



Centre for  
Entrepreneurship

Canolfan  
Entrepreneuriaeth

# IMPACT REVIEW

2021



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd



## INTRO FROM STEVEN AICHELER

Entrepreneurship  
Manager

Successful entrepreneurship requires a multitude of competencies as demonstrated through the Entrecomp schema. 2021 has once again challenged the team in the Centre to demonstrate our own entrepreneurial flair and drive as we dealt with the constant changes brought about by both staff changes and the ongoing pandemic. Throughout this year we have stayed true to our vision of an Entrepreneurial University, shown perseverance and resilience as we continued to deliver dynamic events and activities and have increasingly worked with others within Cardiff Met, and in the wider entrepreneurial ecosystem, to provide inspiration and support for our students and alumni.

This review highlights the work which is being carried out across the University to support entrepreneurship as well as spotlighting some of the exciting businesses and social enterprises which are being developed at Cardiff Met.

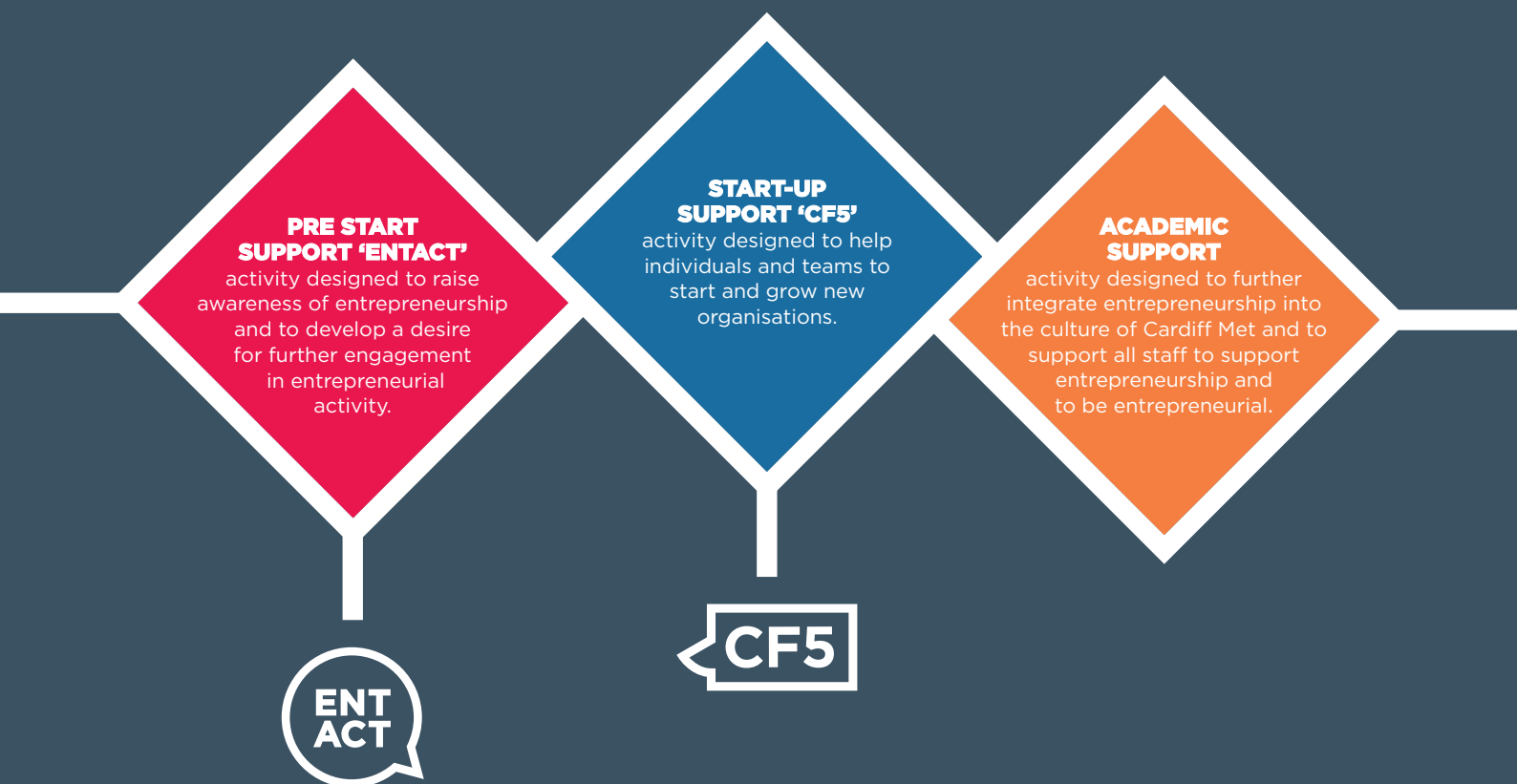
## CARDIFF MET – AN AWARD WINNING UNIVERSITY

It is not possible to review 2021 without mentioning the Universities' success in the Times Higher Education Awards. While the Centre for Entrepreneurship can claim little credit for this award, it truly does reflect a spirit of entrepreneurship which is prevalent across our two campuses. The citation from the THE spoke of the importance of the values and vision of Cardiff Met as well as the response to the pandemic alongside strong financial management – unsurprisingly all attributes which can be related to entrepreneurial behaviours.

## THE ROLE OF THE CENTRE FOR ENTREPRENEURSHIP

The Centre for Entrepreneurship, founded in 2013, acts as a visible catalyst for the entrepreneurial activity and support available through the University. This year we have delivered the majority of our services digitally, enabling our students and graduates to access support from all over the world, our staff recognise the value in developing entrepreneurial graduates, but in particular the value in the creation of new businesses, social enterprises and charities and the impact this will have as the economy recovers from the impact of Covid-19. This report highlights the activity of the Centre, demonstrating our commitment to supporting enterprise and entrepreneurship.

Our work spans three key developmental pathways:







## WHO WE ARE

---

The Centre for Entrepreneurship and our staff are part of a resilient, active, and engaged community. Our mission is to empower you to recognise and develop opportunities to create value.

## OUR VISION

---

We will inspire entrepreneurs to make an impact locally, nationally, and globally through the creation of social, cultural and financial value.

We will act as a catalyst in the creation of new sustainable organisations, giving founders the confidence and practical skills to create value in their ideas. We will be nationally recognised for this activity.

Every student will have the opportunity to develop an entrepreneurial mind-set and we will facilitate this by working collaboratively with academic colleagues to support entrepreneurship education, which is engaging, empowering and research led.

We will contribute to the generation and application of world leading research so that the university is recognised as a centre of excellence in entrepreneurial education, entrepreneurship creativity, and innovation.

# MANIFESTO OF THE CENTRE FOR ENTREPRENEURSHIP

---

## ARTICLE 1

**You define success**, it is not defined by us, the market or the “powers that be.” We believe that being happy is an essential part of being successful. So, whether you want to freelance for a bit of extra income, set up a charity that saves lives or be the next Elon Musk, we will treat your success as being equally important.

## ARTICLE 2

**We believe that the world can be a better place**, and that by taking action we can achieve this – this is what we mean by entrepreneurship. We do not underestimate this challenge, which is why we will challenge you and ourselves to disrupt business as usual.

## ARTICLE 3

**Our community is open, diverse, positive, and welcoming**; it is open to people of every sex, sexuality, race, colour, and religion. Rudeness and negative attitudes are not welcome. We will always treat you with respect, and we expect you to return the favour. This does not mean that we will always agree with you, or that you will always agree with us – feedback is one of the most valuable things a person can give or receive.

## ARTICLE 4

**Entrepreneurship is a craft that takes practice to master**, it is underpinned by fundamental skills that can be taught and experienced.

## ARTICLE 5

**Writing a business plan is NOT entrepreneurship**. While the ability to write a business plan is a useful management tool, management and entrepreneurship are different disciplines. Writing a business plan does not prepare you to run a business, nor can it assess an individual’s entrepreneurial capability. Innovation and entrepreneurship, by their very nature, change the future - making a business plan obsolete.

## ARTICLE 6

**Profit puts food in our bellies, positive change puts fire in our bellies**. Entrepreneurship creates social, cultural and financial value, it does not merely move money from one place to another. Commercial awareness and financial literacy are essential tools in the creation of value.

## ARTICLE 7

**Action without thought is dangerous. Thought without action is pointless.**

## MEET THE TEAM



### STEVE AICHELER

Entrepreneurship Manager

0.8 FTE

e: [salcheler@cardiffmet.ac.uk](mailto:salcheler@cardiffmet.ac.uk)



### SARAH SMITH

Enterprise Education Academic Lead

0.4 FTE - Appointed Oct 2021

e: [smsmith@cardiffmet.ac.uk](mailto:smsmith@cardiffmet.ac.uk)



### ISABELLE FORD

Enterprise Champion - CSM, CSAD, CST, CSESP

0.8 FTE - Appointed June 2022

e: [iford@cardiffmet.ac.uk](mailto:iford@cardiffmet.ac.uk)



### HANNAH WILLIS

Enterprise Champion - CSSHS

0.5 FTE

e: [hwillis@cardiffmet.ac.uk](mailto:hwillis@cardiffmet.ac.uk)



### ROGER WILLIAMS

Business Advisor & Mentor

1 FTE - appointed Jan 2022

e: [rwilliams4@cardiffmet.ac.uk](mailto:rwilliams4@cardiffmet.ac.uk)



### FRAN HUNT

Business Mentor & Coach

0.5 FTE - appointed Jun 2021

e: [fehunt@cardiffmet.ac.uk](mailto:fehunt@cardiffmet.ac.uk)

 CardiffMetEnt  
 CardiffMetEnt  
 Community group: search:  
'Cardiff Met Entrepreneurs  
and Freelancers'  
 cardiffmetent  
 cardiffmetent

Call us: 02920 20 5664

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

**Face to Face:** Centre for Entrepreneurship  
Cardiff Metropolitan University  
Llandaff Campus  
Western Avenue  
Cardiff  
CF5 2YB

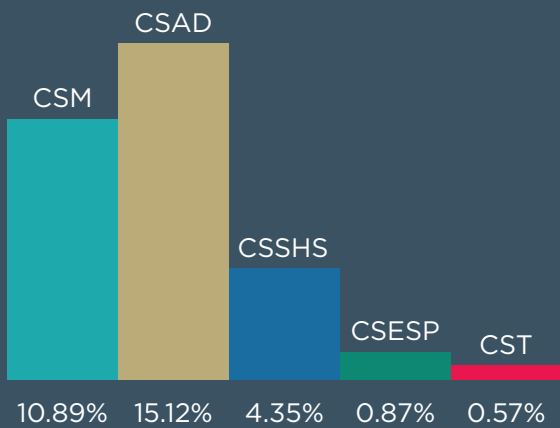
# ACADEMIC SUPPORT

The Centre has continued to develop strong partnerships across academic schools, departments and support teams to promote the Enterprise Education agenda and to provide practical, timely support for staff.

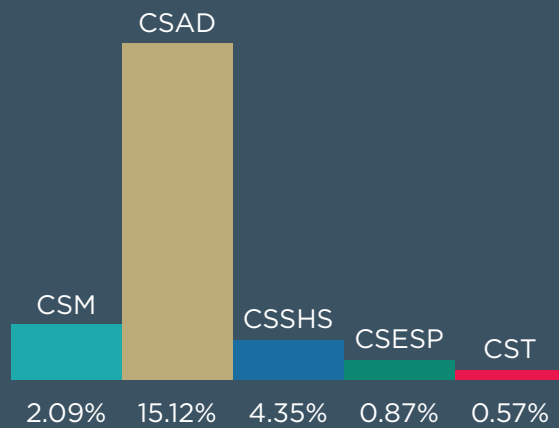
This work has included engagement on school employability groups, and partnership working with the Careers team to ensure that entrepreneurship is a visible and valued graduate outcome. The Centre is also engaging constructively with the Quality Enhancement Directorate on program review and validation, providing expertise and advice on both module and program design.

The Centre have delivered workshops to both current cohorts of the PGCertTAP (Teaching and Academic Practice) which looked at the introduction of enterprise education into teaching and how the Centre for Entrepreneurship can engage through the academic setting.

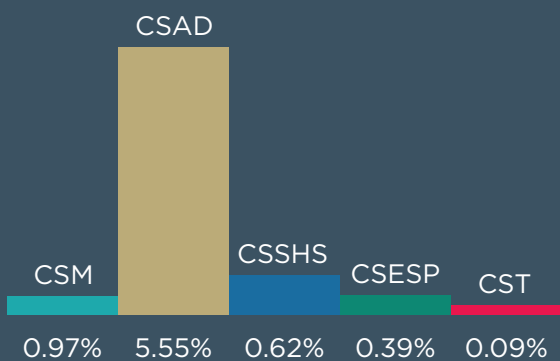
**Proportion of students having some engagement with CfE**



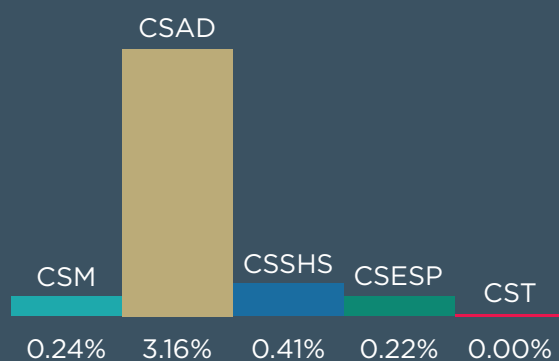
**Proportion of students attending Empower level activity**



**Proportion of students attending Equip level activity and accessing 1 to 1 support**



**Proportion of graduates starting a business**  
(Based on 2021 enrolment and the 2021 HEBCIS Graduate business starts return - indicative)





## REFRESHING 'FIELD' INTEGRATING ENTERPRISE EDUCATION INTO THE CSAD CORE CURRICULUM



The 'Field' module forms a core part of the L5 curriculum within CSAD, being accessed by around 350 students every year. The module is designed to develop interdisciplinary practice, employability skills and to give real world experiences for students. The recent review has resulted in a strategic alignment with EDGE, and more tangible alignment with developments in Enterprise Education such as the use of the Entrecomp framework and the development of entrepreneurial employees (Lakéus, 2020)

The principles of Enterprise and Education and Entrepreneurship Education (QAA, 2018) were shared through workshops and strategic meetings to identify current good practice and opportunities for enhancement. These activities were used to appraise the module's purpose and pedagogy leading to the identification of opportunities to develop the content and delivery of the module. Reports and papers were presented to the Enterprise Education, Research and Careers (EERC) Working Group and formed the basis of a full proposal which was accepted by the CSAD Heads of Departments and the school's Learning and Teaching Committee.

'Field' is delivered through two practical projects delivered in T1 and T2. T1 projects would now develop existing good practice within CSAD around enterprise education and real-world experiences through interdisciplinary projects, and term two projects would be redesigned completely to focus on value creation. It was decided that taking a broader approach to entrepreneurship education would allow academics and students to better understand enterprise and entrepreneurship and the enhancements it brings to the curriculum. This new framing of the module resulted in the highest concentration of interdisciplinary projects in Term 1 the school has seen.

The Entrecomp framework was introduced to as a useful tool to guide student reflection on competence development and the development of an entrepreneurial mindset. Feedback from both staff and students has been positive with several academics feeding back that their projects were designed to develop relevant behaviours, attributes, and competencies in their students, but had not previously considered these as 'entrepreneurial'. The toolkit was appreciated, and helped reframe existing activity in an accessible way, with relevance to enterprise education.

“ All my initial concerns about working with a live client, working in a group, coming up with good ideas, etc... have all been resolved throughout the project; I think one of the biggest surprises and successes I've seen was how well the group worked together. I wasn't expecting to have such an evenly distributed group in putting in effort, organization, time management, idea development and commitment. Knowing now how successful group work can be, I think this is one of my most recent skill developments that I could happily do again. ”

“ I think that from this experience I have learnt that talking about each other's ideas no matter how terrible you may think they are can actually result in some strong outcomes. ”

Staff also reported finding this approach useful as it allowed them to reflect on the project design, using student feedback to give a better understanding if their intentions around skillset development had been effective. This approach facilitated a space for signposting students to extra-curricular opportunities across Cardiff Met where students could further develop their entrepreneurial and employability skillsets



## ENTREPRENEURIAL ENGAGEMENT & SUPPORT

A fundamental element of our work to encourage and support entrepreneurship is working with students who are yet to decide on their next career steps. Our influence and support at this stage increases interest in entrepreneurship and provides a solid foundation on which the students can build as they develop their ideas and personal attributes.

Our activities aim to increase entrepreneurial mindset and provide skills which are not only useful for those wanting to start a business, but also benefit those going into employment. We work closely with the Careers teams to ensure entrepreneurship is seen as part of employability and provides relevant skills for whichever career path is chosen.

### OUR 5 WEEK PROGRAMMES



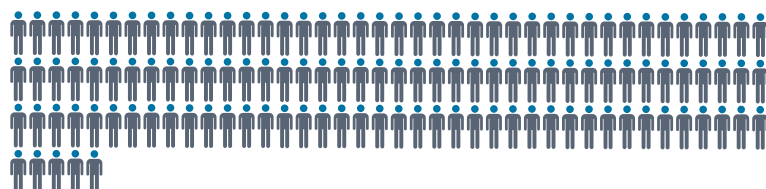
**Ideas Lab**



**Small Business Toolkit**



**Finance for Founders & Stakeholders**



**125 Total Attendees**

### WORKSHOPS & EMPOWER SESSIONS



**45 overall number of activities**



**142 students empowered**



**235 slices of pizza at our socials**

#### Most popular workshops:

- Writing your business one pager
- The power of mindset

The Centre have been able to adapt delivery and are delivering events both in person and virtually to respond to students' preference and make activity accessible and engaging.

#### Event partners:

Syniadau Mawr Cymru  
Big Ideas Wales



CAREERS SERVICE  
GWASANAETH GYRFAOEDD

Busnes Cymdeithasol Cymru  
Social Business Wales



## **FLASH FUND**

Flash Fund is designed to help students to test ideas, develop an entrepreneurial mindset and to experiment with business models. This micro funding initiative provides upto £200 in cash to support students to develop and test ideas and to take controlled risk. It boosts confidence and helps ideas get off the ground.



**£4600**  
flash fund  
awarded



**23**  
students  
supported



**13**  
students  
supported



**10**  
students  
supported

**5 flash fund recipients**  
have already  
gone on  
to receive  
seed fund

---

## **SEED FUND - SPONSORED BY SANTANDER**

Seed Fund is our second level of funding, designed to help students or very recent graduates to start a new venture, or to continue to develop the idea which they tested with Flash Fund. Funding of up to £500 can be used to protect IP, buy essential equipment or conduct further test trading or marketing activities.



**£7500**  
awarded



**15**  
students/  
grads funded



**3 recipients**  
progressed to  
start fund





## **TEST TRADING & MARKETS**

Validating both an idea, and the decision to strike out on your own is an essential step in every entrepreneur's journey. Test trading is, simply put, test selling your product or service. It's a really useful exercise to gain customer feedback and inform decisions to go forward and launch your business more widely.

The Centre provided opportunities throughout the year for students to trial selling their products. From space at monthly community markets on Llandaff Campus, our very popular Christmas market at the end of the year plus our virtual gift guide and promotion through the Wales Student Market.

This year the Centre has invested in card machines which we can lend to students so that funds earned through trading can go directly into their accounts.



**17 students**  
**at community**  
**markets**



**18**  
**students at**  
**christmas**  
**market**

## **MAKING SOCIAL ENTERPRISE A PRIORITY**

With the Welsh Government aiming to have social enterprise as the business model of choice by 2023, our commitment to raising the profile of social entrepreneurship continued throughout 2021 with a focus on supporting students and graduates to identify social good within their business ideas.

### **Spring term 2021 (2 events)**

- Social Enterprise Academy
- Hack of Kindness

### **Autumn Term 2021 (2 events)**

- Enrich your Enterprise
- Kindness Campus Challenge

## **HACK OF KINDNESS**

In April 2021, Cardiff Met University joined the pan Wales EC Network, and the Welsh Co-Operative Centre to jointly delivery a two day hack of kindness virtual event. The hack focussed around Solving Social Issues & Developing Employability and Enterprise Skills and provided the opportunity for students from Universities across Wales to come together to develop ideas to support social issues.

**The areas of social issues to be addressed were:**



**Health & wellbeing**



**Food poverty**



**Climate change**



**Social isolation & loneliness**



**Helping older people**



**Unemployment**

---

## **SOCIAL ENTERPRISE ACADEMY - (9 STUDENTS)**

For the second consecutive year, the SEA ran a 3 day virtual training programme to support students in becoming better leaders within the context of social impact ideas. This years' programme focussed around the repercussions of COVID19 and the impact that social entrepreneurship can have on re-building the communities around us. Never before has socially aware leadership been so important, and the training course was designed to support students in developing initiatives that would positively impact their communities.

## **ENRICH YOUR ENTERPRISE WORKSHOP - 18 STUDENTS**

An introduction to social enterprise to understand what makes a social enterprise work, the benefits of social entrepreneurship, social good and it's outcomes on the communities around us.



**5 guest speakers**



**1 be more pirate activity**

## **KINDNESS CAMPUS CHALLENGE**

A university wide Kindness Campus Challenge to develop exciting ideas to promote kindness across campus and win funding to take ideas forward.



**14 students submitted project ideas**



**1 project established**





## CASE STUDY



### OVERVIEW OF ENACTUS CARDIFF MET

We are a society made up of university students who have a passion for utilising entrepreneurial skills to provide positive sustainable change for both the local and international communities through project management. We were founded only 3 years ago and have grown our team members from 5 to 21 members who support 2 key projects MetZero and Hero's Haven.

We have secured over £8000 worth of funding through pitching to various partner companies such as BIC and Ford in order to provide the financial stability to our projects.

During the 2021 National Competitions, we were in the top 10 out of over 65 UK Enactus Teams, showcasing the incredible achievements and impact we have created to date.

#### METZERO

MetZero is a Campus based zero waste store offering free minimal waste food packs to vulnerable or low-income families via an eco-delivery service. We help support the families living in poverty whilst protecting the environment by:

- **Creating minimal waste meal packs that we sell at our MetZero store on Cyncoed Campus**
- **Work with local famers to produce affordable meals**
- **Distribute the meal packs to local food clubs**

The project is sustainable as it utilises the 'buy one, donate one' model. We have successfully secured over £800 worth of funding from SODEXO to support this project and provide the resources necessary to create change.

Over 200 individual meals have been donated in 2021, tackling food poverty in a sustainable and healthy way.

#### HERO'S HAVEN

Hero's Haven is a project centred on reaching disadvantaged through environmental education. We work with small groups of children with specialist learning needs and together we run outdoor activities and workshops. To date we have planted a forest garden consisting of over 50 trees outside Llandaff campus. This had a positive impact on 36 children total with some attending workshops and holiday club activities in half term, and others watching the videos and doing the workshops in the centre or at home We are now aiming to develop this project further and create a nursery where we can grow tree saplings to remain sustainable. We are also in talks with creating links with international communities and supporting their forestry.

## START-UP SUPPORT-CF5



Supporting those students and graduates who take the leap into self-employment or who start a business with ambitions to grow is the final piece of the jigsaw. We believe our support is comprehensive, yet complimentary to the support provided by other eco-system providers such as Big Ideas Wales, Princes Trust, Business Wales, UnLtd and NatWest.

### CF5 CREATIVE BOOTCAMP

CF5 Creative bootcamp was a three day online course. It focused on running a business within the creative industries. The course covered sales channels, networking, costing and pricing, IP and much much more. It also featured an 'ask the expert' panel with a line up of fantastic guests.



13 total participants



10 industry expert guests



zoom hours over 3 days

### START FUND

The CF5 Start Fund is designed for graduates who are ready to launch a social enterprise or business. It is designed to support graduates to turn their business into a full time occupation.

The CF5 Start Fund has three options:

**CEO Bursary** support for your living costs of £3000.

**CF5 Bursary** worth £2000 to support living costs plus a £1000 grant to cover start up costs.

**A £2000 grant** to cover start-up costs only.

### 1 TO 1 SUPPORT

Our Business coaches have provided specialist support and guidance to over 100 students and graduates over the year as they have developed their business ideas. This personalised service, a mix of advice, coaching and mentoring is invaluable and at the heart of our success.



67 new businesses started



1 social enterprise started

# CASE STUDY



## TAHLIA PAIGE

DESIGNER & BUSINESS OWNER  
[WWW.TAHLIAPAIGE.CO.UK](http://WWW.TAHLIAPAIGE.CO.UK)

**Question: Introduce yourself and your business (about your uni degree, where your business idea came from, why did self employment appeal to you, when did you launch etc)?**

**Answer:** Hey, I'm Tahlia, from Tahlia Paige, and I'm a textiles designer and small business owner. I studied Textiles at Cardiff Met for three years, achieving a 1st and graduating during the pandemic in 2020. My business idea came from my home surroundings in Carmarthenshire countryside, and developed quite a bit over the course of my degree. I started off with ideas about freehand embroidery, and as I learnt how to create surface pattern designs, my ideas changed to involve this a lot more. As I graduated Uni in the pandemic, the job market was quite limited, so that was a reason to seriously think about self-employment, and as I started experiencing health issues, again it just started making more and more sense to go for it. I started developing my product ideas, building a website and test-trading a little, until I managed to win a government grant in early 2021 that allowed me to buy a lot of the equipment and software that I needed. I then applied for the seed fund with my University, I won this and used it for advertising, which was beneficial to growing more of an audience and increasing sales before Christmas. I have also won the Start fund, which again helped tremendously. I officially launched in May 2021.

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

**Answer:** I took part in as many as I could while in University, and after I graduated I still look out for what's available. I took part in the CF5 Creative Bootcamp which was really good, I learnt a lot from this. I'll keep looking out for more, the Facebook group is perfect for keeping in touch with the University, as it's easy to miss things from other channels.

**Question: What are your plans for the business?**

**Answer:** The wholesale side is something I want to try and get regular orders from, I've been reaching out to some Welsh businesses I would like to be involved in for that. I also want to look into freelance and design licensing work, and have started building an idea of a client list for that. I have been working on my online courses that I got with my first grant, these have been hugely helpful for me to understand the kind of work I do, and perhaps don't, want to do. I plan to finish my courses within the next month and work on expanding my pattern portfolio, so I have more examples of my work to start reaching out to companies to work with.

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

**Answer:** The funding helped me hugely, doing this full-time with just benefits to support me previously was hard, and the funding has meant that I have had the funds to invest in myself, my equipment, materials, even things like travel which with the high petrol costs have add up a lot now. I took part in craft fairs over Christmas, which was a bit of investment too but so worth it. The Start Fund has meant I have been able to keep a good office to conduct my business from - sewing takes a lot of space and my stock is mounting up more too! I would love to use some of my recent funding to visit some trade shows, it would be the dream to exhibit myself as I do hope that I will feel confident enough to do this soon.

**Question: What were your key business highlights in 2021?**

**Answer:** Winning the grants was huge, I also won the Wildlife Trusts Climate Change contest with my hedgehog pattern a few months ago. I was featured in some digital gift guides over Christmas, and did my first, second and third Christmas market stalls. I also leased my first pattern out, completed commissions, and showed my work in a gallery in Swansea Marina. I hit 50 sales on Etsy before Christmas, with my website doing well for the Christmas rush. Not technically 2021 but my first wholesale order felt huge for me, it came at a time where I was starting to feel overwhelmed with financials and it just motivated me again to keep working. Perhaps not a highlight, but keeping on top of my social media postings, and newsletter etc has felt like a big thing to highlight for me.

## CASE STUDY



### GOGGLEMINDS

At Goggleminds, we use gamification and immersive technology to help healthcare professionals and students learn more effectively. Using the power of immersive technology like Virtual Reality (VR), we harness the power of imagination to recreate scenarios in virtual worlds that would otherwise be too dangerous in real life or infrequently available.

The business was borne out of personal frustration that learning in healthcare environments just wasn't that enjoyable. I started to see the rise of e-learning as a tool for ticking the "learning" box and strongly believed that healthcare workers and students deserve better. Having worked in the NHS and private healthcare, I was well placed to understand the challenges of delivering effective training. As a final project, for my Master's Degree, I decided to explore the utility of VR to deliver training to healthcare workers and the results were overwhelmingly positive. I immediately set up the company and the rest is history.

I was fortunate to join a number of the CFE workshops which were a really useful way of bouncing ideas around with other business owners and aspiring entrepreneurs. The CFE were very supportive and helped to connect us with other people and organisations that could move the business forward. They also helped us with some initial funding which we used to build some Intellectual Property and the initial structure of Goggleminds.

If I could describe 2021 in 3 words, they would be adventure, bold and fast. It was an adventurous year because what started as an ambition quickly, turned into a commercial enterprise. We were consistently getting incredible feedback from potential customers and our product innovation was pushing the boundaries of the tried and tested to something new and exciting. We were bold in our approach because we wouldn't have it any other way. We believe innovation should be bold and that real change comes from a desire to want the best outcomes no matter how challenging that journey may be. I would say it was fast for many reasons. We were able to innovate quickly and adapt our product in very near to real-time. Our team grew to 6 and we are now a team of 8 with 2 more vacancies being advertised. 2021, was by no means a walk in the park, but what we now have is a product that is being trialled across the United Kingdom and a real chance to make learning more effective in the UK and globally.

Our future plans for Goggleminds are focused on continuing to innovate to ensure we create effective learning tools for healthcare professionals and students across the UK. We already have international interest and will be exploring how we can take our solutions to a global market. We'll continue to grow the team to meet demand and have some exciting projects using new technology, that we aim to start using this year. Last and by no means least, giving back to communities is a fundamental part of our values. We have plans to help others through our technology on a not-for-profit basis. Goggleminds is not a company that creates innovative learning solutions for organisations. We create innovative learning solutions for people and it is people from organizations and local communities we will continue to serve.







**Centre for Entrepreneurship**  
Cardiff Metropolitan University  
Llandaff Campus  
Western Avenue  
Cardiff  
CF5 2YB

☎ **02920 20 5664**

✉ **entrepreneurship@cardiffmet.ac.uk**

🐦 **CardiffMetEnt**

f **CardiffMetEnt**

📷 **cardiffmetent**



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd