



## Project: Future Generation Employees

### Project Overview:

The project will support and encourage young people from the District to develop and try out their innovative business ideas, including new products and services, in both towns' weekly markets and through 'pop-up' shops in empty retail spaces. For the first time ever we will promote the markets as a laboratory for young entrepreneurs. We have built relationships with the business studies departments in local schools and colleges and they are keen to work with us to develop 'real life learning' opportunities for their young people. Future Creative practitioners will work closely with the young people, supporting innovative business ideas and enterprise skills, ensuring that potential new start-ups are sustainable, robust and have a strong business plan behind them. This element of our project would encourage young people to stay in their community (or return after university) and set up exciting new service, hospitality and retail sector businesses that will revitalise the retail offer and encourage a stronger visitor economy and the growth and performance of the retail sector in Deal and Sandwich.

### Short Term Goals:

- Project planning phase. Resources available and required established in detail
- Consulting with and bringing on board local stakeholders eg DDC, KCC, local schools and education settings , local charity and community sector
- Launching the project via press and social media, raising awareness
- All schools and relevant local community groups such as JCP's and organisations that work with young people in the Deal and Sandwich informed of the project and young people given opportunity to take part

### Performance measures (SMART 0-6 months)

- 25 young people recruited as initial cohort for the project
- 6 workshops held in the first 6 months, to recruit and engage young people with the project
- Minimum 10 mentions in press and social media in first 6 months

### Medium Term goals: 6mths to 5 years:

- Programme of workshops and 1:1 support of young entrepreneurs
- Participants supported to develop business and enterprise ideas



- Participants develop key skills needed to establish small business eg business plan, cash flow, sales and marketing, costings etc

#### Performance Measures (SMART 6mths-5 years)

- 1 x networking meeting held every month for all participants with invited speakers eg local small business owners
- Bi-Annual programme of workshops (Each course to consist of 12 workshops)
- 1:1 support sessions available to each of the 25 participants (not easy to quantify at this stage as it will depend how much support individuals require)
- 75% of participants set up their own enterprise-this may only be a once off event at this time and may also be completed as part of a group rather than individually.
- 75% of participants obtain their Bronze level Social Enterprise Qualification

#### Long term (optional)

#### Barriers:

The only real barrier is finance-Future Creative's team has the relevant skills, expertise and capacity to make this project successful. However Future Creative is a small, not for profit organisations and would need to put in a large amount of preparation prior to running the project to ensure all is in place-part of the budget will need to allow for this.

#### Resources:

The project would be very much created by the young people so the required resources are not easily identified at this point in time.

Estimates of resources required include:

Project management support

Practitioners/trainers for workshops

Venues for activities

Marketing and promotional activities

Support and Engagement with local small business



Cost:

See attached spreadsheet

Value:

The project will inspire, engage and motivate young people of the district to discover and develop enterprise skills. For many young people they will not have experienced any advice about setting up their own business but many will have hidden talents for doing this. Through the design, delivery and management of the pop up events etc young people will gain a wide range of skills and attributes that will transferable to all areas of their life.

Funding streams:

To be identified with support from DDC

Maximising resources and costs