



Prince's Trust

# IMPACT REPORT 2022 / 23

# INTRODUCTION

**“For many young people who, like me, are right at the start of their working lives, it can be hard to stop your head from filling with doubts. Questions like; ‘Am I doing the right thing?’ or ‘Have I got what it takes?’ can creep into our thoughts all the time.**

It’s scary knowing that the decisions we make now can have a massive impact on the rest of our lives. Sometimes, this can be really overwhelming, especially for those who don’t have much support to fall back on.

Let’s not forget that my generation has had a lot to deal with – including missing out on normal schooling and starting our first jobs virtually as a result of the pandemic, and then having to cope with a cost of living crisis. Everything has been piling up on us and many young people feel really isolated, insecure about their job prospects and worried about money.

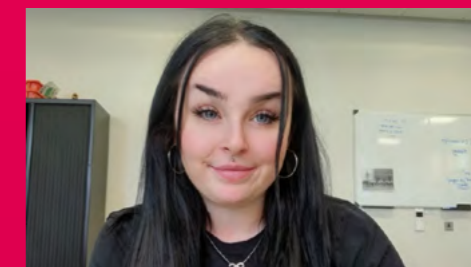
I know from my own experiences that the opportunities young people get through The Prince’s Trust helps them to change their lives for the better. I wanted to introduce this Impact Report, which shows what The Trust is doing to help young people like me, because I want you to see just how much they do and what this means to those they support.

Something that interested me in the report is that around 70 per cent of young people improved their confidence, communication and ability to set and achieve goals when they were on a Prince’s Trust programme. That was certainly true for me when I did the Team programme – I came away feeling sure of myself and with an ‘I can do anything’ attitude I didn’t have before.

I now feel like I can achieve the stability I want for myself and my family, but it hasn’t always been this way. I struggled at secondary school and put a lot of pressure on myself. I also didn’t have the home life to support me and went into care when I was 14. When school became too much for me to deal with, I dropped out and really felt as though I’d been left in the dust.

When you go into care, you automatically have this mindset that the world has hurt you and can’t be trusted. You feel wary of asking for help, even when you desperately need it.

For me, the thing that helped me to break that mindset was finding The Prince’s Trust. I’m now working towards my youth work qualifications and volunteering at my local YMCA. I’m so proud to be showing my kids a strong work ethic and I’m going to be able to give them the stability I never had. That’s the difference The Trust can make.”



**Shauna Kaleta,  
Prince’s Trust supported  
young person**

**The staff at The Trust were so supportive, it was a safe space, I could be myself. I could also feel my confidence increasing throughout the week.”**

**- Jessica, Barry Island**

# OUR APPROACH

Throughout the year, we continued to witness how deeply the impact of the pandemic and cost of living crisis affected the lives of young people.

Many of the young people we supported presented with mental health concerns and feelings of isolation, as well as skills gaps resulting from the disruption in their education. Widening inequalities continued to harm the prospects of young people in the formative years of their careers, and it was those who already faced disadvantage and adversity who were most at risk of being left behind.

According to the Office for National Statistics\*:

- 1 Young people are four times more likely to be unemployed compared with the rest of the working age population.
- 2 More than a million young people are not currently in employment, full-time education or training (NEET).

We remain committed to realising our 2021/25 strategy, which pledges to give more disadvantaged young people the opportunity to create a better future through education, employment and enterprise.

In our financial year 2022/23, we supported almost

# 67,000

children and young people to develop their confidence and skills to live, learn and earn.

\*Office for National Statistics, labour market statistics for February 2024 - [www.ons.gov.uk](http://www.ons.gov.uk)

To achieve this, during 2022/23 we continued to focus on the following themes

- 1 Be there for young people by supporting them on a pathway to employment today and striving to maximise our reach and impact.
- 2 Strengthen our Prince's Trust community of supporters, employers, delivery partners, volunteers and colleagues for young people.
- 3 Build for a better future for young people by building a financially sustainable organisation, led by insight and impact, to give young people the best chance of success in the years to come.
- 4 Become one of the UK's most equal, diverse and inclusive organisations serving young people. This cross-cutting ambition influences everything we do.

Working closely with our partners and volunteers, we not only helped young people to survive, but also helped them to thrive and regain their confidence with practical support and skills relevant for the future economy.

In addition to supporting almost 67,000 young people in the UK during 2022/23, The Trust supported an additional 32,000 young people through its partner charities including Prince's Trust International, Prince's Trust Canada, Prince's Trust Australia and Prince's Trust Aotearoa New Zealand. For more detail, see The Prince's Trust Group Impact Report 2022/23.



# OUR YEAR AT A GLANCE

Of those young people who were new to **The Trust in 2022/23:**



**35%** were living in some of the most deprived communities across the UK.

**45%**  were young women <sup>1</sup>.

**51%**  were young men <sup>1</sup>.

**1%**  were non-binary <sup>1</sup>.

**70%** were white <sup>2</sup>.

**10%** were Asian / Asian British <sup>2</sup>.

**8%** were Black / Black British <sup>2</sup>.

**5%** mixed ethnicities <sup>2</sup>.

**4%** were other ethnicities <sup>2</sup>.

**29%** told us they live with a disability

**44%** of those who shared their mental health status told us they had experienced a mental health challenge.

<sup>1</sup> When we invited young people to tell us what gender they are as part of our on boarding questionnaire, three per cent selected the option 'prefer not to say'. The stats use a trans-inclusive definition for male / female.

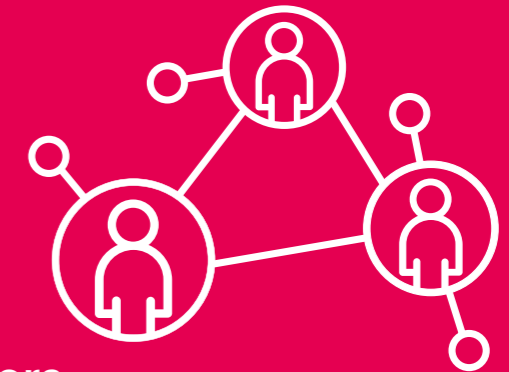
<sup>2</sup> When we invited young people to tell us their ethnicity as part of our on boarding questionnaire, three per cent selected the option 'prefer not to say'.

<sup>3</sup> 74 per cent of young people The Trust worked with shared their disability status.

<sup>4</sup> 61 per cent of young people The Trust worked with shared their mental health status.

## Our network:

- 1,180 colleagues.
- Almost 1000 operational and strategic partners.
- More than 5,000 volunteers.



**66,928**

children and young people were supported across the UK by The Prince's Trust and our partners and volunteers during 2022/23.



Three in four of the young people supported by The Trust in 2022/23 moved into work, education or training after completing one of our programmes.

**ONE MILLION**

The Trust has helped more than one million young people since it was founded in 1976 by HM The King, when he was HRH The Prince of Wales.

# MAKING AN IMPACT



# OUR PROGRAMME DELIVERY IN 2022/23

We supported a **total of 66,928** young people in 2022/23 by providing 72,290 course places. Of the total 66,928 young people, two-thirds (46,083) engaged with us for the first time during 2022/23; and one-third (20,845) continued to receive our support in 2022/23 after first engaging with us in previous years.

## EDUCATION PROGRAMMES

### Achieve

**3,174 course places were provided** on our Achieve programme, which supports those at risk of not achieving their full potential in school.

### Mosaic

**621 course places were provided** on our Mosaic programmes. Mosaic is a schoolbased mentoring programme which gives young people access to inspirational and relatable rolemodel mentors.

## Enterprise Challenge

**4,907 course places were provided** on our Enterprise Challenge programmes. The Enterprise Challenge, which is part of Mosaic, is an inter-school competition for young people aged 11-16 who are supported by trained mentors to develop their confidence, team-working skills and understanding of the world of work.

## Qualifications

Over the academic year 2022/2023, The Prince's Trust awarded more than **15,800 qualifications** to learners.

## 188,000

Since 1999, we have supported more than **188,000 young people** who were struggling at school or were at risk of exclusion.

# EMPLOYABILITY PROGRAMMES

## Explore

**1,862 course places were provided** on the Explore programme, an individually tailored personal development programme which combines one-to-one support and group activities.

## Team

**6,047 course places were provided** on our Team programme, a 12-week personal development course which helps young people to develop the confidence and skills they need for work. More than 249,000 young people have participated in Team since the programme launched in 1990.

## Get Started

**3,213 course places were provided** on a range of Get Started programmes, which engage young people through such areas as sport and the arts, boosting self-esteem.

## Get into

**4,294 course places were provided** on a range of Get into programmes, which provide young people with intensive training and work experience across specific industries including construction, retail and hospitality.

## Health & Social Care

**5,298 course places were provided** on our Health & Social Care programmes, which provide young people with intensive training and work experience for the health and social care industries.

## Development Awards

**3,529 Development Awards were** given to young people to remove financial barriers preventing them from taking the next step into work, education or training. 1,844 course places were provided on a variety of local and other programmes.

# ENTERPRISE PROGRAMME

## Enterprise

**4,501 course places were provided** on the Enterprise programme, which provides training and mentoring support as well as funding and resources to young people interested in starting their own business.

## 91,000

The Prince's Trust has helped more than **91,000 young people** to set up in business since 1983.



Prince's Trust supported young people on programme.

# PROGRESS TOWARDS OUR OBJECTIVES

## OBJECTIVE 1:

# BEING THERE FOR YOUNG PEOPLE AND MAXIMISING OUR IMPACT



### We have:

- **increased our support to young people living in communities facing the highest levels of deprivation across the UK by implementing a place-based strategy.** We are using a data-led approach to proactively define these high priority locations for our support, enabling us to deliver more programmes in the areas of greatest need.
- **supported tens of thousands of young people on a pathway to employment.** Our activity in this space included the launch of 'Ant and Dec's Making it in Media' programme, which enables young people not in work, education or training to gain work experience and access employment opportunities in the media industry. We also supported almost 5,300 young people to explore careers in the health and social care sector.
- **developed bespoke programmes to improve our offer to young people who need additional, longer-term support, such as refugees and asylum seekers.** Often facing unique, multiple barriers to securing employment, such as language barriers and homelessness, our support to refugee communities doubled in the financial year. Nine in ten young people within this group lived in the most deprived areas of the UK.

## IMPACT HIGHLIGHTS

**Around 70%** of young people told us they improved their confidence, communication, and ability to set and achieve goals whilst on our programmes.



In 2022/23 we supported more young women, more Minority Ethnic young people and more young people who live in areas facing the highest levels of deprivation than last year.



# FOCUSING OUR SUPPORT



**“Getting the courage to open that door and see the possibilities was a really a big step.”**  
 – Alycia, Cardiff

Alycia is a designer who specialises in making bespoke couture, bridal and corsetry garments. She started her Cardiff-based business, Emiah, with support from The Trust’s Enterprise programme.

Alycia has always been creative and told us that her disability had led her towards a different career path. Taking the plunge to start her own business was a hugely positive step.

One of the ways The Trust is working to reach more young people like Alycia is by taking a strategic approach to where we physically deliver our support and how we work with partners. Underpinned by data on youth unemployment, diversity, deprivation and poverty, our place-based strategy enables us to understand where to focus

our support and maximise our impact. This helps us to reach into more diverse communities as well as deprived areas, where young people are more likely to be experiencing hardship.

We know from the data that deprivation is more prevalent in cities and that a majority of the population live in urban areas. There are also more diverse communities in metropolitan areas and, with this in mind, we aim to grow our support in metropolitan areas.

One of the first places where we are growing our support is Glasgow. We are aiming to double the number of young people we help here by 2026, by kickstarting their career journeys, supporting them into employment or helping them to launch their own businesses.

**“My life has a lot more structure now, as I have a job that enables me to develop.”**

**“The staff at The Prince’s Trust offer real support and encouragement, while also building your confidence. Thanks to them, I’m in a role now which feels like the start of something special.”**

– Dwayne, Birmingham



Alex is a Prince’s Trust Young Ambassador who recently completed our ‘Get into Cooking’ programme with City of Glasgow College. He is now working towards his level 6 qualification at college, which is something he never thought he would do.

**“I honestly feel if it wasn’t for The Prince’s Trust, I would not be the person I am today. They gave me a lifeline and treated me like a human being with no judgements.” – Alex, Glasgow**

We are also seeing positive results in Birmingham. During the last year, 72 per cent of the young people we supported in Birmingham were from the 20 per cent most deprived areas; a three per cent increase on the year before.

73 per cent of those young people who told us their ethnicity were from a Black, Asian or Minority Ethnic background, which is a six per cent increase on last year.



# OBJECTIVE 2: STRENGTHENING OUR SUPPORT NETWORK FOR YOUNG PEOPLE



Funmi, Prince's Trust supported young person.

## We have:

- **recruited new volunteers in targeted geographic areas where they are most needed.**

We also improved our volunteer offer by creating opportunities for volunteers to engage with our Equality, Diversity and Inclusion sessions, as well as by implementing some significant technology improvements.

- **positioned ourselves as the organisation of choice for partners who share our vision.** Demand for our education programmes grew and we used research to refine our offering in the employment space. We identified emerging employment markets which provide attractive and sustainable opportunities for young people – for example, the technology sector and the green economy – and focused relevant programme delivery accordingly.

- **worked towards protecting and promoting the wellbeing of our colleagues, with a particular focus on workload and stress.**

This included setting clear organisational priorities to help colleagues with their own prioritisation and gaining a deeper understanding of the challenges facing frontline roles by conducting a Trust-wide listening exercise.

- **collaborated with young people on a new youth voice strategy and involved them in key activities across the organisation.**

For example, young people contributed to director-level interviews and designing new content for our digital and education programmes.

## IMPACT HIGHLIGHTS

**3,420** employees of our corporate partners engaged in volunteering activity for The Trust. This is an increase of 1,120 corporate volunteers from the previous year and together they helped to support more than 8,000 young people across the UK.



The Trust was voted as one of the UK's Best Workplace for Wellbeing by Great Place to Work, in recognition of a range of support and practices in place to support colleagues.



# MARCIA AND ISABELLA'S STORY



Isabella, Prince's Trust supported young person (left) and Marcia, Prince's Trust employee and mentor (right)

## Marcia

"Isabella is amazing: nothing holds her back. As a young mum, she took a huge leap in starting her own business and has gone from strength to strength ever since.

"As Isabella's mentor, my proudest achievement is helping her to find her confidence. I meet so many young people, particularly young women, who struggle with this – especially when they're first starting out. As far as I'm concerned, confidence is one of the most important things you can have because when you've got it, nothing feels out of reach.

"When Isabella and I were first matched, we would spend an hour or two on the phone together every other week, getting to know each other and talking about her business. I run a small craft business myself, alongside my other work, so was able to offer some practical tips along the way.

"I also supported Isabella to prepare her business plan and secure a grant that helped her to get her business off the ground. But I think the most important thing I can do as a mentor is show Isabella I'm in her corner and be there for when she needs a boost."

## Isabella

**"I got the idea to start my business, Pearl to Coast, during a trip to Uganda while visiting family. I came across some beautiful souvenirs at a marketplace, but could see the artisans were living hand-to-mouth.**

"This got me thinking, and I came up with the idea of starting a business back home in England that could help the artisans to preserve sacred traditions. I wanted to import organic vitellaria Nilotica shea butter, as a beauty product for skin and hair, with everything from the product to the packaging being made exclusively in Uganda.

"At the time, I was trying to rebuild my life having relocated to Dorset. I heard about The Prince's Trust and signed up for their Enterprise programme. There was lots of encouragement for my business idea, but when the pandemic hit, I found it impossible to progress and felt like giving up.

"It was at that point that Marcia became my mentor and everything changed – we had a connection right from the start. I'd asked to be matched with someone I could relate to, who looked like me and could understand the challenges I faced. Marcia is a perfect match and supports me in so many ways.

"She helped me to access grants, puts me forward for business opportunities and always offers advice and feedback. As my confidence grew, Marcia pushed me out of my comfort zone and was always there when I needed her. Her active listening skills are truly unmatched!

"Working with Marcia had a profound impact on me and, after a while, I felt ready to launch Pearl to Coast. Things are going well; now, in addition to producing Ugandan shea butter products, I've partnered with an NGO in Uganda. Their SEW programme works to 'sustainably empower women'; specifically, artisans who happen to be single mothers. We work in tandem, purchasing their sustainable handicrafts to sell here in the UK and providing business development support through social enterprise."

# OBJECTIVE 3: BUILDING A BETTER FUTURE FOR YOUNG PEOPLE



## We have:

- **refined our safeguarding processes** and developed new performance measures to ensure we continue to effectively support and safeguard the children and young people we work with. We also designed and delivered specialist training for our staff and volunteers to help maximise the impact of our safeguarding work.
- **more closely aligned our programmes with future growth sectors.** For example, we ran eight different versions of our Get into Digital programmes and also launched our Digital Skills Festivals, which help young people to explore and engage with career opportunities in the digital and technology sectors.
- **used data insights to deepen our understanding of what is important to young people at each phase of their journey with us.** This helped us to refine the support options we offer, increasing our ability to tailor activity to the specific needs of individual young people.

## IMPACT HIGHLIGHT

Our focus on supporting young people into sustainable jobs resulted in more than 1,000 young people developing skills for careers in the tech sector through our Get into Digital programmes.

We also ran a series of nature and conservation courses for young people interested in exploring career pathways in the green economy.



# RIANNE'S STORY

**Rianne has come a long way since she built her first computer aged 11.**

**A Platform Engineer for The Times, she won the Rising Star Award at the TechWomen100 Awards 2022 and was also shortlisted for the Female Frontier Awards in 2023.**

**Yet just a few years ago, prior to joining the Get Started with Tech programme at The Prince's Trust, Rianne was experiencing a long period of unemployment, which had left her feeling unsure about what her future looked like – or what she would achieve.**

"I was unemployed for about nine months and had to sign on to receive Universal Credit. I felt lost and down, unsure about what I wanted to do and with limited opportunities to secure work that wouldn't make the most of my skills or give me the independence I needed.

"It was a very difficult time. I wanted to be financially independent and felt embarrassed that I couldn't be.

"It was then that I saw an opportunity with The Prince's Trust and I thought I'd go for it. I had always been interested in technology, but never really thought about the opportunities out there to work in the industry.

"The Get Started with Tech programme seemed a good fit. I thought working in tech could be a good way of future-proofing my skillset, so I took a leap.

"Whilst on the programme, I learned new skills, met like-minded people and received advice on building a CV and practising interview techniques. We also received a mentor as well as financial support with travel to and from the programme.

"One of the employers linked with the programme was News UK and, when the programme finished, I applied for a role with them. I was so excited when I got the job! I still work for them now and have recently secured a position as a Junior Platform Engineer for The Times.

"In 2022, I won an award at the TechWomen100 Awards which was a huge achievement and made me realise how far I have come. In the future, I want to continue progressing in a technical role within engineering so that I can become a senior technician. Maybe one day I'll even have my own consultancy!"



# HELP US TO BUILD A BETTER FUTURE FOR YOUNG PEOPLE

The Prince's Trust supports tens of thousands of young people all over the UK each year to develop the confidence and skills they need to overcome challenges in their lives and move into work, training or education.

If you would like to find out more about how you can support our work or make a donation, [click here](#)

Visit: [princes-trust.org.uk](https://princes-trust.org.uk)

Email: [hello@princes-trust.org.uk](mailto:hello@princes-trust.org.uk)

Call: 0800 842 842

 /princestrust

 @PrincesTrust

 @princestrust

 @ThePrince'sTrust

The Prince's Trust  
South London Centre  
8 Glade Path  
London  
SE1 8EG.