Welcome from our Founder and CEO

We are delighted that you are interested in finding out more about our flagship programme, the Peter Jones Enterprise Academy (PJEA).

We set up the Enterprise Academy programme to improve the learning outcomes for young people by equipping them with enterprise skills that will improve their life chances, whatever path they choose.

We have recently invested a huge amount into our Enterprise Academy programme and are thrilled to announce that from September 2018 we will be opening the first school-based Enterprise Academies, whilst continuing to work closely with our national network of FE partners, and schools and colleges can apply right now to host their own Enterprise Academy.

These Academies act as hubs of outstanding enterprise provision, with students receiving pioneering support to start businesses and achieve globally recognised A-level and BTEC qualifications in business, enterprise and entrepreneurship.

Enterprise Academy graduates will also have access to our innovative Alumni programme, that links students to a broader network and exclusive suite of resources.

Beyond the PJEA, our charity offers an enterprise pathway that encourages, educates and empowers the entrepreneurs and business leaders of tomorrow. To find out more about our other initiatives and programmes, including our free national enterprise competition Tycoon, please visit our website.

We are delighted that you are considering partnering with our Foundation and hope to see you at one of our events soon.

Best wishes,

Peter Jones CBE
Founder and Chairman,
The Peter Jones Foundation

Jonathan Sobczyk Boddington
CEO, The Peter Jones Foundation for Enterprise

About The Peter Jones Foundation

The Peter Jones Foundation was founded in 2005 by successful entrepreneur and star of Dragons’ Den, Peter Jones CBE. We believe that with the right mix of support and opportunity, every young person has the potential to achieve great things and the right to a brighter future. To achieve this we structure our activities through two charity divisions, the Foundation for Enterprise (FFE) and the Foundation for Children (FFC). The FFE delivers a suite of world-class enterprise education initiatives, including the Peter Jones Enterprise Academy (PJEA), and the FFC philanthropically supports some of the most disadvantaged young people within the UK and across the world. This brochure relates to PJEA, sitting inside the FFE. For more information on our other activities please visit our website.
INTRODUCTION TO THE FFE

The Peter Jones Foundation for Enterprise (FFE) is the main charity division of the Peter Jones Foundation. Through this division we have been delivering enterprise and entrepreneurship programmes in FE since 2009 and we introduced the school enterprise competition Tycoon in 2012. To date we have supported over 3,500 FE students to secure a BTEC Enterprise qualification and we have worked with over 450 schools, helping more than 10,000 students to start their first business. For more details on these programmes please visit our website.

In 2017 the charity went through a theory of change and made a commitment to increase its impact and work with more schools and students in the UK, with a focus on serving disadvantaged communities. As a result, we have restructured our programmes, re-written our educational resources, reduced our course fees and made more funding available for schools to utilise than ever before.

A unique aspect of our provision is that we give every one of the students on our programmes the money and support to start their first business, learning by doing. We help young people to reach their potential through a range of educational activities that encourage, educate and empower students.

INTRODUCTION TO THE PETER JONES ENTERPRISE ACADEMY

The Peter Jones Enterprise Academy is the flagship programme of the FFE and exists to bring the boardroom into the classroom. The Academy aims to equip future generations of entrepreneurs and business leaders with the skills and mindset to run their own businesses, or add real value to organisations that recruit them, thereby supporting the future of the British economy.

Our Enterprise Academies act as hubs of outstanding enterprise provision, setting the bar and leading by example, their students receiving pioneering support to start businesses and achieve globally recognised qualifications in business, enterprise and entrepreneurship. They will also receive funding to enable their students to start their own business while at school – genuine, practical, real-world experiences that will allow them to put what they have learnt to the test, learning by doing.

Having committed to working with more students, the FFE is launching its first school-based Peter Jones Enterprise Academies in September 2018, with a second wave launching in 2019. We will continue our work with our fantastic national network of FE Partners, but for the first time, schools can now apply to host a Peter Jones Enterprise Academy and applications are open now!

Running a PJEA involves offering our extended programmes of Level 3 BTEC or A Level study for your students and includes the most comprehensive package of resources and support that we have ever put together, including all teaching resources.

This document gives you an overview of the opportunity to work with us to launch a Peter Jones Enterprise Academy in your school. If you are interested in this opportunity we would invite you to complete the expression of interest form found on our website and return it to us, which is the first stage of the application process.

Our Patron, HRH The Duke of York KG and founder, Peter Jones CBE with Tycoon 2015 Key Stage One and Two winners from Dunraven School
The Peter Jones Enterprise Academy (PJEA) is our flagship programme for schools and colleges.

Running a PJEA involves offering our extended programmes of Level 3 BTEC or A Level study for your students, and includes the most comprehensive package of resources and support that we have ever put together, all at the lowest price we have ever offered. Through committing to our school and college partners, and working hard at our own fundraising efforts, we are able to subsidise the PJEA programme, offer centres dedicated members of staff and have worked hard to add value and maximize the learning experience for students, including the addition of our range of exciting flash challenges.

The main benefits of becoming a PJEA follow:

### School/College benefits

- All schemes of work, lesson plans, assessments and teaching resources
- Access to our full range of over 20 Flash Challenges in association with PJEA partners
- Exclusive branding and marketing materials to use in your college

### PLUS

- Local press and PR support from our in-house PJEA team
- A school/college video message from Peter Jones to use for your marketing purposes
- Discounts on all other FFE courses (waiving of license fee and 10% off student fee)
- Virtual Learning Environment (VLE) to access all resources and support pupil learning
- Teacher/Tutor training
- Chance to host a regional Tycoon final for KS2/3/4
- Support for recruitment days
- Impact Report at the end of each academic year

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### Student benefits

A good will loan of up to £50 per student to start their business (as part of Tycoon)

Opportunity to participate in Peter Jones’ National Entrepreneur of the Year and pitch for £5,000

Peter Jones Enterprise Alumni Status and 3 years of continued support into higher education, employment or starting a business

### PLUS

- Peter Jones Enterprise Ambassador status for all graduates and continued support from alumni team
- Opportunity to win fantastic prizes through our Flash Challenges
- Opportunity to participate in our Tycoon competition
- Free attendance at graduation where you will be presented with your certificate from Peter Jones CBE
- Exclusive merchandise pack to use during your time at the PJEA, including:
  - Mugs, pens and lanyards
  - Introduction letter from Peter Jones and completion certificate
- Enterprise themed webinars linked to course content

We are a charity and subsidise all of our programmes through our fundraising efforts. We have recently reduced all of our PJEA fees by up to 50%, however, to ensure the sustainability of our work, we do still ask schools and colleges to contribute to our programme costs through license and student fees, as identified in the table below:

<table>
<thead>
<tr>
<th>Peter Jones Enterprise Academy Qualification Options, Overview and Costs</th>
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</thead>
<tbody>
<tr>
<td><strong>Programme</strong></td>
</tr>
<tr>
<td>BTEC Level 3 Enterprise and Entrepreneurship including: Foundation Diploma, Diploma, Extended Diploma</td>
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<tr>
<td>A Level Business Studies</td>
</tr>
</tbody>
</table>

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“Choosing the PJEAs was the best decision I’ve made in life so far. I chose the Academy because of the hands on experience it allows you to have along with all the opportunities and doors it opens.” Hassan Iqbal, PJEA Alumni
### Level 3 Peter Jones Enterprise Academy specification

**BTEC and A Level Programmes at a Glance**

The tables below give an overview of the course and contents of our PJEA programmes of study.

#### FFE BTEC Level 3 Nationals in Enterprise and Entrepreneurship

<table>
<thead>
<tr>
<th>Unit</th>
<th>Title</th>
<th>GLH</th>
<th>Assessment</th>
<th>Foundation (510)</th>
<th>Diploma (720)</th>
<th>Extended Diploma (1080)</th>
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<tbody>
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<td>1</td>
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<td>Internal</td>
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<td>M</td>
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<tr>
<td>4</td>
<td>Launch and Run an Enterprise*</td>
<td>90</td>
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<td>M</td>
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<tr>
<td>5</td>
<td>Survival and Growth*</td>
<td>90</td>
<td>Internal</td>
<td>M</td>
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<td>6</td>
<td>Business Decision Making</td>
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<td>O</td>
<td>O</td>
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<td>8</td>
<td>Enterprise and Intrapreneurship in Practice</td>
<td>60</td>
<td>Internal</td>
<td>O</td>
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<tr>
<td>9</td>
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<td>13</td>
<td>Developing an Enterprise Strategy</td>
<td>120</td>
<td>Internal</td>
<td>M</td>
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</tbody>
</table>

*M = Mandatory  O = Optional  
*Unit content can be covered through taking part in Tycoon programme

#### A Level Business Studies

Edexcel Business A Level

<table>
<thead>
<tr>
<th>Unit</th>
<th>Title</th>
<th>GLH</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Marketing and people*</td>
<td>90</td>
<td>External – Paper 1 &amp; 3</td>
</tr>
<tr>
<td>2</td>
<td>Managing business activities*</td>
<td>90</td>
<td>External – Paper 2 &amp; 3</td>
</tr>
<tr>
<td>3</td>
<td>Business decisions and strategy*</td>
<td>90</td>
<td>External – Paper 2 &amp; 3</td>
</tr>
<tr>
<td>4</td>
<td>Global business*</td>
<td>90</td>
<td>External – Paper 1 &amp; 3</td>
</tr>
</tbody>
</table>

*Tycoon programme can support delivery of these units

Edexcel units are shown above; AQA and OCR A Level Business Studies can also be delivered through FFE resources and Tycoon programme.

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"I am consistently impressed with the graduates from the PJEA and consider the programme an innovative and necessary opportunity to create the business leaders of the future." - Neil Campling, CEO, ICB Group

"The PJEA is an exciting and vibrant place to be as it provides unique opportunities for people to test their business skills in an enterprising environment and through practical experience." - Rupinder Drew, Business Enterprise Manager, Leicester College
APPLYING TO BECOME A PJEＡ

For the 2018/19 academic year, we will be opening the first wave of up to 20 new school-based Peter Jones Enterprise Academies (PJEＡ). They will act as hubs of outstanding enterprise provision, with students receiving pioneering support to start businesses and achieve globally recognised qualifications in enterprise and entrepreneurship. PJEＡs will also receive funding to enable their students to start their own business while at school.

What it means to be a PJEＡ Provider

We work with all our PJEＡs to offer world-class courses and qualifications in Business, Enterprise and Entrepreneurship. We believe in a collaborative approach where both our Foundation for Enterprise and your school have clear responsibilities.

Our Role

> We will make all of the PJEＡ benefits available to your schools and students (please see page 6 and 7 including the following:
  - We will give all PJEＡ students £50 to put towards their business ideas and support them all to run a business activity that counts towards their qualification (BTEC or A Level)
  - We will provide all teaching resources, schemes of work and Flash Challenges associated with the A Level or BTEC providers run. These resources will be co-branded with PJEＡ and CLF school branding (as desired)
  - Free access for all graduates to our alumni network
  - We will support your schools to promote the PJEＡ status (including the recruitment of students where required), including the provision of a marketing pack and local PR support
  - We will appoint a regional PJEＡ Manager to manage the relationship and attend termly programme meetings
  - Host bi-annual PJEＡ Network meetings providing opportunity to share best practice with other PJEＡ network schools and colleges
  - Our Head of Programmes will oversee the partnership and attend an annual steering group meeting

> We will support your schools to promote the PJEＡ status (including the recruitment of students where required), including the provision of a marketing pack and local PR support

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Your School’s Role

> Work with PJEＡ Manager to deliver the PJEＡ within your school
> Provide a designated central lead, to lead on the management and delivery of the programme and attend bi-annual PJEＡ Network Meeting
> Provide a designated member of SLT to oversee the partnership and attend the annual steering group meetings
> Provide relevant anonymised data to support impact reporting
> Provide structured feedback to aid programme development
> Cover the school/college license fee (no more than £2,280 per provider – see page 7) either through school contributions or centrally.
> Cover the pupil fees (no more than £245 per student per annum – see page 7) either through school contributions or centrally.

How to apply

Below demonstrates the journey to become a PJEＡ.

Complete Expression of Interest Form (EIF) March - May
Submit EIF Leadership meeting with PJEＡ Senior Team at your school May - September
Sign Service Level Agreement Hold first steering group meeting 1 day or 2 half days
Staff Training May - September

“The younger we get people thinking and believing that they can create their own business the better, because that way we can create a generation of entrepreneurs who can make their own jobs. Each finalist that I’ve met through the Tycoon competition has come up with a different product which just shows how creative the next generation are.”

Professor Bob Cryan CBE, Vice-Chancellor, University of Huddersfield

“My experience at the PJEＡ gave me self-direction, confidence, and the ‘get up and go’ that I needed. The Academy really encourages you to think outside of the box and feeds your entrepreneurial spirit.”

Adam Bradford, PJEＡ Alumni
PJEA IMPACT

PJEA was set up with a mission to train and motivate young people, unleash entrepreneurial talent and create opportunities for young people to realise their potential.

Feedback from our 2017 graduates gives us the conviction that we are achieving this goal with over 98% indicating that they had developed enterprise and leadership skills whilst on the course. The PJEA programme equips young people with the capabilities, experiences and knowledge that businesses are looking for (over 90% graduates indicated that they felt more employable as a result of the programme) but, more than that, we believe that we are nurturing the wealth-creators that will generate jobs and positively impact our economy in the years to come; over 40% of our graduates had already set up a business whilst on the programme and impressive 80% indicated that they would like to start a business in the future. As we look to the 2018/19 academic year and giving every PJEA student a goodwill loan so they can experience setting up and running a business through the Tycoon platform, we believe that PJEA will go from strength to strength as a springboard for enterprise and entrepreneurship.

69% 98%
50% 73%
35% 44%

MEET OUR GRADUATES

Educate - Enterprise Courses and Qualifications

Jamie Gamble, PJEA Student

“Since joining the PJEA I have achieved more than I ever thought possible whilst in education. With the support of the PJEA and my teachers I have set up and launched my business, pitched to investors, sold at local markets and worked at the BMW National Sales Company for four weeks.

The academy is hugely different to traditional business courses or A levels that are extremely text-book orientated. All of my classmates are of a similar mind-set, which is important as it allows ideas to thrive in an entrepreneurial atmosphere. As soon as I started I was able to use the resources and people available to me to help develop my business.”

Sonya Kumar, PJEA Student

“I was clueless as to what to do after sixth form. University wasn’t an option because I didn’t want to go ahead with further education for another three years of my life. I wanted to be my own boss, an entrepreneur who could make my own choices and take my own risks. When I discovered the PJEA the course really stood out as it wasn’t all about theory but about performing practically - setting up my own business in the real world really appealed to me.”

Gavin Bell, PJEA Student

“I saw the Peter Jones Enterprise Academy as an ideal stepping stone from education to self-employment and that is exactly what it turned out to be.

Over the year I had some amazing experiences, such as pitching to a board at Grant Thornton HQ and being chosen as one of six to go to the Coronation Festival at Buckingham Palace following an invitation from HRH The Duke of York, KG, Patron of the Peter Jones Foundation. I learnt a great deal over the year and I know it has equipped me with key skills that I need for self-employment. The tutors were absolutely amazing and helped me through every step of my start-up.”
This year the graduation ceremony will take place at the heart of EntFest, The Peter Jones Foundation for Enterprise's inaugural festival of enterprise and entrepreneurship. Hosted by the University of Buckingham, the one-day festival takes place in June and is a high energy, vibrant occasion with stalls, speakers, networking events and entertainment.

EntFest is an opportunity for students to meet and hear from business leaders and founders as well as enterprise education practitioners.

All PJEA graduates are invited to an exclusive graduation where they will be presented with their certificates by Peter Jones CBE and our patron HRH the Duke of York KG.

The event is more than a celebration of the success of our students and alumni; it brings together a broader community of businesses, entrepreneurs, investors and educationalists and ultimately, it is our vision that EntFest becomes a cornerstone in a movement towards a more enterprising culture.

ENTFEST

Ross Bailey, PJEA Alumni 2009
After graduating, Ross spotted an opportunity during the Queen's Diamond Jubilee to open a pop-up shop on Carnaby Street selling rebellious t-shirts of the Queen. Having had difficulties finding shop space he decided to create an online marketplace for listing and booking short-term space, making booking a shop as easy as booking a hotel room. Fast forward to today, Appear Here, has offices in three cities worldwide, has over 100,000 global brands, retailers and creative entrepreneurs signed up to use the service, and over 10,000,000 square foot of rental space. An impressive range of brands have used the spaces, including, Apple, Nike, Made and Spotify.

Ross said: “The practical element of the PJEA was important to me. One thing I took from the Academy, which has impacted my life greatly, was how to spot an opportunity and then focus on it – staying true to what the brand is about and not overcomplicating things with diversions.”

Katie Buckingham, PJEA Alumni 2012
Katie has been campaigning to raise awareness of mental health since she was just 17. During her time at the PJEA she set up Altruist Enterprises, a company that provides training courses to organisations and schools to help them prevent and identify stress in the workplace and offer the correct support to those affected. Since graduating, Katie has won various awards from the New Entrepreneurs Foundation, Entrepreneurial Spark’s and the Birmingham Mail and also worked closely with organisations such as Young Minds, Time to Change and NAHT.

Katie said: “My time at the PJEA taught me that anything is possible. It gave me the confidence to pursue my passion and start a business.”

Emma Sivess, PJEA Alumni 2016
Since graduating from the PJEA Emma has gone on to study Marketing and Management at the University of Sussex. Alongside her studies, Emma runs her business and blog, Vanity Decay, which she set up during her time on the course. The idea for Vanity Decay came to Emma when she spotted a gap in the market for makeup storage.

Emma said: “I've always had an entrepreneurial instinct and I chose the PJEA to expand on this. It's definitely allowed me to pitch in situations that I wouldn't have been able to before and studying at the Academy has allowed me to bring so many aspects together - like accounting and marketing - to improve on the skills that I already had to actually start a business.”