

**Members of the Sheffield Enterprise Delivery Group explain the value and impact of this forum for strategic planning and co-ordination of enterprise activities across the City.**



Andrew Sale, Peter Jones Enterprise Academy:

'It brings together all aspects of Enterprise delivery and the things we're working on within the City of Sheffield. It joins us up so there's an awareness across the board of what we're trying to achieve.'

'It is good for the Peter Jones Enterprise Academy since we draw our students from about 26 of the 30 secondary schools in Sheffield, particularly from those in more challenging areas.'

'We share our experience of the group with other cities and with government departments, showing it as an exemplar. It adds a lot of credibility and when Sheffield is cited in reports, it is largely down to the work of this group. Any large town or city could follow this model.'

David Kay, Sero Consulting:

'The ripple effect of a number of enthusiastic and trend-setting young people is very significant, although very hard to measure in terms of economic output. But, in the age of social media, we recognise the impact that the right people with the right messages and attitudes can have. That's how the City can benefit.'

'It's largely true that leadership in this City has taken a holistic view about how community, enterprise and young people can fit together. I think that level of leadership and vision is not necessarily that common in local government.'



**'... we have everyone who's involved in enterprise delivery, from a very young age to young adults.'**

## SHEFFIELD: ENTERPRISE PIPELINE

From primary school to entrepreneur



Liz Yoxall, Enterprise Adviser, Sheffield City Council:

‘The Enterprise group is useful for me when I visit schools because it gives me something to share with the students – to tell them where they can progress and what’s available in Sheffield. It also gives me material I can send out to the schools. It can often be a doorway into secondary schools for other organisations. It works both up the pipeline and down the pipeline.’

Liz Wallis, Sero Consulting:

‘The Young Entrepreneurs Club was about drawing together those young people from across the City who had a particular interest in starting-up a business or developing business skills, allowing them to meet together. We wanted to be able to nurture that interest and set up a peer-to-peer networking group where they could get support from each other, but also provide a forum for fresh young minds to consider business issues and receive guidance from exciting businesses in the city.’

Yvonne Asquith, Creative Sheffield

‘The reasons we got together initially were borne from European funding, but things have moved on since then. The Local Authority is still sat round the table because we have an interest in Enterprise from an economic perspective. With strategic partners sat round the table - not just the Local Authority - we have everyone who’s involved in enterprise delivery, from a very young age to young adults. That feeds into the business support that we provide to adults post-18.’