



Portobello
Business
Centre



PBC Hustle Hub

Student Entrepreneurship Programme

Invest in the Next Generation of UK Entrepreneurs

Royal Borough of Kensington & Chelsea is a global symbol of wealth, but home to a paradox: in the Golborne ward, 76% of households face deprivation, and the child poverty rate is nearly 20 times higher than in the Campden ward, less than a mile away.

In North Kensington, structural barriers limit access to opportunity, enterprise and long-term economic stability, especially for young people. With London's youth unemployment at 16% (triple the adult average), PBC Hustle Hub creates vital economic infrastructure and directly supports young people at risk of leaving education without employment or training.

Who are we?

At the Portobello Business Centre CIC (PBC) our mission is simple: to ensure that talent, not background, determines who can succeed in business.

For over 30 years, PBC has supported people to start and grow businesses – ranging from global brands; Innocent Drinks, Charlie Bigham's and Karen Millen, to thousands of local entrepreneurs building sustainable livelihoods.

Our interventions are local to Kensington & Chelsea and designed to be scaled across the UK.

What is PBC Hustle Hub?

PBC Hustle Hub is a high-impact entrepreneurship programme with a focus on 15 to 19-year-olds from underserved communities and state schools. The programme combines:

- ✓ Five-day intensive, expert-led business skills bootcamp
- ✓ 12 months of structured one-to-one training & progress check-in sessions
- ✓ Live pitch opportunity for a share of a £5,000 start-up fund

The programme equips young people with practical, future-facing skills. It's like a business bootcamp followed by a year with a personal trainer.

It includes:

- ✓ Business planning and financial literacy
- ✓ Digital and AI-enabled thinking
- ✓ Confidence, communication and leadership



Why Partner with PBC?

Supporting PBC Hustle Hub is a strategic investment with clear, measurable social and economic returns:

1. Social Impact (ESG)

Directly tackle inequality and youth unemployment in one of the UK's most wealth divided boroughs, providing clear, reportable outcomes aligned to your social mobility and inclusion priorities.

2. Support Entrepreneurship

Entrepreneurship is a powerful route to economic independence, helping youth become adaptable, driven, and less likely to be NEETs (not in employment, training or education).

3. Brand Positioning & Visibility

Align your organisation with a trusted, long-standing institution delivering meaningful change. Position your brand at the intersection of innovation, social impact and youth enterprise.

4. Employee Engagement

High-value volunteering through mentoring, judging and hands-on programme design and involvement, proven to strengthen staff purpose and talent retention.

Impact that's timely and tangible

Supporting PBC Hustle Hub is a strategic investment with clear, measurable social and economic returns:

The UK labour market is undergoing structural change; AI is projected to displace 6 million entry-level roles over the next decade – disproportionately affecting young people from disadvantaged backgrounds. Without intervention, this will widen inequality.

Supporting now will directly help create stronger social cohesion, fairer economic inclusion, and help young people develop the skills they need to thrive in the future.

PBC Hustle Hub equips young people with the confidence, adaptability and the entrepreneurial mindset needed to navigate an uncertain economy, whether they go on to start businesses, become self-employed, or pursue traditional careers.



PBC Hustle Hub creates long-term economic infrastructure.

It does this by:

- ✓ Opening networks and up-skilling driven, ambitious young people
- ✓ Building entrepreneurial capability early
- ✓ Creating non-traditional career pathways, jobs, and apprenticeships for sustainable employment

Partnership Opportunities

We offer structured partnership tiers, with flexibility for bespoke collaboration:

Headline Partner (£50,000)

Strategic, multi-year partnership with naming rights and programme design input

Hustle Hub Partner (£20,000)

Sponsor a full cohort with strong ESG reporting and visibility

Business Partner (£10,000)

Curriculum integration and branded programme presence

Pitch Sponsor (£3,500)

Thought leadership, judging panel, and cohort engagement

Student Sponsor (£1,750)

Partner with us!

Get in touch to explore how PBC Hustle Hub can support your organisation's social mobility, ESG, and talent development objectives.

To discuss, please contact jen@pbc.co.uk / joe@pbc.co.uk



PBC Hustle Hub Investment Tiers

We offer these structured partnership levels designed to align with your firm's strategic commitment and are open to bespoke support discussion:

Tier	Ask	Sponsorship Focus & Key Benefit
Headline Partner	£50,000	Systemic Impact 3-year "In Association With" naming rights. Includes an Advisory position to help shape the programme and its national scaling, and headline branding on all material.
Hustle Hub Partner	£20,000	Strategic Community Leadership Sponsors a full cohort of 10 students. Provides a dedicated impact case study for your ESG report and "Headline Investor" status at the Hustle Hub networking event and a personalised cohort progress report.
Business Partner	£10,000	Curriculum Integration Sponsors 5 students. Grants naming rights to a "Day Theme" (e.g., "The [Company Name] Money Matters Day") and brand integration across all learning materials and a cohort progress report.
Pitch Sponsor	£3,500	Thought Leadership Sponsors 2 students and the Pitch Day lunch. Includes a speaking slot to address the entire cohort and a seat on the judging panel to identify top talent and a personalised progress report.
Student Sponsor	£1,750	Direct Social Mobility Funds one student's 12-month intensive training, workshops and expert business advice.

