



IMPACT REPORT 2022



STRENGTHENING COMMUNITIES AND SCHOOLS
THROUGH BUSINESS ENTERPRISE





2022 SUMMARY

2021-2022 has been all about growth and doing even more to give individual support to more service users in our community.

Our Social Mission is to set up young people with the best entrepreneurial skills they can take forwards throughout their lives. To increase the number of successful adult business start-ups from disadvantaged backgrounds.

We grew our business start-up programmes, giving harder to reach adults a chance to explore and for some to launch their businesses.

We know that 'one size doesn't fit all' and the need for additional one-to-one support really helped start-ups we have supported.

We were so happy to continue working with the Crafty Lasses, Sir Charles Parsons @ Walker Riverside Academy with on-going skills and wellbeing projects.



We've begun to establish ourselves in Kenton, with a community engagement event we held at Kenton Crescent Hut in October 2022.

We have had amazing support from Newcastle City Councillors in Kenton and Fawdon & West Gosforth in helping to promote our start-up and newest skills cafe projects.

We're hoping 2023 is going to move forwards with continued growth and Upstart offering more services, which support the start-ups we support.



Vicki Stone
Founder & Director
Upstart Enterprise



GOVERNANCE AND OUR PEOPLE

Upstart Enterprise CIC is a social enterprise, set up in February 2019, as a Community Interest Company (Company Number 11824355).

Our Vision is access to good enterprise thinking and start-up programmes for all, regardless of background.

The board

We have a supportive board of Directors who have independent control over and legal responsibility for the management and administration of the organisation.



Les Hodgson – Director & Chair

Les is a Chartered Accountant, with many years of supporting SME's and extensive experience as a Trustee.



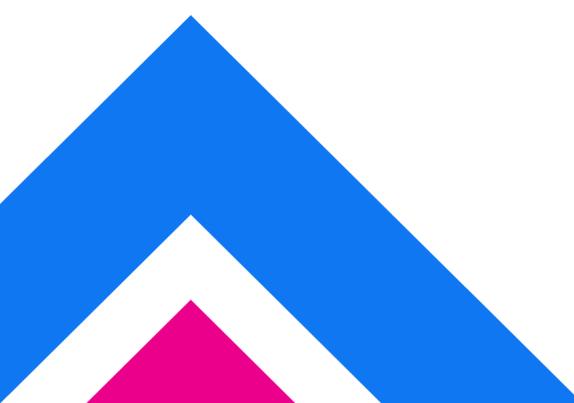
Lee Longstaff – Director

Lee has provided enterprise support in the North East for 20 years, mentoring several award-winning businesses. He currently delivers business advice and guidance to student and graduates at Northumbria University.



Vicki Stone – Founder/Director

Originally a marketer and business owner, she has always had a passion for business and enterprise. Vicki has also worked as a fundraising Manager.





THE NUMBERS



193 INDIVIDUALS
DIRECTLY
SUPPORTED IN 2022



61 CHILDREN



61 children and young people have gained experience through our Enterprise Challenges thanks to our corporate sponsors.

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20 WOMEN

20 women supported through our Crafty Lasses and Women's Empowerment groups.



59 ADULT START-UPS & JUMP-STARTS

Of this 20, 10 women were supported continually with skills and volunteering at Pendower Good Neighbour Project and a legacy community garden created thanks to support from One Strawberry Lane community project.



8 OLDER TEENS WITH SEN

8 teenagers with Special Educational Needs with meaningful hospitality training and business enterprise projects

35 ELDERLY RESIDENTS IN BYKER & WALKER

35 older residents in Byker and Walker who benefited from the cook-along with friends project and Jubilee crafts and activities.



10 ADULTS SUPPORTED THROUGH OUR SKILLS CAFES
CV's, covering letters and job search



BUSINESS START-UPS



European Union
European Structural
and Investment Funds

GIVING PEOPLE WHO NEED A LEG UP TO START THEIR BUSINESS



In 2022, we had continued CLLD ERDF funding through Newcastle City Council and Social Enterprise Support Fund via Unltd. Our Start-up and Jump-start programmes aim was to target harder to reach individuals in Newcastle and the surrounding areas.

- We supported 27 start-ups through CLLD funded courses.
- We supported 13 start-ups through Unltd/Big Lottery funded courses.
- 60% of the start-ups we have supported so far went on to set up their own business (with more to come who have not set up yet).
- 40% of our service users went back to college, further training or alternative employment.
- We supported 10 Jump-Starts through CLLD funded courses. We supported 9 Jump-Starts through Unltd/Big Lottery funded courses.



65% OF OUR START-UPS WERE ON BENEFITS WHEN THEY STARTED

65% OF OUR START-UPS ARE WOMEN



21% OF OUR START-UPS HAVE A DISABILITY OR ARE NEURODIVERSE

12% ARE REGISTERED CARERS OF A RELATIVE



One thing we've learned at Upstart Enterprise is that 'one size doesn't fit all' when it comes to supporting business owners at the start of their business journey's. CLLD and Lottery funding enabled us to reach harder to reach people across Newcastle and deliver hands-on, personal support in their own communities.



ENTERPRISE IN SCHOOLS

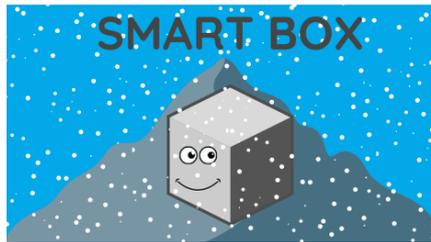


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SO MUCH MORE THAN GIVING A DONATION

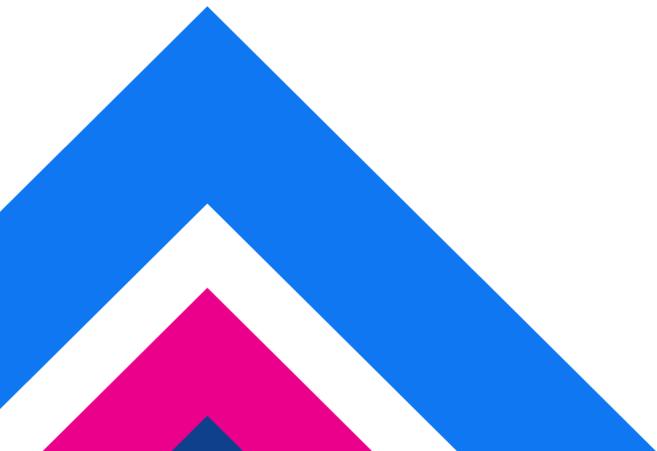
In 2022 Ward Hadaway continued to support our in-school business challenges in Kenton in Newcastle. We reached 33 children who thoroughly enjoyed working as teams and building their confidence and enterprise skills. We delivered a third business enterprise challenge with Year 7 children. Ward Hadaway trainee solicitors rolled up their sleeves and volunteered at each weekly session at school.

As part of their Extra Curricular activities, children took part in a 7-week business enterprise challenge, focusing on environmental issues and technology, explored brands and marketing, sales, innovation and creativity. The children pitched their business ideas to the Ward Hadaway 'judges' at the end of the 7 week challenge.



"We were extremely impressed with the intuition and creativity displayed by the students in converting regular household objects into imaginative business ideas. The students have demonstrated a sound understanding of business development and we hope that this project has been a memorable one for them, hopefully igniting an interest in a career in law or business. "

-Jordan Barber, Trainee Solicitor, Ward Hadaway





ENTERPRISE IN SCHOOLS



REACHING FOR THE STARS WITH DRAEGER



Upstart Enterprise has been working in partnership with Draeger since 2020. In November 2022, we were delighted with the donation from Draeger that enabled Upstart to deliver our first challenge at Christ Church CE Primary School in Shieldfield, Newcastle. Well done Spectacular Sponge who won the challenge!

"It was a fabulous experience having Draeger and Upstart in the school. Vicki taught the children so many new skills. For example, the children learned to work as part of a team and then this enabled the children to develop problem-solving skills. They also learnt time management skills and also they learned how to market their product."

-Miss White, Christ Church CE First School, Shieldfield, Newcastle.



"Thank you for working hard to teach me how to be a CEO. I learned so much :)" - Year 5 pupil



ENTERPRISE IN SCHOOLS



COOK-ALONG WITH FRIENDS AT SIR CHARLES PARSONS, WALKER



At Upstart Enterprise we believe business enterprise should be for all, regardless of background. Sir Charles Parsons 6th formers needed work experience, but were struggling to get the opportunity, given the restrictions during the Covid-19 Pandemic.

Newcastle Youth Fund awarded Upstart a grant to enable us to deliver pop-up cafes in Welbeck Green and Allendale House sheltered accommodations. This would give the young people with SEN a chance to learn hospitality skills and offer activities in the sheltered accommodation centres in Walker and Byker.

Then the Omicron Covid Variant hit. This meant the sheltered accommodations had to close their doors to new visitors and restrictions kicked back in again.

Our project changed to 'Cook along with friends', which the young people devised and designed their logo. Cook along with friends enabled the team to create cook-along recipes, buy and collate ingredients with menus for the sheltered accommodations to follow. It meant the older residents were able to cook along together and share a meal during times which they were feeling more isolated.

Nearer the Spring and Summer months, the young people had two training days at Big River Bakery, where they learned how to bake stotties, scones and hospitality skills.

We also created lots of red, white and blue bunting and keepsake coasters for the Queen's Jubilee celebrations in both sheltered accommodations.





WOMEN'S WELLBEING & SKILLS



FRIENDSHIP, A SAFE SPACE AND WELLBEING WITH THE CRAFTY LASSES

In 2022, we continued to work in partnership with the small and mighty charity, Pendower Good Neighbour Project in Benwell. Every Tuesday we co-run the Crafty Lasses women's group. Thanks to Newcastle City Council, Arnold Clark Community Fund and YHN for grants to enable us to continue to run the group.

The group enabled friendship, a safe space and a sense of belonging for the women who attend. In 2022, we fundraised for external trips and activities by making and selling seasonal gifts.

We hired bikes at Newburn by the Riverside and had a day out with picnic. Some of the crafty lasses had not been on a bike for years, so you can imagine the belly laughs we had.

We had a trip to the Victoria Tunnels in Ouseburn, followed by lunch and in September, a trip to Whitley Bay, fish and chips and icecreams which the women loved. We even built a sandcastle.

The women are all volunteers at Pendower Good neighbour Project and will often be found helping to create memorable community events like the Queens's Jubilee from making packed lunches, to running a tombola, or serving drinks at the Christmas fair.



"It's good for us to get together because we have a laugh and a good chat what everyone needs basically"

- Mandy, Crafty Lasses Group



WOMEN'S EMPOWERMENT & SKILLS



Social Enterprise Support Fund



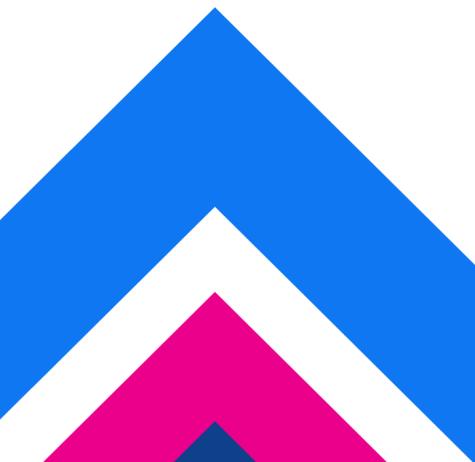
EMPOWERING WOMEN FROM ALL BACKGROUNDS

In 2022 we received funding from The National Lottery Community Fund Awards for All and UnLtd. This enabled us to start and facilitate a women's empowerment group at St. Vincent's in Byker.

St Vincent's are a close-knit group of individuals dedicated to helping, supporting and feeding others. Through Vinnie's drop in lunch on Tuesdays, they feed around 180 locals who come to us to enjoy a warm meal, catch up with friends or simply just to talk to someone.

Many of the women who attended our group were either pre-settled or settled asylum seekers and women from ethnic minority backgrounds.

The group met once a week, we chatted, took part in crafts like upcycling canvases, worked on building skills and increasing their confidence. It gave many of the women the opportunity to practice their English and even learn some new Geordie words. We sold our upcycled canvases on a stall at Wallsend Forum market to raise funds for activities for the group.





GROWTH SUPPORT



Social Enterprise
Support Fund

Delivered by

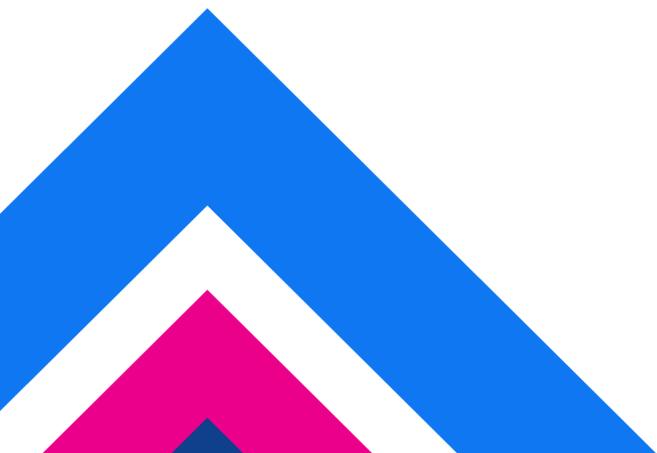


In 2022, we appreciated the Social Enterprise Fund which was delivered and supported by UnLtd. The grant enabled Upstart Enterprise to grow and provide valuable support around leadership and growth for our Founder, Vicki Stone.

Not only did UnLtd. fund some of our project work expanding our start-up programmes, they provided Vicki with a valuable, Vicki called 'bad ass' business mentor - Andrew Wood.

"Andrew enabled me to step outside the business and enabled space and time to work on the business. Andrew's calm, understanding approach helps a million miles an hour person like myself slow down and reflect on the decisions and strategy I am making as a business leader. He's also made me realise what value I bring to Upstart as a growing business and how to harness these strengths to lead the organisation."

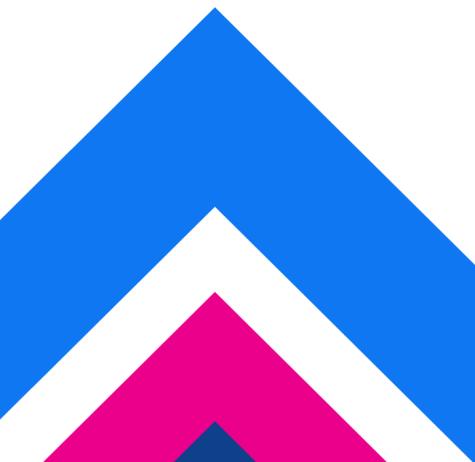
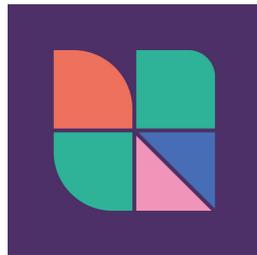
- Vicki Stone, Director, Upstart Enterprise CIC





DONATIONS IN KIND, CORPORATE DONATIONS AND VOLUNTEERING

We had many donations in 2022. A big thank you to all the people who supported our projects from food & drink, to the lend of a board room to financial donations for decorations and lego presents for children, to individuals' valuable time. Donations go such a long way in supporting the children and adults we work with.





Upstart Enterprise CIC
Registered Company no. 11824355
upstartenterprise.com



"It's a great group! Everyone gets on great we always have a laugh and look forward to going every week. There's always some one there to chat to of we need to talk."
- Donna, Crafty Lasses group