



All-Party Parliamentary Group for Entrepreneurship

Entrepreneurship Education

The All-Party Parliamentary Group (APPG) for Entrepreneurship was set up to encourage, support and promote entrepreneurship. It ensures that Parliament is kept up-to-date on what is needed to create and sustain the most favourable conditions for entrepreneurship. The Entrepreneurs Network is its Secretariat.

The APPG for Entrepreneurship undertakes themes relevant to entrepreneurship policy as the baulk of its work. These include a Virtual Roundtable, Call for Evidence, Briefing Paper and Launch. For example, it is currently undertaking themes on Levelling Up, the Sharing Economy and Space Startups & Scaleups.

Overview

There is a major untapped opportunity to equip young people with the skills to start, run, and grow a business. Over half (51%) of young people in the UK have thought about starting (or already have started) a business, yet 70% believe 'not knowing where to start' is a key barrier to following through.

There is also a dearth of inspiring role models: when asked, 57% of young people could not name an entrepreneur who inspires them. Young people are more likely to consider starting or have started a company if they are attending (65%) or have graduated from university (63%) compared to 18-25 year olds who haven't attended university (53%).

Exposure to entrepreneurship is a key driver of entrepreneurial intention. Young people who have thought about starting or started a company are more likely to have a family member or friend who is a business owner (57% vs 47% who have not thought about it) and seven in ten (68%) say that having a family member or friend who is an entrepreneur has made them more likely to consider starting a business.

Not everyone will start businesses, but the skills taught through entrepreneurship education will help them become more adaptable in a world where tech is disrupting traditional industries and a 'job for life' is no longer seen as realistic or desirable.

This theme will cover:

- An overview of the research on the benefits of entrepreneurship education;
- Three case studies of work being undertaken;
- Policy recommendations based on the evidence.

The report will be dedicated to Donna Irving, Co-Founder of Stepping Into Business.



Structure

1. APPG Preliminary Research

A researcher at The Entrepreneurs Network will undertake preliminary research, setting out the key issues and questions to be explored in the APPG Virtual Roundtable and individuals to invite.

2. APPG Virtual Roundtable

Based on the preliminary research, The Entrepreneurs Network will organise an APPG Virtual Roundtable with key experts, entrepreneurs, special advisers, civil servants and politicians connected to the theme. The idea behind this is to learn more about the key issues, test our ideas, and build a coalition of people who can support the later stages of the project.

3. APPG Call for Evidence

Based on the findings of the Virtual Roundtable, The Entrepreneurs Network will draft questions for a Call for Evidence. A draft of the questions will be shared for feedback from the attendees of the APPG Virtual Roundtable, which will include the sponsor. These often include different questions for experts/business groups and entrepreneurs. This will then be opened up and time given for responses. As well as learning from the contributions, the Call for Evidence will also help spread the word to help build momentum ahead of the Briefing Paper and Launch.

4. APPG Briefing Paper

Based on insights from the APPG Virtual Roundtable and Call for Evidence, an 8-16 page briefing paper will be written up by a researcher at The Entrepreneurs Network. A draft will be shared for comments with the attendees of the APPG Webinar, the Advisers of the APPG for Entrepreneurship, and the Research Advisers of The Entrepreneurs Network.

5. APPG Roundtable Launch

An APPG Roundtable will be held in Portcullis House, the House of Commons, or House of Lords, with the APPG for Entrepreneurship for the Launch. Attendees will be a mix of Officers and Members of the APPG, other relevant MPs and Peers, entrepreneurs and experts.

6. APPG Public Letter

Many entrepreneurs, Parliamentarians and business groups already back the greater of entrepreneurship education in school. We will draft and coordinate the signing of the letter through a Google form. We will then work to get the letter placed in a national paper.

7. APPG Launch

APPG Launch will be held in Portcullis House, the House of Commons, or House of Lords, with the APPG for Entrepreneurship for the Launch. Attendees will be a mix of Officers and Members of the APPG, other relevant MPs and Peers, entrepreneurs and experts. There is the option for this to be in a number of different formats – from a roundtable for 20 people up to a launch on the terrace.



8. Distribution

The report will be distributed to all MPs and Peers in the House of Commons and Lords. It will also be sent to key civil servants in the relevant government departments, spads, and shared more broadly with policy/political influencers. It will also be sent out to the media and be shared on social media and through our network of 10,000+ entrepreneurs and wider thought leaders.

Key Outputs

The key outputs of this sponsorship will be:

- A high-level Virtual Roundtable
- A high-quality Briefing Paper
- A Launch in the Houses of Parliament / House of Lords

Sponsor Visibility

- Logo visibility on Virtual Roundtable and Launch invitations
- A chance to present during the Virtual Roundtable and Launch
- Logo visibility on the guest list at the Launch
- Quotes / case study (if relevant) will be included in the briefing paper
- Logo and boilerplate will be featured on the sponsor organisation's briefing paper
- Copies of the briefing paper will be sent to key MPs, peers, journalists, experts, and entrepreneurs

Website

- The sponsor organisation's logo and boilerplate will be included on the APPG for Entrepreneurship website, with links through to the sponsor's website
- One representative of the sponsor organisation will be invited to become an Adviser to The Entrepreneurs Network for 12 months

Media

- A quote from a representative of the sponsor organisation will be included in a press release that is sent out to coincide with the report launch

Events

- The APPG will host a roundtable discussion on the briefing paper's theme in the Houses of Parliament
- A representative of the sponsor organisation will speak at the roundtable
- Relevant employees / guests of the sponsor organisation will be invited to the roundtable
- The sponsor's logo and boilerplate will be featured on the invitation to the roundtable event
- The sponsor will be named in the APPG for Entrepreneurship website event section
- The sponsor's logo and boilerplate will be included in Newsletter updates, which go out to thousands of entrepreneurs



Public Affairs

- Officers, Members and key Ministers, MPs and Peers will be invited to speak and attend each roundtable
- All MPs, their Spads and Peers will be sent an electronic copy of the briefing paper

Newsletters & Social Media

- The briefing paper will be promoted through The Entrepreneurs Network's popular newsletter, which goes out to its network of over 10,000 entrepreneurs
- The briefing paper will be promoted through the APPG for Entrepreneurship newsletter, which goes out to all MPs and Lords every month when the Houses are sitting
- Photos from the roundtable event will be taken and shared for the sponsor's internal and external use
- A digital copy of the briefing paper will be shared widely through social media:
 - Twitter: @TenThinkTank, @appg_e
 - LinkedIn: The Entrepreneurs Network Group, The Entrepreneurs Network Company Page
 - Facebook: The Entrepreneurs Network Page, The Entrepreneurs Network Group

Timeline

- Day 1: Theme agreed
- +1 month (minimum): Webinar undertaken
- +3 more months (approx.): Call for Evidence completed
- +2 more months (approx.): Report released

Cost

- Standard: £5,000 +VAT
- Coordinated Letter: £1,500 +VAT
- External designer: £2,000 +VAT
- Launch: cost variable (£500-£1,000 +VAT roundtable to £4,000-£8,000 +VAT Terrace launch). NB. The high variance of the cost of the Terraces is based on different times and refreshments choices, so this can be controlled. For price transparency, the invoices are passed directly on to be paid by the sponsor or we share the invoice and invoice separately.

Normal payment terms:

- 50% paid on project agreement
- 50% paid upon completion of final draft to the satisfaction of everyone
- Launch costs paid separately



The Entrepreneurs Network

The Entrepreneurs Network is a think tank for Britain's most ambitious entrepreneurs. We bridge the gap between entrepreneurs and policymakers, with the aim of making Britain the best place in the world to start and grow a business.

We support entrepreneurs by:

- Producing cutting-edge research into the best policies to support entrepreneurship;
- Campaigning for policy changes that will help entrepreneurship flourish;
- Hosting regular events to bridge the gap between entrepreneurs and policymakers;
- Updating entrepreneurs on how policy changes will impact their business;
- Making the case in the media for entrepreneurs' contributions to society.

We are the Secretariat of the APPG for Entrepreneurship, which was set up to encourage, support and promote entrepreneurship and to engage with entrepreneurs; and to ensure that Parliament is kept up to date on what is needed to create and sustain the most favourable conditions for entrepreneurship.

Leadership

Philip Salter – Founder

Philip founded The Entrepreneurs Network in 2014 to help make Britain the best place in the world to start and grow a business. Philip was previously Business Features Editor of City AM where he wrote a weekly column on entrepreneurship and interviewed many of Britain's leading entrepreneurs. He is a frequent speaker at conferences, writes a column for Forbes on entrepreneurship, and appears regularly elsewhere in the media.

Sam Dumitriu – Research Director

Sam is Research Director for The Entrepreneurs Network. Since joining The Entrepreneurs Network he has authored the report Management Matters, which as part of the Business Stay-Up campaign reviews the evidence on the link between management and productivity and sets out pragmatic reforms to boost the uptake of management training.

Prior to joining The Entrepreneurs Network full-time, he advised us informally on policy issues and wrote the report Tax Reform for the All Party Parliamentary Group for Entrepreneurship. In the report, he identified reforms to business rates, corporate taxation, and relief for investors to encourage more entrepreneurial innovation and investment within the UK.

He regularly writes for major newspapers (including The Times, The Daily Telegraph, and City AM), is a frequent contributor to CapX, and has appeared as an expert commentator on the BBC, Sky News, and Channel 5 News.

Katrina Sale – Coordinator, All-Party Parliamentary Group for Entrepreneurship

Katrina Sale is a serial entrepreneur specialising in events and digital communications. Prior to setting up her first company in 2015 she worked in Marketing and Sales for a global automotive company. Katrina has worked on a range of projects including outdoor cinema festivals, political festivals, school mental health programmes, acting classes, mentoring programmes and more.



Katrina is passionate about enabling women in the workplace and public office, and has an active role in a number of political campaigns including 50:50 Parliament and Make It Your Business. She also supports voluntary political organisations with digital systems design and training to reduce wasted time in public services.

Aria Babu – Senior Researcher and Head of the Female Founders Forum

Aria worked for The Entrepreneur’s Network in 2020 as a researcher for the Female Founders Forum. During that time, she wrote the report *Resilience and Recovery*. Prior to this she was an analyst at Public First where she worked across the Communications and Policy teams, focussing primarily on tech clients. Before that she was at the Small Business Charter where she coordinated the activities of the charity which facilitated the exchange of information between the university sector and SMEs.

Dr Anton Howes – Head of Innovation Research

Dr Anton Howes joined the Entrepreneurs Network in 2020 as Head of Innovation Research. Prior to this, he was Lecturer in Economic History at King's College London, and before that a postdoctoral researcher at Brown University. He received his PhD in 2016 from King's College London, on the causes of Britain's acceleration of innovation that gave rise to the Industrial Revolution.

Anton specialises in the study of invention. His first book, *Arts and Minds*, tells the story of Britain's subscription-funded national improvement agency, the Royal Society for the Encouragement of Arts, Manufactures and Commerce (RSA). And he is currently writing a book on the causes of the British Industrial Revolution. Anton regularly shares his research on the history of innovation at his popular newsletter, Age of Invention.



APPG for Entrepreneurship

APPG Officers

<p>Chair Seema Malhotra MP</p> 	<p>Vice-Chair Lord Leigh of Hurley</p> 	<p>Vice-Chair Dr Lisa Cameron MP</p> 	<p>Vice-Chair Lord Bilimoria</p> 
<p>Officer Baroness Kramer</p> 	<p>Officer Lord Cromwell</p> 	<p>Officer Bim Afolami MP</p> 	<p>Officer Baroness Neville-Jones</p> 
<p>Officer Gagan Mohindra MP</p> 	<p>Officer Saqib Bhatti MP</p> 	<p>Officer Jerome Mayhew MP</p> 	



APPG Members

Members of Parliament

- Bob Blackman MP
- Fiona Bruce MP
- James Daly MP
- Katherine Fletcher MP
- Nick Fletcher MP
- Dr Rupa Huq MP
- Ian Liddell-Grainger MP
- Rob Roberts MP
- Dean Russell MP
- Selaine Saxby MP
- Catherine West MP
- Craig Williams MP

Peers

- The Baroness Donaghy CBE FRSA
- The Baroness Kingsmill CBE
- The Baroness Wolf of Dulwich CBE
- The Earl of Erroll
- The Lord Lucas
- The Rt Hon. the Lord Luce KG GCVO DL

Examples: Previous political speakers

- Bim Afolami MP
- Adam Afriyie MP
- Kemi Badenoch MP
- Lord Bilimoria CBE DL
- Rt Hon Liam Byrne MP
- Baroness Burt of Solihull
- Rt Hon Edward Davey MP
- Baroness Chalker of Wallasey
- Rt Hon Sir Michael Fallon MP
- Rt Hon Mark Field MP
- Kevin Foster MP
- Lord Flight
- George Freeman MP
- Rt Hon David Gauke MP
- Jo Gideon MP
- Stephen Hammond MP
- Baroness Jenkin of Kennington
- Andrew Jones MP
- Gillian Keegan MP
- Rt Hon. the Baroness Kramer
- Baron Leigh of Hurley
- Alan Mak MP
- Seema Malhotra MP
- Rt Hon. the Lord Mandelson
- Rt Hon. the Lord Maude of Horsham
- Jerome Mayhew MP
- Ian Murray MP
- Baroness Neville-Rolfe DBE CMG
- Sarah Olney MP
- Chi Onwurah MP
- John Penrose MP
- Toby Perkins MP
- Chris Philp MP
- Luke Pollard MP
- Viscount Ridley DL
- Rt Hon Amber Rudd MP
- Selaine Saxby MP
- Paul Scully MP
- John Stevenson MP
- Alison Thewliss MP
- Kelly Tolhurst MP
- Rt Hon Elizabeth Truss MP
- Chuka Umunna MP
- Dr Alan Whitehead MP
- Baroness Wolf of Dulwich CBE
- Rt Hon Lord Young of Graffham
- Nadhim Zahawi MP