

Enterprise Services for Colleges

For over 10 years YES (formerly YPEF Services Ltd) has led the development and implementation of the region's strategy on enterprise, employability and support for young people.

Our mission is to nurture enterprise in young people to support their journey into employability or starting their own business. YES is working to ensure that enterprise education can make a real impact within your college and local community. At YES we can:

- ▶ **build on the enterprise and employability skills of your students,**
- ▶ **develop positive leadership, entrepreneurial and team-working skills for your tutors and senior leadership,**
- ▶ **provide appropriate support to help your students with business start-ups,**
- ▶ **use enterprise to improve attainment and achievement levels,**
- ▶ **help you embed a culture of enterprise and assist with strategic development.**

Our approach

We will ensure that our enterprise programmes match your particular requirements. We will ensure that all our programmes raise the aspirations and motivation of your students whilst improving their employability and enterprise skills.

The “Real Business Challenge” experts

Our expertise is founded on our team's experience in delivering successful enterprise projects, our extensive business networks and our drive to ensure that we deliver the best quality service for your college. We will:

- ▶ **work with your college to identify and develop innovative approaches to enterprise education,**
- ▶ **work with you to help achieve the maximum level of employer engagement in your enterprise challenges,**
- ▶ **keep you informed of local, regional and national policies & strategies re skills and employability.**



Contact **YES**
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Tailored Enterprise Programmes

YES has a proven track record of delivering successful employer-led enterprise programmes:

Real Business Challenge

YES in conjunction with Coca-Cola Enterprises Ltd & Yorkshire Forward coordinated the region's flagship project, the "Real Business Challenge (sponsored by Coca-Cola Enterprises Ltd)". The project was first launched in May 2005 and has now grown to be a national enterprise competition. Over the last 7 years the competition has evolved to cover a range of business contexts from environmental awareness and product development to event management.

Northern Rail Challenge

The Northern Rail Film Challenge, launched in 2008, was mapped into the Creative and Media Diploma and required students to create a short five minute film about crime on the railway. Three successful films were identified at the Final and these films are now being used as part of Northern's safety campaign.

Since the success of the 2008 Challenge, YES has worked with Northern on a further 2 challenges: The Northern Rail Engineering Challenge and the Northern Rail Marketing and PR Challenge. In 2009 the Northern Rail Marketing and PR Challenge won the "PR Campaign of the Year" at a National Rail Awards Ceremony. All of the Northern challenges have led to real business outcomes for Northern.

Public Relations

YES will work with you to ensure that together we obtain the maximum press coverage possible and will assist you with effective media relations throughout the project.

YES Business Advice and Guidance

Through our many years of working with young people and business advisers, we have developed a unique range of business support services specifically for young people. We aim to provide step by step advice that will guide your students through the processes required to successfully start a new business.

We can offer business support for young people interested in getting their business ideas off the ground. This includes guidance from leading entrepreneurs and organisations as well as:

- ▶ **Mentoring/Coaching**
- ▶ **Business Planning**
- ▶ **Financial Advice**
- ▶ **Incubation**