

Kevin Elliott, Head of Business & Private Bank in South Yorkshire, explains why Yorkshire Bank gets behind the BiG Challenge and sponsors the 'Flying Start' awards.



'The ethos of the whole organisation is woven into supporting the local communities in which we work. BiG Challenge is just another part of that.'

'We support the flying start which rewards the most successful team within the early stages of the challenge each year. We have also provided local workshops within our branches for the school children to experience life within a working environment as well as educational presentations on the movement of money. All of which help us to demonstrate that we care about here.'

'We give a couple of days when we invite the children in groups of twelve. We give them a tour behind the scenes in the banking world and we talk to them about the cycle of money: Where does it come from? How does it move through the system? What jobs are involved? Who does what? That gives them a look-in on a working environment, the daily transactions of a working bank, so they understand what it's really like.'

'It's not just about seeing themselves as future business owners, but also thinking about careers in banking. We need to continually have a flow of new employees, so we want them to consider the possibility of working in a bank.'



‘The BiG Challenge builds young people’s confidence. When you look at the groups, they get together and allocate themselves different responsibilities within the team at a very early stage. One might be the sales manager and another the finance manager. You might have one that is really quiet and withdrawn and I have seen a number of examples where they have really come out of their shell – and really progressed in life.’

‘I can think of one individual who we have seen come through the challenge a couple of times. At first, he seemed really nervous but we have seen him develop and now he is delivering courses for adults. He is now – at an early stage – acting as a business person who could run a good business. He is connecting with people through ‘LinkedIn’ and networking - doing the things that are going to make him successful. For somebody at his age to be connecting with business leaders already is fantastic.’

‘We want to encourage development of those skills. The young people coming through are going to keep the economy moving – once I put my feet up.’

‘Supporting BiG Challenge does not really need a great deal of involvement from us. So, by helping in some small financial way, we can contribute to its success. It does help to get our branding out there, but providing the support of people is more valuable – giving guidance to young people at the events.’



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