



Social Impact Report

Aug 21 - Jul 22

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ABOUT US



We connect people and ideas

We support students, staff and community

We help realise their entrepreneurial potential



- The first example of a social enterprise set up by a university to promote entrepreneurship and social entrepreneurship



- Entrepreneurship journey
- Startup support
- Training & mentoring



- Students, alumni & staff
- Businesses & wider communities
- Under-represented priority groups

OUR TEAM

12

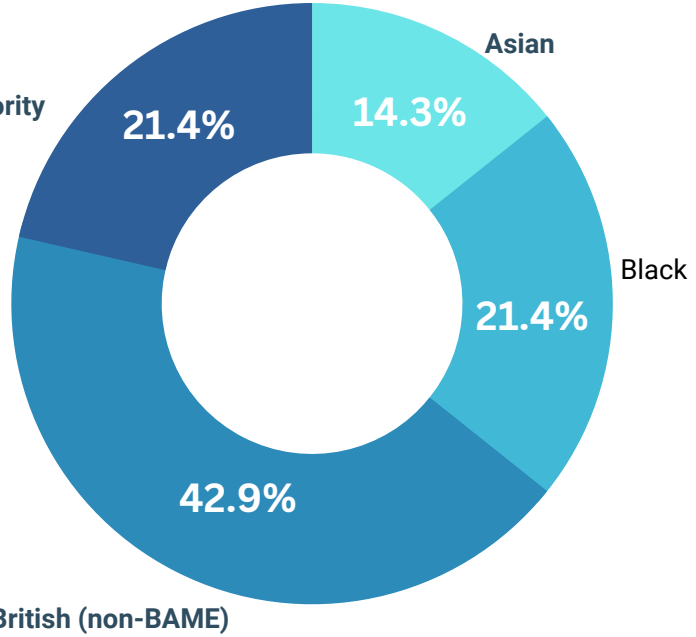
JOB

57.1%

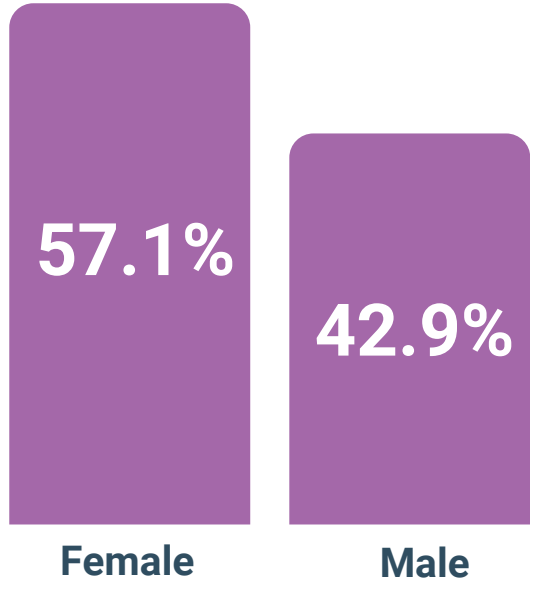
Female



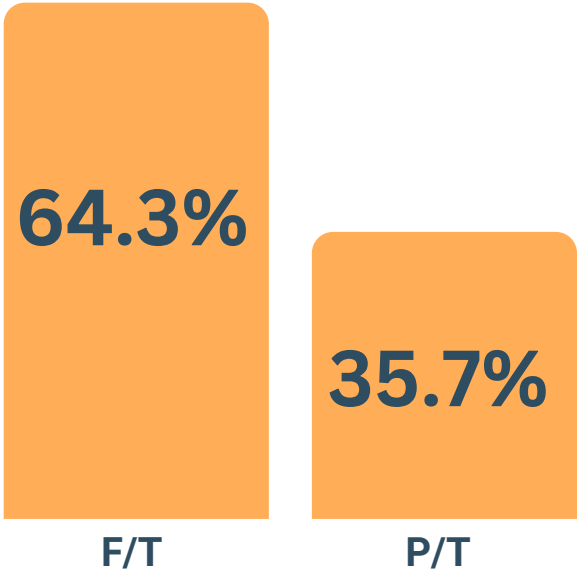
Diversity background



Leadership split



Employment status



SPECIAL THANKS

Our achievements have been possible thanks to the continued support of our entrepreneurs, partners, stakeholders, collaborators & institutions.



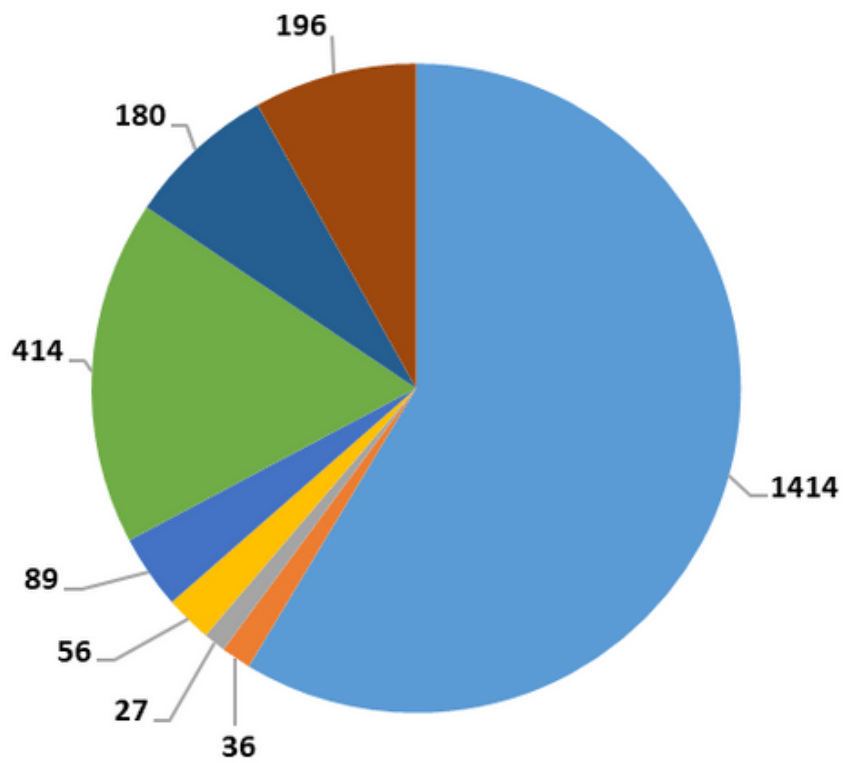
European Union
European
Social Fund



Erasmus for Young
Entrepreneurs



OUR YEAR IN NUMBERS



- Launch Programme event attendees
- 121 Meetings - general outreach
- Emerge/Startup visa
- Funding
- MyIdea inbox enquiries
- Connect2
- Launch Training
- Erasmus for Young Entrepreneurs



20,575
Online engagements



20
Start-ups supported



£362K
CUSE turnover



2,412
Engagements with our communities



5
Social enterprises



£151.5K
Start-up turnover generated



763
Participants on our programmes



3
Social challenges addressed



£38K
Grants awards



35
Jobs generated (FTE)



£58K
External investment secured



INTRODUCING LAUNCH

launch:

Programme

launch:
Events

launch:
Training

launch:
Network

launch:
Start-up Visa

launch:
Mentoring

launch:
Social Enterprise



"AWESOME!!"

"ABSOLUTELY BRILLIANT, I HAVE LEARNT SO MUCH."

"GREAT TO OPEN THE MIND AND STRATEGISE YOURSELF GOING INTO BUSINESS"

"BRILLIANT EXPERIENCE THANK YOU ALL"

"BUILDING UP A BUSINESS IDEA FROM NOTHING"

"THE PROGRAM WAS OF GREAT USE"

A VERY CLEAR AND CONSTRUCTIVE COURSE HELPING BOTH STARTING AND EXISTING ENTREPRENEURS

"GREAT EXPERIENCE, ENGAGING, AND INSIGHTFUL"

"ABSOLUTELY USEFUL FOR PERSON WHO HAS IDEA BUT CAN'T BUILD CONFIDENCE, THIS PROGRAMME REALLY HELPED ME TO GAIN CONFIDENCE AND BREAK STAGE FEAR"

"INSIGHTFUL OPPORTUNITY TO UNDERSTAND AND BOOST CONFIDENCE IN ESTABLISHING A START-UP BUSINESS"

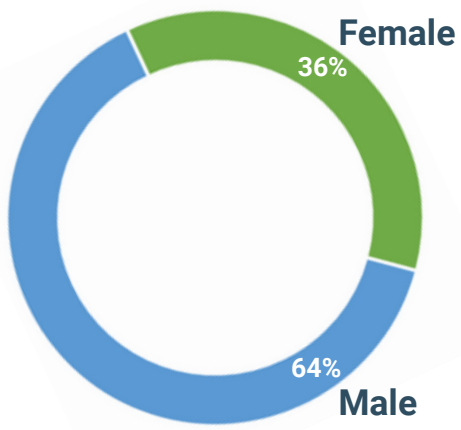
"IT WAS THE BEST"

"A FUN AND INTENSE INTRODUCTION TO THE WORLD OF ENTREPRENEURSHIP"

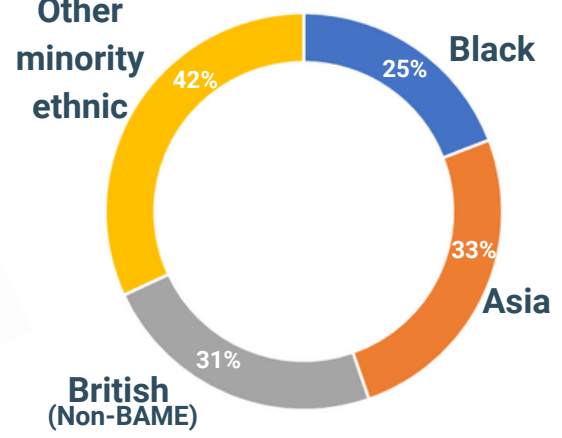


PROGRAMME DIVERSITY

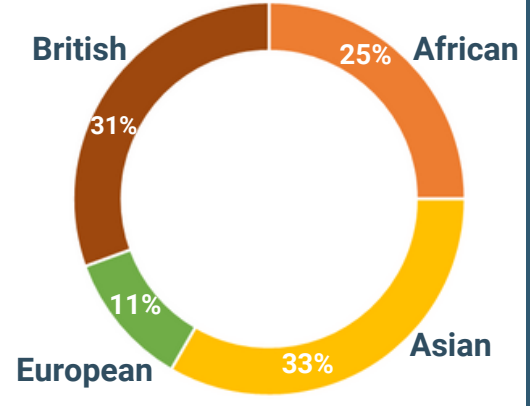
Gender



BAME

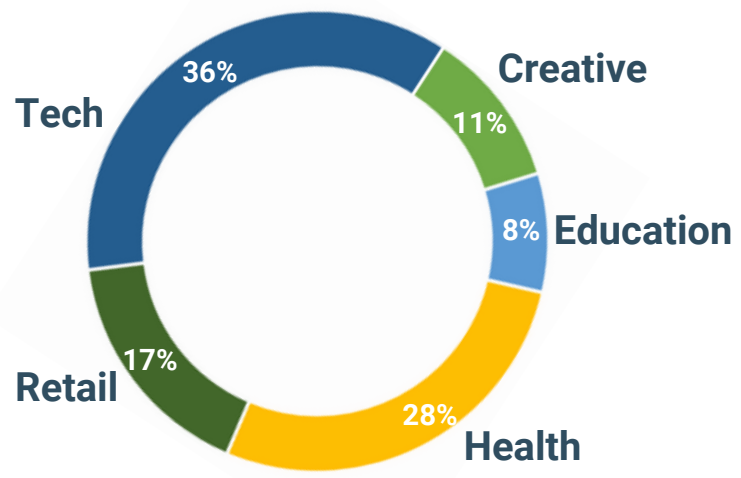


Nationality

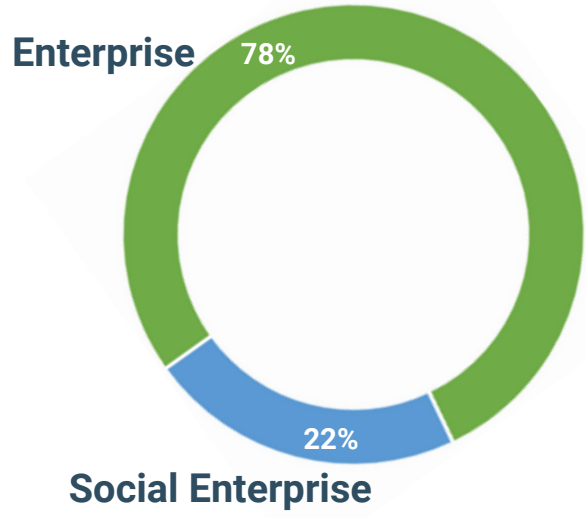


Our flagship LAUNCH entrepreneurship programme offers an innovative extra-curricular programme of workshops, networking, events, training, competitions and celebrations.

Start-up sector



Start-up type



launch

Programme engagements

launch Events **1,414**

180 **launch** Mentoring

launch Network **159**

36 **launch** Training

launch Start-up Visa **27**

288 **launch** Social Enterprise

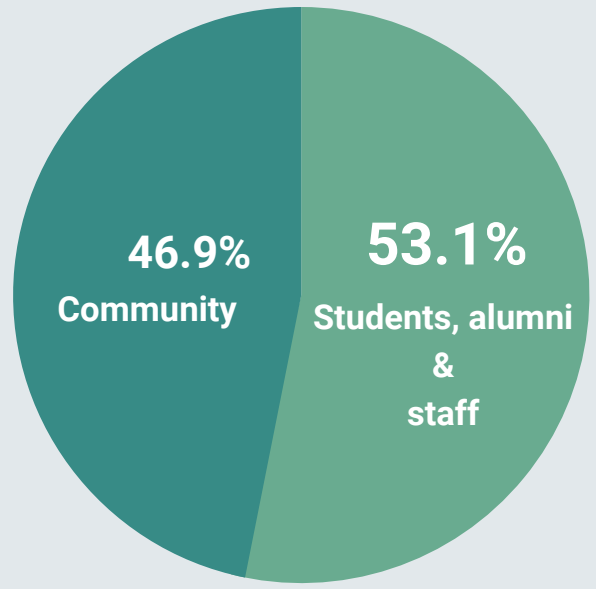
LAUNCH SOCIAL ENTERPRISE

288

Activities & engagements focused on Social Enterprises

launch: Social Enterprise

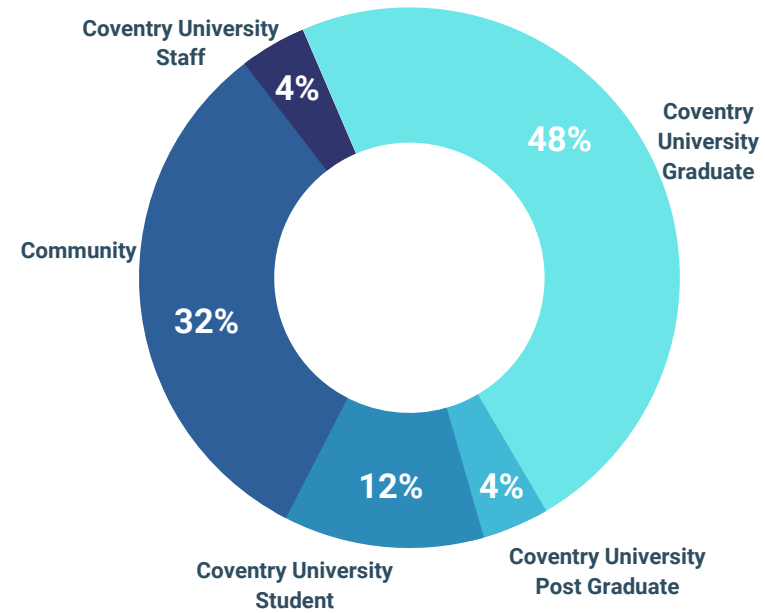
Activities & engagements



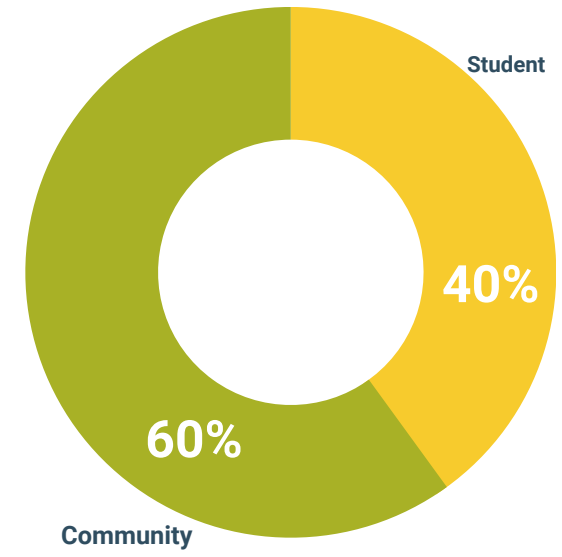
Social Impact Challenge 2022



Award applicants



Award distribution



SOCIAL IMPACT THROUGH COLLABORATION

CUSE is proud to be part of Impact 12. Together, Impact 12 represents a new network that provides expertise and guidance as well as building investment communities for the ventures we support. The Impact 12 consortium are passionate about the role of universities in social innovation and committed to working with partners from government to researchers, investors to corporate sponsors, bringing the resources our founders need to produce game-changing impacts for our collective social good.



Hope For The Community CIC

Coventry University

Creating a world where everyone has the tools to lead a hopeful and flourishing life



Creative Optimistic Visions

Coventry University

'We believe we all have the right to feel safe'



A social venture collaboration

We are 12 universities working collaboratively to support and raise awareness of mission-driven businesses emerging from our ecosystems.

[View our projects >>](#)



An example of the drive to address unmet needs is perfectly encapsulated in Hope For The Community CIC from Coventry University. 15 million people in the UK live with a long-term health condition.

Co-created with users and based on 25+ years of scientific evidence, this award-winning social enterprise provides tools and services to support people living with long-term conditions and rare diseases, and their carers.

SENEGAL ARTS FASHION INCUBATOR PROGRAMME



A Collaborative project co-created by CUSE (UK), Coventry University (School of Fashion), Dakar Design Hub (Senegal) & Fashion Weekend Gambia (The Gambia).



DAKAR DESIGN HUB



Lady Marième Jamme
@mjamme
Chief Sustainability Officer & Founder of iamtheCODE

Creative Hustle Talk



Sophie Zinga
Founder of Dakar Design Hub
@dakardesignhub



This initiative was created to pilot a Senegalese Creative Enterprise Support Programme (CESP) with the aim to stimulate links between the UK and Senegalese creative sectors, supporting sector organisations to deliver training, mentoring and business development to young, emerging fashion entrepreneurs in Senegal.

Funded by The British Council SSA arts programme (Creative economy strand) - Sub-Saharan Africa Arts | British Council

BETTER INCUBATION



CU Social Enterprise was represented at the Better Incubation bootcamp held in Prague.

The bootcamp was a culmination of our involvement in the communities of practice piloting incubation programmes focusing on **impact-driven and inclusive entrepreneurial support for women, migrants and refugees, seniors, young people and people with disabilities.**



SOCIAL CHALLENGES ADDRESSED



Through our training programmes, mentoring and procurement we continue to build capacity in individuals and organisations to address the United Nations' **Sustainable Development Goals**, in order to support the creation of lasting social change.



HOPE 4 THE COMMUNITY CIC

Providing affordable, co-created, evidence-based products and services to empower people to manage their health and wellbeing.

H4C is an award winning Social Enterprise whose products and services are based on scientific research from the disciplines of positive psychology, cognitive behavioural therapy and mindfulness. H4C's research partner is Coventry University where Professor Andy Turner and his team have been developing and evaluating self-management interventions for over 25 years.



**MY RUNWAY GROUP
(BLACK IN CARNABY)**

Black in Carnaby is a community empowerment platform curated by My Runway Group to offer black businesses from under-represented backgrounds the commercial visibility they deserve.

With a weekly footfall of over 900,000 people, Carnaby street was the perfect place for the concept store to open its doors and introduce outstanding collections from black owned brands in Fashion, Beauty, Food, Art and Literature to a wider audience. Now stocking products from over 200 Black owned businesses both online and in their store, the e-commerce platform introduced in 2021 offers over 850 products giving people worldwide the opportunity to shop black regardless of their location. My Runway Group plans to expand into other prime locations nationwide having committed to empowering 20,000 black led businesses through their work by 2025.



SPRING ACTION CLEANING

The cleaning service that changes lives. An ethical and exceptional cleaning business, offering supported employment to refugees and migrants to help them to rebuild their lives in Coventry.

With the support of the Government Furlough scheme all 32 staff were retained, and they were able to pivot and diversify their income stream by expanding their offer to include end of tenancy cleaning and deep cleaning services to help businesses and domestic clients prepare for the post-covid world. Spring Action employed 6 new cleaners and welcomed Metropolis, The Belgrade Theatre and Wild Card Gym as new commercial clients. They also became preferred supplier for both City of Culture Trust and Coventry City Council.

CASE STUDIES



Twirly Skirts

"I was delighted to have the opportunity to pitch and be awarded a grant from the Santander 'do it fund'. It's a massive opportunity and has given me so much scope to grow my business. We're currently working towards having our products made in the UK, sourcing locally made yarn / fabric, and a new disruptive UK based community manufacturing concept".

Lucy Bayliss



Wiktorija is a graduate student, participant of Launch & Connect 2 and awardee of Santander Do it Funding competition

Lucy is a MBA student, participant of Launch and awardee of Santander Do it Funding competition



"New investments helped us reach bigger customers, produce higher budget advertisements, work faster and get into new markets."

Wiktorija Kalisiak



ERASMUS & UXPLORE



Erasmus for Young Entrepreneurs

GYMNASIUM NEXT II

8 Relationship between New and Host Entrepreneurs



Inspiring everyone. Connecting everything

The Uxplore project has a vision to help make Coventry and Warwickshire **the leading digital place in the region**, with world-class connectivity, services and skills.

CUSE's goal is to help 30 new start-up in our region by supporting the growth of their businesses, **by managing the New Business Mentoring scheme**, giving new start-ups the opportunity to receive **12hrs of 1:1 business mentoring**. This will in turn spur on the economic growth of our local economy.

Stage of outputs

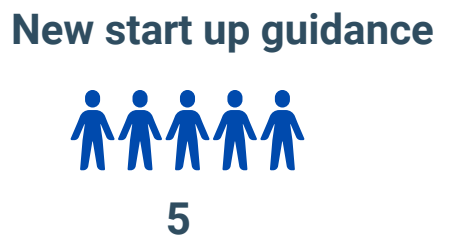
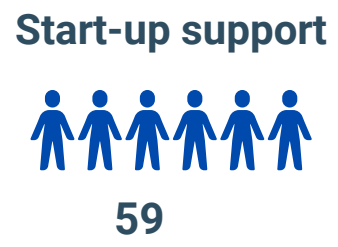
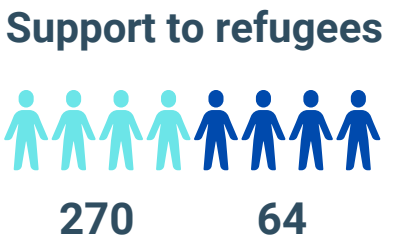
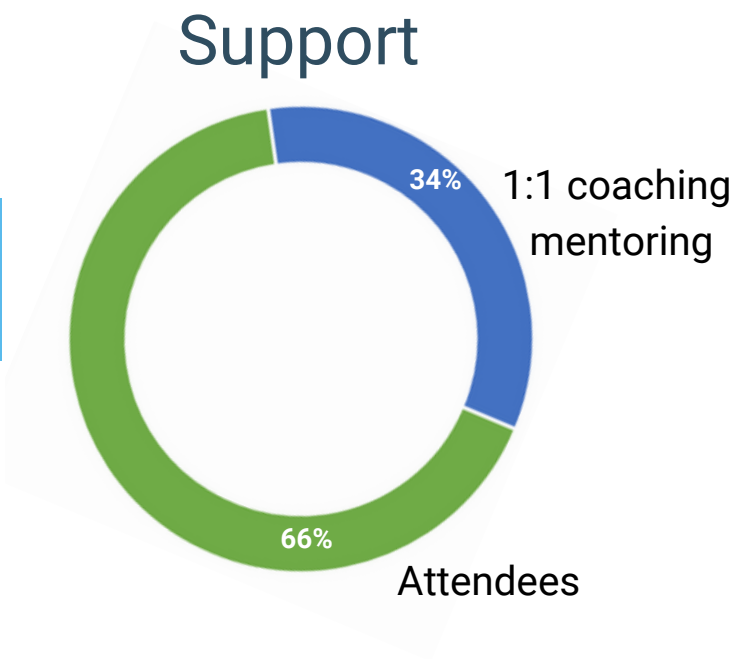
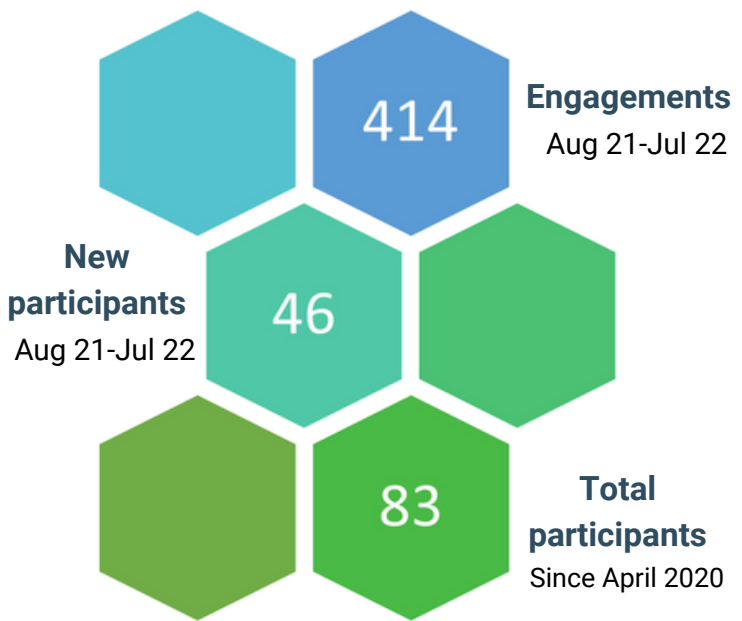
Target	30 (100%)
Pipeline	2 (7%)
In progress	9 (30%)
Completed	3 (10%)

Number of business

CONNECT 2

48 Positive outcomes

"it has helped me to give me confidence to apply for work and meet other people. I feel I can be part of the community".



121 Coaching /mentoring (numbers)

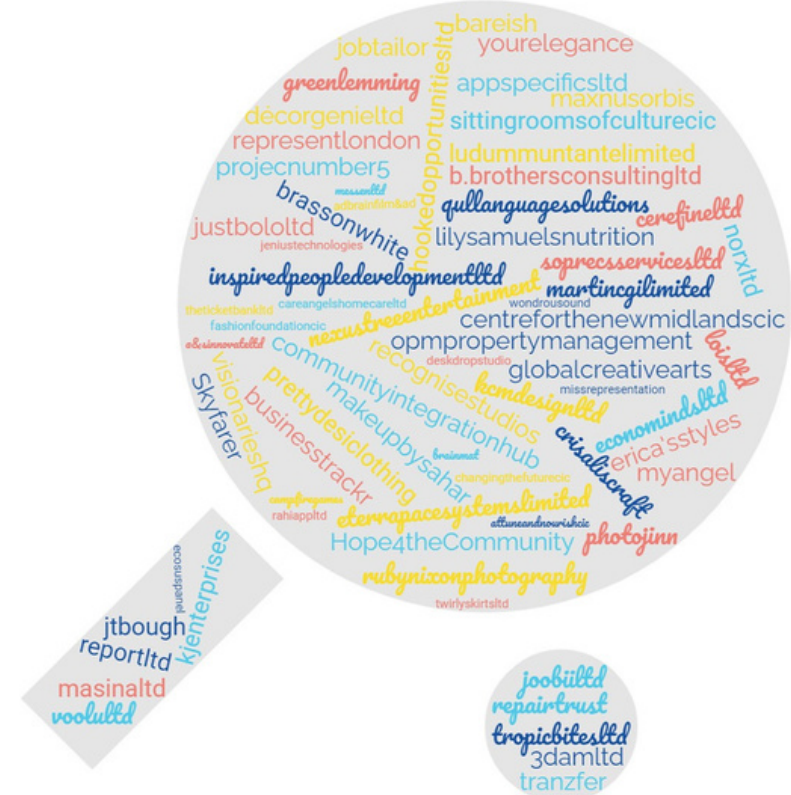
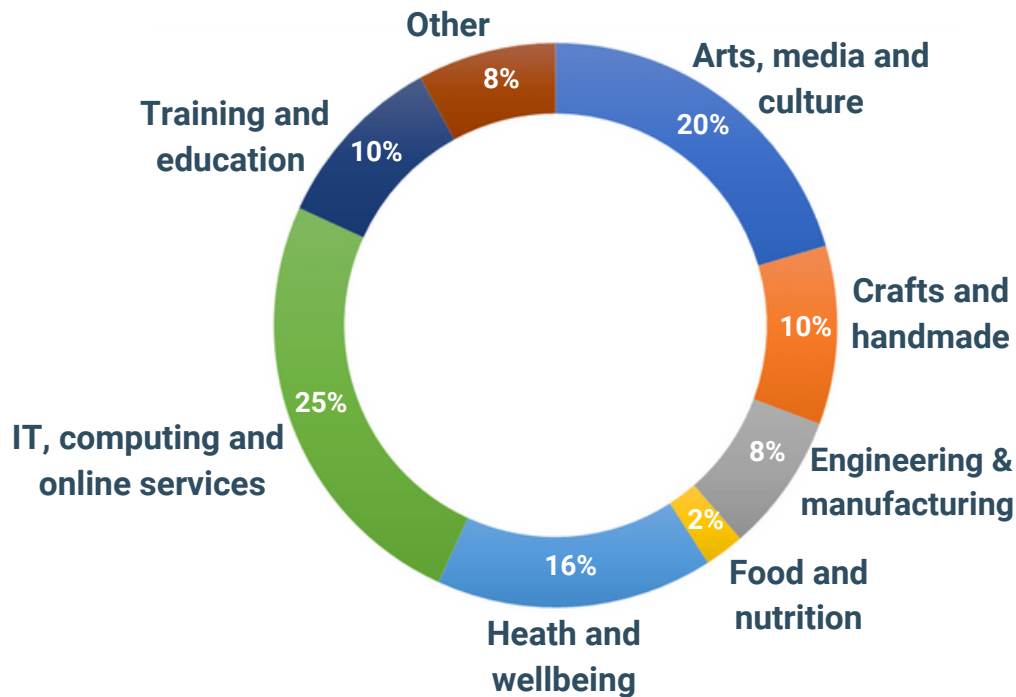
Programme attendee (numbers)

THE LAST 3 YEARS CUMULATIVE OVERVIEW

88 start-ups supported



Sectors our start-ups operate in



**94 JOBS CREATED
(FTE)**



£1M

TURNOVER LAST YEAR



£1.2M

EXTERNAL INVESTMENT



SOCIAL ENTERPRISE GOLD MARK
ACCREDITED FOR BUSINESS EXCELLENCE

THE MARK OF
EXCELLENCE
SOCIAL ENTERPRISE

GET THE GOLD
SOCIAL ENTERPRISE
SOCIALEN

CU SOCIAL ENTERPRISE CIC

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