



# ANNUAL IMPACT REPORT

---

22  
23





# TABLE OF CONTENTS

01

Introduction

02

Our Golden Circle

- 2.1 Why
- 2.2 What
- 2.3 How

03

Our Reach

04

Our Impact

# INTRODUCTION

The 2022-2023 academic year can be seen as a transition year, a transition from the impact of the pandemic into the 'new normal' and a transition for the Centre for Entrepreneurship from our previous focus on start-up identification and support. Our actions to implement a more structured approach to engagement with the five academic schools and our introduction of in-curriculum sessions have had a large impact on the number of students who have engaged with the Centre.









OUR

---

# WHY

---



Centre for  
Entrepreneurship  
Canolfan  
Entrepreneuriaeth



## Measures of Success

How we contribute

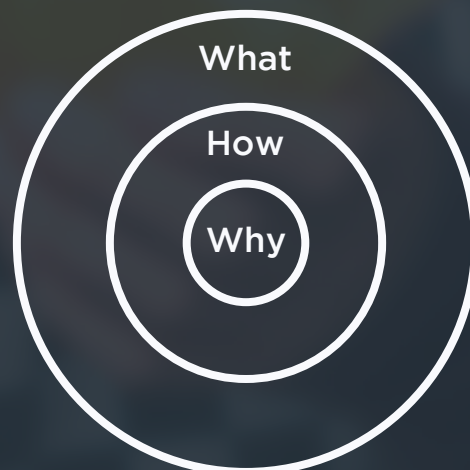
The phrase “What gets measured gets managed” articulates a risk that the work of the Centre for Entrepreneurship becomes solely focussed on the singular measure of Graduate Start-ups. The challenges of the 21st Century are only going to be met by entrepreneurial individuals and teams and there are many calls for universities to deliver curricula which empower graduates with the competencies required to meet these challenges. This is why the Centre has and will continue to develop our support across teaching and learning, careers as well as start-up support. This work will not only generate new organisations, but it will enable our graduates to become valuable employees, our staff to deliver an enterprise rich curricula, and our researchers to deliver real world impact contributing to multiple strategic measures of success.

## Beyond the metrics

What drives us

The Centre team is driven by a desire to support our students and graduates to successful futures, recognising that it is only the individual themselves who can define success. Our mission is to empower those who work with us to create their own sustainable futures.

**OUR  
GOLDEN  
CIRCLE**



OUR

# WHAT



Centre for  
Entrepreneurship  
Canolfan  
Entrepreuriaeth



# Engagement

## Networking and visibility

The first step to becoming entrepreneurial is the ability to recognise that being entrepreneurial is both possible and desirable. The Centre works to raise the positive profile of entrepreneurship through events, publicity and social media.

Our flagship Entrepreneurship Awards saw a record number of entries, with the addition of a Big Ideas Awards sponsored by Engineers in Business. The 2023 Start-up Awards saw six Cardiff Met alumni being shortlisted and recent [students Blogs](#) published by Cardiff Met have included many entrepreneurial graduates and students.



**6** Community day events

The maximum number of layers worn at a community day

**10**



**4** Meet and Mingle networking events

Max number of students engaged in conversation in a single day

**97**



# Empowerment

Training and facilitating development

Our empowerment program is designed to facilitate the development of entrepreneurial skills across all student cohorts. This is offered through a range of entrepreneurial workshops, in-depth programs and in-curricular sessions.

Midweek masterclasses cover a variety of entrepreneurial skills and issues and look at developing key areas of the Entrecomp framework of entrepreneurial learning. These are held every Wednesday in person. Student feedback is sought to ensure we deliver relevant and practical content the students need.

Our in-depth programs offer 4 or 5 week (2 hours per week) 'deep dives' into relevant topics such as creativity and idea generation or finance for founders.



28

Extracurricular  
workshops



10

In-curricular  
sessions



957

Students  
Empowered



## Equipping Validation, Support & Funding

In an ever-evolving business landscape, the guidance and expertise provided by the Business Advisors at the Centre for Entrepreneurship support our students in fostering their innovation, enhancing their entrepreneurial skill set and helping equip them to develop and grow their business from concept to realisation.

Students and aspiring entrepreneurs can often find themselves brimming with innovative ideas, and the challenge to turn these ideas into a viable business can be daunting. This is where our Business Advisors step in, serving as mentors, guides and facilitators in the journey from idea to execution.

We can help our students navigate this journey through knowledge and expertise sharing, business planning and strategy development, networking and resource access, risk management and crucially, emotional support, motivation and confidence building.

By engaging with our Business Advisors, our students and budding entrepreneurs will gain a competitive edge, increasing their likelihood of transforming their ideas into successful businesses.



**151**  
Face to Face  
appointments



**£38K**  
Given away in funding



**46** Business Bootcamp & Freelancers  
Academy attendees

**BUSINESSES  
STARTED** **65**







OUR

# HOW



Centre for  
Entrepreneurship  
Canolfan  
Entrepreneuriaeth

# MAKING ENTERPRISE IN THE

## CASE STUDY



The Centre was being increasingly asked if it could provide custom enterprise sessions across various courses and modules, which due to capacity and resources, we were unfortunately having to say no to. Identifying the need for enterprise sessions within the curriculum, the Centre developed a 'menu' of ready-made enterprise/entrepreneurship sessions which could be delivered by the Centre for Entrepreneurship team within modules alongside course lecturers.

Split in to two categories, the Centre offers Enterprise Education sessions which look at skills and competencies that can be applied across all areas of education and professional life, whilst the Entrepreneurship Education sessions look at applying enterprise competencies and behaviours to lead specifically to venture creation.



# CURRICULUM CONVENIENT

The eight menu sessions for enterprise education include:

- The entrepreneurial individual and why they thrive in all situations.
  - Developing a growth mindset, personal development and learning through mistakes.
  - An entrepreneurial approach to the world, how to spot opportunities, develop ideas and create the future.
  - Leadership styles, team roles, emotional intelligence and understanding people
  - Effective networking
  - An introduction to project management
  - Sustainable futures. Entrepreneurs can change the world sustainably.
  - Presentation skills and professional behaviours.
- 

The six menu session for entrepreneurship education include:

- What's your side hustle? Can you combine running your own business with a job?
- Professional social media for freelancers, creatives, side hustlers and entrepreneurs.
- Putting together a proposal or quote which will win you work.
- Invoices, contracts and basic business legals.
- Registering as self-employed and accurate record keeping for HMRC.
- Intellectual Property.

Across the 2022/23 academic year, these menu sessions have been utilised within professional development modules, masters programmes, and a variety of level 5 and 6 courses across all five schools.

## THE NEXT GENERATION...

Changemaker Challenge was a unique project designed to engage predominantly undergraduates with the ideas and ethos behind social enterprise. It aimed to give them the skills and confidence to build their own social enterprise projects to run through the remainder of their university courses and to connect them with a network of external stakeholders who could advise them and help them take their projects forward.

The course was run in conjunction with Project Chakra, teaching social enterprise through experiential learning. For three days the students were immersed in a series of games, role playing, visits and talks that allowed them to explore social problems in India and in our local community. They discovered what social enterprise was, why it was needed and how it was helping alleviate those problems globally. They learned tools they would need to use to set up their own social enterprise and developed a network of local and international experts for further mentorship.







Key highlights included a powerful role-playing game where the students took roles of workers, and rag pickers in a recycling system in India. They then learned about the real people whose lives they had briefly stepped into. The profound insights this gave the class were astonishing. Our project was 'Food in the cost of living crisis' and lunch on the first day depended on social status from the role play. Within minutes the group had developed a socialist lower class, and a slightly misguided philanthropy in the highest paid. Things that they reflected on for further insights into our current social issues.

After visiting local food producers and charities students pitched their social enterprise ideas to a panel of local experts from social enterprises, charities and Welsh government.

The impact from the course is 12 students developing 4 projects to start in September, working with local schools to make smoothies from surplus fruit, community suppers for new international students, a community fridge for surplus food and volunteering for the foodbank.

Each of these students will take these skills and knowledge back to their separate courses and use them to promote social impact and social enterprise, they have been encouraged to apply for funding to take their projects further.

# CASE STUDY

A blurred background image of two men standing in front of a wall covered in posters. Both men are smiling and holding ice cream cones. The man on the left is wearing a checkered shirt, and the man on the right is wearing a dark blue hoodie. The overall tone is casual and positive.

OUR  
**REACH**



Centre for  
Entrepreneurship  
Canolfan  
Entrepreuriaeth





# OUR REACH

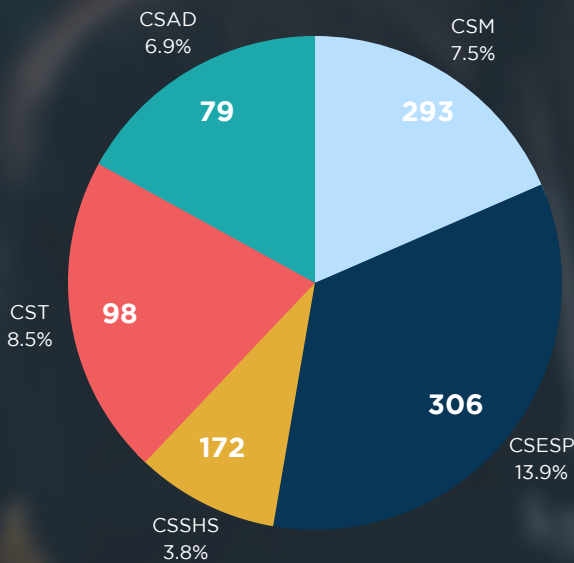
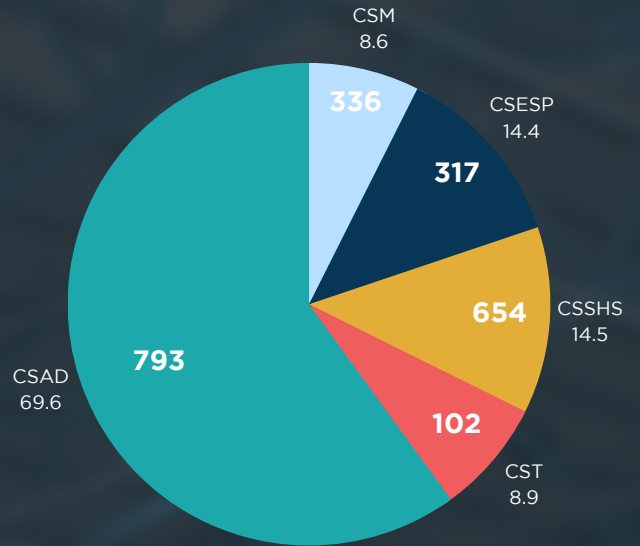
## 2022/23 IN DATA

### ENGAGE

#### Student Engagement by School (%)

Light touch activities such as lecture shouts, introduction or engagement with info stall. (Not always recorded)

Students Engaged: 2202

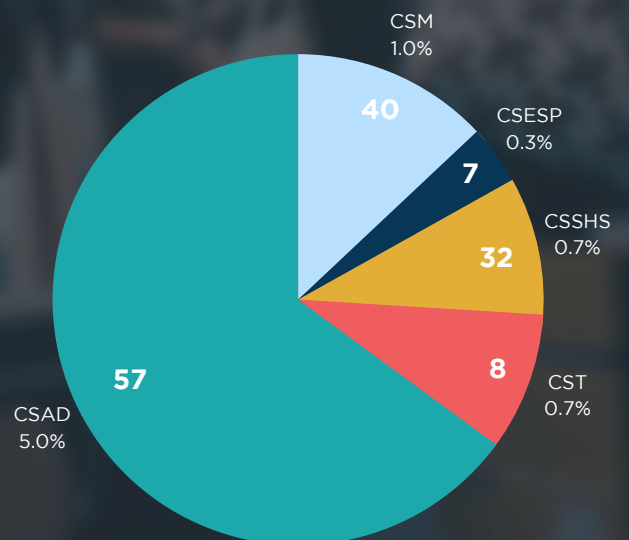


### EMPOWER

#### Student Empowerment by School (%)

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

Students Empowered: 948



### EQUIP

#### Students at equip stage by School (%)

Support for a specific start-up idea, can include 1 to 1 support, funding or attendance of accelerator program.

Students at equip stage: 144



OUR  
**IMPACT**





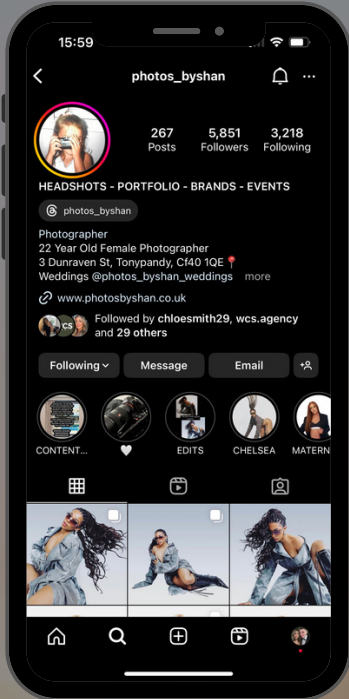


# OUR IMPACT

## PHOTOS BY SHAN

Shannon Hewitt, founder of [PhotosByShan](#), has shown a strong entrepreneurial mindset throughout the year by turning adversity into opportunity. Having lost her job, Shannon turned her interest in photography into a successful start-up, now photographing some very high-status influencers and notable brands such as [Trigwell Cosmetics](#), [Gray's Beauty](#) and various modelling agencies.

Shannon recognises opportunities within the industry and has collaborated with the Centre for Entrepreneurship through applying for funding opportunities. Flash Fund, Seed Fund, and recent progression onto Start Fund, has allowed the business to grow at a more consistent pace. Shannon has also attended our Business Model Canvas Workshops, various events and has shown great interest in our Freelancers Academy.



The support of the Centre, along with Shannon's outstanding work ethic and skill, has enabled her to secure her own studio space in Tonypanydy. However, PhotosByShan has now gone global having been booked out in Barcelona for a shoot and securing a shoot with an influencer in Ibiza. Her business is set to grow considerably within the next few years, with more demand for her services. She has now expanded to Maternity, Pet and Family Photography due to her increased space.

The Centre for Entrepreneurship recognises potential in this student due to her drive and determination. Consequently, she was awarded with Cardiff Metropolitan University's Student Business of the Year award. Her hard work, resilience and determination has empowered the Centre for Entrepreneurship team to support Shannon and enable her business portfolio to grow.



# STUDENT IMPACT BEYOND THE BUSINESS

DONNA ALI 

---

Having studied Health & Social Care at Cardiff Met, Donna Ali graduating in 2020 and has since had such a significant impact to her community beyond that simply created by her business endeavours.

Donna created a new Community Interest Company called, BE.Xcellence with the aim to raise the representation of Black and ethnic people in positions of power. BE.Xcellence works with teaching assistants from Black, Asian and minority ethnic communities. In addition, Donna works with Black Owned Minority Businesses, (BOMB's) creating a business directory to amplify their presence and showcase their products and services to bridge, and cross, cultural barriers.

As a Presenter/Host on Radio Cardiff, Donna is able to leverage her influence on their dedicated weekly show and related podcasts. Her involvement on media platforms ensure Black, Asian and minority ethnic communities are given a voice, sharing their inspirational and aspirational challenges and lived experiences.

In March 2023, BE.Xcellence recently won the regional award for Diversity and Inclusion more recently we took home the UK title.



Also in 2023, Donna not only launched Xcellence Magazine, a quarterly publication focussed on equity and social change, but also opened a new co-working space in Cardiff Bay, CoLab. Using her considerable network to have the Minister for the Economy of Wales, Vaughan Gething, open the venture.

CoLab is an environment which fosters collaboration between individuals, businesses, organisations and the third sector. In doing so, Donna believes that working with a collaborative mindset helps us all work towards our collective goal to improve society for all, create valuable initiatives that help businesses thrive and to enhance innovation with a values-based approach.

If all this wasn't enough, Donna is Chair of Teaching Assistants Network (TAN), a partner of the Community Law Project and member of SWP IAG.

With her considerable credentials, values-based work ethic and extensive network, Donna was an ideal target to join the Catalyst Mentorship Programme and currently mentors 2 of our recent graduates with exceptional feedback and considerable benefit to both.



# CASE STUDY



# CATALYST

## MENTORSHIP PROGRAMME

The newest addition to the fantastic support that the Centre for Entrepreneurship provides students and recent graduates is our mentorship programme, Catalyst.

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.

Our mentors will 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.









@CardiffMetEnt

[cardiffmet.ac.uk/entrepreneurship](https://cardiffmet.ac.uk/entrepreneurship)



[entrepreneurship@cardiffmet.ac.uk](mailto:entrepreneurship@cardiffmet.ac.uk)