INSPIRING ENTERPRISE SUCCESS
APRIL 2016
PREFACE

AT RBS WE ARE COMMITTED TO SUPPORTING GROWTH BY BACKING ENTREPRENEURS AND THEIR BUSINESSES.

From December 2012 to December 2015, Inspiring Enterprise was one of the principal ways that we focused our efforts to achieve just that. Now, at the end of this three year programme, we want to celebrate and highlight some of the outstanding organisations we have worked with and showcase just a few of the 114,059 young people, 28,365 women and 5,349 social enterprises that we have supported. And, while Inspiring Enterprise was conceived to inspire and enable more people to consider self-employment, we are delighted that significant numbers of people went on to start their own business. Thanks to the support they received, 2,173 new businesses have been set up as a result of the programme.

We are extremely proud of the way we have been able to make such a positive contribution to the UK enterprise sector. But we cannot take all the credit for this good work. We couldn’t have done it without our partners, funded organisations and, of course, the motivated and inspired young people, women and social entrepreneurs who set their sights high and went after their goal. The fact that we have exceeded our targets is down to their collective ambition and achievement.

As we celebrate and close Inspiring Enterprise, many of the partnerships and programmes live on. Our commitment to supporting entrepreneurs and small businesses is stronger than ever. We want to be the best bank for businesses in the UK. That means going well beyond the provision of banking services. Our work with partners – such as Entrepreneurial Spark and The Prince’s Trust - helps us to serve our customers better, well beyond the provision of banking services. Our work with partners – such as Entrepreneurial Spark and The Prince’s Trust - helps us to serve our customers better, well beyond the provision of banking services. We have brought together a wide range of RBS’s work, including with our partners and charities, to help people explore and develop their enterprise potential. While we will always support entrepreneurs and businesses of all shapes and sizes, Inspiring Enterprise focused on three groups that we felt could play a stronger role in the entrepreneurial economy, with more targeted support.

We also know that people need help to explore the idea of enterprise, unlock their potential, and gain the right skills, knowledge and networks before they can achieve their ambitions. This is what Inspiring Enterprise has set out to deliver over the last three years.

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In summary, Inspiring Enterprise is how we encouraged more people, in more communities to explore enterprise, build their skills and ultimately, to start up and succeed in business.

ROSS MCEWAN, CHIEF EXECUTIVE, RBS

ABOUT RBS INSPIRING ENTERPRISE

At RBS, we are encouraging a more entrepreneurial culture. From the classroom to the boardroom, we are inspiring enterprise at every stage of the journey.

We know that starting and running a business can be both exciting and challenging. We understand that people need the right combination of support, advice and funding to succeed. That’s why we provide a wide range of support for businesses of all shapes and sizes, in every sector of the economy.

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In order to profile and celebrate some of the success stories of Inspiring Enterprise, we have also interviewed partners, funded organisations and key RBS employees who are running programmes to support enterprise development. These stories are told within the body of this report.

Inspiring Enterprise focused on encouraging more people to consider setting up in business, and we hope that by sharing these success stories, we can continue that legacy, and continue inspiring people to pursue the entrepreneurial opportunities that are open to them.

The pages that follow detail the impact of Inspiring Enterprise across its three areas of focus. They highlight the overall reach of our programmes and focus on the stories of organisations we have worked alongside, and individuals who have benefited from the wide range of support and funding Inspiring Enterprise enabled.

ABOUT THIS REPORT

With Inspiring Enterprise now drawing to a close after three years, this report highlights the impact it has had on the enterprise sector. Inspiring Enterprise has seen RBS partner with enterprise support organisations, deliver specialist services, and fund over 100 not-for-profit organisations, ensuring that advice and support has reached entrepreneurs UK-wide.

To track the programme’s impact, we established a robust reporting structure, gathering data about the number of people and social enterprises supported, and tracking the nature of the investment made, from grant funding to in-kind donations, such as RBS employee time or use of our facilities.

The data has been gathered over a three year period, from 1st January 2013 to 31st December 2015, and includes programme reach, business creation and financial investment. All data gathered pertains to what we term a ‘meaningful interaction’ with individuals or social enterprises. This is defined as a programme or activity which has helped them to gain the right skills, knowledge and access to networks, enabling them to explore enterprise as a possible career route, or to start up and succeed in business.

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SUPPORTING GROWTH BY BACKING ENTREPRENEURS AND THEIR BUSINESSES.

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Impact

Over the last three years, RBS Inspiring Enterprise has worked to unlock and nurture entrepreneurial talent, achieving a wide-ranging impact across the UK.

**Youth Enterprise**

Commitment: Help 100,000 young people to explore enterprise, develop their skills and start up in business, whatever their background.

- Total Investment (In-kind and Financial): £7,842,911
- Businesses Created: 1,164
- Total People Supported: 114,059 (114% of target)

**Women in Enterprise**

Commitment: Inspire and enable 20,000 women to explore and unlock their enterprise potential.

- Total Investment (In-kind and Financial): £1,979,680
- Businesses Created: 1,009
- Total People Supported: 28,365 (142% of target)

**Social Enterprise**

Commitment: Support 2,500 social enterprises, working in partnership with the sector to improve access to expertise, markets and finance.

- Total Investment (In-kind and Financial): £5,008,251
- Total Social Enterprises Supported: 5,349 (214% of target)
Inspiring Youth Enterprise has worked to ensure aspiring young entrepreneurs have access to the support, advice and financial services they need, with a focus on closing the enterprise gap. These pages highlight the overall impact of Inspiring Youth Enterprise and show some of the programmes we have delivered and partners supported.

**OUR COMMITMENT BY THE END OF 2015 WAS TO:***

- **100,000 young people to explore the possibility of running their business.**
- **Help 10,000 young people across England and Wales.**
- **Be enthusiastic to invest in our future and help the students develop entrepreneurial skills.**
- **Learn how to improve their sales and service.**
- **Gain a better understanding of the requirements of setting up and running a business.**
- **Learn about money, tax, and employment law.**
- **Boosted her self-belief: “I learned about money, tax, and employment law. Most people looking to set up a business would not know about these things. In particular, taking on the overheads for a shop is scary. If I had not had my mentor reassuring me that I could do it, then I may have bailed out.”**

**CASE STUDIES**

**THE PRINCE’S TRUST HAS BEEN TRANSFORMING THE LIVES OF DISADVANTAGED YOUNG PEOPLE SINCE 1976.**

Our support goes back 40 years and since 2009, NatWest has helped The Prince’s Trust deliver its Enterprise programme, which encourages young people to explore the possibility of running their own business.

So far, over 80,000 young people have been given the tools to help turn their ideas into sustainable self-employment. Marina Milburn CBE, Chief Executive of The Prince’s Trust, says NatWest has been at the heart of the programme’s success. “On top of the financial support, their staff have volunteered to deliver workshops to young people, hosted Elevator events to help them practice their pitches, sat on Business Launch panels to help them perfect their business plans and provided on-going mentor support once their businesses have launched.”

**ONE OF THOSE BUDDING ENTREPRENEURS IS 16-YEAR-OLD RONAN MCKERNAN, WHO IS BUILDING AN EVENTS, LIGHTING AND SOUND BUSINESS. “THE IDEA FOR MY COMPANY CAME AS A RESULT OF VOLUME CONTROL.”**

Ronan hopes to see the programme continue for years to come: “I am so passionate about Volume Control. Everyone has learned so much from it and it’s so important that it exists.”

If I had not had my mentor reassuring me, I may have bailed out.

Grace Prestidge had no GCSEs and became a mum at 17. Looking for a way into employment she first heard of the Enterprise programme at her local Job Centre. Two days later she was participating in an introductory course and, less than a year later, she was running her own high street beauty salon.

Grace credits her success to her hard work and the Prince’s Trust Enterprise programme, which boosted her self-belief. “I learned about money, tax, and employment law. Most people looking to set up a business would not know about these things. In particular, taking on the overheads for a shop is scary. If I had not had my mentor reassuring me that I could do it, then I may have bailed out.”

**THE PRINCE’S TRUST ENTERPRISE PROGRAMME PARTNERSHIP**

**NATWEST MOBILE BUSINESS BUS RBS ACTIVITY**

Since 2005, NatWest’s Mobile Business Bus has travelled the country to provide guidance and expertise to budding entrepreneurs.

In December, the bus rolled into Cardiff to take part in the Trading Places project. The three-day event saw students from further education colleges across South Wales take part in an Apprentice-style pop up shop challenge.

From over 100 applicants, 36 students were chosen to set up shop in one of Cardiff’s most popular arcades. The aim of the event was to help the students develop entrepreneurial skills and introduce them to the idea of going to university.

The programme opened the eyes of Casey Chrenock, a student from Merthyr Tydfil College, to the “hard work that goes behind every new business. Starting my own enterprise is certainly something that now interests me after I finish university,” she said. Christine Bissex, Head of Enterprise at Merthyr Tydfil College, added that the “support of NatWest and the Business Bus makes the Trading Places project possible. It introduces the business world to our students and they gain a better understanding of the requirements of setting up and running a business.”

Throughout the three days, students received guidance from mentors on the Business Bus and learned how to improve their sales and service. By taking the lessons outside of the classroom it allowed all the students to gain “transferable skills in a practical setting that will help in later life”, says Casey.

The bank’s support of the programme, Casey explains, meant “the students felt like the bank was enthusiastic to invest in our future and we were participating in something of real importance.” In 2015, the Business Bus visited over 80 different locations and reached nearly 10,000 young people across England and Wales.

**RBS INSPIRING ENTERPRISE YOUTH ENTERPRISE**

**INSPIRING ENTERPRISE**

**RBS INSPIRING ENTERPRISE YOUTH ENTERPRISE**

**6 OF TARGET ACHIEVED**

**114,059 YOUNG PEOPLE HAVE BEEN SUPPORTED**

**£7,842,911 INVESTED**

**1,164 BUSINESSES CREATED**

**114% OF TARGET ACHIEVED***

*FIGURES REFER TO THE PERIOD 1ST JAN 2013 - 31ST DEC 2015
In the UK, more men than women start a business. Inspiring Women in Enterprise has tackled this issue head on, with a combination of expert advice, funding opportunities and support for organisations who are helping women to explore enterprise. These pages highlight the overall impact of Inspiring Women in Enterprise and show some of the programmes we have delivered and partners supported.

£1,979,680

Invested*

28,365

Women supported*

1,009

Businesses created*

142%

Of target achieved

*FIGURES REFER TO THE PERIOD 1ST JAN 2013 - 31ST DEC 2015

Women in Business RBS Activity

OURS COMMITMENT BY THE END OF 2015 WAS TO: Inspire and enable 20,000 women to explore and unlock their enterprise potential.

GROWBIZ

GRANT FUNDING

FOUNDED IN 2007, GROWBIZ PROVIDES ADVICE AND SUPPORT TO EXISTING AND ASPIRING ENTREPRENEURS IN PERTHSHIRE, SCOTLAND.

Grant funding from RBS has allowed the organisation to encourage start-ups and provide a boost to existing businesses that were in a rut, according to Jackie Brierton, Enterprise Manager at GrowBiz. The grant, she says, "means we're able to provide a range of support, including mentoring training."

Mentors trained by GrowBiz have so far helped over 30 local entrepreneurs to start and grow their companies. The funding, Jackie says, "has also helped us build up the general capacity of our knowledge and skills 'XChange'."

One of the businesses that has benefited is wildlife tour operator Perthshire Wildlife, founded by former ranger Danielle MacRae: "The support from GrowBiz has been crucial for my business," she says. "They've given me advice on everything from starting up to publicity and registering for tax."

The real benefit of the support is often not financial but in networking. For Carol Stewart, founder of personal development and business coaching service Abounding Solutions, the NBWN events have given her "opportunities for new work, new clients and some very interesting connections."

LINKING UP WITH THE NBWN has allowed Abounding Solutions to "begin work with corporate organisations and grow from strength to strength as a service," explains Carol.

The support from NatWest has been twofold to the NBWN, Sonia says. "We have a good relationship with the bank. They support my development to ensure I build on my leadership capabilities. In addition, they do not try to define what support looks like for BME women in business. They listen to our members and provide the help, information and assistance that they ask for."

NATIONAL BLACK WOMEN’S NETWORK’S PARTNERSHIP

NATWEST IS HELPING THE NATIONAL BLACK WOMEN’S NETWORK (NBWN) BREAK DOWN THE BARRIERS THAT PREVENT BME WOMEN ENTREPRENEURS FROM REALISING THEIR BUSINESS VISION.

The idea behind the network was to "support aspirational BME women who were frustrated in their careers and were looking for opportunities to successfully start and manage their businesses," says Sonia Brown MBE, the Network’s founder.

"We found that women wanted intelligence and strategies for getting bank ready and access to high quality network support in order to take their business to the next level."

Angela Small founded her online magazine and EPRQ Conscious Vibes, thanks to the support of the NBWN: "It has catapulted my business at least ten times further ahead than it ever was before. It was just an idea initially, and Sonia has really put some legs on it."

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WOMEN IN BUSINESS RBS ACTIVITY

FOUNDED IN 2007, THE WOMEN IN BUSINESS PROPOSITION WAS CREATED BY THE BANK TO HELP CLOSE THE GENDER GAP IN UK ENTERPRISE, AND PROVIDE SPECIALIST SUPPORT TO ASPIRING WOMEN ENTREPRENEURS AND THOSE LOOKING TO GROW THEIR COMPANIES.

As part of the programme, the The Royal Bank of Scotland and NatWest has trained over 250 accredited Women in Business specialists across the UK, in partnership with Everywoman Ltd.

"Having Women in Business specialists for our customers is a really positive thing," says Victoria Turner, Business Manager at NatWest. "When you have an entrepreneur who is female and may have faced challenges before, they sometimes need more bespoke support. What our Women in Business proposition offers is access to someone who understands their specific needs, as well as networking opportunities with other local entrepreneurs, skills development sessions and platforms to build their profile."

One entrepreneur to benefit from the service is Sarah-Jane Anthony, founder of Coda Falconry, an Essex-based bird of prey centre. Sarah wanted to turn the business from a small start-up into a leader in its field, and turned to NatWest for advice about how to finance a relocation of the centre.

"With advice from the Women in Business team, Coda Falconry was able to benefit from improved cash flow and debt consolidation. Sarah has since been able to grow the business and invest in new equipment and visitor facilities. "Honestly, I wouldn't bank with anyone else," she says. "NatWest gave essential advice and backing - I always felt that the Women in Business specialists were there to support me and my company."

In 2014 and 2015, 16,000 aspiring and existing female business owners attended nearly 300 events organised by the Women in Business specialists across the UK.
Inspiring Social Enterprise has sought to increase the size and strength of this important segment within the UK economy. These pages highlight examples of how we’ve helped social enterprises access the funding, networks and advice they need to increase both their economic and social impact in communities across the UK.
RBS Inspiring Enterprise set out to help more people to explore and develop their enterprise skills. Over the last three years, the programme has:

**SUPPORTED OVER**
- **142,000** people across the UK, providing mentoring, funding and training

**INSPIRED**
- **2,173** entrepreneurs to set up businesses

**SUPPORTED**
- **5,349** social enterprises

**INVESTED**
- **£14.8m** to inspire more people to explore enterprise

Helping build a more entrepreneurial UK, unlocking and nurturing talent, is a core part of our mission for NatWest, Royal Bank of Scotland and Ulster Bank to be the No.1 banks for enterprise. That is what we have sought to achieve through RBS Inspiring Enterprise, and now that work continues with a refreshed focus.

**WHAT’S NEXT? THE GO FORWARD STORY**

In 2016 and beyond, the work of Inspiring Enterprise will evolve, as we expand and develop our work to support entrepreneurs and growing businesses. With Entrepreneurial Spark, the world’s largest free business accelerator for earlystage and growing ventures, we will significantly expand provision of space and support for young companies across the UK. Throughout 2016, we will support the opening of an additional seven enterprise hubs, from Manchester to Belfast, Cardiff, Newcastle, Milton Keynes, London and in Edinburgh at our headquarters, bringing the total number of hubs to nine. And we will be launching at least four more during 2017.

To continue supporting women in enterprise, we will grow our specialist Women in Business team. These accredited experts understand the unique challenges faced by women in business, and can support them to access the right advice and funding options for their companies. We will also be furthering key partnerships with organisations such as The Prince’s Trust, which RBS has been supporting in various ways since 1976. Our ongoing support for The Prince’s Trust Enterprise Programme, which last year helped over 8,900 young people across the UK to explore entrepreneurship as a career choice, is a central part of our mission to inspire young people to fulfil their business ambitions and understand what an entrepreneurial pathway could mean for them.

Our Skills & Opportunities Fund, which each year provides over £2.5m of funding to not-for-profit organisations, helping them to run programmes in disadvantaged communities to support more people into work and business will continue into 2016.

For RBS, the overarching goal is to be the No.1 bank for customer service, trust and advocacy. That means providing support and services which go beyond what people might expect from their bank. It is only by doing so that we can fulfil our ambition to be a force for good, and change people’s lives by helping them to achieve their ambitions in business. That is what Inspiring Enterprise has done over the last three years, and what RBS remains committed to doing into the future.
ACKNOWLEDGEMENTS

To create this report, we interviewed 15 people, gathered data from across the bank, our partners and funded organisations. We want to thank everyone who took the time to help us record the numbers, find great stories or tell us their story. We also want to thank Seven Hills, for helping us bring these great stories together, Project North East (PNE) for managing our grants process and funded organisations and Whitespace for creating an excellent website to share our stories. Finally, thank you to all the great partners and organisations we’ve worked with who have helped the work of Inspiring Enterprise reach individuals and communities across the UK.

WOMEN IN ENTERPRISE

Amina
Aerna Community Hub
Access to Business
African People's Link
Assisting 2 Be
Business Enterprise Support Limited (BES)
Business for Good
Camden Project / Bloomsbury Babies
Camden Enterprise Ltd trading as Centre Business Services
Change Agents UK Charity
Cola Cola
Coffs Future Leaders
Croydon and Wandsworth Cooperative Development Agency
Croydon Business Venture Ltd
Dagenham Bangladesh Women & Children's Association
Denwestide Enterprise Agency
Dungannon Enterprise Centre
e-Porter (NNI) Ltd
East Potential
Entrepreneur First
everywoman
Ex-Cell Solutions Ltd
Fourth Action
Green2Bz EnterpriseEastern Perthshire Ltd
Identities CIC
eSeven (Innovation for Social Entrepreneurs)
JAN Trust
MIM Centre
MLB Learning Solutions
Modivate Mentor
National Black Women's Network
National Market Traders Federation
Newark Civic Centre
Northamtonshire CDA Limited
Ormeo
Paddington Development Trust
Passage From India
Portsmouth Business Centre
Power to Change
Regional Refugee Forum North East
Sarah Lima
Spinina Women
Sustainable Enterprise Strategies
The Highlife Centre
The Women's Enterprise Cooperative
University of East London
West Wemyss
Women and Manual Trades
Women in Business networking events (RBS/NW operated)
Women in Business Northern Ireland
Women in Business Start Up Surgery (RBS/NW operated)
Women's Enterprise
Women’s Enterprise Scotland
Women’s Development Unlimited
Works for Us
Yorkshire Coast Enterprise Ltd
Young Enterprise Manchester

SOCIAL ENTERPRISE

ACEVO
Aberdeen Council for Voluntary Organisations
ACOSVO workshops
Business for Good
Cabinet Office
Carnegie Trust
Churches Conservation Trust
Clearly So
Community Shares
Community Transport
Development Trust Scotland
Ella Foundation
EngageX
Good Deals
Institute for Social Entrepreneurs
Locality
Mitter & Co
Modivate Mentor
NetWest SE100
Power to Change
RBS Social & Community Capital
Responsible Finance (formerly known as CDFA)
Social Enterprise UK
Social Enterprise Scotland
Social Investment Scotland
Test Town
If you would like to contact us about the contents of this report, or if you have any questions about our support for enterprise please email us at: inspiring.enterprise@rbs.com