



Social Impact Report

2019 - 2020



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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 team in an ever-changing world.



At CUSE we strive to be an innovative and creative organisation. This has never been truer than with the extraordinary events that have taken place this year.

In response to COVID-19 our team continued to work tirelessly to support entrepreneurs remotely for the remaining half of the academic year.

We also effectively adapted 90% of our services, programmes and events in order to continue delivery online.

Our team of entrepreneurs, trainers and consultants, specialise in entrepreneur training, business coaching, social enterprise development and pioneering social innovation.



ETHNICITY

8 United Kingdom
5 Africa
2 Asia
2 Europe

17 JOBS

2 NEW POSITIONS
CREATED LAST YEAR

65% Women



2 out of 4
Senior
Management
are female.

Our year
IN NUMBERS



34

NEW START-UPS
CREATED



15

NEW SOCIAL ENTERPRISES



£625,000

TURNOVER GENERATED



1,542

PARTICIPANTS ON
OUR PROGRAMMES



12

SOCIAL CHALLENGES
ADDRESSED



5,174

ENGAGEMENTS WITH
OUR COMMUNITIES



launch:

Welcome

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



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

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**.

We are the only UK example of a social enterprise set up by a university to promote social entrepreneurship and innovation. This year we directly contributed to **Goals 1, 4, 8, 10, 11 and 17**.



Together with our partners we have worked to address 12 goals.

Our reach

Our work has an impact locally and internationally. Alongside our continued work with the British Council and Erasmus for Young Entrepreneurs, this year with the introduction of the Launch Programme we have also been focusing on reaching under-represented student groups within the UK.

In 2019/20 as part of Coventry University's Access and Participation Plan we developed and delivered the Launch Programme to directly contribute to the recent Widening Participation government education policy in higher education.

INTERNATIONALLY



Erasmus for Young Entrepreneurs



Greece
Bulgaria
Czech Republic

Turkey
Spain

Indonesia
Singapore
Kazakhstan

LOCALLY

Female



56%

Male



44%

Declared disability



13%

From BAME community



70%

Mature Student



26%

From a area of deprivation



40%

5,174

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

259

NEW ENQUIRIES THROUGH MY IDEA FORM

Our programmes

In 2019/20 our training programmes reached:

Our funded programmes helped us fulfil our mission to **realise people's entrepreneurial potential**. We have developed a range of **training** programmes, **resources** and **toolkits** to meet our clients' needs. In 2020 we secured funding to continue support people back into employment.



1542

PARTICIPANTS ON OUR PROGRAMMES

337%

INCREASE ON LAST YEAR

67

evolve
uncover your potential

32

evolve^{social}
uncover our potential

64

Connect2
connect
me

1322

launch:

7

emerge
innovative ventures

18

Erasmus for Young
Entrepreneurs

18

tech
incubator
programme

17

Collaborate to Train
Coventry and Warwickshire



The Launch Programme was introduced to Coventry University by CU Social Enterprise CIC in 2019 to support students, staff and alumni in solving the world's problems as described in the UNSDGs through viable business solutions.



Abbie-Leigh Fudge, Director of Changing The Future

Improving access to education and employment through the Launch Programme



Abbie-Leigh is a **Coventry University Childhood and Youth Studies** student who has set up her own business during her studies as a result of attending a series of our **Launch** events. One of which was an idea generation event for aspiring entrepreneurs.

She discovered that in 2018, 788,000 people aged 16 to 24 were not in education or employment, and that there is a greater disparity in education and employment prospects for young people in areas of deprivation and poverty. This was the inspiration for **Changing The Future**, to improve access to education and employment for vulnerable young people.

Abbie also was successfully awarded £750 from the **Launch Try It fund** and received further funding from the **Santander COVID Crisis Fund** to continue development and hopefully become accredited.

“ CUSE has allowed me to develop complex skills, such as the knowledge around setting up and navigating a business, and developing funding application bids, whilst also allowing me to continue to progress and grow. ”

1322

ATTENDEES

26

EVENTS

97%

WOULD RECOMMEND SIMILAR EVENTS TO A FRIEND



95%

FOUND THE ONLINE TRANSITION DUE TO COVID 'GOOD'

REACHED CU GROUP STUDENTS

11

FACULTIES & DEPARTMENTS



ACROSS

6

CAMPUSES INTERNATIONALLY

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.



ENTREPRENEURIAL ABILITY

32% INCREASE IN ETHICAL ACTIONS AND SUSTAINABILITY

35% INCREASE IN COPING WITH UNCERTAINTY AND RISK

42% INCREASE IN FINANCIAL AND ECONOMIC LITERACY

On average, participants increased by 21% across Entrepreneurial Ability and 30% in Entrepreneurial Confidence.

ENTREPRENEURIAL CONFIDENCE

59% INCREASE IN LEGALITIES

53% INCREASE IN FINANCIALS

47% INCREASE IN PITCHING

evolve
uncover your potential

evolve social
uncover our potential

140
HOURS OF FLEXIBLE TEACHING

99
PARTICIPANTS ENROLLED

43
HOURS OF MENTORING PROVIDED

9
START UPS

“

This course was empowering and inspired me beyond expectation, I cant wait to get out into the world and make my business even better.”

- Ruby Nixon



Elliot first came to The Enterprise Hub in 2017 where he enrolled on our Evolve Programme. Over the past 3-years, we have supported Elliot grow his business through various other programmes such as the Tech Incubator Programme and Evolve Social, which have led to him being awarded Judges Choice at Santander Universities Emerging Entrepreneurs Entrepreneurship awards 2020.



Case study SKYFARER

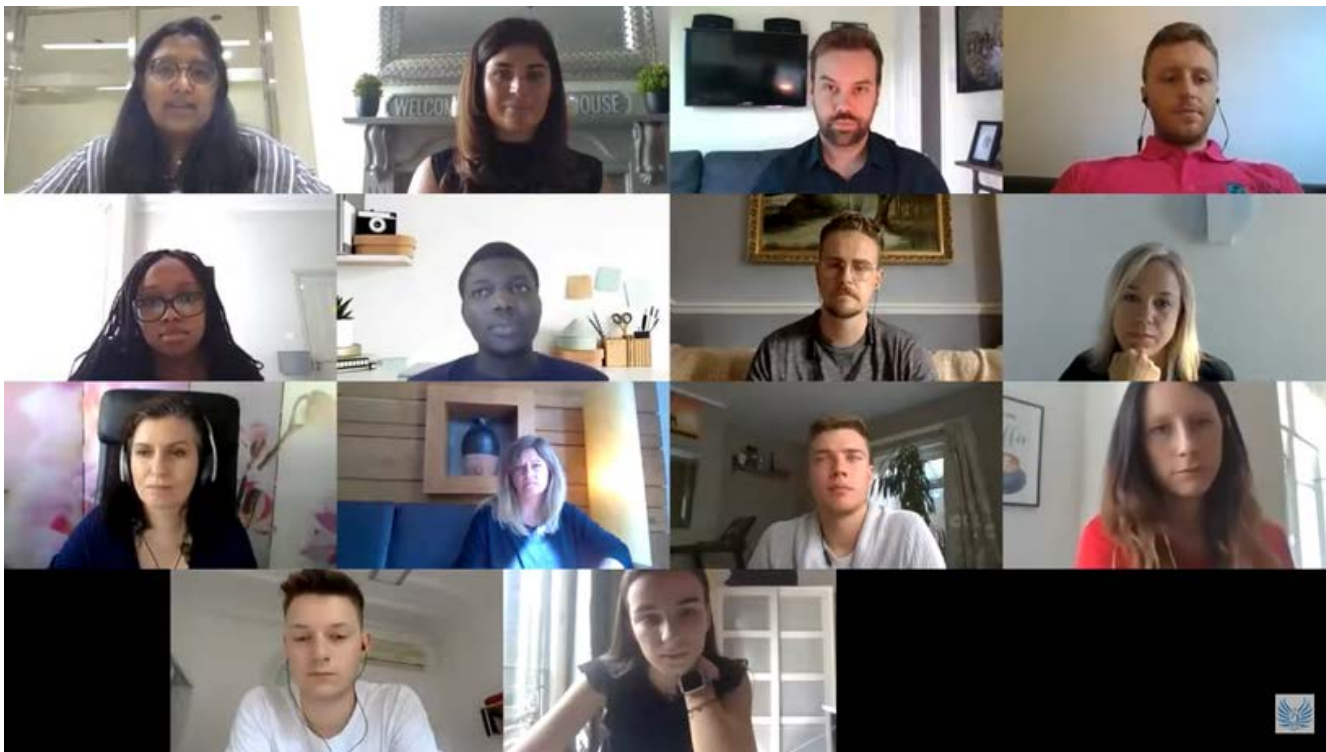
Initially, Skyfarer was part of a project in Africa that would oversee supplies delivered to hard-to-reach areas via drone technology. Due to the coronavirus pandemic, Elliot is working with the NHS and others on the possibility of using drones to reduce the time it takes to move critical medical supplies to where they are needed urgently.

Received
£225k
Of investment
this year

“Coventry Uni Enterprise Hub dug out the Entrepreneur buried deep inside myself – gave me the knowledge and tools to think and do like an entrepreneur. The support I have received over the past 2 years or so has been a real game changer for me.”



Award winners



In 2019/2020 we awarded £30,000 to budding and successful entrepreneurs across the Coventry University Group, through our 'Try It' and 'Do it' Funds in partnership with Santander Universities.

In July of this year we awarded a further £12,500 to support our student and graduate entrepreneurs to keep their business going through COVID-19.

14

Entrepreneurs funded during COVID-19



Total awards given in partnership

31



Pavani Kondi - Gabriela Matouskova - Vignesh Sasindran - Elliot Parnham



Abbie-Leigh Fudge - Tonielle Heslop - Taonga Banda - Ignatius Duhu - Mohammed-Farouk Lamidi - Katerina Kubisova - Pavani Konda - Demy Jozepe - Albertas Pocius - Davis Kuma - Delza Brown - Scott O'neil - Ollie Brown

Case study

RAME CREATIVE



European Union
European
Social Fund



ConnectMe provides flexible support tailored to the needs of unemployed and economically inactive people, designed to remove the barriers that keep them from participating in the labour market.

One new business “RAME” founded by two students, Misal and Reginald, represents an exciting collaboration with another project participant, Wilson Nwanekwu. RAME promotes music artists to a wider audience.

Wilson joined ConnectMe shortly after receiving his “Indefinite Leave to remain”. He was facing the substantial barrier of job-search in English; which is not his first language while supporting a young family. Wilson’s long-term ambition is to build a social enterprise to improve lives by inspiring others through his love of music and art. To this end, he now organises and performs at cultural music festivals and volunteers in Coventry at Emmaus Coventry – a charity working to end homelessness.

2019/20

54

PARTICIPANTS



35%

IN FURTHER
EDUCATION

30%

IN EMPLOYMENT



4

START-UPS

“My experience at ConnectMe has been fantastic, through ConnectMe I have been able to really improve my CV and job-search. ConnectMe have been helping me to the right path of gaining employment.”

- Wilson Nwanekwu

Emerge supports our international students to start their innovative UK venture.

IMPACT
2019/20

18

PARTICIPANTS

9

GRADUATE VISA
EXTENSIONS

149

HOURS OF 1-2-1
SUPPORT



Saber Ahmed is a graduate of Engineering Business Management who was endorsed for a Start-Up Visa in August 2019. His company, EcoSus Panel Ltd, is an innovative solution that manufactures MDF board from waste straw in Egypt.

Saber has a strong cultural background and was enrolled in the University's Global Leaders Programme. Before coming to Coventry, he had participated in the Global Solutions Initiative in Germany and the International Youth Forum in Korea.

Saber's story illustrates the high level of ambition held by the entrepreneurs in this prestigious programme. We are proud to support such a promising individual with truly global aims.

ONE YEAR ON...



Creating innovative Migration Friendly cities in the West Midlands.

Last year we trained **43 migrants** across the **West Midlands** with **28 pitched** for up to **€5000 of mentoring and funding**. Over the past year, our 16 successful participants have all set up social enterprises and made significant impact across their communities.

Alongside supporting their communities through dynamic businesses, our migrant social entrepreneurs have also contributed to the environment and circular economy by preventing 30 electronics and 30 items of furniture going to landfill at the time of final reporting.

“As a social entrepreneur, it has developed my business skills as I had little to no knowledge before attending the training. It has built my confidence and self-belief.” - Sahar Sharif



€80,000

INVESTED INMIGRANT
ENTREPRENEURS



16

SOCIAL ENTERPRISES
REGISTERED



45

JOBS CREATED



2361

BENEFICIARIES SUPPORTED



44%

SOCIAL ENTERPRISES
ADAPTED TO COVID-19



Enactus UK supports students & young people across the country to engage in social action and social enterprise. Our mission in the UK is to be recognised as a leader in developing a national network of socially minded young leaders of the future, who transform communities and society through real life social action and environmentally responsible enterprise.

Enactus UK currently runs in 60 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.

THINK SOCIAL. ACT RESPONSIBLE. PROFIT SUSTAINABLE.

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

World On A Plate (upskilling refugees and creating cultural awareness) 2 participants have gone on to secure qualifications and employment as chefs. **Bloom Bodha** (crafts for employment in India) impacted 20 young girls in India through workshops and training. **Busy Bank** (volunteering in community organisations to enhance student experience) and **Robot Wars** (STEM awareness board game for children aged 7+).



7
UNSDGS
ADDRESSED

4
PROJECTS

53
MEMBERS

2,225
VOLUNTEER HOURS

£5915
GRANTS RECEIVED

9
ADVISORY BOARD MEMBERS



The progressed into the regional rounds of **Enactus UK competition** for the second year running. Social Enterprise Development Coordinator and Enactus University Advisor, **Mariama Njie** was also was nominated for **Universtiy Advisor of the Year** for the second year running.





Hope in a Crisis: Adapting to COVID-19

In 2020 COVID-19 brought the world to a standstill and left people from all walks of life struggling financially and mentally. Many businesses had to adapt their models in order to continue to work and be accessible remotely.

Hope for the Community adapted quickly to bridge creating a huge gap in support for vulnerable people with long-term conditions created by COVID-19.

1200

ONLINE HOPE PROGRAMME PARTICIPANTS

40%

REDUCTION IN ANXIETY & DEPRESSION

40%

INCREASE IN ABILITY TO MANAGE

Hope For The Community CIC is an award-winning organisation set up to provide affordable, co-created, evidence-based products and services to empower people to manage their health and wellbeing.

The demand was as such that in just over 24 hours they filled-up two online courses. Since the end of March, over 1,200 cancer survivors, people living with cancer, MS or other physical or mental conditions, parents of autistic children and children with cancer across the UK took part in the online Hope Programmes.

In 2020 H4C were listed in the top 25 of the NatWest SE100 Trailblazing Newcomers and named 'One to Watch' by 2020 Medilink West Midlands Medical & Healthcare Business Awards.

Hopefulness



Optimism



Confidence



Resilience



“ Friendship is born at the moment when one person says to another: What! You too? I thought I was the only one. ”
- C.S.Lewis

Our COVID-19 Support Response

We adapted quickly during the COVID-19 crisis to insure that start-ups got the support they needed. We sent out a survey that was completed by our entrepreneurs, and used this to build our COVID-19 response plan.

In response to our survey, we found that a large majority looking for support were social and creative enterprises. With **48% being social** and **45% being creative businesses**.

In order to support these businesses we created a dedicated resources page on our Launch website collating a selection of useful tools and external support. We also ran 3 UPD8 workshops covering **cashflow, scenario planning** and **digital business tools** that received **over 100 sign ups**.



236

VIEWS TO COVID
RESOURCES PAGE
MAR-MAY

45

COVID RESOURCES IN
FINANCIAL AND
STRATEGIC SUPPORT

130

SIGN UPS TO
DEDICATED SUPPORT
WORKSHOPS



Our Social Value in the Community

In 2019/20 we have continued to support social enterprises where possible during COVID-19, investing over a 1/3 of our total expenditure with social enterprises.

£78,753

SPENT WITH
SOCIAL ENTERPRISES

36%

PROPORTION OF TOTAL
NON-STAFF EXPENDITURE

Social challenges addressed

Through our training programmes, mentoring and procurement we have helped to build capacity in individuals and organisations to address **more than 70%** of the United Nations' **Sustainable Development Goals**, creating lasting social change.



AB POWER

Creating green energy solutions without boundaries

AB Power seeks to address the UK energy crisis by eliminating the barriers associated with the uptake of localised domestic wind energy. CUSE is coaching founder Harry Butt as he develops his business through the Tech Incubator Programme 2020.



MAOKWO

Art as a tool for bringing communities together

Maokwo develops the capabilities of the artists through confidence building and business mentoring enabling them to become self-employed. CUSE supported Laura Nyahuye the CEO of Maokwo through the Evolve Programme.



WORLD ON A PLATE

Unlocking migrants and refugees skills through food

World on a Plate is a grassroots community-led food enterprise started by CRMC with an innovative model harnessing migrant and refugee expertise in the food industry. CUSE has worked with CRMC to develop the concept and have awarded them Try It funding.



TICKETS FOR GOOD

Sharing innovative business models internationally

Tickets for Good is a social business which uses ticket sales to create donation programmes within the events industry for NGOs. Through Erasmus for Young Entrepreneurs, we linked Tickets for Good to a new entrepreneur to develop a similar model in her home country.



CU SOCIAL ENTERPRISE CIC

5 Whitefriars Street, Coventry, CV1 2DS

www.cuse-launch.com

www.cusecic.com

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