



BACKING YOUTH AMBITION

In 2019 LDC partnered with The Prince's Trust to help equip more than 1,200 young people with the confidence, skills and start-up grants to start and launch their own business through The Prince's Trust Enterprise programme. We call it Backing Youth Ambition!



Prince's Trust

PLATINUM
PROUD TO BE A
PATRON

WWW.LDC.CO.UK/BYA

B A C K I N G Y O U T H A M B I T I O N

LDC'S PARTNERSHIP WITH THE PRINCE'S TRUST

Young people interested in business and entrepreneurship are critical to the future of the UK economy and British business. However, our own research revealed that while two in three young people want to start their own business, they have identified a number of barriers. Half of them are put off by lack of funding, lack of practical experience and fear of failure that is stopping young people from being their own boss.*

LDC has partnered with The Prince's Trust to help give ambitious young people the access to funding and support they need to start their own business. We also provide practical support through volunteering, training and mentoring activity across our regional offices, uniting our employees, portfolio companies and business networks behind our vision to create a thriving youth enterprise economy.

The partnership is an extension of our commitment to backing ambition, which has been part of our ethos since LDC's inception more than 35 years ago. As the UK's leading mid-market private equity investor, our success has relied on the ambition of management teams looking to grow their businesses.



We're excited to join forces and support their mission, helping to back the ambition of young people and create a new generation of entrepreneurs."

Martin Draper
Chief Executive, LDC

2020 UPDATE

In our first year, our Backing Youth Ambition partnership has contributed £431,000 to support more than 650 young entrepreneurs, through donations, volunteering, event attendance and mentoring.

Now, in response to Covid-19, we're supporting The Prince's Trust as it pivots to run many of its courses online and redeploy funding to help young, ambitious businesses continue to operate during this trying period.



The impact the LDC partnership has already made in such a short amount of time is remarkable."

The Prince's Trust, Partnership Director



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BACKING YOUTH AMBITION CASE STUDIES

One year into our Backing Youth Ambition partnership 252 start-up grants totalling £200,000 have been provided to young entrepreneurs across the country by The Prince's Trust through LDC funding for the Enterprise programme.

Here are some of the young people it has supported.

KATHRYN HOPKINS

WWW.ILLUSTRATEDKAT.COM

Kathryn came to The Prince's Trust after graduating with a degree in illustration but could not find work.

The Prince's Trust supported her with a two day training course, helped prepare her business plan and provided a start-up grant enabling Kathryn to purchase the equipment and materials she needed to start her own business.

Kat draws and designs botanical theme patterns which are then printed onto fabrics and made into purses, make-up bags and cushion covers and sold on Etsy.



LOUISE SMITH

WWW.INSTAGRAM.COM/LOSLAGOON

Louise was a single mum with an autistic daughter who was struggling to settle into school whilst Louise worked long hours.

Louise approached The Prince's Trust with the hopes of having her own business to allow her more freedom to be a better mum. She attended The Prince's Trust Explore Enterprise course, received mentoring and a start-up grant enabling her to start her own business making festival-wear and jewellery.

CHRIS DODD

WWW.CHRISDODDMAGIC.COM

Chris has practiced and performed magic since he was nine years old. Becoming a magician was his dream!

Chris joined The Prince's Trust Enterprise Programme which provided him with training, an introduction to business, support in creating his own business plan and financial models. He also attended digital workshops and was given a supportive mentor.

Chris is now a close-up magician performing his one-man shows at weddings, corporate functions and in restaurants – where he performs many of his illusions with food!

RACHEL LEE

WWW.ETSY.ME/32ZSGXB

Rachel became acquainted with The Prince's Trust and the Explore Enterprise Programme after completing the TEAM programme when she was homeless and living in a hostel.

Rachel has always been passionate about arts and crafts and finds creating crafts very therapeutic and relaxing.

Rachel completed the Explore Enterprise course and worked with her mentor to produce a viable business plan and financial forecast to enable her to receive a start-up grant for her crafts business – Essential Rustic Delights.

YASMIN WATSON

WWW.INSTAGRAM.COM/YASMINLASHES

After a series of big life changes, Yasmin found herself in a very dark place. She felt incredibly lonely, suffered with daily panic attacks and her mental health hit rock bottom. Yasmin turned to The Prince's Trust to get back on track, create something she could be proud of and launch her own business.

The Prince's Trust provided Yasmin with a business mentor who supported her and helped prepare a business plan for her business, Yasmin Lashes. Yasmin now offers beauty treatments and teaches others the skill of eyelash extensions.

ABOUT THE PRINCE'S TRUST

Youth charity The Prince's Trust helps young people to develop the confidence and skills they need to realise their ambitions, so that they can live, learn and earn. Founded by The Prince of Wales in 1976, the charity supports 11 to 30 year-olds who are unemployed, 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, mental health problems, or have been in trouble with the law. The programmes offered by the charity give vulnerable young people the practical and financial support needed to stabilise their lives, helping develop self-esteem and skills for work. Three in four young people supported by The Prince's Trust move into work, education or training.

In March 2020 the UK was hit with the biggest public health crisis in living memory. Covid-19 impacted every person in the UK and the work of organisations like The Prince's Trust is now more valuable than ever.

If we don't support the young people now, the spirit of innovation that propels the UK economy forward will be lost for a generation. The Prince's Trust has since launched a Young People Relief Fund to ensure that young people are supported in the pandemic.

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www.princes-trust.org.uk/support-our-work/donate



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