amazing feeling.

”

Chantelle Gautier



Chantelle Gautier took part  
in Get into Customer Services



# 40 life-changing years

The Trust has generated £1.4 billion of value to society over the past 10 years alone.

Today, three in four young people supported by The Trust move into work, education or training.<sup>11</sup>

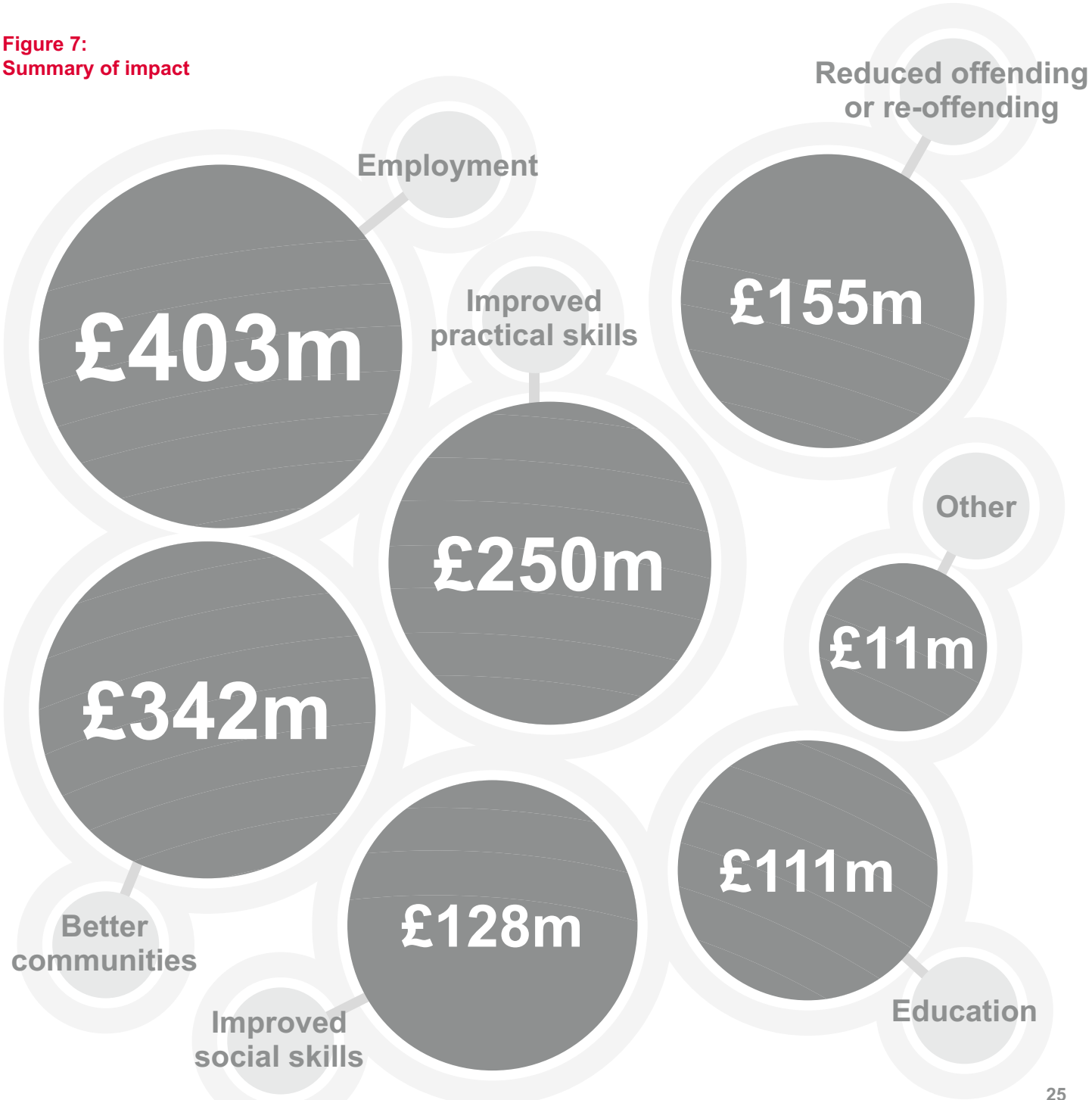
The breakdown of the £1.4 billion of benefits to society generated by The Trust over the last 10 years suggests that £403m has resulted from helping young people into work, while a value of £111m can be attributed to helping young people to access education and the increased earning potential which comes with this.<sup>12</sup>

The Trust's work with young people also results in reduced offending or re-offending rates, and this model attributes £155m to this.

Improvements to communities, such as the positive use of physical spaces and increased community spirit as a result of Prince's Trust programmes, result in an estimated £342m of benefits to society. In addition, the work of The Trust improving practical skills, including employability skills, and softer skills such as confidence and motivation, add a combined £378m.

In this model, £11m is attributed to other factors such as the positive knock-on effect of helping young people on their parents and carers, their employers, and the impact on a young person's own mental health.

Figure 7:  
Summary of impact



<sup>11</sup> Results are taken from The Trust's survey data, 2010-2015. Young people are asked to complete the survey three months after they have finished a Trust programme. Results are available for 32% of participants. Survey responders are self-selecting, therefore results may be biased towards those with extreme experiences (positive or negative).

<sup>12</sup> Some individuals would have gone into employment or education even without Prince's Trust support, and some may have been receiving support from other organisations. A robust SROI (Social Return on Investment) methodology was used to calculate the number of individuals supported into employment and education that can be attributed to support from The Trust. Although the analysis includes data as far back as 1988-1989, the data set for the earlier period is incomplete, and so the SROI analysis is for the 10 year period up until 2014-2015.

# The value of employment

The Trust’s work getting young people into jobs has resulted in an estimated value of more than £400m in the last 10 years.<sup>13</sup>

Over the last five years approximately 43,400 young people were supported into employment following participation in a Prince’s Trust programme.

In addition to increasing the income of individual participants, supporting young people into work has a value to the public purse. A working individual adds value to the national economy in the form of income tax contributions, national insurance payments and in reduced benefit payments.

Individuals supported into work created a net value to the public purse of over £40m over the five year period. This has an average value of £8m per year, approximately equivalent to 0.2% of government spending on unemployment.<sup>14</sup>

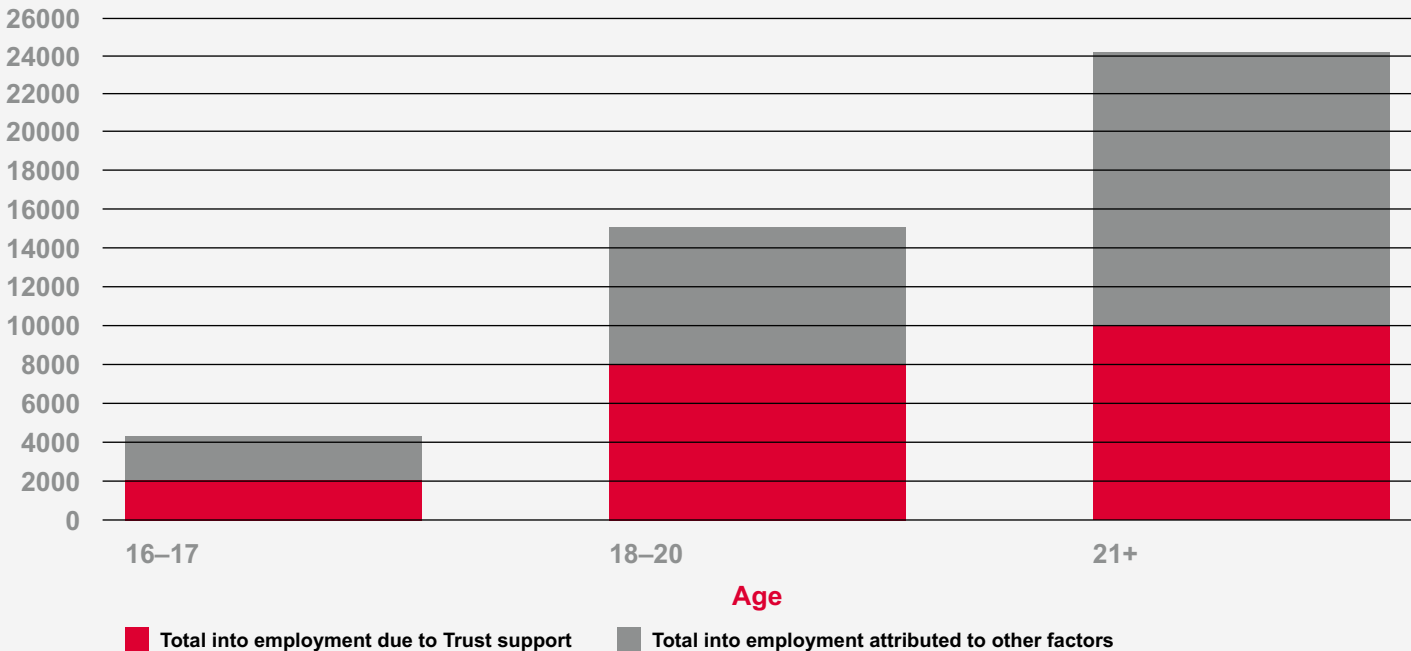
In total over the past five years, by supporting young people into employment, The Trust has created an estimated value of £228m through increased income to the individual, increased tax income and reduced benefits payments.

Over the past 10 years, the value amounts to an estimated £403m.

These figures account for net impact by acknowledging the proportion of value that is due to the efforts of other organisations. The figures also consider those results which would have happened anyway and actions which displace other activities, such as when a young person is supported into work, which may displace another young person. These figures do not include wider impacts of employment, such as improved mental health and wellbeing and reduced likelihood of offending.

The net number (that is the total not including those who would have entered employment by some other means) of participants into employment which is attributable to The Trust is 19,600 over five years and 34,000 individuals over 10 years.

Figure 8:  
Numbers supported into employment over the past five years by age



<sup>13</sup> Some individuals would have gone into employment even without Prince’s Trust support, and some may have been receiving support from other organisations. A robust SROI (Social Return on Investment) methodology was used to calculate the number of individuals supported into employment that can be attributed to support from The Trust.

<sup>14</sup> Based on 2013/14 spending on unemployment of £4.945 billion. Office for National Statistics (ONS) data: <http://visual.ons.gov.uk/wp-content/uploads/2015/07/PESA.csv>. Website accessed on 13th July 2016.

# The value of education

The Trust's work helping young people into education, and the increased income potential which comes with this, has resulted in a value of more than £100m over the last 10 years.

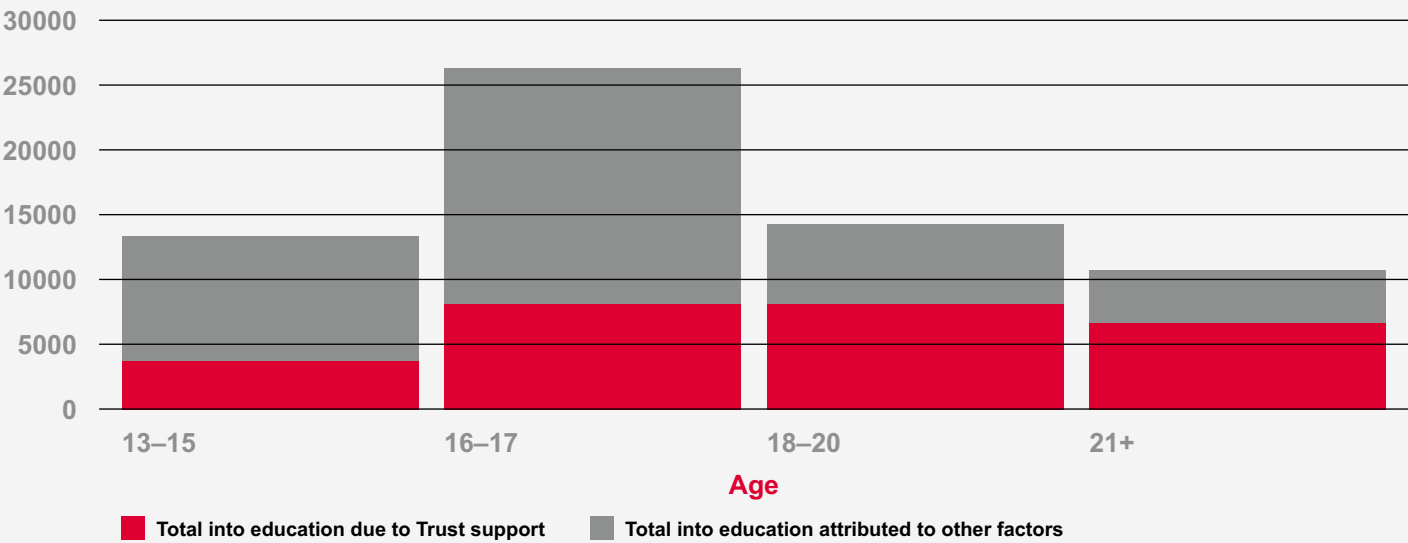
Over the last five years approximately 64,600 individuals have returned to education or remained in education (for example, 13-15 year olds at a high risk of dropping out of school) following participation in a Prince's Trust programme.

Impact considerations are different for different age groups. For example, because it is compulsory for 13 to 15 year-olds to remain in education, The Trust can claim less of the proportional value for that age group. In contrast, older individuals are much less likely to have returned to education so more of the value can be attributed to The Trust.<sup>15</sup>

The net number (that is the total, less those that would have entered education by some other means) of participants into education that is attributable to The Trust, is nearly 25,000 over five years and nearly 39,000 individuals over 10 years.

Over the last five years this has an estimated value of £73m to individuals through increased income potential, an average of over £14m per year. Over 10 years, the value rises to over £111m.

**Figure 9:**  
Numbers of individuals supported into (or to remain in) education by The Trust over the past five years, by age



<sup>15</sup> Some individuals would have returned to or remained in education even without Prince's Trust support, and some may have been receiving support from other organisations. A robust SROI methodology was used to calculate the number of individuals in education that can be attributed to The Trust.







Emmanuel Nwanze completed the Get Started with Football programme

## The PFA and Premier League

**The Prince's Trust Football Initiative is a long-term partnership with the Premier League and Professional Footballers' Association which was launched by HRH The Prince of Wales in 1997. The initiative has now supported nearly 26,000 young people.**

Many of the young people who most need the help of The Trust live in those inner city areas where football clubs are located. Working in collaboration, The Trust was able to extend the reach of football to engage, motivate and improve the long-term outcomes of the most disadvantaged young people, both in terms of qualifications but also as a recognised progression pathway for young people. The Trust works with over 40 Premier League and Football League Clubs helping young people develop their confidence, motivation and team working skills as well as gaining new qualifications.

Young people are also inspired by the support of over 170 professional footballers who offer motivation and encouragement by meeting with many of the young people who take part in programmes delivered by their clubs. Currently delivered through Get Started programmes, football provides a gateway to young people interested in the sport who may not otherwise have engaged with The Trust. Emmanuel Nwanze, 22, is just one young person who has benefitted from the initiative. Aged 16, he had to move out of the family home and find alternative

accommodation. He had to adapt to living independently at a young age, but never gave up on his ambition to play football. However, when Emmanuel suffered a tendon injury to his knee, he worried that his future in football was over. When someone suggested he take part in the Get Started with Football Programme at Crystal Palace FC and gain a coaching qualification, he decided to give it a go. He managed to get his coaching badge and signed up for volunteer coaching after the programme, which he loved. Emmanuel says: "A lot of my friends were in and out of prison but I thought I was better than that. I had to make that choice to be better. I said to myself 'I have to go out there and achieve what I want'. Playing football has given me discipline, such as eating the right foods and training hard. There's always a way out, you just need to be positive." As well as returning to football, Emmanuel is now a coach at the Crystal Palace FC Foundation working with local schools. He says: "When I was young I didn't have anyone to push me with my football, so me doing that for someone else and making them happy is a blessing to me. I love coaching now, it's like second nature."



# Regions and Countries

The Prince's Trust operates throughout the United Kingdom, changing the lives of disadvantaged young people across every region and country.

This map shows the social benefit created by The Trust to each part of the UK.

**Scotland**  
**£145m**

**Northern Ireland**  
**£87m**

**Wales**  
**£102m**

**North West**  
**£167m**

**North East**  
**£108m**

**West Midlands**  
**£134m**

**Yorkshire & The Humber**  
**£116m**

**East Midlands**  
**£105m**

**East of England**  
**£118m**

**South West**  
**£102m**

**London & South East**  
**£216m**

**Total England regions**  
**£1,066m**

**Total social benefit**  
**£1.4 billion**



# The Story of The Prince's Trust



# History

In the early 1970s, unemployment was a prominent issue and young people were feeling increasingly alienated from society. HRH The Prince of Wales already felt a keen interest in Britain's youth and it was an interview on BBC radio in 1972 that proved to be the catalyst for action.

**George Pratt, the Deputy Head of Probation for Inner London, was on air discussing the 'cycle of deprivation' experienced by some young offenders – the causes, the effects and the long-term impact.**

The interview, too, had an impact. The Prince was determined that something should be done and invited Pratt, along with other individuals involved in social policy,<sup>16</sup> to meet with him. It was then that The Prince realised he was in a unique position to bring people together to help those young people who had been marginalised by society.

In 1976 this basic principle - together with HRH's Royal Navy severance pay of £7,400 - would provide the foundation for The Trust. In supporting the most disadvantaged young people in society, The Trust could help inspire hope, offer encouragement and empower disenfranchised young people to re-engage with their communities, ultimately improving society.

This belief remains true today and The Trust has evolved to maintain its relevance to young people while simultaneously holding true to its vision. Forty years on, the initial 21 projects funded by The Trust across the UK have turned into support for 825,000 young participants. But in 2016, with around one in seven 16 to 24 year-olds unemployed,<sup>17</sup> 1.7m below the headline<sup>18</sup> and two-thirds of disadvantaged pupils underachieving at school<sup>19</sup>, the need for The Trust – and the complexity of those needs - is as great as ever.

<sup>16</sup> The individuals included Chief Superintendent J Collie (Metropolitan Police community relations), Norman Ingram-Smith (Director of Social Services, St Martin's in the Field), John Rea Price (Director of Social Services, Islington) and Jon Snow (Director of New Horizons Youth Centre).

<sup>17</sup> Labour Market Statistics. The current unemployment figure is 13.7% (Jan-March 2016, released May 2016).

<sup>18</sup> Joseph Rowntree Foundation (2015), Monitoring Poverty and Social Exclusion

<sup>19</sup> Revised GCSE and equivalent results in England, 2014 to 2015: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/494073/SFR01\\_2016.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/494073/SFR01_2016.pdf) 33.1 per cent of pupils eligible for free school meals achieved 5+ A\* - C grades including English and maths in 2015 compared with 60.9 per cent for their peers. Website accessed on 13th July 2016.



1970s unemployment queue



“

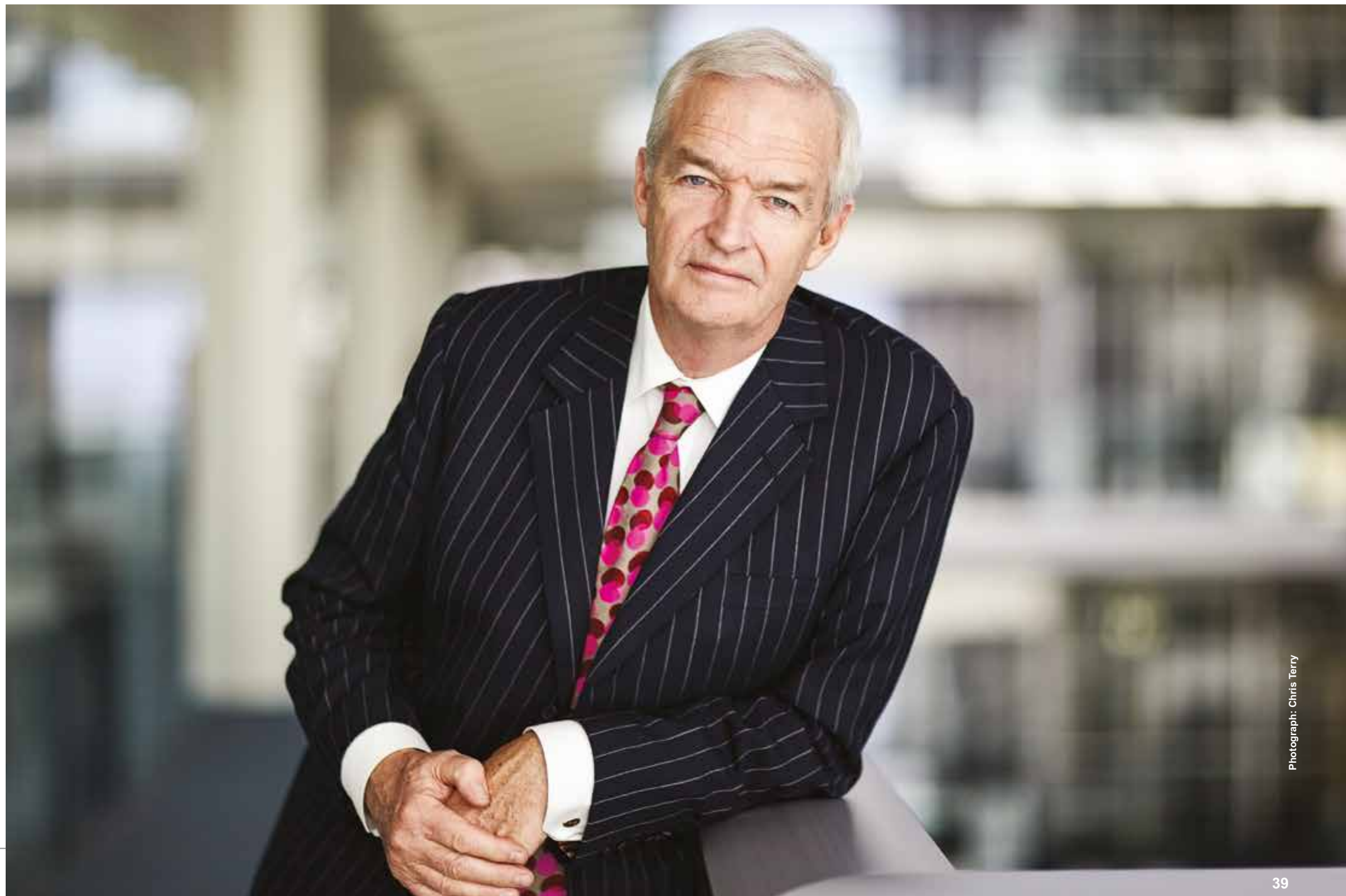
The Prince's Trust is one of the biggest and most successful welfare funding movements ever established in Britain.<sup>20</sup>

”

**Jon Snow**  
Newscaster

Jon Snow has long been a champion for disadvantaged young people. One day in the mid-seventies, he received a phone call from The Prince of Wales, who wanted to ask Jon's advice on the kind of projects that might make a difference. In this way, Jon contributed to the establishment of The Trust and remains an active ambassador.

<sup>20</sup> Snow, J. (2005) Shooting History: A Personal Journey.



Photograph: Chris Terry



# Beginnings: 1970s

The Trust was set up during a period that marked the end of an era of secure employment, the collapse of British industry and, with the 1973 oil crisis, a breakdown in relationship between government, industry and trade unions.<sup>21</sup>

**This was followed by the winter of discontent (1978-79) and a second oil price shock, leading to the election of Margaret Thatcher’s government in May 1979.**

In the mid-1970s, the Labour government had set up a job-creation programme for young people. Firms were subsidised to recruit unemployed school leavers and this was subsequently expanded to include young people under 20. There was also a Youth Opportunities Programme that paid allowances to 16 to 18 year-olds.

It was in this context that The Trust began its work in 1976. Pilot projects included lifeguard training for young offenders, the conversion of an old cricket pavilion into a music room for aspiring musicians and a grant for a group of unemployed young people to purchase a second-hand printing press.<sup>22</sup>

The grant-making process involved little paperwork and there was implicit trust in young people choosing to do the right thing. This was considered radical in the 1970s.

The Trust ran these pilot projects and engaged with the Civil Service and established youth charities. The reaction was mixed, with some welcoming the opportunity for a fresh approach while others viewed the activities of The Prince and his advisors with suspicion.

Forty years on, The Trust still runs pilots, engages with policy makers and collaborates with civil society organisations. What has changed is the perception of The Trust. It is now recognised as a leading youth charity to which government and employers look for advice and which they consistently support with essential funding.

<sup>21</sup> Ainley, P. (2007) Across the great divide. From a welfare state to a new market state: the case of VET. Journal of Vocational Education and Training, Vol.59 (3): 369-384.

<sup>22</sup> The Prince’s Trust: 25 by Andrew Nicolson, 2001.

# The early years: 1980s

The origins of some of The Trust's most successful current schemes, including its Enterprise programme and its Team programme, date back to this decade.

**In 1983, The Trust began its Youth Business Initiative - now known as its Enterprise programme - which helps disadvantaged young people become self-employed.**

It was set up at a time when unemployment had hit a 50-year high, and against a backdrop of nine days of riots in Toxteth, an inner city area of Liverpool with high unemployment rates. The 1984-85 coalminers strike and its impact on the trade union movement led to another surge in unemployment for working class communities.

By 1986, 1,000 businesses were trading as a result of The Trust's enterprise scheme, and 80% were surviving their first year of existence – above the national average for start-ups.

The Secretary of State for Employment, Lord Young, agreed in 1985 to match-fund any monies raised for The Trust's scheme. In 1988, a £40m fundraising appeal was launched for the programme.

It is not only the roots of the Enterprise programme which can be found in the eighties. The Prince of Wales Community Venture, which started in 1985, has since evolved into The Trust's flagship personal development programme, Team. Originally a 42-week programme, it was delivered with voluntary organisations and involved team work, community projects and outdoor activity.

The Trust also introduced week-long residential events for disadvantaged young people from 1984. The last stand-alone residential took place in 1988 but residential events have since been incorporated as a valuable ingredient of the Team programme.

Fundraising for these initiatives in the 1980s was primarily through pop concerts. The first fundraising performance was in 1982 at Birmingham NEC, raising £72,000. By 1989, the then chief executive, Sir Tom Shebearre, realised that funding through pop concerts was unreliable and the importance of demonstrating the nature and value of the charity's work came to the fore.

The Queen's Trust, a charity which helps young people to help others, began a long-term partnership, supporting The Prince's Trust's work.

Others were already raising awareness of the issues that concerned The Trust. In 1985 the National Council for Voluntary Organisations launched a campaign, "action for the forgotten million", for the four out of every five long-term unemployed people who received no practical support from public services, apart from their benefits.

In 1987, The Trust was formed of four separate youth-focussed organisations which was referred to as a 'confusing spaghetti' of provision.



Graham Wray (centre right), Mark Wray (centre left), Liverpool

# The Wray Brothers

Shortly after the Toxeth riots in Liverpool in the early 1980s, brothers Graham and Mark Wray were struggling to find work.

The pair decided the best way to find employment was to start their own business but they had no money or support to get their idea off the ground. They got in touch with The Trust and were given a business mentor and a £3,000 loan. It gave them the kick-start they needed to get their business going and they started off by selling old clothes as rags to garages.

After a short time in business The Trust's President and founder HRH The Prince of Wales visited the company which was starting to make a name for itself. Since then it has developed into a multi-million pound business selling hygiene cleaning products which currently employs 19 staff from the area.

Graham said: "It's amazing to think how we've grown and it all came from the help The Trust gave us more than 25 years ago. We were both unemployed at the time and things were really tough in Toxteth, there was a lot of unemployment and the Toxteth riots had only recently happened. We decided the only way to get work was to start our own business.

"We started off by buying clothes from charity shops and then selling them on as rags and now we have 4,500 items on a 138-page catalogue."

The brothers are now hoping that their story will inspire many other people in the area to do the same thing today. They have created a business centre, by restoring a run-down derelict Victorian shipping warehouse. Young unemployed people will be able to use the centre as a base for their business for a year with room for around 20 or 30 businesses. The aim is that it will help other young people in the area to start their own businesses.

Graham added: "We've wanted this for the last 10 years. We wanted to give other young people the opportunity to get their ideas off the ground, much like The Trust do.

"Thanks to The Trust, we've managed to succeed and I can't recommend it to people enough."

# Consolidation: 1990s

In 1990 a director was appointed for fundraising. In 1991 a co-ordination committee was set up to span the main organisations with which The Trust worked.

**In 1996 a rock concert in Hyde Park marked the start of a long-term strategy to link The Trust to young people’s passions, and the charity’s grant-making process was reshaped to incorporate ongoing guidance and support. A new programme was launched which gave cash grants to groups of young people to deliver community projects.**

Along with its programmes and scope, The Trust’s credibility was growing. In 1994, The Prince’s Youth Business Trust (PYBT) programme was recognised by the government as the most cost-effective job creation programme in the country and match-funding of private sector donations was made available up to a ceiling of £10m over a three-year period.

The Prince of Wales Community Venture was replaced in 1990 with the Volunteers Programme, developed with the Policy Studies Institute, and, although little government funding was made available, in 1996 it was endorsed by all the main political parties.

The Trust’s new Chairman in 1998 Sir William Castell,<sup>23</sup> brought with him a business background and also experience from another charity set up by The Prince, Business in the Community.

The Trust’s Study Support Centre was launched in 1991, supporting 1,000 centres across the country and influencing UK educational provision to adopt Study Support as a means of raising achievement.<sup>24</sup> Study Support was identified by the Labour government as one of three key areas for funding from the New Opportunities Fund and The Trust handed over the programme to key government agencies in 1999, continuing to support it for a transitional period of two and a half years.

At the same time, The Trust developed its own xl clubs in schools from 1998. The xl programme sought to motivate 15 to 16 year-olds (later 13 to 19 year-olds) at risk of falling out of mainstream education. It has since evolved into The Trust’s Achieve programme.

The 1990s also saw The Trust’s first residential music school. By 1998 the Sound Live programme had become a nationwide programme to inspire and teach young unemployed people about the music business. It later expanded to include film, dance and drama.

The consolidation of The Trust in the 1990s came against a backdrop of the 1990-1991 recession, when unemployment doubled.<sup>25</sup> The fall in employment was greater than in the eighties. There were riots across England and in Cardiff.

By the end of the decade, Britain had moved into the New Labour years which saw a shift in youth policy-making with the New Deal. It was the beginning of a period of greater engagement by government with The Trust’s programmes.

In 1999 the individual charities, which had achieved so much, came together under the banner of The Prince’s Trust. This united charity was recognised in November of that year by HM The Queen, at a ceremony in Buckingham Palace, when she granted The Trust a Royal Charter.

<sup>23</sup> Centre for the Advancement of Sustainable Medical Innovation. Website accessed on 13th July 2016.

<sup>24</sup> Department for Education and Skills (1999) Extending opportunity: A national framework for study support: <http://webarchive.nationalarchives.gov.uk/20130401151715/http://www.education.gov.uk/publications/eOrderingDownload/EOSS.pdf.pdf> - website accessed on 13th July 2016.

<sup>25</sup> Jenkin, J (2010), Office for National Statistics, The labour market in the 1980s, 1990s and 2008/09 recessions: <http://www.ons.gov.uk/ons/rel/elmr/economic-and-labour-market-review/no--8--august-2010/labour-market-in-1980-s--1990-s-and-2008-09-recession.pdf> - website accessed on 13th July 2016.



# New challenges: 2000s

This was a decade of two halves. Youth unemployment continued to decline until 2004 and then increased with a significant spike following the recession of 2008. The recession was global and the recovery period slow.

**The Trust's ambitious fundraising plans and strategic thinking prior to the recession stood it in good stead in supporting unemployed young people in the aftermath.**

In 2002 The Trust announced a £5m investment over three years to help those young people leaving school with no qualifications and only low level basic skills. The focus on a vocational pathway became a central plank of policy-making with government in 2008.

The Trust received three-year funding from the Millennium Commission for community group awards. The same year, the charity formed its Technology Leadership Group, supporting community projects relating to IT, music and the media.

The charity consolidated how it worked with corporate partners, setting up Leadership Groups for other sectors which helped to raise funds or provide pro bono support. There are now distinct leadership groups for technology, the built environment, internet and media, retail and consumer.

The 2003 Fashion Rocks event raised £1.2m and Swarovski became the corporate sponsor of the event for 2005 and 2009.

Corporate supporters were invited to take part in The Trust's Adventure Challenges, launched in 2004. By the end of the decade the initiative had raised more than £4.3m.

Within the context of this vigorous fundraising, The Trust's Council made the strategic decision in 2003 to focus help on four core groups of young people: educational underachievers, offenders or ex-offenders, unemployed young people and those leaving care.

During 2004, in line with this decision, The Trust provided mentoring support for A National Voice, the user-led voice for children leaving care in England. In 2006 a mentoring scheme, Working One-to-One with Young Offenders was set up in prisons and young offender institutions. In 2007 there was a new drive to help ex-offenders through Breaking the Cycle.

The Trust's Get into programme was piloted in 2004 in response to a need for young people to gain vocational skills and work experience. In 2006 it became a core Prince's Trust programme.

The Team programme introduced a City and Guilds qualification in 2006.

The Trust had also introduced Development Awards of £50-£500 earlier in the decade, helping young people with such things as course fees, transport to college, or tools to enable them to gain employment or access a course.

The Trust's new chief executive, Martina Milburn, was in post from 2004 and saw The Trust through the deep recession later in the decade. She resolved to help more young people than ever in a time of heightened need.

# More relevant than ever: 2010s

In the aftermath of recession, with youth unemployment hitting record highs, The Trust was arguably more relevant than ever.

**During this decade The Trust grew in size and influence.**

A merger with youth charity Fairbridge in 2011 saw The Trust acquire a network of centres across the UK. Fairbridge's legacy of helping the most vulnerable young people consolidated The Trust's own commitment in this area, particularly to working with those in or leaving care.

In 2012, a merger absorbed the Scottish Youth Business Trust into The Trust's Enterprise programme, expanding its geographic scope.

The Trust was offering more opportunities than ever before. The charity involved young people in the London 2012 Olympic and Paralympic Games.

The Trust's Get Started programme became a national core programme in 2010, aimed at building soft skills and motivating those furthest from the jobs market.

In 2013, The Trust launched a co-branded version of its Get into programme, an employability scheme with Marks & Spencer called Make your Mark.

In the same year, Tomorrow's Store opened, showcasing the products of entrepreneurs who had been supported by the Enterprise programme. Fundraisers were working hard at the start of this decade to enable these opportunities to happen.

The effort to help more young people and raise the funds to do so took place against the backdrop of significant budget cuts for government departments. The innovative Million Makers scheme, established in 2010, saw teams of employees from companies across the UK step up to a challenge to raise £1m to change young people's lives. It was just one strand of an even more comprehensive and ambitious approach to corporate partnerships.

In 2013, The Trust announced its largest corporate partnership scheme to date when HSBC launched the three-year £30m Opportunity Partnership programme, working with The Trust and three other charities to help 25,000 disadvantaged 16 to 25 year-olds achieve their potential and get into either education, training or employment.

Crucial funds also continued to come in from government, individuals, trusts and foundations, and regional, national and third party events.

In 2015, in response to requests from governments and agencies across the world, The Trust launched a sister charity, Prince's Trust International, to help tackle the global issues of youth unemployment and disengagement.

The Trust kicked off 2016 with a series of events to celebrate its 40th anniversary. This included a landmark documentary on prime time TV, which was hosted by Ant & Dec. The documentary was broadcast on ITV and showcased the work of The Trust through the eyes of its founder, HRH The Prince of Wales.







# The Prince's Trust Today



# A distinct offering

Since its inception, when The Prince of Wales recognised a need for responsiveness and experimentation in supporting young people, The Trust has evolved to become a charity rooted in four key principles.

## **Empowering young people**

The Trust was founded on the idea of empowering young people to take control of their own lives and in the belief that, with the right support, the ability to transform their own futures lay with them.

The Trust's philosophy is to equip young people with the skills and confidence they require to achieve a better future for themselves. It goes beyond service delivery and The Trust is committed to a virtuous circle, celebrating young people's successes to inspire others to raise their aspirations and create their own change.

## **Reaching vulnerable groups**

Young offenders often experience low educational achievement and poor prospects, leading to high re-conviction rates. Working with prisons has been a feature of The Trust's work from the very beginning, with a specific scheme set up in 1999 to target young offenders. The Team programme and Get Started with Football, currently run in prisons, engage young offenders and build their confidence and skills before their release. Following release, many are supported through direct recruitment or encouragement to participate in a Trust programme.

As over a third of care leavers aged 19-21 are not in education, employment or training<sup>26</sup> and there is a well established correlation between being in care and being involved with the prison system, this demographic group remains a focus for the charity.

## **Action Research**

The Trust designs programmes that address the underlying causes of youth unemployment and maintains a reflective and collaborative approach to developing the offering.

The Trust worked with Brunel University in the early 1980s to evaluate the effectiveness of community service projects and in the late eighties, Mike Woodhouse, Chairman of Prince's Trust Volunteers (1991-2000) played a key role in creating a culture of monitoring and evaluation. Now, pilot projects and programmes are routinely evaluated and in 2012 The Trust started to apply the Social Return on Investment (SROI) methodology to assess its core programmes.

## **Public engagement**

The Trust first entered public consciousness in the early eighties with high profile pop concerts set up to bring in much needed funds. Since 2000 there has been a redirection towards engaging and fundraising among the public through monthly donations and sponsored events, such as the Palace to Palace bike ride.

The Trust has commissioned key research over the years, from investigating business trends to the state of mental health among young people. These have not only shed light on pressing issues affecting its key service-users and informed programme development, but have also offered solutions, influenced policy and identified needs for the future economy.<sup>27</sup>

The Trust has always worked closely with research organisations, peers and policy makers, but its issues-based campaigning was cemented in 2007 when The Trust published its first Cost of Exclusion report with the London School of Economics.

This was followed by the launch of The Trust's Youth Index, an annual report gauging young people's happiness and wellbeing, which reflected the impact of recession on the younger generation at this time.

As the digital world began to boom and ways of communicating with key audiences changed, so too The Trust evolved. The charity embraced social media, creating new channels to engage with millions more young people.

<sup>26</sup> Department of Education (2014), Statistical First Release: Children looked after in England (including adoption and care leavers) year ending 31 March 2014: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/359277/SFR36\\_2014\\_Text.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/359277/SFR36_2014_Text.pdf) - website accessed on 13th July 2016.

<sup>27</sup> Social Exclusion Unit, 2002.

“

Young people have always been, and continue to be, at the heart of everything we do. It's incredible to think of the hundreds of thousands of young people the charity has helped over the last 40 years and will continue to help in the future. The support of The Prince's Trust continues to be a positive turning point in the lives of many.

”

**Martina Milburn CBE**

Chief Executive of The Prince's Trust



# Support for young people

The Trust was founded on a vision of providing young people with the skills, tools, confidence and power to change their own lives. Its programmes are designed to develop social and emotional capabilities, to improve life skills such as teamwork, leadership and conflict resolution, ultimately enhancing social capital.<sup>28</sup>

## A programme for every step

### Development Awards

Cash awards for 14 to 25 year-olds which can be used to pay for expenses such as course fees, transport or equipment for a job or qualification.

### Team

A 12 week personal development course that gives unemployed young people the practical skills and on-the-job training to get into work, as well as to get involved in community projects and a residential week away.

### Get into

A short vocational course for 16 to 25 year-olds that develops young people’s skills in a specific sector, focusing on employability skills which will help young people move into a job after the course.

### Get Started

A personal and social development programme run by professionals in sport, music and creative arts for 16 to 25 year-olds facing multiple barriers; one-to-one support helps young people think about their next steps.

### Enterprise

The Enterprise programme helps 18 to 30 year-olds turn their big ideas into a business reality through loan support and mentoring. It has supported more than 80,000 young people to become their own boss since 1983.

### xl clubs

A personal development programme for 13 to 19 year-olds who are at risk of underachievement or exclusion from school, providing a flexible approach to learning in order to support young people to achieve a range of skills and qualifications.

### Fairbridge

Works with disengaged and marginalised young people aged 13-25, through a mix of one-to-one support and group activities such as outdoor adventurous activities and a residential trip. Following the course they can choose to get involved in activities from sports to drama, photography to cooking.

From Summer 2016 Fairbridge under 16 and xl courses will become the new Achieve programme.

### Achieve

A flexible provision for 13 to 19 year-olds who are experiencing challenges with attendance, attainment or motivation and may be at risk of exclusion or who are not on track to attain the grades of which they are capable.

The programme supports young people who are struggling to develop important character skills through relevant, engaging and informal learning, connecting them with the world of work and equipping them with the transferable skills they need to succeed. It focuses particularly on literacy, language and numeracy and science, technology, engineering and maths.

The Trust’s feedback survey data<sup>29</sup> confirms high levels of satisfaction with its programmes: 95% of young people say they would recommend the programme to others.

In the spirit of continual evolution, in 2013 The Trust opened Tomorrow’s Store, a unique retail space that showcases products created by entrepreneurs who have participated in the Enterprise programme.

The store enables young people to engage with new customers and understand the reality of marketing, as well as providing much needed cash flow.

In 2016, Mosaic became part of The Prince’s Trust. Mosaic provides mentoring support for young people from disadvantaged communities with a particular focus on young Muslims.

28 Merton, B. et al (2004), An Evaluation of the impact of youth work in England Nottingham: DFES.

29 2014/15 feedback survey data, The Prince’s Trust.





Jenny Espirito Santo, pictured with her products in Tomorrow's Store, completed the Enterprise programme and went on to start her lifestyle accessories business, Mind the Cork.

# Working with others

Partnership has always been central to The Trust's existence and purpose. Forty years ago The Prince of Wales identified a role for himself in bringing people together to realise his vision for disadvantaged young people.

**Today 6,000 volunteers and secondees support staff and partners to continue building on all that has been achieved in those 40 years.**

The role that volunteers and partnerships have played in The Trust's journey over the last four decades is crucial to its success today. For the first two decades of The Trust's life there was a significant reliance on volunteers, at that stage taking responsibility for grant-making and for business start-up activities, through regional volunteer committee structures.

The Trust also relied upon volunteers supporting every function at The Trust, through delivering programmes, mentoring young people, providing office based support and raising valuable funds. In addition, the charity created a network of Young Ambassadors who act as role models, inspiring others through their personal experience of turning their lives around.

Celebrities have been involved from the early days as Ambassadors, to support fundraising, raise the charity's profile and reach out to young people and key influencers.

Early private sector partners included the Carroll Group, NatWest and Weetabix in the 1980s. Today sophisticated partnerships give company employees volunteering opportunities through The Trust.

The Trust bridges the gap between young people who need jobs and businesses that need talented and motivated workers. Through partnerships with businesses, The Trust can offer young people training opportunities in the workplace to get them ready for work. The companies often have jobs available at the end of the programmes, giving unemployed young people a pathway into work.

The 1990s marked the rise of public sector partnerships, formalised by New Labour in 1998 and renewed in 2010.<sup>30</sup>

Within the youth sector, the significance of partnership working came to the fore in the early 21st century through a number of initiatives and legislation, including the Connexions Service, National Strategy for Neighbourhood Renewal (2000), the Children Act (2004) and the 'Green Paper for youth', Youth Matters (2005).

Voluntary and community sector provision increased from 1995-2005. This is consistent with the level of trust that young people, generally judged to be reluctant to engage with statutory services, placed in these agencies. The voluntary and community sector is often able to operate more flexibly and has a track record of innovative strategies in meeting the multiple needs of disadvantaged young people.

#### Networks work

The Trust's engagement with national and local networks has increased over the last 15 years. The Trust's leadership groups draw on expertise from different sectors; for example, the charity's Technology Leadership Group brings together high profile individuals and businesses in the sector for the benefit of young people. The Trust is also involved in projects such as Talent Match which demonstrate the benefits of regional networks in helping young people.

Throughout The Trust's history, networks of enlightened philanthropists have joined together to support The Trust's vision. For example, the Enterprise Fellowship is a circle of like-minded entrepreneurs keen to support the next generation, and the One Million Young Lives anniversary campaign, launched in the charity's 40th year, is driving forward The Trust's ambitions for the future.

#### Together we can

The success of The Trust programmes is rooted in partnerships with public, private and third sector bodies at national and local level. This enables The Trust to reach a far greater number of young people than it could acting independently, in particular, those harder-to-reach groups, such as offenders, care leavers, educational underachievers and the unemployed. Importantly, it improves the efficiency and quality of its service for young people through identifying and plugging gaps in service provision, while simultaneously avoiding duplication.

“

I have known The Prince's Trust almost from the beginning and I admire, not only the work it does day in and day out changing so many lives, but also the way it continues to evolve to meet the needs of young disadvantaged people.

”

**Lord Young**

Politician and businessman



# An enterprising approach

NatWest supports The Trust's Enterprise programme and is the largest and longest standing corporate supporter of this scheme.

**The Enterprise programme has inspired thousands of young people across the UK to beat unemployment by setting up in business. Over 80,000 young entrepreneurs have been supported into self employment since the launch of the Enterprise programme in 1983.**

For the last 16 years NatWest has been working side-by-side with The Trust, flying the flag for youth innovation and enabling disadvantaged young people to turn their ideas into sustainable businesses.

James Graham, Community Programmes Manager at NatWest, says: "Supporting youth enterprise through The Trust is important; it helps young people from difficult and disadvantaged social backgrounds get jobs, it creates business, it promotes wealth and that is good for the economy and very relevant to a bank."

Testament to their support is the extent to which NatWest staff embrace the partnership through fundraising activities, such as the Million Makers challenge, raising in excess of £12m for The Trust. Staff have also given their time individually. In 2015, 378 NatWest professionals dedicated more than 3,640 hours to The Trust through employability and enterprise workshops for young people and mentoring for emerging entrepreneurs.

Ataur Rahman, Capital Markets Analyst for NatWest, delivered a CV and interview workshop on the Team programme. He says: "By volunteering I felt we were able to make a real difference to individuals that are at a crucial point in their lives. Getting involved and sharing experiences is a very rewarding feeling. I really enjoyed interacting with individuals who didn't see obstacles to their aspirations."

Kerry Harkins is just one of those supported through the Enterprise programme. She had a harrowing childhood before being drawn into an abusive relationship which made her fear for her children's safety.

Determined to create a better life for her children, Kerry enrolled on a childcare course, ended her relationship and became focused on starting her own children's nursery. Kerry approached The Trust and participated in the Enterprise programme and within a year of trading, Kerry's Evesham Day Nursery had 60 children on its books, employed eight staff and was Ofsted accredited. Confident and capable, Kerry has now moved into larger premises and hopes to grow her business by opening more nurseries in the future.

Kerry said: "Having The Trust there for me gave me so much confidence. They believed in me and supported me all the way and made me feel I was good and could do anything."

"To be honest, I never thought just me, one person could do it, but The Trust showed me that I could and now I've got a life I never thought I'd have. It's amazing."

The relationship between The Trust and NatWest is changing young lives on a daily basis. Thanks to NatWest's generous support and the value it places on improving the prospects of young people, the partnership is helping to shape the next generation of entrepreneurs and business leaders.



Kerry Harkins completed the Enterprise programme

# Delivering together

Consistent with the collaborative ethos which pervades The Trust, it is the charity's delivery partners who provide core programme delivery on a number of its courses.

**The Trust extends its reach by engaging with specialist agencies, for example, Drugscope and mental health organisations.**

The xl programme, now Achieve, is delivered through partnership with more than 600 schools. This approach is crucial to The Trust's success in tackling educational underachievement.

The Team programme involves a significant number of partnerships in both the public and private sectors. The 10 partners delivering the most Team programmes since 1994 have been predominantly colleges or uniformed services, and a particularly strong relationship is in place with the police, with 38 out of 43 police forces now engaged with Trust programmes. Police employees support The Trust's Team programme and have the opportunity to work closely with the young participants, who may previously have experienced less positive encounters with the police.

Similarly the relationship with the Fire and Rescue Service has developed to the point where, in 2015, 20 Fire and Rescue Services delivered 175 Team programmes, approximately 20% of the total delivered in the UK. Ninety five per cent of Fire and Rescue Services in the UK support The Trust in one form or another. In addition, over the past 22 years more than 2,700 HMRC staff have engaged with The Trust in supporting the Team programme.



## Samsung

Samsung is one of The Prince's Trust's most active partners and has been particularly instrumental in helping the charity develop its Science, Technology, Engineering and Maths (STEM) agenda.

A Gold Patron of The Trust since 2012, Samsung has been supporting the charity to equip young people with the valuable digital skills they need in today's job market.

It has been doing so by investing in Digital Classrooms at Prince's Trust centres. Over the last few years, Digital Classrooms have opened in Kennington, Stoke and Glasgow and have already helped many young people improve their digital literacy. The Kennington centre alone has delivered 114 sessions since 2014.

Jessie Soohyun Park, CSR & Partnerships Manager from Samsung, says: "The Digital Classrooms are such an important initiative to Samsung to ensure all young people have access to technology and key resources to develop their education and careers."

Packed with state-of-the-art Samsung technology – cameras, tablets, interactive whiteboards and wireless printers – Digital Classrooms help the hardest to reach young people, who are currently out of work, education and training, feel excited about their potential.

This has been particularly evident in Kennington, where Samsung has supported 148 school age young people complete the Fairbridge programme. When asked whether the use of equipment in the Digital Classroom makes learning more interesting, 78% of the young people responded positively. Seventy nine per cent of them believed they had learnt computer skills on the programme that will help them to find and secure a job.

Samsung has sponsored The Prince's Trust Celebrate Success Awards for four consecutive years starting in 2012. The event is the highlight of The Trust's year, bringing together inspirational young people to celebrate their tremendous strength in overcoming challenges and turning their lives around.

Beyond the group's corporate involvement, Samsung employees have taken part in a range of activities to raise vital funds for The Prince's Trust, including a Himalayas Trek, a Sahara Desert Trek, entering a team in the Palace to Palace cycle ride and taking part in an entrepreneurial fundraising challenge. Since 2014, 172 Samsung employees have raised a staggering £90,000 for The Trust.

“

It is an exciting time of growth for The Prince's Trust, which is as relevant to the world today as it was 40 years ago.

”

**Lloyd Dorfman CBE**  
Chairman, The Prince's Trust





# Young People Today

# Young people today

Over the last 40 years, The Trust has helped transform hundreds of thousands of lives, often helping young people break out of a cycle of disadvantage, poverty, intergenerational unemployment and lack of opportunity.

**This report is about the work of The Trust and the substantial social benefit of the charity's work, not just in terms of changing the prospects for each individual young person, but the cumulative impact on the country as a whole.**

The social benefit calculated in the first chapter reflects the many ways in which The Trust can improve young people's lives. Over 40 years, The Trust has demonstrated a capacity to contribute positively to social mobility, improving life chances of the younger generation and, in turn, the prospects of the next generation.

In this chapter, research indicates that the role of The Trust is as relevant as ever, as many young people struggle to break the cycle of disadvantage and poverty of opportunity. This section of the report is based on interviews with 2,031 16 to 25 year-olds representative of this age group across the UK.<sup>31</sup> It identifies a clear correlation between those young people who have had help from family, for example, with homework, after-school activities, or with finding work experience, and those who today have higher aspirations, higher personal incomes<sup>32</sup> and a more positive outlook on life in general. It also highlights how those young people from poorer backgrounds<sup>33</sup> are less likely to have received help from parents to find job opportunities or work experience. In this way, the research suggests that inherited opportunity, or a 'social bank of mum and dad', whereby more advantaged young people are able to access contacts and opportunities through family and family friends, is perpetuating social immobility and leaving the poorest young people further behind.

<sup>31</sup> Figures in this chapter, unless otherwise stated, are from YouGov Plc. Fieldwork was undertaken between 27th May and 14th June 2016. The survey was carried out online by YouGov and commissioned by The Trust. The figures have been weighted and are representative of 16 to 25 year-olds.

<sup>32</sup> The data shows some significant differences in income levels of young people today. 10% of those whose parents always, often or sometimes helped with their homework earn £25,000+ compared to 7% of those whose parents only did so rarely or never. 34% of those whose parents rarely or never helped now earn £5k or less, compared to 26% of those whose parents helped always, often or sometimes.

<sup>33</sup> YouGov defined young people from poorer backgrounds based on a combination of relevant variables which can be seen as indicators of poverty, including family income and free school meals.

“

By helping young people improve their lives and prospects, The Trust is contributing to social mobility and clearly improving the life chances of the next generation as a result.”

**Graham Randles**  
NEF Consulting

# Inherited opportunity

New research reveals that half of young people have received help from family to get work experience or their first job.

It shows how young people who had this support are also more likely to have received help from family with homework and extra-curricular activities, as well as with writing a CV.

According to the research, those young people who have received help from family with homework, extra-curricular activities or with finding work experience are more likely to have higher aspirations, be higher earners and have a more positive outlook on life today.

The table below shows a consistent correlation between young people whose family helped them find work or work experience and their subsequent levels of self-confidence and high aspiration.

Figure 10:  
Correlation between family support and self-confidence and high aspiration

	All young people	Young people who had help from family finding work or work experience	Young people who did not have help from family arranging work or work experience
I aim high with my career plans	63%	71%	59%
I think I can achieve my goals	61%	67%	57%
I always or often feel confident in myself	57%	62%	54%

# Lack of family support

The research reveals that a significant level of young people receive a low level of support from their family.

- More than a third of young people (37%) claim their family “rarely” or “never” talked to them about their ambitions
- More than half (54%) “rarely” or “never” received help with their homework
- Many of these young people feel less able to cope with their problems, they are more likely to feel “destined to fail” and more likely to be unemployed today<sup>34</sup>



**\* More than one in 10 (12%) believe their family “held them back”**

<sup>34</sup> Seven per cent of young people whose family talked to them “all the time” or “often” about their ambitions say they feel “destined to fail” in life. This increases to 14% among those whose family “rarely” or “never” talked to them about their ambitions. Thirteen per cent of young people who say their family talked to them “all the time” or “often” about their ambitions do not feel they cope well with new challenges. This increases to 21% among those who say their family “rarely” or “never” talked to them about their ambitions. More than one in 10 (11%) of young people whose parents did not help arrange work or work experience are currently NEET, compared with 6% of those whose parents did help.



# Widening the gap

The findings of this poll suggest that young people from poorer backgrounds are less likely to have received help from family to find work or work experience.

While 20% of all young people polled found some work experience through their parents, only 10% of young people from a poorer background said this was the case.

- Forty four per cent of young people from a poorer background said that they didn't know anyone who could help them find a job, compared with 26% of their more advantaged peers
- More than a quarter (27%) of those from poorer backgrounds feel their family “did not know how to support me when I left school”
- More than a quarter of young people from poorer backgrounds (26%) think that “people like me do not get good jobs”, compared with 8% of their peers

The research also indicates that young people from poorer families are less likely than their peers to have had help writing a CV, filling out a job application or preparing for an interview.<sup>35</sup> In this way, the research suggests that the ‘social bank of mum and dad’ plays a significant part, as with the financial bank of mum and dad, in widening the gap between rich and poor, perpetuating social immobility.

It is those young people from the poorest families who are less likely to have the inherited opportunities, such as access to work experience and support with job applications, which help many of their peers to get on in life.

<sup>35</sup> While 31% of those from poorer backgrounds had help from family to write a CV, 52% of their peers had this help. While 37% of young people from poorer backgrounds said they have had help filling out a job application, 45% of their peers have had this help. Eight per cent of young people from poorer homes said their parents were able to find someone who could help them with interview skills, while 15% of their peers had this help.

# The importance of role models

The research reveals some stark statistics about young people and role models.

One in five young people aged 16-25 do not feel they have a role model in their family, according to the poll.<sup>36</sup>

The research also shows a correlation between those young people who do not have a family role model and those who are struggling with mental and emotional health. There is a correlation between a young person lacking a family role model and not knowing anyone who could help them find employment. Half of the young people who feel like they do not have a role model in their family also said they did not know anyone who could help them find a job, making them twice as likely as their peers to make this claim.<sup>37</sup>

The research suggests that too many young people, especially those from poorer households, feel locked out from achieving success. Today, The Trust is continuing to reach out to these young people to help them get their lives on track.

**Figure 11:**  
**Correlation between young people having no family role model and the impact on aspiration and outlook**

	Young people who do not feel they have a family role model	Young people who feel they do have a family role model
I always or often feel lonely or isolated	69%	46%
I feel hopeless about the future	26%	14%
I always or often feel down or depressed	66%	42%

<sup>36</sup> Twenty per cent of young people polled “strongly agree” or “agree” that they do not have a role model in their family.  
<sup>37</sup> Only 26% of those young people with a family role model said they did not know anyone who could help them find a job, compared with 50% of young people who do have a family role model.



Stacey Fox completed the Make Your Mark programme

# Marks & Spencer: Making a Mark

Marks & Spencer has been a partner to The Prince's Trust for the last 11 years. Originally, Prince's Trust programme participants undertook work placements through the retailer's Marks & Start programme.

As the relationship blossomed, The Prince's Trust and Marks & Spencer launched Make Your Mark, a four-week employability programme designed to help disadvantaged young people gain the skills and confidence to find work in the retail sector. Young people undertake employability skills training, combined with on-the-job experience and also receive a dedicated career coach.

Each year 1,440 young people are supported through Make Your Mark and 250 of these programmes have run across the UK since its launch in July 2013. To date, nearly 5,000 young people have been through Make Your Mark and three in four of them move into work upon completion of the programme.

One of these young people is Stacey Fox. Despite growing up with parents who were seriously ill, Stacey, 24 from Swansea, achieved five GCSEs at school and a place at college to study an NVQ. However, when her father's bowel cancer became terminal, Stacey left college to care for her mother, meaning she had to grow up very quickly and missed out on many things that teenagers typically take for granted.

By the age of 18, Stacey had tragically lost both of her parents, throwing her whole world into turmoil, and leading to depression and a breakdown. Despite being offered anti-depressants by her doctor, Stacey was determined not to be dependent on tablets and made a vow with her brother that they would get through things together.

It was then, while claiming Job Seekers Allowance, that Stacey was introduced to Make Your Mark. Working in the Swansea store's food department, she quickly learned how to deal with other people again and, as the weeks progressed, she began taking more initiative, faced up to new challenges and saw her confidence return. She was offered a temporary contract which was made permanent shortly after.

The Prince's Trust and Marks & Spencer have also worked together to set up Movement to Work, a voluntary collaboration of UK employers committed to tackling youth unemployment through provision of high quality vocational training and work placements for young people who are not in education, employment or training.

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Going forward, it is clear we have an opportunity to help even more young people to realize their potential and to enable them to leave their struggles and fears behind. After four decades of my charity's commitment in this area, I hope we have proved beyond doubt that young people's lives can be successfully turned around.

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**His Royal Highness The Prince of Wales**

President, The Prince's Trust



