

'Making a Mark'

Mark Holder Social Impact Declaration

CU Social Enterprise CIC

CU Social Enterprise is the only UK example of a social enterprise set up by a university to promote social entrepreneurship and innovation. The CIC was formed in 2014 as a spin-out from Coventry University.

We offer social enterprises the opportunity to work with the University whilst also helping to develop the entrepreneurial skills of students, staff and alumni. We have a ready-made environment for developing and nurturing this kind of entrepreneurship, through The Enterprise Hub.

We are recognised as a market leader in incubating social enterprises. We work with the local community and university staff and students to realise their entrepreneurial potential and help them deliver measurable social impacts.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to answer a set of social impact questions, which illustrate how they are striving to meet their social/environmental objectives.

Below are examples of how **CU Social Enterprise** is Making a Mark, striving to create a positive impact on people and planet.



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Helping people realise their potential

Our mission is to help people realise their entrepreneurial potential. Our role as social innovators extends to supporting students, alumni, staff and community at various stages of their entrepreneurial journey.

The Enterprise Hub is a welcoming place for incubation, co-working, events and workshops. In 2018, we launched the Hub Club; a monthly social event open to all interested in connecting with local entrepreneurs and businesses.

Supporting the establishment of social enterprises

In 2017/2018 we supported the establishment of 15 social enterprises the highest number ever achieved amongst universities across the UK.

We have also developed a range of training programmes, resources and toolkits to meet our client needs. We are currently running 3 programmes; Evolve, Connect ME and Emerge.

We also work to support the growth and development of social economy in Coventry. This year the number of social enterprise set up with CUSE support increased by 36%.

Impact of support provided

In 2017/2018 our training programmes reached 211 students, 27 staff and 113 of the community.

39% of participants on the Evolve programme reported an increase in confidence and 74% rated the programme as excellent in terms of quality and usefulness. 41% would not have started their business without our support.

The Emerge programme created 23 jobs, with 79% trading after 2 years.



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