



# Empowering Youth Ambition

Over the past five years, LDC has partnered with The King's Trust to empower more than 4,400 young entrepreneurs to start, sustain and grow their own businesses, equipping them with the confidence, skills and funding they need to turn their ambitions into reality.



Young entrepreneurs supported by The King's Trust with Toby Rougier, Chief Executive, LDC

# Leading Supporter of Young Entrepreneurs

**LDC partnered with The King's Trust (previously The Prince's Trust) to help inspire the UK's next generation of business leaders, supporting their role in driving growth, fostering innovation, and shaping the future of the UK economy.**

Through our support of the Enterprise programme, we've so far been able to help 4,418 young people from a diverse range of backgrounds to start their own business. This has included providing mentorship, funding and training as they embark on their business journeys.

We've seen first-hand how the Enterprise programme is helping young business leaders and driving positive change in communities, something our teams across the UK are actively involved in supporting via mentoring. The programme is also contributing towards a more diverse group of future business leaders, as a quarter of the young entrepreneurs supported to-date are from ethnic minority backgrounds and more than half are female.

As part of the Enterprise programme, more than 2,000 young people have also accessed start-up/test my business grant funding from LDC and we're pleased to have committed more than £1.65m in financial support to help the UK's next generation of entrepreneurs to kick start their business ambitions.

LDC is the leading supporter of young entrepreneurs at The King's Trust and we were named 'Partner of the Year' in 2023 - something we're incredibly proud of.

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**Together with The King's Trust, we're creating a path for young business leaders that will empower them to contribute to the sustained growth of the UK economy.”**

Toby Rougier, Chief Executive, LDC

## The story so far:

**4,418**

young entrepreneurs supported

**2,000+**

start-up grants funded by LDC

**£1.65m**

in grant funding provided by LDC





## Mentorship Powers Success

Kwame Boateng, 23 from Walsall, launched his alcohol-free body fragrance brand, Ingrained Oil, with the support of the Enterprise programme in 2022. He wanted everyone to have the pleasure of scents without experiencing the irritation that some people get from conventional perfumes.

He said: “Before I embarked on my journey with Ingrained Oil, I felt like I had no hope because, growing up, my talent didn’t fall into your typical categories: education, sports, art, music, or performing arts.

“With the support of The King’s Trust’s Enterprise programme, I have been given a mentor, who is helping me to gain the confidence to develop my business on every level, from marketing to business planning. My mentor has also given me real clarity on how to grow my business too.”



## From Start-up to High Street

Kyle Frank set up his vegan skincare brand, Frank’s Remedies, with the support of the Enterprise programme in 2020. He wanted to help others who had suffered with skin conditions and has since established a successful and growing business.

Frank’s Remedies now has retail listings in high-street stores such as Superdrug and WHSmith, and is forecasting a turnover of £650,000 in 2025.

Kyle said: “Starting a business is hard, but growing it is tougher. The Enterprise programme offers tangible support and resources that will be hugely valuable to other young business leaders. It’s about more than just business; it’s about breaking barriers and giving everyone an even chance of success.”

# Expanding the Enterprise Programme

**In 2024, we marked the fifth anniversary of our partnership with The King's Trust by launching Business Advance to help young entrepreneurs sustain and grow their businesses.**

The King's Trust designed and developed Business Advance, in partnership with LDC, as an extension of the Enterprise programme. It's intended to help young entrepreneurs as they navigate their first three years of trading, providing access to a designated mentor, structured business reviews to track progress against targets and ambition, workshops and networking opportunities.

Following a successful pilot in the Midlands, with more than 100 young people taking part, and 90% confirming it helped to increase their business confidence, Business Advance has now been rolled-out across the UK and is available to young entrepreneurs up and down the country.

More than 20 of our employees have trained to become one-to-one business mentors, to support young entrepreneurs and offer support and advice. We've also extended this mentoring programme to include business leaders from across our portfolio and wider network, meaning young people have access to an even broader range of expertise.

## Partnership helps young entrepreneurs to grow

**Y**outh charity The King's Trust has launched an extension of its enterprise programme in partnership with LDC, to help young entrepreneurs to sustain and grow their businesses through the first three years of trading.



Nyomi Smith of Sanaa Giftshop

## Boost for scheme to aid young entrepreneurs

**A** charity has teamed up with a private equity house to launch a new support programme for young entrepreneurs. The King's Trust is working with LDC on the scheme which is an extension to its existing 'Enterprise' programme.

**“The UK-wide roll-out of Business Advance takes the support we can offer even further. It's a flexible, broad-ranging programme that will help young entrepreneurs to go on and grow their businesses in those crucial early years.”**

Jonathan Townsend, UK Chief Executive, The King's Trust



## Helping to Create Medical Heroes

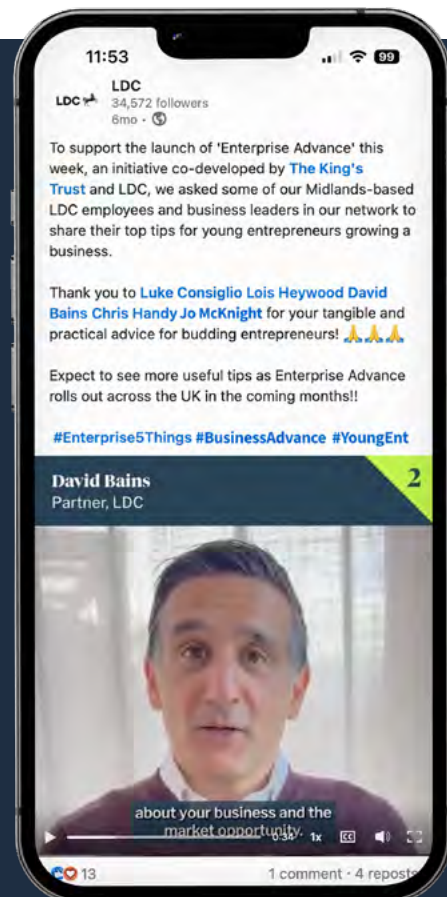
Celie Brayson, a part-time paramedic from Leicestershire, founded Mini Healthcare Heroes to teach young children first aid through interactive books. She launched her business with the support of The King's Trust's Enterprise programme, and after completing Business Advance now plans to expand her collection and launch first aid kits and educational toys.

Commenting on her experience, Celie said: "The King's Trust helped me turn an idea into reality and I wouldn't have been able to grow Mini Healthcare Heroes without the support of Business Advance. The support of my mentor has given me confidence and helped me think about the future of my business. It's shown me that with the right support and encouragement anything is possible!"

## #Enterprise5Things

LDC and The King's Trust have also been sharing practical advice on starting and growing a business - here are some of the hints and tips from our employees and network.

1. Find your passion – if you're doing something you love, you'll never feel like you've worked a day in your life
2. Ask lots of questions – to learn more about your business and the market opportunity
3. Delight your customers – don't just deliver for them
4. Get the right people around you – and build lasting relationships
5. Build a support network - to help you identify opportunities on how to finance your business



# Championing Youth Ambition

**Alongside our support of The King's Trust's Enterprise programme, we are also continuing to support and celebrate the achievements of young entrepreneurs through a number of other initiatives.**

## The Youth Ambition Award

As part of our annual Top 50 Most Ambitious Business Leaders programme - which celebrates the nation's most ambitious entrepreneurs - we introduced The Youth Ambition Award, to recognise the achievements of a standout young entrepreneur from The King's Trust Enterprise programme.

Brandon Hulcoop of All Things Dotty won the inaugural award in 2024. He has been blind since birth and set up his business All Things Dotty with support from The King's Trust.

His ambition is to help make the world a better, more accessible place for visually impaired people. He started creating and selling greetings cards using braille, before expanding to create braille menus for cafes and restaurants. Next up, he wants to create braille bus and train timetables to help people travel independently.



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**This monumental recognition, made possible by LDC and The King's Trust, is a testament to the incredible journey we've had with All Things Dotty. As a blind entrepreneur, having started this business just over 18 months ago, I could never have dreamt of this moment.”**

Brandon Hulcoop, Founder, All Things Dotty



Find out more about  
Brandon's inspiring journey.

## Young Entrepreneur Marketplaces

As part of our ongoing commitment to support young entrepreneurs we host dedicated marketplaces where young business owners, supported by The King's Trust, can showcase and sell their products and build valuable connections.

The marketplaces have become a staple addition to our national events calendar, offering young people a platform to trade and enabling them to network with other business leaders and get advice on their business journeys.

In the past two years alone, young business leaders have collectively generated more than £14,000 at these events and for many, it has been their first experience of trading at a large-scale event, helping them to build both confidence and crucial business skills.



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