

Better connections

May, 2026



A message from the Founder,
Jonathan Maguire

As a member of the Tomorrow's Company community, you will have heard from Mark Goyder over the past few years, that we've been building a project which provides a better connection between young people and the modern world of work.

That project is now in the process of becoming a charitable organisation in its own right, and this newsletter is intended for all those within and beyond the current community who share our belief that we can make a difference to the life chances of the young while improving the skills and entrepreneurial capacity of the UK economy.

The UK NEET crisis

Across the UK, nearly **1 million young people are not in education, employment or training (NEET)**, and each year, almost a hundred thousand more leave school without the experiences or confidence they need to take their next step. At the same time, employers continue to tell us how difficult it is to find young people who are ready for work.

To tackle the root causes, we need to start improving work readiness and providing career guidance much earlier during their time at secondary school.

That's why we are creating the Tomorrow's Enterprise Foundation - to help school students gain the skills and experiences they'll need to find their direction, and connect them to local businesses looking to build a pipeline of motivated young talent.



Our programmes

Over the last six months, we've developed a series of core programmes for students in Years 8 to 10 (age 13 to 15).

We will be working **over three years** with the same young people to equip them with life skills, build their confidence and stimulate them with real-world experiences. All this at a crucial time when young people are starting to think about their careers and forming ideas about the world of work.



YEAR 8

Skills in Action

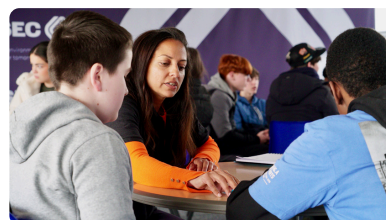
Essential employability skills.



YEAR 9

Project Can Do

Enterprise coaching and business idea design.



YEAR 10

World of Work Week

Full immersive off-site work experience.

Our projects offer real work and real experience

The students work on real challenges alongside local employers, collaborate in teams with business professionals, and pitch their ideas to panels of influential members of the community.

"This opportunity has been life-changing. Project Can Do has given me self-confidence, expanded my horizons and helped me be resilient. I am now starting my own sporting goods business."

Isaac, Samworth Church Academy, Mansfield



"They treated us like grown ups, and gave us an opportunity to do something which could have real effect on our life - we learned useful life-skills. I feel more confident in my classes now too."

Sam B, School of Science and Technology, Maidstone

"After three years, the students will have a portfolio of projects to evidence their abilities, real success stories to speak about at job interviews, knowledge of a wide range of job roles and career paths, a network of local business contacts, and the confidence to seek out more aspirational job opportunities."

Jonathan Maguire, Founder

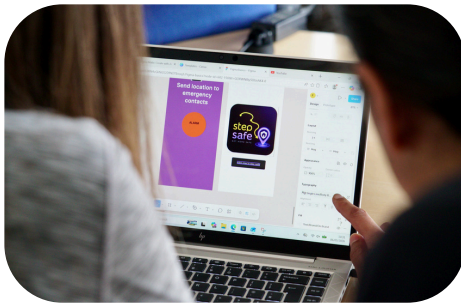
What We Do Better Than Other Programmes

In the schools and communities we work with, particularly those facing higher levels of disadvantage, access to meaningful work experience is still limited.



Where it does exist, it is often:

- **Short-term** – a brief employer encounter without preparation or follow-up
- **Observation-based** – it doesn't actually provide any experience
- **Transitory** – it's challenging for schools and employers to sustain it
- **Difficult to measure** in terms of social value and impact



We make it easier for schools and businesses because we do much of the heavy lifting and impact measurements.

We connect students with businesses and other employers. We prepare the students to make the most of the experience. We have experience in how to make it fun, challenging and relevant. We make the students feel they are making a contribution.

There is a three-way payback from this investment:

For young people

More confidence, life skills, improved work-readiness, more awareness of the range of jobs and careers available to them, and a more purposeful approach to their school studies

For schools

More motivated and engaged students, a more effective response to educational disadvantage, an ability to provide meaningful work experience.

For businesses

Access to a diverse and unique local talent pipeline, structured staff volunteering opportunities and the chance to connect with other likeminded regional organisations



Our work helps school to align their curriculum enrichment with latest Ofsted guidelines.



Our programmes can help schools achieve all eight Gatsby Benchmarks.



Our content is mapped against the Equalex learning outcomes and objectives framework.

The same students stay with us for three years – and that continuity is at the heart of our impact.

The challenges we’re addressing are structural, and difficult to solve with one-off interventions. But we’re seeing encouraging signs that when young people are given meaningful experiences, consistently over time, the outcomes change.

Confidence grows, aspirations shift, and pathways begin to open. And importantly, employers begin to connect with a diverse pool of motivated young talent they might otherwise never meet.

Student outcomes

9.1 /10

Average enjoyment score

89%

Learned new skills

62%

Feel more confident

65%

Gained new ideas about their future

New skills developed



Over the past two years, we have:

- **Been invited to contribute to curriculum design and enrichment** with the Department for Education, The Milburn Review and The Permanent Secretary’s Stakeholder Group.
- **Continued to deliver immersive, employer-led programmes** for 400 secondary school students in Liverpool, Maidstone, Mansfield, Derby, and London.
- **Developed partnerships with** Network Rail, Linney Group, London Museum, The Goldsmiths’ Centre, The Wates Foundation, The Lawson Trust, Education Livery Link, The City of London Corporation, Gripple, The Peter Jones Enterprise Academy, The University of East Anglia, Liverpool FC Foundation, The Education People, Cambridge Community Foundation, The Shakespeare North Playhouse, Sheffield City Council, Sheffield University, Knowsley Council, and Greater Manchester Combined Authority.



Our people



Jonathan Maguire

I've been the Director of Tomorrow's Enterprise Foundation since its inception. After 15 years of running my own expedition media company, I'm honoured to have the opportunity to achieve real impact with so many talented young people here in the UK.

Catherine Barber-Brown

Catherine has been working as our Strategy and Operations Manager for the last two years, driving our performance and growth. Catherine brings decades of experience working in key sectors including finance, healthcare and education.



Sam Kidby

As our new Head of Partnerships, Sam brings with him more than 20 years of experience in placemaking and community engagement, and will lead our regional partnerships teams as we expand into new regions.

What the teachers are saying

“The TEF programmes are highly impactful and provide students with valuable exposure to enterprise education - helping them develop confidence and a stronger understanding of real-world business and career pathways.

The programmes created an environment where students could demonstrate and strengthen key employability skills such as communication, problem-solving, teamwork, and leadership.

Two of our SEND students showed significant personal growth - not just in terms of employability skills but also in their personal confidence and social development.”



*Callum Payne
Assistant Head Teacher,
School of Science and Tech, Maidstone*



“I never thought I'd see some of our students having the confidence to stand up and present to a room full of people.

It will unlock a lifetime of opportunities for them. It's the 'Project Can Do' effect!”

*Ms Jephson, Head of Business Studies
Samworth Church Academy, Maidstone*

We are now entering an important phase of growth. We are focused on continuing to expand our reach while maintaining the quality and consistency that underpin our model - but demand from both schools and employers is outpacing our current capacity.

By the end of this academic year, we will have worked with over 400 young people. Next academic year, we're already on track to work with 1,800. Beyond that, with the right support, we can achieve exponential year-on-year growth and play a vital role in reducing regional NEET numbers in the deprived areas that need it most.

We're grateful to everyone who has supported our work so far - whether through funding, partnerships, or simply taking the time to learn more about what we do. We are now facing a critical moment in our journey and we're reaching out to those we feel could help us unlock opportunities currently out of our reach.

During the summer of 2026, we will have secured partnerships in London, Kent, Merseyside, Greater Manchester and South Yorkshire to develop programmes for up to 1,800 young people across 15 schools. We will be working alongside various Local Authority departments, Chambers of Commerce, universities, colleges, Business Improvement Districts, Knowledge Quarters, Livery Companies and local businesses to create a fully-joined up employability experience for students in Years 8, 9 and 10.

But we first need to strengthen our core team and expand our capacity to support our regional delivery teams. This will require an immediate investment of £100,000 between now and September 2026. This investment will provide over £4m in terms of social value ROI to our regions.

If you want to contribute to our efforts in tackling the growing NEET problem and are in a position to help us achieve our funding aims, or can connect us to individuals or organisations that might be able to help, please get in touch with us to organise a conversation. We'd be very grateful for your support.

To find out more go to www.tomorrowenterprise.foundation, or email us directly at either **jon@tomorrowenterprise.foundation** or **mark@tomorrowcompany.com**.

With many thanks,

Jonathan

