Broke, not broken:
Tackling youth poverty and the aspiration gap
This report highlights the urgent need to tackle social immobility in the UK. There is an ambition crisis among our poorest young people, causing thousands to lose faith in their own abilities and aspirations. These feelings of hopelessness are often passed down from generation to generation and can spread throughout our most deprived communities.

The work of organisations like The Prince’s Trust can break these trends and transform the lives of our most vulnerable young people, closing the aspiration gap between advantaged and disadvantaged.”

Professor David G. Blanchflower
At The Prince’s Trust, we meet these young people every day. Many of them have grown up having to watch their family struggling to make ends meet. This can have a devastating impact on their self-esteem, leaving them feeling resigned to failure and trapped in poverty and disadvantage.

This report investigates the impact of youth poverty on young people’s aspirations and self-belief.

Worryingly, our research suggests that there is nothing short of an aspiration chasm between the UK’s richest and poorest young people, with those from deprived homes feeling that it will be impossible for them to achieve their goals. Many are growing up believing that “people like me don’t succeed in life.”

We simply cannot ignore this inequality. It is vital that we help our most vulnerable young people to turn their lives around.

With support from RBS and other partners, The Prince’s Trust can improve social mobility by increasing the skills, self-esteem and aspirations of the UK’s most underprivileged young people. Every day, we help youngsters from some of the most disadvantaged backgrounds achieve things they never thought possible.

More than ever, the public and private sectors must work with charities such as The Trust to ensure young people in Britain have the chance to fulfil their ambitions. If we fail to do so, the UK could end up with a youth underclass, who tragically feel that they have no future. By helping today’s young people, we are breaking the cycle of poverty tomorrow.
Introduction
Fionnuala Earley, Economist, The Royal Bank of Scotland Group

This report shows how many of these young people give up on their ambitions as they approach adulthood. Some have already written themselves off, not believing that they will ever build the life or career they need to offer their own children a better start.

Poor social mobility has left these youngsters on the sidelines of working life. This is wasted potential at a time when the UK needs as much fresh talent as possible to rebuild the economy and help it to grow in the future.

At RBS, we recognise we have a role to play as a large employer, investing in communities across the UK to make a real and sustainable difference. We are a long-term supporter of The Prince’s Trust, providing opportunities for young people to make a success of their lives. We believe all young people have talents and can make a real contribution to the economy through work and enterprise, with the right support.

The Prince’s Trust Enterprise Programme is particularly successful in raising aspirations among disadvantaged young people. Positive examples of success help to break down the pattern of low aspiration and achievement. Helping young people start-up in business also makes a difference to the health of our economy by creating new jobs in areas where there are none.

By enabling the most disadvantaged young people to break the cycle of poverty and unemployment in this way, we can not only help them, their families and their communities, but also boost our economy both now and in the future.

Supported by:

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Much has been written about the struggles of children growing up below the breadline. However, it is all too easy to forget about teenagers and young adults from poorer homes who remain deeply affected by the hardships they face.

For those affected by poverty, the transition into adulthood and work can be more difficult due to their low expectations, few aspirations and little confidence.
The report reveals a clear gap in the aspirations of the UK’s richest and poorest young people. Young people growing up in poverty are significantly less likely to believe their life and career goals are achievable.

Key findings:

- More than one in five of those from deprived homes (22 per cent) believe that “few” or “none” of their goals in life are achievable, compared to just five per cent of those from affluent families.
- More than one in four young people growing up in poverty (26 per cent) believe that “few” or “none” of their career goals are achievable, compared to just seven per cent of those from wealthy families.
- One in four young people from poor homes (26 per cent) feel that “people like them don’t succeed in life.”
- Almost a quarter from deprived homes (24 per cent) believe they’ll “end up on benefits for at least part of their life” and more than one in five feel they’ll end up in a “dead-end job.”
- Around one in six young people from poor homes (16 per cent) say their family and friends have made fun of them when they talk about finding a good job.
- One in four young people growing up in poverty (25 per cent) say that starting their own business is one of their future goals, compared to 19 per cent of those from affluent families. But almost one in three of those from poor backgrounds (31 per cent) do not believe they could do it.
- But a clear majority of all respondents (78 per cent), including those from affluent and poor homes, agree that finding a good job is a key priority for the future.

The research also reveals the impact of poverty on young people, who are growing up without the most basic necessities in life.

Key findings:

- One in ten young people from the UK’s poorest families (10 per cent) did not have their own bed when they were growing up.
- More than one in ten (13 per cent) admit that their school uniform was rarely washed.
- More than a quarter (29 per cent) had “few” or “no” books in their home.
- One in three (34 per cent) were “rarely” or “never” read to by their parents.
- More than a quarter (28 per cent) had no access to a computer.
- Almost one in three (30 per cent) did not have access to the internet.

Young people living in poverty are more likely to grow up feeling stressed and depressed, as well as facing bullying from their peers, according to the research.

Key findings:

- More than one in four young people from the UK’s poorest families (28 per cent) have been bullied about their clothes, whilst almost one in ten (nine per cent) have faced bullying about their home.
- They are six times more likely to feel that “everyone puts them down” and more than three times as likely to feel depressed “all” or “most” of the time than those growing up in wealthy families.
- These young people are also more than twice as likely to feel they “don’t have anything to get up for in the morning.”
For the first few years of Darrell’s life, he lived with his mum and sister in one room with a sink. His mum worked day and night as a cleaner to support the family but money was always a struggle.

Darrell says: “When I was at school, I used to hide letters about school trips as I didn’t want my mum to worry about how to pay for them.

“I was desperate to make my own money so I started dealing drugs at a very early age. I feel terrible about that now, but it never crossed my mind that someone from my background could do well at school and get a proper well-paid job.

“I didn’t even read my first book until the age of 19.”

Darrell’s daughter was born in the same year. He was determined to give her a good start in life but had no idea how. He was desperate to support his daughter, so his friend – a graphic designer – offered him some work experience. But a few years later, he became ill and was in hospital on-and-off for four years.

Darrell adds: “The longer I was out of work the harder I found it to get a job, so someone suggested I should try and set up my own business. I didn’t expect it to work, but I asked for help from The Prince’s Trust. I signed up for the charity’s Enterprise Programme, and with a lot of help and support, I set up a multimedia design business called DNA Interactive.”

For Darrell, running his own business completely changed his life. While the business is still going strong, Darrell has also been head hunted by a prestigious technology company to work as a mobile app designer.

He said: “Today I’m doing a great job in a modern office in central London. Sometimes I have to pinch myself to believe it’s real.”

When Darrell was growing up, he had no aspirations at all. None of the young people in his area had good jobs and most of them got into trouble with the law. All but one of Darrell’s childhood friends is now in prison.

Darrell says: “When you grow up in a place like that, you don’t have much hope for the future.”

“My daughter is now a teenager and has already taken some of her GCSEs early. I’m so glad that, now I’m running my own business and doing well, I’ll be able to help her achieve her dreams.”
The research reveals a clear gap in the aspirations of the UK’s richest and poorest young people. It shows that while most young people feel they will be able to realise their potential, young people from poor homes are significantly less likely to believe that their life and career goals are achievable than those from affluent backgrounds.

Young people growing up in poverty are four times more likely to believe that “few” or “none” of their goals in life are achievable, compared to those from wealthy families. Many poor young people feel this way because “they are not from the right background” (39 per cent) or “they don’t have the money” (62 per cent). Young people from deprived homes are also more than three times as likely to believe that “few” or “none” of their career goals are achievable.

### Figure 1:
Thinking about your goals, which of the following statements best describe how you feel?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Young people from poor backgrounds</th>
<th>Young people from affluent backgrounds</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Few” or “none” of my goals in life are achievable</td>
<td>22%</td>
<td>77%</td>
</tr>
<tr>
<td>“All” or “most” of my goals in life are achievable</td>
<td>95%</td>
<td>5%</td>
</tr>
<tr>
<td>“Few” or “none” of my career goals are achievable</td>
<td>26%</td>
<td>7%</td>
</tr>
<tr>
<td>“All” or “most” of my career goals are achievable</td>
<td>89%</td>
<td>71%</td>
</tr>
</tbody>
</table>
Case study: Michelle Edwards

Michelle faced a difficult childhood after her parents separated. Her mum struggled to provide everything they needed for the family.

She says: “I grew up in a poor family and we often struggled to afford basic things like clothes. My mum often made my clothes and then these were passed down to my sister when I outgrew them. My grandparents also helped us to buy clothes and shoes where they could. We didn’t have a computer either so I often struggled to do my homework on time.

“I thought I’d end up in a dead-end job or without one at all. I didn’t dream about what I wanted to do with my life as I didn’t really see the point.

“I received free school meals because of my mum’s low-income. The school also helped us to pay for school trips and my uniform. At the time it must have been very hard on my mum as I know she tried her absolute best in everything she did for us. I’m a mother of two now so can only imagine how it must have been.

“I felt very low as a teenager as I worried for my mum. She used to work all the hours God sent so that me, my brother and sister could be fed as my dad didn’t contribute to the family. It was a vicious cycle as the more depressed I became, the less motivated I was to break the mould and do something for myself and my future.”

Michelle’s family encouraged her to do well and she left school at 16 with eight GCSEs. She then enrolled at her local college, taking on a part-time job to help her pay for the equipment she needed for the course. However, shortly after, Michelle had to leave the course because she could no longer afford the costs.

She recalls: “I was so unhappy at how my life had panned out but I didn’t see any way of turning it around. But then I got in touch with The Prince’s Trust and my life completely changed.”

With a low-interest loan and business mentor from The Trust, Michelle has now set-up her own make-up artist business, “Shell Edwards Make Up Artistry” is now going from strength to strength.

"The Prince's Trust has helped me to create a better life for myself and my children. I never thought I'd be able to make anything of my life, but I've been proved wrong and couldn't be happier."
Fears for the future

According to the findings, young people growing up in poverty are significantly less likely to imagine themselves buying a nice house or even finding a job in the future.

More than one in four (26 per cent) simply feel that “people like them don’t succeed in life.”

They are also three times more likely to believe they will “end up on benefits for at least part of their life” and almost four times as likely to feel that they will “end up in a dead-end job.”

The study also suggests that all young people tend to start life with similarly high aspirations. However, while young people growing up in poverty dream of finding a good job at a young age, these childhood dreams start to slip away as they get older. Young people from poor homes are almost twice as likely as those from affluent backgrounds to have scaled down their ambitions as they approach adulthood.

Figure 2:
Please indicate the extent to which you agree or disagree with the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Young people from poor backgrounds (Strongly disagree / disagree)</th>
<th>Young people from affluent backgrounds (Strongly disagree / disagree)</th>
</tr>
</thead>
<tbody>
<tr>
<td>“I feel positive about my future”</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>“I feel that my life has meaning”</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>“I believe that I will get my dream job”</td>
<td>24%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Figure 3:
Please indicate the extent to which you agree or disagree with the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Young people from poor backgrounds (Strongly agree / agree)</th>
<th>Young people from affluent backgrounds (Strongly agree / agree)</th>
</tr>
</thead>
<tbody>
<tr>
<td>“People like me don’t succeed in life”</td>
<td>26%</td>
<td>5%</td>
</tr>
<tr>
<td>“I think I’ll end up in a dead-end job”</td>
<td>23%</td>
<td>6%</td>
</tr>
<tr>
<td>“I think I will end up on benefits, for at least part of my life”</td>
<td>24%</td>
<td>8%</td>
</tr>
<tr>
<td>“I don’t think I’ll ever have a good job”</td>
<td>20%</td>
<td>4%</td>
</tr>
<tr>
<td>“My career aspirations are lower now than when I was younger”</td>
<td>24%</td>
<td>13%</td>
</tr>
</tbody>
</table>
Growing up in a low-income family had a big impact on Naushad's ambitions. Going without things like books and a computer left him struggling at school and Naushad didn't believe in himself.

He said: “I grew up surrounded by people with low-paid jobs and low aspirations. I just assumed my life would be the same.

“I left school at 16 as I wanted to get a job to support my parents. My dad was retired and my mum had been made redundant, so we had to live on £27 a week. I was desperate to help out. But I didn't have any qualifications so I struggled to get anywhere.

“It was a really tough time. I was competing for jobs with people who had a lot more to offer. I didn’t really believe that an employer would be interested in me.”

Then Naushad saw an advert for The Prince's Trust. He joined the youth charity’s Get into Cooking course, which gives disadvantaged young people the skills and experience they need to work in the food industry.

He said: “I loved the course. It was based at Mosimann's, a private dining club in London. We cooked a few dishes, designed our own menu and experimented with flavours. It re-ignited my desire for cooking again. It opened my eyes about the possibilities of being a chef – something I’d always dreamed of, but never thought I’d be able to achieve.”

After the course, Naushad applied for a job at Mosimann's. Three days later, he was offered a job as a trainee chef.

He said: “I literally had a big smile on my face for the next few days. I just felt my life had finally come together.

“I love my job – it’s hard work, but I know I can do it. One day, I’d love to set up my own restaurant.”

“Thanks to The Prince’s Trust, my future looks much brighter. I’ve got a long way to go, but I’m confident that I’ll be able to achieve my ambitions for the first time in my life.”

Case study: Naushad Ahamadally

Naushad’s parents worked hard to put food on the table when he was growing up, but luxuries like school trips and new clothes were beyond their means.

He said: “I remember one school trip in particular that I couldn’t go on. All the other kids were going but there was just no way we could afford it. In the end, I made up an excuse that I was busy and ended up sitting at home all week. This made me feel left out.”
Goals and ambitions

Despite this aspiration gap, the research highlights that young people do want to work, no matter what background they have.

A clear majority of all respondents (78 per cent), including those from affluent and poor homes, agree that finding a good job is a key priority for the future. Almost three-quarters (73 per cent) say that one of their main aims is to earn enough to support their family.

One in four young people growing up in poverty (25 per cent) say that starting their own business is one of their future goals, compared to 19 per cent of those from affluent families. But almost one in three of those from poor backgrounds (31 per cent) do not believe they could do it, compared to 23 per cent of those from wealthy homes.

Family support

According to the research, around one in six young people growing up in poverty (16 per cent) say their parents and friends have made fun of them when they talk about finding a good job. This compares to just three per cent of those from affluent backgrounds.

More than one in ten young people from the UK’s poorest families (14 per cent) say their parents encouraged them to leave school at 16 to find a job, while more than two fifths (41 per cent) don’t have anyone in their family whose career they look up to.

The findings also suggest that young people from affluent backgrounds are significantly more likely to be told by their family that “they can achieve anything”. These young people are also six times as likely to be encouraged by their parents to think about career options when they are growing up.

Lora Leedham had a tough start in life, growing up in deprived area where underachieving at school and getting pregnant at a young age often seemed to be the norm. With long-term support from The Prince’s Trust, she now has her own successful jewellery business. The business is now going from strength to strength, with stockists across the UK and Europe.

Goals and ambitions

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Figure 4:
Please indicate the extent to which you agree or disagree with the following statements:

- “My parent(s) / guardian(s) encouraged me to leave school at 16 and get a job.”
  - Young people from poor backgrounds (Strongly agree / agree): 14%
  - Young people from affluent backgrounds (Strongly agree / agree): 66%

- “My family told me that I could achieve anything when I was growing up.”
  - Young people from poor backgrounds (Strongly agree / agree): 1%
  - Young people from affluent backgrounds (Strongly agree / agree): 88%

Figure 5:
Please indicate the extent to which you agree or disagree with the following statements:

- “I have someone in my family whose career I look up to.”
  - Young people from poor backgrounds (Strongly disagree / disagree): 16%
  - Young people from affluent backgrounds (Strongly disagree / disagree): 41%

- “I received encouragement from my parents / guardian(s) to think about future career options.”
  - Young people from poor backgrounds (Strongly disagree / disagree): 3%
  - Young people from affluent backgrounds (Strongly disagree / disagree): 18%
Case study: Dominic Mills

Living on a deprived estate, Dominic’s mum barely had enough money to put food on the table or pay the bills.

Without the right clothes, he often turned up to school feeling embarrassed and alone. His dream was to be a professional basketball player, but as money got tighter at home, he ended up turning to a life of crime and drugs, and gave up on his dreams.

Dominic says: “It was really tough at home sometimes. We were struggling. We would sometimes go for weeks without any electricity and I was really confused about what was going on.

“My mum was a bus driver and worked day in, day out, to try and provide for me but every time she finished work, I could see the sadness in her face because she couldn’t provide everything she wanted for me.

“I went to quite a posh school where everyone had nice clothes and the latest trainers. I wanted what they had, but I knew I couldn’t pressure my mum for it. I felt like the only way out of it was getting money to help my mum so I ended up turning to drugs to try and help pay for things. I feel awful about that now.”

This led to a downward spiral in Dominic’s life. After being kicked out of his first school, he sat his GCSEs but came away with little to show for it.

At the age of 19 Dominic ended up in prison, serving a nine month sentence for robbery.

He says: “I thought I was destined to spend my life in and out of jail.”

In October 2005, he was released from prison and thanks to The Prince’s Trust he started to turn his life around.

Desperate to keep out of trouble and away from the bad influences he was previously surrounded by, Dominic opted to go to college in Leeds, but couldn’t afford to pay for the travel costs. After hearing about The Prince’s Trust he applied for a Development Award and managed to pay for his travel.

Thanks to The Prince’s Trust, Dominic is now an active member of the community and a role model for others like him. He has joined a local music group that aims to raise awareness of the impact of crime and is a Young Ambassador for The Prince’s Trust, using his story to inspire other young people to turn their lives around.

“Heart help me out of the trap I was in. When I was younger I never would have expected to be in the position I’m in now and I’m so grateful to The Trust for giving me the opportunities they have.”
The research also reveals the harrowing impact of poverty on young people, who are growing up without the most basic necessities in life.

- More than one in 10 young people from poor backgrounds (13 per cent) admit that their school uniform was rarely washed.
- Two-fifths from deprived homes (39 per cent) did not have a desk and more than a quarter (28 per cent) had no access to a computer. Almost one in three (30 per cent) did not have access to the internet.
- More than a quarter of young people from poor homes (29 per cent) had few or no books in their home.
- One in ten young people from the UK's poorest families (10 per cent) did not have their own bed when they were growing up.
- One in three young people from poor homes (34 per cent) were “rarely” or “never” read to by their parents.

Basic necessities

More than a third of young people from poor homes (36 per cent) did not have anywhere quiet at home to do their schoolwork.
It had a huge impact on Ammie: “I never went on school trips or holidays. All I wanted for my future was a nice house, a car and some stability. My stepdad was a roofer and I thought that perhaps I could do the same. He always supported my education but my family never fitted in so we kept moving. It was hard to make new friends and leave them so eventually I stopped bothering – it was easier that way.”

Ammie’s isolation led to her becoming depressed and frustrated, sparking a downward spiral. Her disruptive behaviour resulted in her exclusion from three schools and she turned to drink and drugs. She became pregnant at 14 and by 16 was living with her daughter in a hostel. Despite this, she managed to achieve a C grade in GCSE Maths.

Being sent to prison for two years led to further difficulties, with Ammie falling in with the wrong crowd and becoming addicted to drugs. But prison also made her realise that she wanted to turn her life around.

Ammie said: “I didn’t want to struggle all the time. So I focused on doing all the courses available and achieved qualifications in Maths, English and IT as well as an NVQ2 in Painting and Decorating. I’m also a qualified hairdresser. I wanted to make a life for myself and my daughter.”

Upon her release, Ammie moved to a hostel and was referred to Fairbridge, where she embarked on the Access programme and spent time on board Spirit, a sail training schooner operated by Fairbridge staff.

With support from Fairbridge, she is now working towards an ASDAN qualification.

She says: “Fairbridge has made a huge difference to my life. Every day, I wake up looking forward to what I’m going to do. I’m always in a good mood when I’m at the Fairbridge centre and I enjoy working with the team. I’ve become much more confident and I know that I can achieve what I want.

“I never thought I’d have the opportunity to help people in a similar situation to myself but I’m now hoping to volunteer at Fairbridge and give something back.”

“I want to go to college and continue with the painting and decorating. I’m feeling really positive because Fairbridge has helped me see I have a future.”

Growing up, Ammie knew money was tight. Her mum struggled to find work and had difficulties with repaying loans, leading to debt. Ammie saw bailiffs repossess her home at the age of eight.

She moved to Jersey to live in a caravan, surviving thanks to support from her aunt. Unable to find work, the family kept moving, and by the age of 12 Ammie had lived in seven different areas and attended numerous schools.
The emotional toll of poverty

Young people living in poverty are more likely to grow up feeling stressed and depressed, as well as facing bullying from their peers, according to the research.

The study reveals that more than one in four young people from the UK’s poorest families (28 per cent) have been bullied about their clothes, whilst almost one in 10 (nine per cent) have faced bullying about their home. They are six times more likely to feel that “everyone puts them down” (see Figure 6).

Young people from deprived homes are also significantly more likely to feel stressed and unhappy. They are more than three times as likely to feel depressed “all” or “most” of the time than those growing up in wealthy families (see Figure 7).

Figure 6:
Please indicate the extent to which you agree or disagree with the following statements:

“I have been bullied about my clothes.”

28% 9% 4%

“I have been bullied about my home.”

26% 1% 5%

“Everyone puts me down.”

Emotional and physical health

Young people from the UK’s poorest families are also significantly less likely to exercise regularly or eat enough fruit and vegetables.

Almost a quarter (24 per cent) “never exercise” or do so “less than once a month”, compared to just 10 per cent of those from affluent backgrounds.

Almost one in three (30 per cent) rarely or never eat enough of fruit and vegetables each day. This compares to just 18 per cent of those from wealthy homes.

Young people from the UK’s poorest families are also more likely to feel “unwell” regularly. Almost one in five (19 per cent) say they feel unwell “every day” or “twice a week”, compared to just four per cent of those from affluent families.

Figure 7:
How often would you say you feel...

Stressed

41% 27%

Happy

52% 72%

Depressed

26% 7%
James grew up on the breadline as his parents struggled to pay the bills. Having enough food to eat was the main priority and paying for heating and electricity was often difficult. Holidays, new clothes and meals out were luxuries that James’ family simply couldn’t afford.

Watching his parents struggle had a huge impact on James’ ambitions for the future. He said: “When I was growing up, we couldn’t afford anything but the basics. I knew I couldn’t have what I wanted so eventually I stopped wanting anything.”

While James was intelligent and interested in maths, he never thought he would fulfil his dreams of getting a good job. He said: “I didn’t think I’d be able to afford to go to college or university. That meant I had to scale down my ambitions.”

When James left school he went from part-time job to part-time job, lacking any real direction. He was working as a barman when, at 22, he was involved in an accident which left him unable to work. Following the accident, James was unemployed for two years and became extremely depressed and anxious about his future.

When one of his family members saw an article for The Prince’s Trust Team programme in the local paper, James decided to sign up. He joined the youth charity’s 12-week personal development programme with the hope of getting his life back on track.

James said: “The Prince’s Trust Team programme really gave me a push to do something good with my life. I found it difficult at first, especially as I wasn’t good at interacting with other people. However, the Team Leader didn’t give up on me and helped me become more sociable and confident. I finally found the drive I had lost all those years ago.”

As a child, James had always loved bikes and he decided to try and turn his childhood hobby into a career. He enrolled on a course in motor mechanics and hopes one day to be a mechanic for a racing team.

James said: “I feel a lot more positive about the future these days. I’m doing something I love and I hope that one day I’ll be able to provide a good future for my kids.”

“I want to prove that it is possible to fulfil your ambitions no matter where you come from.”
Conclusion

This report reveals that thousands of vulnerable young people are growing up believing that they will never be able to escape the cycle of poverty and disadvantage. With the right support, it is possible to help them turn their lives around and fulfil their potential. The Prince’s Trust gives some of the UK’s poorest young people the skills, confidence and motivation to find a job or start-up their own business, with support from organisations like The Royal Bank of Scotland Group.

We are now calling on the Government and businesses to work even more closely with charities to improve social mobility and raise aspirations. Young people on courses such as The Trust’s 12-week Team programme not only manage to change their lives, they also become positive role models for the next generation.

Many young people from deprived backgrounds have struggled with their education and more than one in ten (14 per cent) claim that their parents encouraged them to leave school at 16 to find a job. We want to work with the Government, schools and local authorities to provide support for young people struggling at school and at risk of exclusion, helping them to stay on in education and overcome barriers to success.

The Prince’s Trust XL programme is proven to help young people who are struggling at school and often at risk of exclusion, giving them the skills and confidence to gain qualifications.

Young people growing up in poverty are significantly more likely to say they want to start their own business, but less likely to believe that they will actually be able to do it. By working with the private sector and Government, The Prince’s Trust can help young people from the UK’s poorest homes to start up in business.

The Prince’s Trust Enterprise Programme is proven to provide a route out of poverty and unemployment, helping young people realise their potential and transform their lives. It also helps to boost the business sector, whilst reducing the benefits bill. The Prince’s Trust has helped 76,000 young people set up in business since 1983.

With youth unemployment levels continuing to reach record highs, The Prince’s Trust needs more support than ever to continue it’s vital work.

This year, The Trust aims to help 50,000 vulnerable young people, giving them the skills and confidence to find a job or start their own business. More than three in four young people supported by The Prince’s Trust move into work, education and training.

For more information and to donate, visit: princes-trust.org.uk