

Coventry University

Enterprise and Employability

Innovations in helping staff and students start up and develop social enterprises

About the project

Summary

CU Social Enterprise CIC is the first community interest company set up to help staff, students and alumni create enterprises with real social impact.

Project partners

A Board drawn from the VC, Deputy VC, Senior Academics and external partners has been put in place to oversee delivery.

The results

The problem

There was a growing demand from staff and students to become more involved in social enterprise. Academics were also looking for ways in which their research could be applied in a community context.

The approach

A Community Interest Company, a social enterprise, set up to embed social enterprise in the DNA of Coventry University.

Our goals

As a social enterprise we will become self financing and we shall do this by selling services to the sector, developing research and creating social enterprises of our own in ways that improve the student experience

Obstacles and solutions

- How to embed support across the University?/Establishment of a Social Enterprise Champions Programme
- How to support new and emerging business ideas/A new model for business support was created

Performance and results

- The creation of 15 new social enterprises that would not have otherwise existed



Profile

29,000 students
5,000 international students from 130 different countries
Research and partnering joint ventures across the globe
Modern University of the Year 2016
First Midlands University to be awarded Social Enterprise Mark

Category supported by



- A new mechanism that gets social enterprises into the market place much more quickly than any other method
- The creation of a network capable of promoting and supporting social entrepreneurship across the University
- £100k of external investment for the University's social entrepreneurs

The future

Lessons learned

There is a huge hunger for ethical business solutions within the academic community and social enterprise is part of the answer for meeting that demand.

Developing a strategy and embedding it within a large institution is a time consuming process

Sharing your project

We have developed an outline of our model which we are using as framework for future development. This can be replicated in other Universities and we hope to grow this model internationally.

What has it meant to your institution to be a Green Gown Award finalist?

CU Social Enterprise is a relatively new development so it is very exciting to be recognized for excellence this early in our life.

Further information

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