

Enterprise Skills for the 21st Century



A campaign to
transform young
people's education



Are You Ready?

'Are You Ready?' is a new campaign to create an urgently-needed culture of enterprise in education. The world is changing fast, and education isn't keeping up. Our experience and belief is that young people need to be enterprising, develop an entrepreneurial mindset and have the confidence and ambition to take on the challenges and opportunities of life in the 21st century.

This briefing paper highlights some of the major challenges faced by young people and our society, and sets out the role education can play in helping tackle these issues.



One in five young people aged 16-24 is unemployed.

Source: The Office for National Statistics, October 2011.

Two thirds of employers feel school-leavers are ill-equipped to succeed in the workplace.

Source: Ready to Grow, The Confederation of British Industry, 2010.



The global economy has shifted from one based on industry, to one based on information, technology and knowledge.

Source: 21st Century Skills, Trilling and Fadel, 2009.

59% of businesses feel that the British education system is poor at developing young people's entrepreneurial skills.

Source: Business Education Survey, Young Enterprise, 2011.



One in four young people learn more about business from the Dragon's Den TV show than from their education, family or friends.

Source: Make Money Make a Difference, Tenner Tycoon report, 2011.

Shift Happens

The economy has undergone rapid and profound transformation.

Globalisation and changes in technology have transformed business, industry and employment, requiring the workforce to have new levels of enterprise and innovation. Lower skilled jobs are often outsourced to developing economies and higher skilled workers compete on a national and international level for opportunities.

The global economic crisis and recession have compounded these problems, and, as unemployment has spread across the UK, young people have been disproportionately hit. There are twice as many young people unemployed as any other group. Now, nationally, one in five 16-24 year olds is not in education, employment or training.

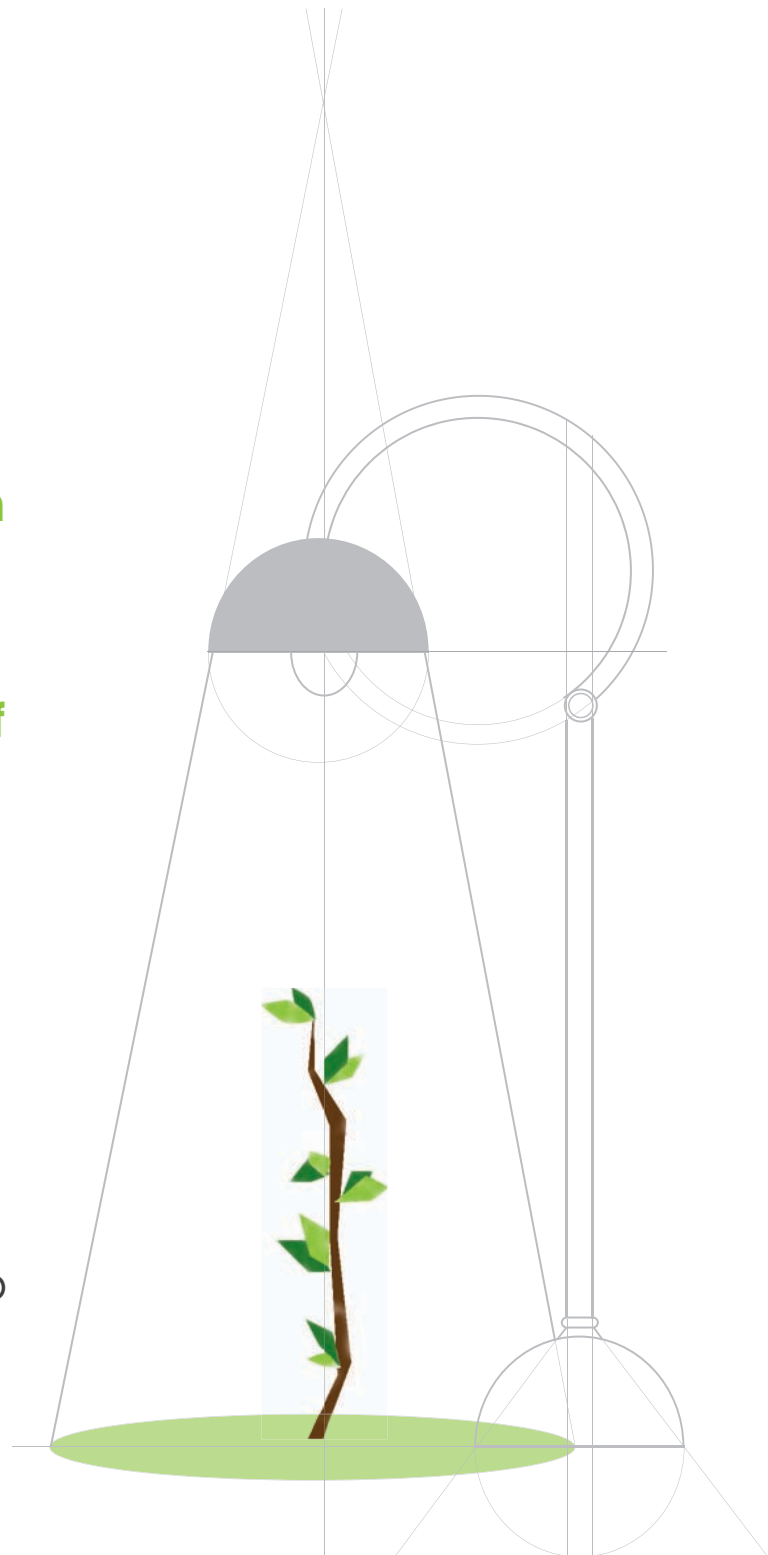
The vast majority of businesses in the UK's private sector employ less than 10 people and many of these are sole traders. This trend is set to continue in the future. In many areas the biggest employer is the public sector but the

austerity measures mean that there are likely to be far fewer job opportunities in this sector in the future.

So – we are doing young people a huge disservice if they complete their education without understanding that they might need to become self-employed in order to have a job in the future.

Creating a culture of enterprise in education, where young people develop enterprise skills, attitudes and aspirations, will help them take the leap from ‘taking a job’ to ‘making a job.’ It will also help prepare young people with the sort of skills employers are looking for, and that will help them succeed in the workplace.

Without this shift in mind-set, we face a generation of young people scarred by joblessness and ill-equipped to thrive in a competitive global economy.



The Role of Education



The Davies Review of Enterprise and the Economy in Education (2002), highlighted the challenges for young people leaving education and demanded a co-ordinated response from the government, schools, colleges and universities.

Preparation for 'future employment and adult life' and 'achieving economic wellbeing' became part of the Ofsted inspection framework. Work-related learning was made a statutory part of the curriculum for all 14-16 year olds in the state sector. And the MacDonald Review, commissioned by the previous government, went on to recommend that personal, social, health and economic education should be a statutory part of the National Curriculum, enabling all young people to become fulfilled and productive adults.

However, the present coalition government is in the process of reversing these measures and recommendations.

The current government has rightly placed huge emphasis on the need to promote enterprise for the future prosperity of the nation and has said that it will do everything possible in its power to remove any barriers to it but, strangely, there is no mention of the need to develop enterprise and entrepreneurial skills and attitudes in its education policy.

The government says it wants a world class education system but appears to fail to recognise that in enterprise education we already have examples that are internationally recognised as being best practice.




Indeed, the coalition is taking steps that are likely to undermine much of the current good practice which is already in place and provide a disincentive for schools to make enterprise education a priority.

Some Head Teachers and Principals will continue to develop enterprise and entrepreneurship education because they know it is the right thing for their students. Many will not, particularly as it is not included in the new Ofsted framework for inspection to be introduced in January 2012.

Enterprise and entrepreneurship should be an essential part of a 21st century education.

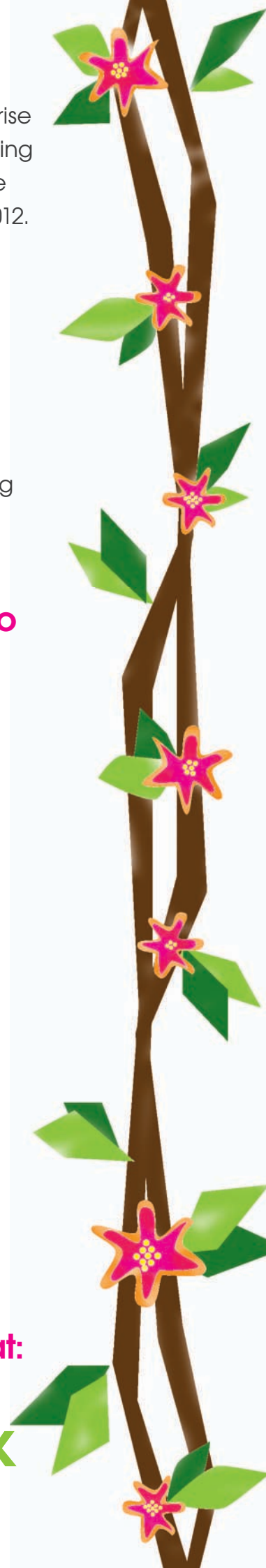
This should not require huge amounts of funding, but it does require policy to reflect the importance of enterprise and entrepreneurship skills, knowledge and understanding and to provide powerful incentives for them to be included as part of young people's learning and development.

Therefore, we are calling on the government to do three things:

-  make enterprise and entrepreneurship education a key part of all young people's learning entitlement through the National Curriculum
-  make enterprise and entrepreneurship education part of teacher training and development
-  make enterprise and entrepreneurship education part of the Ofsted inspection framework.

Please join our campaign to transform young people's educational experience in the UK and sign our government e-petition. Follow the link at:

www.areyouready.org.uk



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