



Social Impact Report

2020 - 2021



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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.



CUSE, like so many organisations in the UK and globally, had to adapt the majority of our practices and processes during this year to serve our students, staff and communities. Despite the challenges of COVID-19, we have worked tirelessly to support our clients during this year. This is but one indicator that CUSE is not only talking about innovation but also delivering on it as an organisation.

Throughout 2020/21, CUSE faced many challenges including a number of resignations, and a COVID-19 outbreak among the team. Despite these challenges, we have worked towards building a future strategy that will be in line with the Coventry University Group 2030 strategy.

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



ETHNICITY
6 United Kingdom
6 Africa
1 Asia
2 Europe

14 JOBS

**57%
Women**

**3 out of 5
Senior
Management
are female.**

Our year
IN NUMBERS



26

NEW START-UPS
CREATED



6

NEW SOCIAL ENTERPRISES



£453.8K

TURNOVER GENERATED



557

PARTICIPANTS ON
OUR PROGRAMMES



4

SOCIAL CHALLENGES
ADDRESSED



2,765

ENGAGEMENTS WITH
OUR COMMUNITIES



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 3, 4, 5, 8, 10, 11 and 13**.



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

Our programmes

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 supporting people back into employment.



927

PARTICIPANTS ON OUR PROGRAMMES

In 2020/21 our training programmes reached:

36

evolve
uncover your potential

16

evolve social
uncover our potential

22

emerge
innovative ventures

319

launch:

78

tech incubator programme

22

Erasmus for Young Entrepreneurs

434

connect me

Connect2



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.

Improving access to continued education and employment through the Enhancing Futures Programme



The Enhancing Futures workshops delivered by CUSE representatives attracted a high number of registrations, exceeding the initial assigned student capacity. Sessions delivered online had an interactive approach and covered a wide range of entrepreneurial topics from how to develop an entrepreneurial mindset, to support given in creating a business plan and preparing for a pitch session, or more insights on what it is and how to launch a Social Enterprise.

We received great feedback and had 10 new students who registered for the entrepreneurial training programme Evolve and the Launch network has expanded, students joining the LinkedIn group with 46 new connections since the sessions have started and started to follow us on Social Media channels.



Engaging, Insightful and helps with developing our skills too!



708
ATTENDEES

30
EVENTS

73%
WOULD RECOMMEND
SIMILAR EVENTS TO
A FRIEND



87%
FOUND THE
PROGRAMMES
USEFUL

**OUR ENHANCING FUTURES
WORKSHOPS REACHED**

194
STUDENTS



4
FACULTIES

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

IMPACT
2020/21

22
PARTICIPANTS

15
SUSSESSFULLY ENDORSED

120
HOURS OF 1-2-1
SUPPORT



Abdallah reacts to filing his first patent for Rescue House

Abdallah was a graduate who had just obtained an MBA at Coventry University. Having trained as an architectural engineer at the University of Jordan, then later at the Global Village for Future Leaders of Business and Industry at Lehigh University, Abdallah had then successfully run two start-ups in his native Jordan. For his UK-based venture, Abdallah presented Rescue House, an innovative temporary housing solution designed for the homeless and people displaced by war and natural disasters. Abdallah was given one-to-one training and support to prepare his business plan and pitch to the standard expected at the Start Up Visa assessment panel. The judges were extremely impressed with his concept and passion to change lives. Since being endorsed, Abdallah won a place on the Antler 2021 start up accelerator, which is a global early-stage investment platform. Abdallah is a true entrepreneur, and we are proud to offer him support on the Emerge Start Up Visa programme.

CASE STUDY

ANDRE*



Connect2



European Union
European
Social Fund

Having been granted asylum in the UK, Andre was facing the substantial barrier of job-search in English, which is not his first language. Andre's long-term ambition was to build a social enterprise and improve lives by inspiring others through his love of music and the arts. New business start-up support was provided on a one-to-one basis, including sessions on legal structure, marketing and networking, finance, and pitching for grant funding. In addition to this, Andre was supported with CV building workshop, English language coaching in the context of business, basic IT skills to aid job-search and applications, and assistance with understanding formal correspondence from government, e.g., benefits and housing communications.

As a result of the support received on Connect2, Andre has now registered a new social enterprise on Companies House. In line with his longer-term ambition, he now organises and performs at cultural music festivals. Andre aims to make this a social enterprise to benefit and support other immigrants to the UK.

**Name has been changed to protect the anonymity of the participant*

“I have improved my CV and it was fantastic that I could work at times to suit me and my family. My experience on Connect2 has really helped me to see what is possible. I am now on the right path of starting my business to help others on the right path. I can say thank you for this support”

2020/21



3

START-UPS

434

PARTICIPANTS



CONNECTME AND CONNECT2 PROVIDE 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.

#WEAREMIFRIENDLY

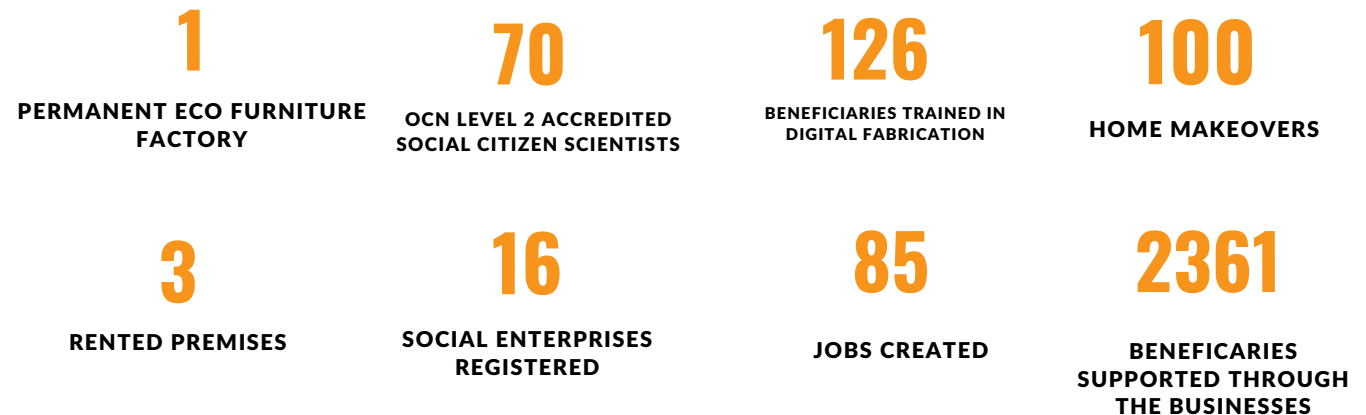
ONE YEAR ON...



Creating innovative Migration Friendly cities in the West Midlands.

Together, the partnership of 11 public, private and voluntary sector organisations, including CTPSR, FabLab Coventry and CUSE continues to provide a unique network of skilled individuals and knowledge to improve awareness around what constitutes a 'migration friendly' city.

Below are the current impact figures for the Coventry University and CUSE project themes (Skills & Social Enterprise Start ups)



“ 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



Skyfarer is building a blueprint for a revolution that will change the way we think about delivery by adding a new height dimension to our roads, rails and waters.

Their current roadmap is taking the team on a flight path destined to support in the **transportation of vital medical payloads such as blood, pharmaceuticals, vaccinations and aseptic equipment.**

Now based at **Warwick Science Park** and with a world class consortium of partners including **Coventry University, NHS and Cranfield University**, Elliot and his team are on a their way to becoming world leaders in drone technology to save lives!



5 Drone Startups to Watch in 2021



StartUs insights

“

OUR RELATIONSHIP WITH COVENTRY UNIVERSITY STEMS FROM BEING GRADUATES, BUT HAS DEVELOPED INTO AN EXCITING PARTNERSHIP. WE ARE GRATEFUL FOR THE EDUCATION AND LEARNING PROVIDED BY THIS WORLD CLASS UNIVERSITY AND THE CONTINUED SUPPORT WE HAVE RECENTLY RECEIVED AS A COVENTRY BASED TECH INNOVATION START-UP.

”

MEDILINK MIDLANDS **BUSINESS AWARDS 2021**
WINNER

'ONE TO WATCH AWARD'

HORIBA



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.



ATTUNE & NOURISH CIC

Supporting Mothers and young women to be healthier and happier

Attune & Nourish CIC is supporting Mothers and young women to overcome isolation and enhance wellbeing through a community allotment. CUSE is supporting founder Izzie Groves as she develops her business through the Pilot SE Incubator Programme which launched with 2020.



COV

Social action to combat social exclusion

COV's EmpowHER programme supports young girls to develop and deliver social action projects in their local communities to support women and girls impacted by abuse, social exclusion and criminal exploitation.



SPRING ACTION

Unlocking migrants and refugees skills and enhancing employability

Enactus Coventry placement at CRMC to assist Inderjit Sahota (Social Enterprise Manager) to help boost staff morale for Spring Action employees unable to work due to the pandemic. The team filmed, edited and uploaded a cook along video to launch World on a Plate online.



LIAISE

Championing equitable finance and inclusive entrepreneurship

The LIAISE programme is a one-of-a-kind opportunity to engage and achieve the transformational impact of the business support ecosystem, with three partner networks, EBN, IHUB and EVPA, working together towards a sustainable "better incubation ecosystem", supporting potential social entrepreneurs from underrepresented groups.



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