



# ENACTUS NOTTINGHAM TRENT ANNUAL REPORT

2022/2023

EST. 1843  
4 CAMPUSES  
3500+ STUDENTS  
TOP 10 UNIVERSITY



5

Projects

50

Members

2000+

Hours

£4,850

Awarded

67

Beneficiaries

# SAVE REALITY

CREATING AN ENTIRE GENERATION OF LIFESAVERS

Save Reality aims to reduce knife crime deaths in Nottingham by showing young people where to find bleed kits using VR and then teaching them how to use the bleed kits.



VR Game Demo (2:40 - 3:40)

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



## Entrepreneurial Leadership



Nottingham is the **second** most dangerous city in the UK for knife crime.



We spoke with young people and found that **86%** of them had never heard of a "bleed kit" before.



The East Midlands Ambulance service has been unable to hit targets to reach the highest priority calls for the **sixth-year** running.



First Aid kit bandages are **too thin** to stop the bleeding from a knife wound. **Bleed Kits are necessary.**

By linking **knife crime** with **VR** and **knife wound treatment**, we are empowering young people by teaching them life-saving first aid in an experience they are unlikely to forget. Through our partner charities, we are ensuring that young people have the necessary support afterwards.

## Innovation



Combining Virtual Reality with bleed kit awareness via teamwork is a novel teaching mode. The VR experience is a team game, involving one student of each team putting on a VR headset, and taking them to an interactive map of Nottingham.

Step

### What and where are bleed kits?



With the help of their team, the students race their classmates to find the location of bleed kits throughout the city.

Step

### How are bleed kits used?



Queens Medical Centre surgeons and NTU paramedic students guide the hands-on bleed kit training experience after the game.

## Use of Business Principles



Our business model involves our partners in the Pythian Club (TPC) taking our programme into schools. They are a grassroots organisation that delivers hundreds of sessions for young people every year, both inside and outside of schools.



We are on hand to support the project's growth, while also tracking the impact statistics to ensure we meet our goals.

## Sustainable Positive Impact



It can take just **5 minutes** to bleed out from a knife wound. It can take **8 minutes** for an ambulance to arrive.



There are **10 times** as many students in Nottingham alone as there are paramedics and support staff employed by the East Midlands Ambulance service.

### From conversations with young people within TPC:

- **54%** had been directly affected or had a loved one affected by knife violence.
- **70%** said they feared for their life or their family's life.
- **28%** felt like this before their 14th birthday.

By delivering our programme and teaching these young people how to treat a knife wound, we teach them **life-saving skills they can carry throughout their lives** that could potentially **create ripples of impact** in the community around them.

# MOSS CLUB

EMPOWERING CHILDREN TO CHANGE THE WORLD

Mrs Oakes Sustainable Storytelling (MOSS) Club is about encouraging young children to think creatively about solving world problems and their own ability to be a superhero by printing, animating and sharing their sustainable stories. This will boost their outlook on climate change and increase sustainability education in deprived areas.



## Entrepreneurial Leadership



Djanogly Strelley Academy (DSA) is a primary school in North Nottingham, **an area of high deprivation**.



**24%** of the children do not have English as a first language.



At DSA, **52.8%** of children have free school meals, which is **3 times the national average**.



We were told by year 5 children that they **believe the world will be burning** in the future with the current narrative around climate change.

We improve students' perception of climate change and STEM, by discussing the SDGs using stories UN-developed stories and shedding light on current measures to address the climate crisis, **all done by children**.

**This encourages the children to think about how they can positively contribute to world change and make their mark on the world.** We demonstrate Entrepreneurial Leadership and drive equal access to all by delivering our workshops in deprived communities where access to creative out-of-school activities is most limited and has the most impact.

## Innovation



Developing sustainability awareness through extra-curricular education, practical science experiments, and a storytelling approach utilises creativity in art, writing and thinking with children to inspire them about sustainability.



Through the use of the superhero role in stories and the limitlessness of children's imaginations, we inspire the children by showing them that anyone can be a superhero and that the future ways to save the world have yet to be created and will need imagination.

**We encourage young people to look at climate change with the optimism that they can address it.**

## Use of Business Principles



We've already launched a **MOSS Club website** and are in talks with 3 providers to launch our project and learning resources on an **online teacher training platform**. This would **widen the scope** of our impact and make our project **more accessible** while generating a **source of income** to sustain our local workshop delivery.



MOSS Club Website



We are now seeking **local charity bookstores** in Nottingham's Lace Market to **sell the children's books** as inspiring child-produced storybooks.

## Sustainable Positive Impact

**67 children** were impacted by the MOSS Club pilot sessions. **We were told upon returning the printed books to their authors, that this was the first book the children had owned.**

- "I get to write on a piece of paper and know that other people can see it too."
- "I've never had anything done and made like this before. This is amazing."

**This project ensures each child becomes more aware of sustainability and more empowered to affect positive change. This hands-on experience will leave a lasting impact on their perception of climate change and themselves.**

# SEES Project

Our team  
website



The Sustainability, Enterprise and Employability In Schools (SEES) project aims to teach young students aged 11-14, about entrepreneurship through social enterprise and project development, creating the next generation of leaders. SEEs will encourage students to engage in valuable sustainability initiatives through enterprise in partnership with Enactus UK's NextGen Leaders program.

## Project Phoenix



By partnering with the NTSU sexual assault awareness team, our objective is to tackle sexual harassment and offer much-needed assistance to survivors. Our initiative, Project Phoenix, aims to foster peace, justice, and overall well-being, and reduce inequality by leveraging a social media platform that provides a safe space for survivors of all genders to share their stories, raise awareness and connect with relevant support services.

We also aspire to talk to children about how to set boundaries and the consequences of inappropriate touch. We're researching using similar organisations' interventions and we plan on visiting schools to conduct these awareness campaigns.

## SPECIAL THANKS TO:

### Our Corporate Partners:



### Our Community Partners:



### Our Coaches:

1. Rachel Hayden - Arla
2. Roy Allcock - Enterprise Rent-A-Car
3. Charles Stiles - Unilever
4. Trish Moyo - Enterprise Rent-A-Car
5. Sean Carey - Carlisle Brake and Friction
6. Gareth Reid - Moy Park
7. Karl Thomas - Specsavers
8. Nick Hodgson - Moy Park
9. Konstantina Kapetanidi - Schroders
10. Steve Parry - AIG

### Our Mentors:

1. Rebecca Wheeldon - Enterprise Rent-a-Car
2. Gregory Drake - Rothschild and Co
3. James Rossiter - BIC
4. Rob Adair - BIC
5. Sam Jenkins - BIC

### Our Academic Advisors:

1. Diana Pasek-Atkinson - Enterprise Advisor
2. Cassie White - School Employability Manager