



the coalfields  
regeneration trust



Press release

For immediate release

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## **MORE THAN 600 YOUNG PEOPLE ENGAGE WITH LOCAL EMPLOYMENT PROGRAMME**

**In the last three months more than 600 young people from across the Yorkshire coalfields have participated in the Young Upstarts initiative, a programme designed to encourage school and college leavers to consider starting their own business.**

The Coalfields Regeneration Trust and the Kusuma Trust UK have entered into a partnership to support the Young Upstarts initiative which is delivered by The Youth Association. In just twelve weeks the programme has engaged with 667 young people, and 207 of them have gone on to participate in workshops.

The workshops focus initially on breaking down some of the mental barriers that prevent many young people from even thinking about starting a business. At the beginning of each session, participants are asked “Do you think business is something for you right now?” The same question is put to them at the end of the workshop and the responses are compared.

As an example, of the 207 attending the workshops, 9 stated that business was for them at the beginning, whereas 30 did so at the end of the sessions. The workshops motivated at least 21 young people to develop a business aspiration that they may never have considered without this support.

The workshops also dispel the myths about business, with many young people believing that you have to be middle-aged and wear a suit to run a company. Tackling typical stereotypes and acknowledging that anyone can start a business, the workshops give those attending greater confidence to consider starting their own enterprise.

Following the workshops, 38 young people have started a training programme, with 34 of them completing their accreditations and testing their business ideas for viability within their respective



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markets. Three young people have already started their own businesses - a hairdresser, a photographer and a web designer.

Proving that the programme works for those who may have an idea but need more support to make it happen, four previous Young Upstarts have offered placements to those attending the workshops.

Chief Executive of The Youth Association, Andy Clow comments: “We have had a really progressive quarter with some fantastic examples of young people wanting to get out and put their ideas into practice. We were so pleased to see former Young Upstarts showing their support for the new cohort, it just goes to show that our model really does work.”

The Young Upstarts programme was first piloted as a collaboration between the Coalfields Regeneration Trust and The Youth Association. It has engaged with more than 4,000 young people and has helped to set up 38 new businesses to date.

Head of Operations (England) for the Coalfields Regeneration Trust, Andy Lock comments: “The Young Upstarts programme engages young people and gives them the opportunity to learn the skills that they need to in order to create their own career. Having a unique opportunity to test the validity of their idea means that they can manage the risk and be confident that they can turn their passion into profits.”

Dr Balwant Singh, Chief Executive of the Kusuma Trust UK which is funding the programme said: “We are delighted to partner with the Coalfields Regeneration Trust to support young people in former coal mining communities throughout Yorkshire. We believe all young people should have opportunities to grow and develop as active and productive citizens in their communities”.

Ends

**Notes to editors:**

For further details about the Young Upstarts programme please visit: <http://startwithyes.org/>



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For details about the Coalfields Regeneration Trust and the many organisations that it works with to redirect support into the coalfield communities to address skills, jobs and health and wellbeing needs please visit: [www.coalfields-regen.org.uk](http://www.coalfields-regen.org.uk)

The Kusuma Trust UK is an independent grant-making organisation. Our mission is to facilitate and increase access to education and other life opportunities for children and young people, with a focus on the most economically disadvantaged. For more information, please visit: [www.kusumatrust.org](http://www.kusumatrust.org)

For media enquires please contact: Lindsey Davies or Rebecca Hart  
Open Communications  
01924 862477  
[Lindsey.davies@opencomms.co.uk](mailto:Lindsey.davies@opencomms.co.uk)