

# Bangor University Enterprise & Entrepreneurship Annual Impact Review 2020

## Who are we?

Enterprise and entrepreneurship support for students and graduates is delivered through B-Enterprising, based in the Skills & Employability Service.

Our support includes one to one business mentoring, test trading opportunities, access to funding, networks and support and webinars and presentations.

## Our Mission

Bangor University has a strong mission commitment to the economic, social and cultural wellbeing of Wales and provides it's students with opportunities to develop their enterprise and entrepreneurial skills and to support those interested in taking their business ideas forward.

## The value of Enterprise & Entrepreneurship Education

Learning about and experiencing enterprise whilst still at University can have several benefits. It gives students alternative perspectives on their career options and the confidence to set up their own business or social enterprise. Enterprise competencies will be useful to those in employment, or those who become self-employed and work on a freelance or consultancy basis. It can help develop a 'can-do' confidence, a creative questioning approach and a willingness to take risks, enabling individuals to manage workplace uncertainty and flexible working patterns and careers.

**QAA Enterprise and Entrepreneurship Education 2018**

[QAA Enterprise and Entrepreneurship Education](#)

## Covid 19 - Adapting to Adversity

The difficulties faced because of the pandemic have impacted the way we have been able to deliver our support and engage with our student cohort during this year. However, it has also presented us with new opportunities, and ways of delivery. It has also allowed us to collaborate and network with others who are outside of our area and this has enabled shared delivery with all of the other institutions in Wales on various projects.

## Financial Support

Bangor University receives financial support from the Welsh Government and Santander Universities to enable us to offer enterprising opportunities to our students. We collaborate with a range of external partners, using the principles of Be the Spark, to create a more visible, simple and connected entrepreneurial eco system within Wales.

# B-Enterprising offer...

## Online webinars and presentations

Opportunities for our students to develop their enterprise skills and gain support to start a business through webinars and Bootcamps. Many of these were delivered by entrepreneurial role models and experts and facilitated by Big Ideas Wales, M-SParc, The Enterprise Hub and others.

## Self-Employment placements

Paid placements where students can work to develop their business ideas whilst receiving expert mentoring. This allows them the time to concentrate on business idea development rather than having to find a part time job elsewhere.

## Test trading opportunities

Due to the pandemic, our showcasing physical annual Student Christmas Market could not be held this year but instead, through our pan Wales institutional collaboration, the Wales Student Market was created. This new online marketplace provided a much needed platform for our students and graduates to be able to sell their goods and services online and it attracted nearly 7,000 visitors. Our students and graduates were offered individual support to develop their digital marketing and branding as well as copywriting and funding to develop their offer and allow them to test trade.

[www.walesstudentmarket.co.uk](http://www.walesstudentmarket.co.uk)

*"My Etsy store has received more sales since joining the Wales Student Market and the support I received beforehand has helped me to improve the quality and appearance of my products as well as the packaging, which I've received great comments about."*

**Amy Irvine**

Undergraduate of School of Music, Drama and Performance and owner of Mai Irvine Art

*I would like to thank B-Enterprising as they have supported me a lot by organising meetings with a Big Ideas Wales Business Adviser, a copywriter, and a graphic designer who have been extremely helpful. I have also received the Santander Universities SEA Discover grant which I will be using to order new packaging, stickers, and business cards with my new logo on!*

**Maisie Wise**

Shell Yeah Earrings and Marine Biology undergraduate

## Networking opportunities

Our enterprising students and graduates are also referred to other partners such as Big Ideas Wales, M-SParc and The Enterprise Hub to network and develop their ideas and businesses.

[Jan Lloyd-Nicholson & Henry's Cushion](#)



## One to one mentoring to develop a business idea

*"The knowledge and advice which I've received has been fantastic and really helped me to feel confident about my business."*

**Ashleigh Wood**

Psychology undergraduate and owner of Creative Cognitions

[Click here to check out Creative Cognitions](#)

91% of feedback received maintain that the one to one advice sessions with the Big Ideas Wales mentor had helped them to develop their ideas for business and given them the confidence to progress to the next stage.

## SEA - Santander Enterprise Accelerator

Funding and support to Discover, Define, Develop & Deliver

[Click here to Learn more about SEA](#)

The funding and support offered through SEA has helped our students to test trade their ideas, do market research and gain free office space at M-SParc. The pandemic has restricted the usage of the incubation space but the networking and support has continued online and the start-ups have been able to benefit from the Enterprise Hub's online webinars and M-SParc's networking opportunities, with tenants and with other users of the building.

*"The SEA Define funding has allowed me to do a project that otherwise wouldn't have been possible. It has then led me to be able to work on another project, allowing the business to move forward. I've since been approached to work on the music for a professional video game."*

**Sam Davies**

SDG Productions and School of Music postgraduate

*Without the SEA Define grant I wouldn't have been able to continue with my business. It helped me to use targeted advertising to expand onto five continents. The grant saved my business and I will be forever grateful for this."*

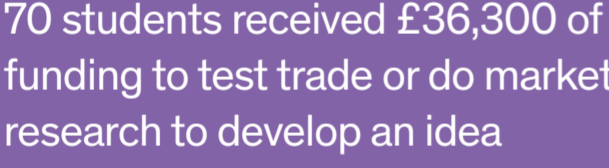
**Chloe Donnelly**

CMD Tutoring and undergraduate BA Spanish/Italian

# 2020 Highlights...

**70** students

**£36k** of Funding



70 students received £36,300 of funding to test trade or do market research to develop an idea through Santander Universities SEA Funding and also through the Covid Crisis Enterprise funding to support new and developing student and graduate start-ups at the beginning of the covid-19 pandemic.

[Bangor and Santander Universities enterprise support during Covid crisis](#)

*"We managed to keep working towards our launch, albeit at a slower rate. Without this grant it's likely that the business would have been put on hiatus."*

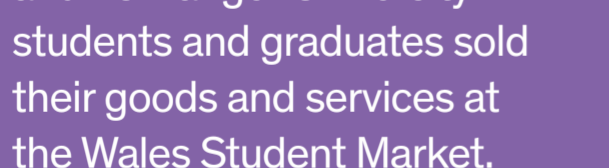
**Josef Roberts**

Pai Language Learning

**43** students & graduates

joined "Wales Student Market"

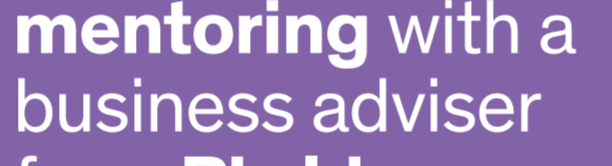
The annual Christmas Market went online this year and 43 Bangor University students and graduates sold their goods and services at the Wales Student Market.



**34** students started their own businesses during the year.



**72** students received one to one mentoring with a business adviser from Big Ideas Wales during the year in over 100 online meetings



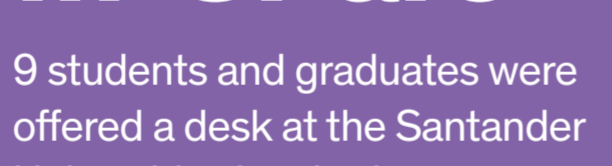
**9** incubation spaces in M-SParc

9 students and graduates were offered a desk at the Santander Universities Incubation space at M-SParc and received support through the Enterprise Hub.

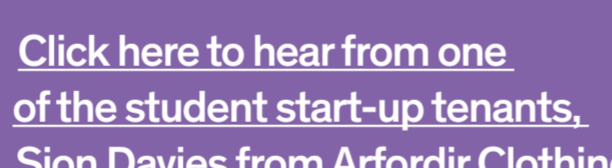
[Click here to hear from one of the student start-up tenants, Sion Davies from Arfordir Clothing.](#)



**65** students signed up to the Summer Start Up Week



**115** business mentoring advice meetings were held



**39** students were supported through Enactus Bangor



**11** students funded to undertake Start-Up placements



**634** students were Empowered to explore enterprise through workshops



**16** case studies of enterprising students were shared through social media throughout the year

[What Jess has been up to?](#)

[What Maisie has been up to?](#)

**National Enterprise Educator Catalyst Award for Summer Start-Up Week**

[The 2020 Winners](#)

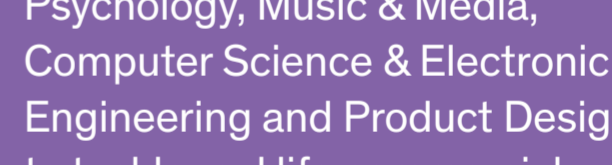


**60** students participated in Enterprise by Design



60 students participated in Enterprise by Design, an innovative experiential and multidisciplinary course, managed through Pontio Innovation with support from B-Enterprising, which brings together students and staff from Business, Psychology, Music & Media, Computer Science & Electronic Engineering and Product Design to tackle real life commercial challenges set by industry. As well as developing the enterprise skills of the students, the course has also helped the academic staff to develop different ways of teaching and assessment in their own academic schools.

**ACADEMIC STAFF TEAM**



Left to right: Andy Goodman, Iestyn Pierce, Steffan Thomas, Siwan Mitchelmore, Gareth Harvey and Dewi Rowlands

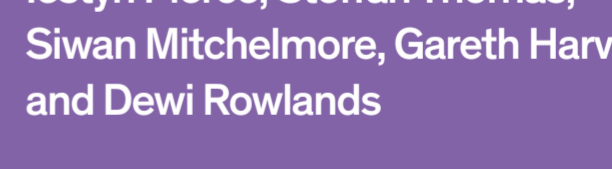
[Click here for details about Enterprise by Design](#)

**Santander University Semi-Finalist & winner of the Judges Choice Award**

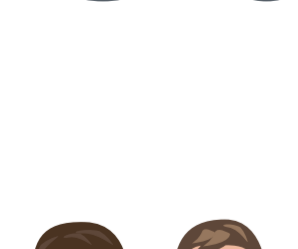


**Jan Lloyd-Nicholson with Henry's Cushion**

[Learn about "Henry's Cushion"](#)



# Our Start-Ups...



**Daniel Gorton & Sam Davies**

**SDG Productions**

[www.sdg-productions.com](http://www.sdg-productions.com)

Daniel and Sam started their own music and video production business whilst still studying at Bangor University. They now have an office at the Incubation space at M-SParc.

*"Since discovering the support provided by B-Enterprising, SDG Productions has been able to network with a wide variety of companies and support to help branch out into the local community. We have also received crucial funding, access to services such as the space within M-SParc and received a range of free advice and support from staff at M-SParc & The Enterprise Hub."*

**Daniel Gorton**



**Sherena Huang**

**Befficient Ltd**

[www.befficient.co.uk](http://www.befficient.co.uk)

Befficient Ltd is based at M-SParc and Sherena Huang has received support from a collaboration of partners, including Big Ideas Wales, the Enterprise Hub, Santander Universities and Bangor University.

*"B-Enterprising has provided great support to my business. Under the online, I have initialised my business idea and made it presentable online. I have been offered free office space at M-SParc and received advice from business advisors and The Enterprise Hub. The crucial funding provided through the B-Enterprising has aided my business moving forward during the pandemic."*

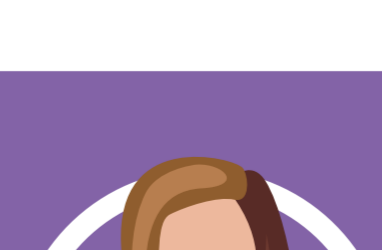
**Sherena Huang**

## FIND OUT MORE:

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**Lowri Owen**

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