The Prince’s Trust helps disadvantaged and vulnerable young people to overcome their barriers and change their lives. Through our Enterprise programme, we support young people to explore the possibility of self-employment and, if it’s right for them, we help them to establish and develop their own businesses.

Since 1983, The Trust has supported more than 80,000 young people to set up in business. By nurturing their entrepreneurial spirit, we help them to transform their lives, to support their families and make a positive contribution to the communities around them.

The NatWest partnership has been crucial to the continued development of the Enterprise programme over the last 16 years. NatWest’s support goes so much further than just providing charitable funding. They also help us to develop and improve the Enterprise programme, to give enhanced support to our young people and provide access to more opportunities through their wider networks.

We’ve seen huge numbers of colleagues from NatWest volunteer their valuable time to deliver courses, mentor young people and take part in fundraising events and challenges. This hands on approach gives a massive boost to the value of the partnership.

Together, NatWest and The Prince’s Trust provide a unique opportunity for young people to create their own sustainable employment and transform their lives. In today’s uncertain and challenging world, this partnership remains more vital than ever.

Dame Martina Milburn DCVO CBE
Chief Executive
The Prince’s Trust

At NatWest, we believe in the power of businesses, of all shapes and sizes, to transform communities, create jobs and contribute to a fairer, more inclusive and prosperous society. This is why we’re focused on using our expertise to help British entrepreneurs from all walks of life to get their business ideas started, and then to progress, grow and thrive.

NatWest and The Prince’s Trust share a common mission: to offer more young people the opportunity to turn their big ideas into reality through starting their own business. NatWest was one of the very first supporters of The Trust’s Enterprise programme and today we are the largest and longest standing supporter of The Trust’s Enterprise programme.

Whenever I meet young people who have taken part in The Prince’s Trust’s Enterprise programme, I am inspired and impressed by their determination to overcome the barriers they have faced in their lives, and their drive and ambition to succeed as young entrepreneurs. Contributing to such a life-changing scheme is an important part of our commitment to supporting enterprise amongst a diverse range of people for whom it might otherwise seem a distant dream.

NatWest has had a large-scale UK-wide partnership with The Trust for 17 years. During that time, we’ve invested over £22 million in the future of young people through The Trust, and engaged our staff in fundraising and volunteering activities as well. We have supported the Enterprise programme since 2008, and have proudly helped thousands of young people explore their business ideas.

I look forward to seeing many more young people starting up and succeeding in business with support from The Trust and NatWest.

Ross McEwan
CEO
NatWest

The Trust’s programmes give vulnerable young people the practical and financial support needed to stabilise their lives, helping develop self-esteem and skills for work.

The charity, founded by HRH The Prince of Wales, has helped 825,000 young people since 1976 and supports over 100 more each day. Independent research by NEF Consulting* has found that The Trust has returned £1.4 billion in value to society through its work with disadvantaged young people over the last 10 years alone.

Trust programmes are free for the young people to attend and operate across the UK from Trust Centres, in schools and colleges and with delivery partners ranging from big businesses to individual mentors.

The Prince’s Trust is a youth charity which helps disadvantaged young people to get their lives on track. It supports 11 to 30 year-olds who are unemployed and those struggling at school and at risk of exclusion. Many of the young people helped by The Trust are in or leaving care, facing issues such as homelessness or mental health problems, or have been in trouble with the law.

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The Enterprise programme’s proven formula balances intensive business training with long-term mentoring to ensure young people have the strongest foundations on which to build and sustain their business ideas.

Together we focus on improving the prospects of young people in our local communities, helping to shape the next generation of entrepreneurs and business leaders.

For the last 17 years, NatWest has been working side-by-side in partnership with The Trust, flying the flag for youth enterprise and enabling tens of thousands of disadvantaged young people to turn their ideas into sustainable businesses.

Why? Because making youth enterprise work is vital to the UK economy.

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SUPPORTING YOUTH ENTERPRISE IS IMPORTANT; IT HELPS YOUNG PEOPLE FROM DISADVANTAGED SOCIAL BACKGRONDS GET JOBS AND CREATE BUSINESSES. IT IS GREAT FOR THE ECONOMY AND VERY RELEVANT TO A BANK.”

- JAMES GRAHAM, MANAGER, ENTERPRISE PROGRAMMES

FACT: THREE IN FOUR YOUNG PEOPLE SUPPORTED BY THE PRINCE’S TRUST MOVE INTO WORK, EDUCATION OR TRAINING.

FACT: 85% OF PROGRAMME PARTICIPANTS GO ONTO EMPLOYMENT, EDUCATION OR TRAINING

FACT: 73% OF TRUST SUPPORTED BUSINESSES ARE STILL TRADING AT 3 YEARS

*40 Life-changing years report published 2016

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MILLION MAKERS
Million Makers is an entrepreneurial fundraising challenge where teams of employees from companies across the UK compete to raise £10,000 or more over a period of six months. The competition is a learning and development tool proven to develop essential business and team-building skills and motivate employees. Collectively, teams are aiming to raise £1,000,000 to transform the lives of disadvantaged young people around the country.

In 2016, seven teams from across the business baked, walked, wore dodgy knitwear or casual clothes, sold things, auctioned stuff and dribbled and putted their way through sporting activities all in the name of fundraising.

INTERN CHALLENGE & FUNDRAISING EFFORTS
On Wednesday 17th August 2016, 250 NatWest Interns across the UK undertook a one day challenge to raise money for The Prince’s Trust. They completed various activities ranging from sponsored hops, juggling and hula hooping to fancy dress activities and transport challenges. One team even helped undertake a marriage proposal – she said yes! Collectively the teams raised over £29,000.

As well as displaying team work and dedication, some NatWest employees went above and beyond by undertaking challenging solo swims, cycles and runs raising vital funds. These activities have collectively raised a further £21,000.

VOLUNTEERING
Throughout 2016, volunteers across the business have supported young people in various roles such as mentoring through The Enterprise Programme. This involves supporting them on a one to one basis as they take their first steps in business.

From preparing entrepreneurs for the legalities associated with running their own businesses to offering Marketing and Sales knowledge to start ups, NatWest employees have delivered vital workshops throughout the year.

CYCLE CHALLENGE

At 7am on Monday 12th September 2016... 566 colleagues from across the bank took part in an incredible... 500 miles from NatWest’s London Office up to the RBS Head Office in Gogarburn, Edinburgh.

Participants included CEO Ross McEwan and Prince’s Trust Celebrity Ambassador John Salako, among many other incredibly passionate colleagues. To wave them off, Prince’s Trust Ambassador Hugh Dennis joined the team at the starting line with some encouraging words to help participants on their way. After weeks, and in some cases months, of training in preparation for the challenge, The Trust is incredibly proud of the efforts of each and every participant. This was the biggest mass, participation event hosted by a partner of The Trust during our 40th Anniversary year.

WE WERE VERY IMPRESSED BY THE ENERGY AND ENTHUSIASM FROM ALL NATWEST TEAMS INVOLVED IN THE MILLION MAKERS COMPETITION DURING THE TRUST’S 40TH ANNIVERSARY, ENTERING THE LARGEST NUMBER OF TEAMS OF ANY CORPORATE PARTNER.

- NATIONAL MILLION MAKERS MANAGER

FACT: £61,000 RAISED BY NATWEST STAFF

FACT: £50,000 RAISED COLLECTIVELY BY NATWEST EMPLOYEES

FACT: £455,000 RAISED

FACT: 429 NATWEST VOLUNTEERS GAVE OVER 5,000 HOURS OF THEIR TIME SUPPORTING YOUNG PEOPLE

I THINK IT’S GREAT SO MANY PEOPLE FROM NATWEST HAVE GIVEN UP THE TIME TO SUPPORT THE PRINCE’S TRUST

- HUGH DENNIS
COMMUNICATING SUCCESS

TRUST IN BUSINESS

In 2013, The Trust commissioned an evaluation of the Enterprise programme in order for beneficial changes to be made, however it became apparent that a follow-up report would give valuable insight into the sustainability of businesses set up with the charity’s support.

The Trust in Business Report was commissioned and supported by NatWest, and the results were revealed in March 2016 at an event in Westminster, attended by Ministers including Lord Young and Lord Freud, civil servants and self-employment experts. The attendees discussed how government, charities and other organisations could innovate to support the sustainability and growth of businesses.

The new analysis conducted by Wavehill* showed how businesses that were started with funding and mentoring support from The Trust are more likely to survive than those who go it alone, which has provided a valuable tool for our fundraising team to use when talking to other supporters.

*Trust in Business report published 2016

FACT: 73% OF TRUST SUPPORTED BUSINESSES MAKE IT TO THEIR 3RD BIRTHDAY

TOMORROW’S BUSINESS AWARDS

After we received a memo from HRH The Prince of Wales suggesting we celebrate the positive impact starting a business can have on an individual, the community, sustainability or the environment, we decided to create The Tomorrow’s Business Awards.

NatWest made the perfect partner for the Awards, allowing us to shout about the benefits of the Enterprise programme, and their support. The awards gave an opportunity to work closely with E-spark, a business accelerator for start-up and scale up businesses which is also powered by NatWest.

We put together a money-can’t-buy prize package including business advice from NatWest professionals, business-boosting prize money, an E-spark consultation and exclusive mentoring opportunities. The story was covered widely in the media across the UK including a launch piece in the Daily Express, and we used social media to maximise entries.

NatWest supported the event with senior staff members: Marcelino Castrillo, MD Business Banking at NatWest, attended the launch at Lambeth Palace alongside Lloyd Dorfman and Enterprise alumni Rob Law from Trunki. Peter Flavel from Coutts and Lucy-Rose Walker from E-spark sat on the judging panel which had the difficult job of choosing the three winners. David Wheldon CMO and Kirsty Britz, Sustainable Banking Director, attended The Winners’ Day which was held at NatWest’s London offices.

FACT: THE AWARDS RECEIVED OVER 300 ENTRIES AND OVER 20,000 PRESS COVERAGE

FACT: OVER 4 MILLION PEOPLE WERE REACHED THROUGH PRESS, ONLINE AND SOCIAL MEDIA

CELEBRATE SUCCESS

The partnership between NatWest and The Prince’s Trust exists to help young people take their first step on the entrepreneurial ladder. Our flagship Awards Series celebrates the achievements of young people who have been through our programmes, and therefore, NatWest’s sponsorship of the Enterprise category is a perfect fit.

Across 11 regional events and the National Final held at the London Palladium, we celebrated the stories of young businessmen and women who have overcome barriers in their lives to create their own enterprises.

With two runners-up and a winner in each area, we profiled 33 young people extensively in regional outlets and a media partnership with The Sun gave us the opportunity to profile the partnership even further.

FACT: 73% OF TRUST SUPPORTED BUSINESSES MAKE IT TO THEIR 3RD BIRTHDAY

FACT: THE AWARDS RECEIVED OVER 300 ENTRIES AND OVER 20,000 PRESS COVERAGE

FACT: OVER 4 MILLION PEOPLE WERE REACHED THROUGH PRESS, ONLINE AND SOCIAL MEDIA

BUSINESS HAS GONE FROM STRENGTH TO STRENGTH SINCE WINNING AND IT’S OPENED UP SO MANY DOORS FOR ME.

- FRANCESCA BROWN, WINNER OF TOMORROW’S BUSINESS AWARDS

THE PRINCE’S TRUST WAS A NET WHICH CAUGHT ME BEFORE I WAS ABLE TO FALL INTO A DESTRUCTIVE MIND-SET. IT GAVE ME THE CONFIDENCE TO GO ON AT A POINT WHEN I HAD HIT A WALL.

- GRACIE WRIGHT, NATWEST ENTERPRISE AWARD RUNNER UP
Katie, 29, from Ilkeston, Derbyshire, experienced a traumatic childhood which led to her being taken into care and eventually adopted.

Initially, Katie did well in education, gaining a place at university but at 19 she dropped out. At 22 she became pregnant and subsequently married and had another child.

Feeling trapped and frustrated as a stay-at-home mum, Katie despised of finding rewarding work that would fit around her family’s needs. She had a business concept beginning to develop in her mind relating to affordable bridal wear, after the experience of her own wedding, but lacked the confidence and knowledge to take on such a huge challenge, until she discovered The Prince’s Trust Enterprise programme.

The scheme helps unemployed young people set up in business and Katie received invaluable support from the team to encourage her move into the business world. From business plans to presentation skills and a mentor to help give her the encouragement to “go for it”. As a result, she’s now the proud owner of House of Oliver.

Katie has not looked back. She is full of enterprising ideas for her business; employs a team of staff, some of whom have special needs. She trains and mentors them personally, and is also undertaking inspirational speaking on behalf of The Trust’s Explore Enterprise course.

The motivation for Katie’s drive stems from her children and she is determined to ensure they have the benefits she may have missed out on as a child.

Katie’s success was recognised when she was announced as the national winner of the 2016/17 NatWest Enterprise Award.

“I will be eternally grateful for the help, encouragement and support that I have received from the countless people I have met at The Prince’s Trust. I would never have got my business started without them. I completely feel like I’m supposed to be doing what I’m doing. A huge thank you.”

LOOKING AHEAD TO 2017…

Exciting plans are afoot to increase engagement across three key strands of The Prince’s Trust and NatWest Partnership:

- Prince’s Trust Online – NatWest are working with the Trust to build a platform to deliver the Enterprise Programme online. Through funding and development support, this development will allow young people who can’t access face to face courses to engage with us.

- Deepening our connection to Entrepreneurial Spark.

- Supporting young people struggling to set up their first bank account.

ANNUAL PARTNERSHIP BUDGET

TOTAL Received 2016 (to the nearest thousand) £1,848,000