



Centre for Entrepreneurship

Annual Impact Report

2023-2024



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd

Research & Innovation Services
Gwasanaethau Ymchwil ac Arloesi



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INTRODUCTION

In the 2023-2024 academic year, the Centre for Entrepreneurship has concentrated on refining our support and delivering services in areas with the highest engagement and impact. Our comprehensive engagement approach increases touchpoints both within the curriculum and outside of lectures, providing support from the initial development of entrepreneurial skills through to funding and tailored business support. With specific team members dedicated to fostering collaborative relationships across all five schools, we have enhanced entrepreneurial presence and activity across a variety of courses. This year we have also further expanded the Catalyst Mentorship Programme to ensure comprehensive support for emerging entrepreneurs as they navigate the world of business ownership beyond their time as Cardiff Met students.

MEET THE TEAM



Neil Coles
Senior Lecturer in
Enterprise Education



Richard Godfrey
Alumni Business
Relationship Manager



Fran Hunt
Business
Adviser/Mentor



Roger Williams
Business
Adviser/Mentor



Morna Manson
Business and
Innovation Adviser



Rachel Knox
Social Enterprise
Champion



Isabelle Ford
Enterprise Champion



Hannah Willis
Enterprise Champion

OUR WHY

Our mission is to empower those who engage with the Centre to create their own sustainable futures. This could include self-employment, being an entrepreneurial employee in the workplace, volunteering, being part of community projects and engaging in social enterprise. By equipping individuals with the necessary skills and support, we help them to thrive in various entrepreneurial and community-driven endeavours.

“The Centre is dedicated to supporting the ambitions and goals of each individual who engages with us, providing students with the freedom to define what success looks like for them. Our tailored programme of support and activities empower them to explore ways in which they can best work towards meeting their personal goals for the future.”

Wales has a thriving start up landscape, and the Centre is fully committed to immersing our entrepreneurs within this dynamic community, connecting them with experienced business leaders. We frequently engage industry experts, role models, and guest speakers to equip our students and graduates with the essential knowledge and skills to launch their own ventures. These business role models not only provide guidance and inspiration but also play a pivotal role in developing the next generation of business leaders. Our hope is that our entrepreneurs will, in turn, inspire and mentor the generations that follow.

The Centre is part of the wider Entrepreneurship Champion network in Wales, with representatives from across colleges and universities in Wales. The network meets monthly to share best practice, discuss trends in student engagement and collaborate on all-Wales wide activities.

OUR WHAT

Our structured and segmented approach ensures that everyone receives the appropriate level of support at the right time. Whether students are learning the initial concepts of entrepreneurship, applying for our funding, or are actively trading, they can benefit from our multi-directional support journey. This means they can engage with our services at any stage, taking advantage of activities at the Engage, Empower, and Equip levels to enhance their skills and knowledge. Our assessment process for funding is fair and thorough, ensuring that financial support is provided at the optimal time and for the right activities to help their businesses thrive.

We have been working on streamlining our processes so that our time can be better spent supporting students more effectively. The creation of our referral form allows us to filter enquiries to the right place in a timely manner. Those who require tailored business support can be connected with the most relevant of our in-house Business Advisors whilst those simply enquiring for initial information are directed to our events and activities via our newly created SWAY Information Hub.

The Information Hub has been designed as a digital asset to provide visual and informative pages with direct links to our services and activities. This 'one-click' approach has allowed a more direct and instant way for students to access up to date information on the Centre and immediately book on to activities.





ENGAGEMENT

Engaging students in entrepreneurship is crucial for fostering innovation and creativity. By exposing students to entrepreneurial concepts and opportunities, we empower them to think critically, solve problems, and take initiative. This engagement not only prepares students for the dynamic workforce but also equips them with the skills to start their own ventures and carve out their own futures. Our efforts to cultivate an entrepreneurial mindset amongst students ensures they are well-prepared to navigate and thrive in an ever-evolving global landscape.

The Centre strives to create a diverse range of engaging activities based on student feedback around their wants and needs, and topics and themes of interest. With the ever-changing demographics and needs of the student body, we conduct engagement activities and awareness campaigns both on campus and online to extend our reach. These initiatives are designed to introduce students to the various opportunities and resources the Centre provides and allow them to take advantage of our services throughout their time at Cardiff Met.

4 Meet and Mingles

600
Ice-creams given away

18 Email Newsletters to over 12,000 students weekly

9
Campus Drop In's

32,499
Instagram profile reach

700
New Instagram Followers

EMPOWER

Our empowerment level activities offer opportunities to develop specific entrepreneurial skills across various areas, and are delivered through workshops, curriculum sessions, and in-depth focused programs.

Our extra-curricular workshops focus on delivering up-skilling opportunities around specific business skills which are essential for those launching and growing a venture. Students have the opportunity to learn from business experts, alumni entrepreneurs and industry specialists and receive practical advice that they can apply to their own businesses.

Our curriculum sessions cover a blend of entrepreneurial mindset and competencies, aligned with key areas of the Entrecomp framework. By integrating these sessions into existing modules, we emphasise the relevance of these skills and provide course-specific examples to enhance understanding.

Overall, our empowerment program enhances students' capabilities for their future careers, whether they choose to start their own ventures or become highly sought-after entrepreneurial employees.

"The Centre for Entrepreneurship continues to be the best part of the university with these gems of events.

The quality of content and speakers has been invaluable and working with the team has been a joy"

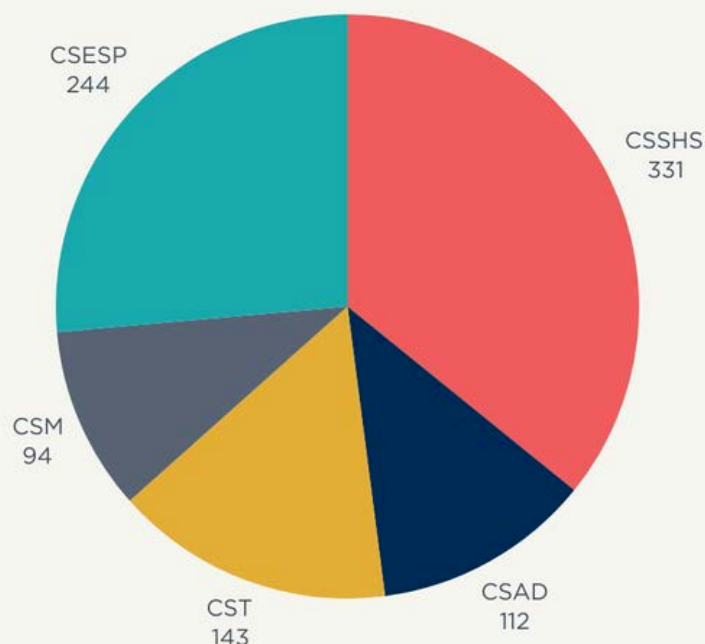
EMPOWER

Meaningful interventions of at least 1 hour, designed to build enterprise skills or entrepreneurial competence. This is both in-curricular and extra curricular.

31 Extra Curricular Workshops

Curriculum based sessions **32**

924 Students empowered



Number of students engaging with empower level activity per school

CSM - Cardiff School of Management
CST - Cardiff School of Technology
CSAD - Cardiff School of Art & Design
CSESP - Cardiff School of Education & Social Policy
CSSHS - Cardiff School of Sport & Health Sciences

10 Weekly Workshops
1 hour skills development sessions



3 BUSINESS ONE PAGER WORKSHOPS



1 FINANCE FOR FOUNDERS
Four week series

2 SELF ASSESSMENT TAX RETURN WORKSHOPS



5 SMALL BUSINESS TOOLKIT WORKSHOPS



1 CREATIVE SKILLS DAY

EQUIP

Our equip stage offers funding opportunities, intensive business bootcamps, and personalised support and guidance from Business Advisors. These opportunities not only strengthen their businesses but also nurture the individual entrepreneur by fostering confidence in themselves and their abilities.

In today's dynamic business environment, the Business Advisors at the Centre for Entrepreneurship play a pivotal role in nurturing our student's innovation and entrepreneurial skills. They provide essential support to help students transform their business ideas from concept to reality. Our aspiring entrepreneurs often have a wealth of innovative ideas but can find the process of turning these ideas into viable businesses daunting. This is where our Business Advisors come in, acting as guides and facilitators throughout the journey from idea to execution.

Our Business Advisors assist students by sharing their knowledge and expertise, helping with business planning and strategy development, providing access to valuable networks and resources, both internal and external to the University. The Business Advisors play a crucial role in offering emotional support, motivation and confidence building, as well as providing access to funding to help develop and grow our students' businesses.

By engaging with our Business Advisors, students can gain a competitive edge, significantly increasing their chances of turning their ideas into successful businesses.

147

1:1 appointments

£34,500

Business Funding Awarded incl.
Santander sponsored funding

40

Test trading
market stalls

112

Referral form
submissions for support

An example of those businesses who have received Santander Universities business funding this year include:



Shannon Hewitt - Photos by Shan

A boutique photography business that supports influencers, brands and businesses to elevate their social media with high quality creative photography and videography
@photosbyshan

Will Valentine - Will Valentine Art

Combining his passion for heritage and art, Will's business endeavours to create creatively centred heritage pieces. The business aims to work alongside heritage sites to contribute to the creation of an alternative form of creatively driven customer experiences. @willvalentineart



Ben Das

A design studio that combines the classic essence of bespoke British tailoring with the innovation of modern aesthetics and technology. All of the garments created by Ben Das are made in Britain, made to order and exclusively made using deadstock fabrics from designer fashion houses

Meg Mehnert - Root Source Nutrition

Megan runs Root Source Nutrition alongside her full time NHS dietitian role and is passionate about improving health and wellbeing within the public via the development and provision of credible nutrition education. @rootsourcenutrition



Helping to build an enriched curriculum

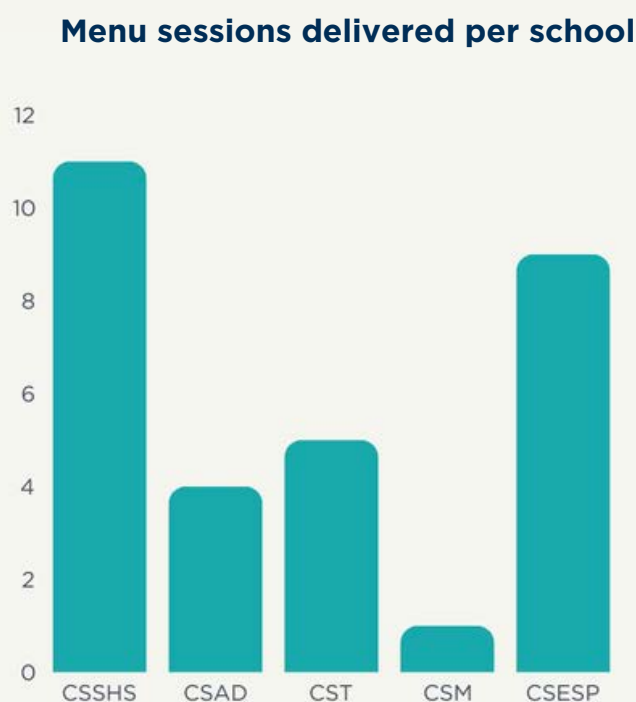
We believe in supporting future societal value makers and innovators. This year we have taken further steps to deliver on this belief and support students to develop entrepreneurial competencies through or as part of their discipline.

To do this we have:

- Connected with each academic school to deliver a range of enterprise capability enhancing workshops and guest speakers
- Began a process of understanding how we might tailor learning and teaching support to nurture entrepreneurial competencies through the lens of each and every discipline
- Co-designed a Community of Practice for academic staff to share practice and enhance their teaching of enterprise and entrepreneurship education

Behind the strategy for an enriched enterprise full curriculum is the Centre for Entrepreneurship team. The team have a collective experience in generating awareness of entrepreneurship, entrepreneurial competencies, sustainability, curriculum development, business engagement, start-up, research and influencing policy.

Menu session topics
Developing an entrepreneurial/growth mindset
An entrepreneurial approach to the world - opportunities, ideas and the future
Effective Networking
Presentation skills and professional behaviours
Sustainable Futures - how entrepreneurs can change the world sustainably
Intellectual Property



QED Community

Working in partnership with the Quality Enhancement Directorate (QED) has led to the co-development of a practice sharing forum for academics. Since its establishment in March 2024, the new 'QED Community for Enterprise and Entrepreneurship Education' has delivered both an Embedded Enterprise Exchange, and Teaching and Innovation Debate. Between these two events, 40 colleagues have been able to personally define enterprise through the lens of their discipline, or debate about how teaching and innovation can positively collide for increased impact and connectivity across the University.

The growth of academic interest in enterprise and entrepreneurship education can be best seen by the doubling of members joining the learning and teaching Teams channel and the subsequent 125 staff reads of an internal 'how to' blog post. As a new academic year starts, staff are now raising their hands to ask about developing entrepreneurial competencies through their individual discipline. To service this need, the Centre is developing an extension of the QED Community, to offer case studies, supportive development sessions and further Embedded Enterprise Exchange events through 2024-25. Furthermore, the Centre has honed in on supporting academics through periodic review with the aim of defining an enterprise rich curriculum for years to come.

Changemakers Programme



Our Changemaker Challenge returned this Spring in collaboration with social enterprise group, Project Chakra. The set up of this three-day programme is unique to Cardiff Met and is designed to engage students with the ethos behind social enterprise through experiential learning.

The group benefitted from gamified learning around systems thinking, 'wicked problems' and global perspectives on social and environmental issues. This included immersive role play to really understand the issues faced by the beneficiary groups, and the perspectivity game, an exploration of the global politics of climate change. Students used entrepreneurial thinking to solve local social issues through social enterprise projects.

Inspirational guest speakers were invited to share their stories, and field trips were facilitated to three Cardiff based social enterprises to observe impact in action.

The course had a huge impact on the participants, both on the projects they developed over the three days, and the personal impact they experienced. Six projects were developed in total, two of which are planning to work together on a student mental health enterprise. Other project topics included the cost-of-living crisis and food waste and food poverty. These projects will be developed over summer and actioned after Freshers in September.



Changemakers Programme



Day 1:

Simulated global development challenge through gamified role-play activity, building empathy, Systems Thinking and UN SDGs.

Play the role of social entrepreneurs to understand trade-off decisions between building a financially sustainable business and providing social value

Inspirational talk from Gemma Price from Boxing Pretty and supporting mental-health

Day 2:

Playing the role of nation leaders and learning how to solve complex problems in multi-stakeholder environments

Through Design Thinking and Social Business Model Canvas teams created solutions for real problem statements affecting the local community

Changemaker alumni Jess Fearnley shared her story and learnings

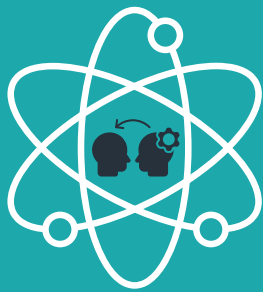
Day 3:

Field trips to three local social enterprises; Big Moose, Cardiff Salad Garden and Riverside Community Garden

Panel of expert and local Social Entrepreneurs guided students and gave feedback on their project pitches and action plans were created

Our student feedback was fantastic and they rated their experience 9.2 out of 10 for the three-day programme. One student said that they were so inspired by the experience that they have now changed their plans post-university and are now looking to work with one of our social enterprise partners.

“I learnt that I am capable of forming a business and helping others. It’s not something reserved for people with a lot of money. That my passion and drive mean something.”



CATALYST

MENTORSHIP PROGRAMME

“Catalyst: an event or person that provokes or speeds significant change or action”

Now in its second year, our Catalyst Mentorship Programme progresses the fantastic support that the Centre for Entrepreneurship provides to students and recent graduates. It matches our entrepreneurial students and graduates with experts to guide them towards their business development goals.

Mentoring is widely accepted as a profoundly rewarding experience. It's a chance for those who have already gained experience setting up and running a business to make a meaningful impact in another's entrepreneurial journey. Our mentors play a vital role in shaping the success of new start-ups emerging from the University.

“The Catalyst mentorship program has been a game-changer for me. My mentor has been instrumental in guiding me through various aspects of my business journey, providing a wealth of information ranging from different business models to pricing strategies.

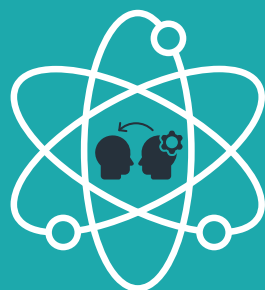
Thanks to Catalyst, I now feel equipped and empowered to tackle challenges head-on and pursue my goals with renewed confidence.”

Calum Edwards, Founder of Everyday Digital

Our mentors provide unconflicted guidance and support. They are entrepreneurs with scars and industrialists with networks. They will provide perspective, wisdom, experience-based insight and, when appropriate, introductions that would otherwise take a founder months to obtain (if ever).

The Centre has recruited a bank of mentors with not only the appropriate experience but also the right mindset to assist our students and graduates develop in their entrepreneurial endeavours. To ensure the best possible guidance is being provided, each mentor undertakes our independently run, bespoke training course and abides by the programme's Code of Practice.

Furthermore, to ensure the experience of our exceptional mentors is maximised, the Centre has recently confirmed its vision to extend the support to graduates wishing to apply for mentorship up to 5 years after graduation.



CATALYST

MENTORSHIP PROGRAMME

Case Study: Lara Rebecca, The Keep Smiling Collective www.keeptsmilingcollective.co.uk



Lara Rebecca graduated Cardiff Met in 2023 after studying a Bachelors degree in Sport & Exercise whilst being supported in her numerous entrepreneurial endeavours by The Centre for Entrepreneurship.

This Cardiff-based Mental Health and Eating Disorder Awareness Advocate, Founder of The Keep Smiling Collective, and Professional Speaker shares her amazing journey of resilience and transformation for the benefit of others as the cornerstone of her business venture.

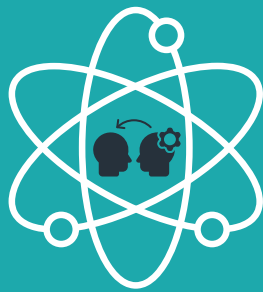
Having battled a near-fatal case of anorexia nervosa, depression, and debilitating anxiety disorder for years, Lara emerged from her struggles with a newfound determination to make a difference. She is driven by a mission to destigmatise conversations surrounding mental health and promote psychological wellbeing. She continues her development with a Masters in Sport Psychology at Cardiff Metropolitan University where she undertook her Bachelors in Sport and Exercise Science and continues to benefit from the extensive support offered by the Centre for Entrepreneurship and more recently our Catalyst Mentorship Programme.

On asking Lara what impact the programme has had on her and her business:

“Connecting with Lianne has been an incredibly positive experience her guidance, reassurance, encouragement, suggestions, and advice have been invaluable. Although Lianne’s mentorship has provided me with practical business advice on building and scaling my business, she ensures that the process aligns with my core values and beliefs.

Entrepreneurship can often feel isolating, and working alone often leads to self-doubt and limiting beliefs. However, Lianne’s external perspective and positivity has helped offset these insecurities. This has significantly boosted my confidence and belief in the success of my business.”





CATALYST

MENTORSHIP PROGRAMME

Case Study: Lara Rebecca, The Keep Smiling Collective www.keeptsmilingcollective.co.uk

We also asked Lara if her plans have changed since being mentored:

“Since being mentored, I have achieved much-needed clarity, developed a defined vision, and began refining my services. This will help me with structured planning, ensuring that the work I put in is intentional. Moving away from guesswork and towards strategic action will be a game changer, making my approach to business growth more efficient and effective.”

Lianne Weaver, founder of Beam Training and Lara’s mentor within the programme, offered her experience to date:

“When I was asked to be a mentor for the Catalyst Programme I was keen to find out more but definitely held some scepticism that it would mirror previous experiences. That could not have been further from the truth. From my first contact, I was heard, supported and valued.

The training we receive as mentors was brilliant but the support and guidance that is always available from the Catalyst team is what makes the whole process run smoothly.”



The Catalyst Mentorship Programme continues to exemplify our commitment to fostering the entrepreneurial spirit within our community. By connecting aspiring entrepreneurs with seasoned professionals, we are not only facilitating the growth of new businesses but also creating a network of shared knowledge and support that extends beyond Cardiff Met and far into the future for our amazing alumni. The positive experiences shared by both mentees and mentors underscore the profound impact of this programme, demonstrating that mentorship is a powerful tool for personal and professional development.

As we move forward, we remain dedicated to expanding this initiative, ensuring that our students and graduates have access to the best possible resources to succeed in their entrepreneurial journeys. The success stories emerging from the Catalyst Programme are a testament to its effectiveness, and we look forward to continuing to empower the next generation of innovators and leaders.

Entrepreneurship Awards

The annual Centre for Entrepreneurship Awards returned in March to celebrate and recognise the exceptional talent and vision of our students, alumni, and changemakers. Their innovative spirit embodies the core values of Cardiff Metropolitan University's "Strategy 2030" as we support them to work with purpose, impact and compassion. Their efforts have not only created successful ventures but have also contributed positively to their communities and industries.

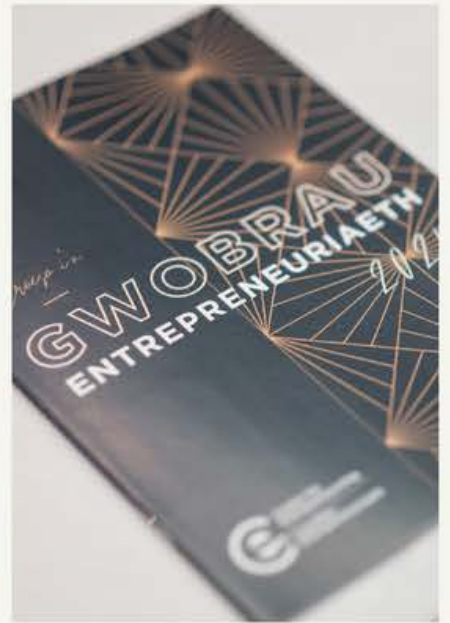
Each year, we are delighted by the quantity and calibre of applications we receive from our community. This year we had a 52% increase in applications and 68% of our award submissions were from female applicants, defying the male-dominated trend in UK entrepreneurship.

Winning an award isn't just about recognition; it's a testament to the transformative power of a university education. At Cardiff Met you gain not just knowledge, but the confidence and skills to build a better future. The University equips our graduates not just to secure jobs, but to become the changemakers, the innovators, the entrepreneurs who shape a brighter future.

"I recognise that starting a new organisation requires not only resilience, but an openness to ask for help and support when needed. In celebrating today I hope that we demonstrate that we are equipping our students with the skills and knowledge, as well as the confidence and compassion to carry out this task with initiative and diligence."

**Rachael Langford, Vice
Chancellor**





2024 Award Winners

Student Business of the Year – highly commended awarded to Will Valentine founder of Will Valentine Art, and the winner awarded to **Rhana Menzies**, founder of homeware brand, Nova Decor Studio.

Outstanding Achievement Award – this award was chosen by the team, awarded to someone who has shown remarkable growth, resilience and determination throughout their year in business. **Jake Colley-Davies**, founder of Caradoc Conditioning, has turned his passion for fitness, strength and conditioning into a flourishing business which provides professional athlete sports coaching and training plans at accessible prices.

Entrepreneurial Project of the Year – This award was created to recognize the Entrepreneurial projects that students are completing as part of their module learning. The winner of this category was Event Management student, **Iwan John** for his air fryer ready meals concept.

Graduate Business of the Year – highly commended awarded to Susan Davies, founder of Susan Davies Health and Wellbeing, and the winner awarded to **Lara Rebecca**, founder of the Keep Smiling Collective dedicated to mental health awareness and education.

Big Idea Award, 21st Century Challenge – highly commended awarded to Lou Wild and Adrienne Titley, founders of Fibreshed Wales, and the winner awarded to **Kyla Scott**, founder of Lighter Brighter Minds which is a free to access, mental health wellbeing service for children, young adults and their primary carers.



Business Spotlight

Case Study: George Clark - Limitless Performance Coaching www.limitlessperformancecoaching.com

George has an extensive sport and exercise science-based background. He completed his undergrad in sport science back in 2022 with Cardiff Metropolitan. Alongside his degree he launched his own coaching company, where he has two head coaches also working for him. He's gained his own experience of over 10 years national and international racing in the field of road racing, time trialling and track racing. He has claimed National titles, National records and Road wins along the way and raced/lived across the world for opportunities and success. Sport has always been the centre of George's focus and life. Competing at a high level in cycling, it was the natural move to go into cycling coaching and strength and conditioning to help develop the next generation of cyclists.

How has the CFE funding supported you in progressing your business?

The funding I received has really helped me set up the foundations of my business, starting with help to set up my website, purchasing leaflets and business cards. A second round of funding allowed me to purchase a lactate testing kit, the gold standard to help athletes train to their maximum impact. Being able to offer this service has opened up another revenue stream for my business, in addition to coaching.

What were your key business highlights in 2023/24?

The business has grown internationally, and I'm currently working with another two coaches. Personally, I've built my confidence within networking situations and made many really useful connections. I've been a guest speaker at The Centre's Meet'n'Mingle where I was able to share my experience with other students considering running their own business. This took me out of my comfort zone, but has been a great experience! We've been consistent in hitting monthly income targets, we've taken on new athletes and I've coached a double national champion in 2023 and 2024. Most importantly, our athletes are getting results because of our interventions.

Business Spotlight

Case Study: George Clark - Limitless Performance Coaching
www.limitlessperformancecoaching.com

What CFE events/workshops/activities have you been able to take part in?

I've attended Meet'n'Mingle events at the University which have been really useful in making connections. I was invited to apply for the Catalyst Mentorship programme, which has been really powerful in helping me work out how to take my business forward and give me clear direction. I work with the Business Advisor team who have been really helpful in providing advice and pushing me out of my comfort zone and identifying what funding I can apply for to help support the growth and development of my business.

What are your plans for the business?

Within the year, and with further funding from the Centre for Entrepreneurship, I am planning a complete rebrand of my business, which will link my socials together with a new website and a new logo. I'll be launching an app to support the business which will share strength and conditioning material, together with providing a community platform for athletes to connect. I'm particularly excited in helping my former cycling club in setting up a Race Team (High Wycombe Cycling Club), and in a couple of years, I'm hopeful that I can launch my own supplements. I'm really excited about the future plans for my business!



Plans for 2024/25



Catalyst Mentorship Programme support to be extended to 5 years post graduation

New 'Curious About...' weekly workshop series

Inclusion of a new sustainability scoring framework for funding applications

Development of digital badges for recognition of engagement with Catalyst, Bootcamp and Changemakers Programme

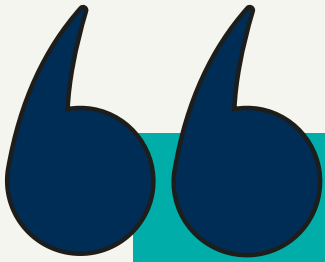
'A little entrepreneurial' tile launching on the Shape Your Future platform

New tailored support for our PhD community to build their commercial and entrepreneurial skills

Collaboration with programmes to offer 'live briefs'/real world scenarios as assessment tasks

Gaining external recognition for the entrepreneurial achievements of the University





*The best way to
predict the future is
to create it*

Peter Drucker





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