

Social Impact Report

AUGUST 2018
- JULY 2019



CU
Social Enterprise



We are the only UK example of a social enterprise set up by a university
to promote social entrepreneurship and innovation

We **connect** people and ideas

We **support** students, staff and community

We help **realise** their entrepreneurial potential

Our remit is to maximise Coventry University's role as an anchor institution
by finding ways of benefiting the local community and achieving true social value

We are CU Social Enterprise CIC





Our year IN NUMBERS



36

NEW START-UPS
CREATED



15

NEW
SOCIAL ENTERPRISES



£605,000

TURNOVER GENERATED



368

PARTICIPANTS ON OUR
PROGRAMMES



10

SOCIAL CHALLENGES
ADDRESSED



6,667

ENGAGEMENTS
WITH OUR COMMUNITIES

Our team

At CUSE we strive to be a thinking and creative organisation where everyone's contribution matters, where staff can test new solutions and thrive both as employees and as people.



MARIAMA



HARRIET



PHILIPPE



GABRIELA



SUMMAYYAH



KEITH



DONNA



IVAN



STEVE



IPEK



HELEN



Our team comprises entrepreneurs, trainers and consultants, specialising in entrepreneur training, social enterprise development and social innovation.

11 JOBS

73% OF STAFF LIVING
LOCALLY

Women

54%

In 2018/19, we supported staff personal development through specialist training, including **EAUC Emerging Leaders**, **W50 Santander UCLA Women board members of the Future** and **MIT Innovator's DNA**. We offered an **internship** as part of a City of Culture linked project and gave a student a unique opportunity to undertake a year long **placement working on his business** part of our Technology Incubation Programme.



Part of our work towards securing **WMCA Thrive at Work** accreditation, we have signed a **Time to change** pledge to make a commitment to **change how we think and act about mental health in the workplace**.

Our staff engaged in range of wellbeing activities including a **Let's talk picnic**, **theatre group** and the **Gratitude Wall** community art project. Our staff supported a range of wellbeing activities as part of the **2019 mental health awareness week** and **C&W Year of Wellbeing festival**.

Welcome

We are an award winning independent social enterprise, formed in 2014 as a spin-out from Coventry University.

Our MISSION is to help people realise their entrepreneurial potential.

Our **social enterprise** and **social innovation** activities are a key contributor to the **United Nations Sustainable Development Goals**.

As the only UK example of a social enterprise set up by a university to promote social entrepreneurship and innovation we directly contribute to **Goals 1, 4, 8, 11 and 17**.

Combined with our partners, we work to address **10 out of the 17 SDGs**.



Our role as social innovators extends to supporting **students, alumni, staff** and community at various stages of their entrepreneurial journey.

THE PEOPLE AND ORGANISATIONS WE SUPPORT ADDRESS MORE THAN 50% OF UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS



4 QUALITY EDUCATION



#MYCREATIVESPARK



НАРХОЗ
УНИВЕРСИТЕТ

Our reach

Our work has impact locally and internationally. For the past two years we have been working in partnership with the British Council to develop social and creative entrepreneurs and grow social economies worldwide.

In 2018/19 as part of the **Developing Inclusive Creative Economies** programme we extended our reach to **Indonesia** and **Egypt**, providing training to those running University incubators and NGOs. With the Wider Europe focussed **Creative Spark** project in **Kazakhstan**, we trained staff and students in developing entrepreneurial mindsets.

INTERNATIONALLY



Greece
Belgium
Czech Republic

South Korea
Mexico
Brazil

Indonesia
Egypt
Kazakhstan

LOCALLY

6,667

NUMBER OF ENGAGEMENTS WITH STUDENTS, STAFF, COMMUNITY MEMBERS AND ORGANISATIONS LAST YEAR

ATTENDEES AT COMMUNITY EVENTS

786

360

NEW ENQUIRIES THROUGH MY IDEA FORM

Our work with the British Council benefitted **428** people across **4** continents.

Female



235

Male



193

Our programmes

Our funded programmes help us fulfil our mission to **realise people's entrepreneurial potential.**

In 2018/19 we developed a range of **new training programmes, Evolve Social and Technology Incubator Programme**, to meet our clients' needs.

As a result we grew our work with the community and provided enhanced offering to our students.

In 2018/19 our training programmes reached



£605,000

TURNOVER GENERATED

368

PARTICIPANTS ON OUR PROGRAMMES



European Union

European Regional Development Fund



European Union

European Social Fund



Erasmus for Young **Entrepreneurs**



“ YOU WILL NEVER GET A YEAR IN YOUR LIFE WHEN YOU CAN SAFELY AND AT LITTLE RISK ENHANCE YOUR SKILLS LIKE THIS”



Spotlight on

ALEJANDRO PEREZ-LLEBATA

Founder

IUDRO[®]
INTERNATIONAL UNIVERSITIES DRONE RACING ORGANISATION

SANTANDER UNIVERSITIES AWARDS WINNER 2019

IUDRO is the world's first university-dedicated drone racing organisation that regulates inter-university drone racing events to propel the sustainable adoption of drone technology.

Alejandro, 3rd year Aerospace Engineering student, was given an opportunity to join our **Technology Incubation Programme** instead of following the traditional route of a placement year. Being the first student in his faculty to do so, Alejandro spent a year developing his own business and enhancing his entrepreneurial skills along the way.

Since joining the programme, IUDRO hosted the first inter-university drone race outside the US, organised the world's first ever urban inter-varsity drone race and won **two Santander Universities awards.**

Alejandro's future plans are to launch a school drone education programme in partnership with Vodafone.

2018/19

15

NEW SOCIAL VENTURES CREATED

10

SOCIAL CHALLENGES ADDRESSED

786

ATTENDEES AT COMMUNITY EVENTS



2014-2019

65

SOCIAL ENTERPRISES CREATED TO DATE

75

JOBS SAFEGUARDED

£1,3M

TURNOVER OF ALL ACTIVE FIRMS

80%

SURVIVAL RATE AFTER 3 YEARS



Coventry Social Enterprise City

Social enterprise

We are working with local councils, businesses, charities, consumers and budding social entrepreneurs to grow the social economy in Coventry.

In 2018/19 we focussed on working in partnership to address social challenges linked to SDGs.

We supported student social enterprise society **Enactus** and hosted a range of community events including **Social Saturday**, **Social Enterprise Day** and **Making It Happen Through Social Innovation**.

As part of MiFriendly cities project we adapted our Evolve Social programme to support **migrants and refugees** to **start-up businesses** with a **social and environmental mission** across the **West Midlands**.



Spotlight on **ENACTUS**

Student social enterprise society

Enactus UK runs in 51 universities in the UK, carrying out more than 250 social enterprise projects that use the positive power of business to help people in need - in the local and international community.



SEEING POSSIBILITIES. TAKING ACTION.

Enactus are a community of student, academic and business leaders who use entrepreneurial action to shape a better world.



Enactus Coventry, supported by our Social Enterprise Development Officer had a very successful year.

ReVibe (tyre upcycling), **Get Loud** (creative wellbeing), **Bloom Bodha** (crafts for employment in India) and **Assign** (student consultancy) projects were recognised by a number of awards. They were named Coventry University's **Best Special Interest Society 2019** and progressed into the regional rounds of **Enactus UK competition** for the very first time.

31 ACTIVE MEMBERS **4** PROJECTS **2,100** VOLUNTEER HOURS **£1,5K** GRANTS RECEIVED

Social challenges addressed

Through our training programmes, mentoring and procurement we have helped to build capacity in individuals and organisations to address **more than 50%** of the United Nations' **Sustainable Development Goals**, creating lasting social change.



BLOOM BODHA

Breaking the cycle of poverty in developing countries

In India, young women are often subjected to poverty. We worked with the Enactus team to start-up a student social enterprise that sells ethical hand made products. 73 vulnerable young women were upskilled in jewellery making, with some gaining their first salary.



SELF CARE SOCIALS

Connecting communities and reducing isolation

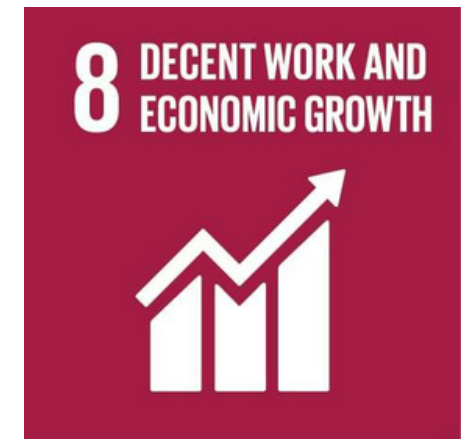
Self Care Social is a people-powered movement for those with a long term health condition run by Grapevine Coventry & Warwickshire. Our staff opened the Enterprise Hub to host 9 "evenings of connectedness" attended by over 130 people.



EMPOWERHER

Raising young girls' self-esteem and skills through social action

We partnered with Creative Optimistic Visions to deliver our Evolve Social programme and helped 14 young girls and 6 care leavers to gain skills, enabling them to act on issues that affect them. Their work was recognised with a UK Youth award.



PROOF BAKERY

Improving healthy bread distribution service

Proof Bakery serve communities with good bread and create fulfilling jobs for refugees. Our Enterprise Hub became the first weekday city centre collection point with 16 new customer sign-ups on the day of the launch.

#WEAREMIFRIENDLY



OUR JOURNEY SO FAR...



4

COURSES DELIVERED
ACROSS WEST MIDLANDS



43

MIGRANTS AND
REFUGEES TRAINED



28

PITCHED FOR SEED
FUNDING



16

WINNING IDEAS
SELECTED



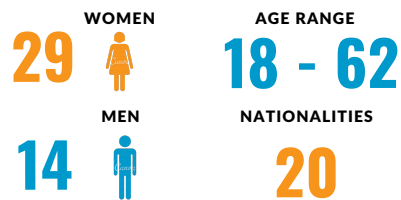
€80,000

AGREED
INVESTMENT



7

SOCIAL ENTERPRISES
REGISTERED



#WEAREMIFRIENDLY

"I FELT VALUED TO BE ABLE TO PARTICIPATE IN THIS PROGRAMME ALONGSIDE OTHER MIGRANTS AND REFUGEES." - DZENANA MASIC





Spotlight on

LUC NGOLO KONE

Founder AKWABA
CIC

Britology is a curriculum to ease the integration of skilled immigrants in the UK. Luc is developing this idea into an education and recruitment agency specialising in the integration of migrants.

Luc, a maths teacher who resettled to the UK in 2012 from the Ivory Coast, took part in our Evolve Social training programme as part of the MiFriendly cities project.

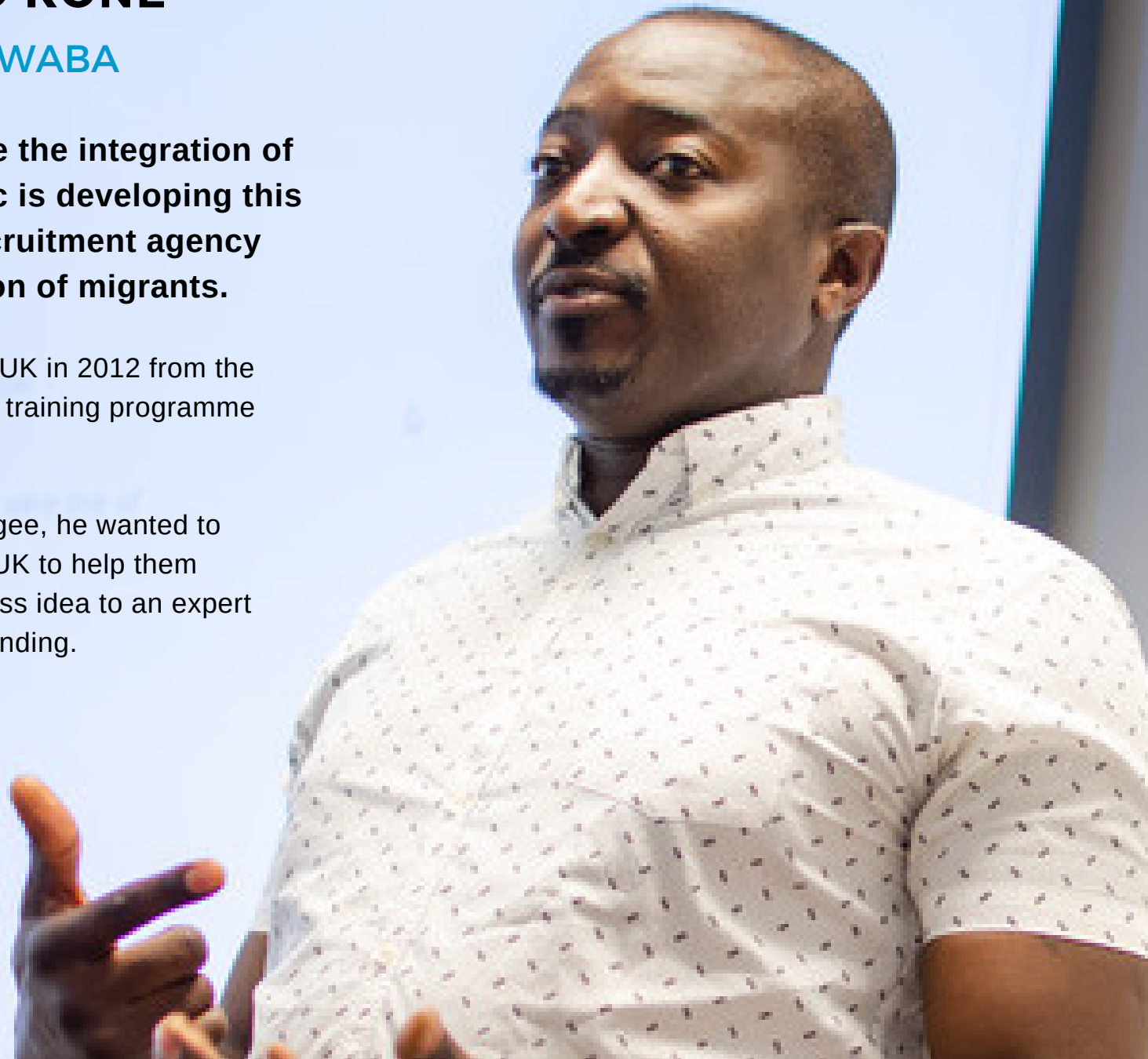
Inspired by his own experiences as a refugee, he wanted to create a service for people moving to the UK to help them settle and integrate. He pitched his business idea to an expert panel, who awarded him €5000 start-up funding.

Luc's plan is to launch the Britology web platform whilst he continues to promote his curriculum to newly arrived parents in primary schools and inspire other budding entrepreneurs.

FUNDING RECEIVED: EUR5000

PROGRAMME: MIFRIENDLY CITIES

“ I KNOW NOW THAT I HAVE ALWAYS BEEN A SOCIAL ENTREPRENEUR ”



3 NEW BUSINESS PLANS



REPAIRS FOR YOU

A social enterprise empowering refugees and migrants to develop their DIY practical skills and providing quality Home Solutions handyperson services.

WORLD ON A PLATE

An ethical catering enterprise empowering refugees and migrants to develop their cooking skills and connecting customers to unique culinary experiences.

SPRING ACTION

A social enterprise offering high quality cleaning services and supporting refugees and migrants to rebuild their lives in the city.



"THE PROGRAMME MOTIVATES YOU AND GIVES YOU A PUSH TO START YOUR OWN BUSINESS. IT HELPS A LOT TO LEARN HOW TO MAKE A BIGGER SOCIAL IMPACT." - CLAUDIA USTUROI

Our evaluation

ENTREPRENEURIAL ABILITY

9% INCREASE IN FINANCIAL PLANNING AND LITERACY

8% INCREASE IN PLANNING AND MANAGEMENT

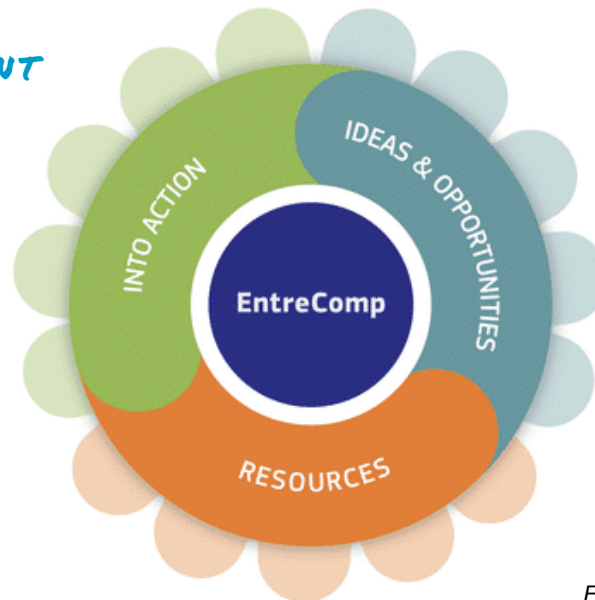
8% INCREASE IN MOBILISING RESOURCES

ENTREPRENEURIAL CONFIDENCE

8% INCREASE IN FINANCIALS

8% INCREASE IN MARKET RESEARCH

8% INCREASE IN MARKETING AND SELLING



100%
OF PARTICIPANTS
REPORTED AND
INCREASE IN ALL 24
ENTRECOMP AREAS

"We live in a changing society where it is essential that everyone has the capacity to act upon opportunities and ideas and shape the future for the common good. To achieve these goals we need people, teams and organisations with an entrepreneurial mindset, in every aspect of life."

ENTRECOMP

The **European Entrepreneurship Competence Framework** offers a comprehensive description of the knowledge, skills and attitudes that people need to be entrepreneurial and create financial, cultural or social value for others. We have adapted EntreComp for evaluating our programmes and to support our understanding of developing entrepreneurial mindsets.

PUBLICATIONS

In 2018/19 we have published and presented a range of articles on our evaluation findings:

Matouskova, G., Pulli, H.-M. and Jones, P. (2018), *Idea To Start-Up: Evaluation of the Evolve Programme for Entrepreneurs*, 41st Institute for Small Business and Entrepreneurship conference ISBN:978-1-900862-31-8.

Matouskova, G., Sukumar, A., Elvidge, H., Tomlins, R. (2019), *Student social enterprise engagement: capturing contribution, benefits and measuring social value*, IEEC2019, Enterprise Educators UK's annual conference, Oxford.

"IT GAVE ME CONFIDENCE TO BELIEVE IN MYSELF, TO BUILD THE IDEA I ALWAYS HAD INSIDE, HIDDEN!" - SEYEDEH NASERINIAKI

Creating value in our community

544

STAFF HOURS SPENT VOLUNTEERING

£7,616

SOCIAL VALUE CREATED BY CUSE STAFF VOLUNTEERING

£80,078

SPENT WITH SOCIAL ENTERPRISES

42%

PROPORTION OF TOTAL NON-STAFF EXPENDITURE



The work of our social enterprises is recognised by national and international awards

Hope for the Community CIC, providing products and services that empower people to manage their own health and wellbeing won an international **Knowledge Exchange** award which recognised its contribution to societal and economic impact of research. The social enterprise was also included in the **NatWest SE100** index, naming the most impressive 100 social enterprises of the year.



Women social entrepreneurs from Coventry are making their mark around the world

Stacey Jade-Mason of **Creative Optimistic Visions**, **Carole Donnelly** of **Coventry Priory CIC** and **Kirstie Kelly** of **Team Springboard CIC** were named in the **NatWest WISE100**, an index to recognise the top 100 inspiring and influential women in social enterprise.

Gabriela Matouskova, our Business Development Manager was selected out of 912 applicants to join the **W50 Santander programme** in the USA for women board members of the future.

UCLAAnderson
SCHOOL of MANAGEMENT



In 2018/19 we hosted our first awards event in partnership with **Santander Universities**. Together we have celebrated and rewarded aspiring and successful entrepreneurs.

Santander sponsored the event with £14,000 of funding awards given out to students and alumni of Coventry University.



Award winners



Stacey Mason – Melissa Smith – Diana Chipara -
Alejandro Perez-Llabata - Craig Sweeney – Kojo Marfo
– Esme Spurling - Davis Kuma - Elliot Parnham -
Pavani Kondi - Rosa Kwok -Taonga Banda



CU SOCIAL ENTERPRISE CIC

5 Whitefriars Street, Coventry, CV1 2DS

www.cusecic.com

✉ myidea@coventry.ac.uk  [@CUSELAUNCH](https://twitter.com/CUSELAUNCH)

