



# COOL VENTURES IMPACT REPORT

November 2023 –  
October 2024



“Start Strong. Grow with purpose. Thrive with impact”



2025  
Overall Score

113



# Welcome to our First Impact Report

Between November 2023 and October 2024, Cool Ventures supported 480+ businesses and 310 aspiring entrepreneurs, delivering nearly 4,800 hours of tailored support. We helped 41 new businesses launch, supported the creation of 28 new jobs, and achieved an outstanding 97% client satisfaction rate.

More than 1 in 5 of our clients came from underserved communities, thanks to dedicated outreach and multilingual delivery. Through strong partnerships with local organisations, universities, and expert associates, we have created a thriving ecosystem where businesses can start, grow, and succeed.

Looking ahead, we are excited to launch Start -Up Grants, a Carbon Reduction Accelerator, Co -Working Clubs, and HR Essentials, while embedding sustainability and social value in everything we do.

*Sue*

Sue Marchant, Managing Director





# WHAT WE DO



## OUR MISSION

Start strong. Grow with purpose. Thrive with impact.

We empower entrepreneurs to build businesses that benefit people, their communities and the planet.



## OUR VALUES

Client Focused

Making a difference TOGETHER

Championing innovation & change

Supporting local communities

Integrity & Respect

Caring for our environment

Cool Ventures provides tailored business support for small businesses across South Gloucestershire and Bath & North East Somerset.

We help businesses start, grow, and thrive through a programme of fully funded practical workshops and expert advice.

Our programme is designed to meet the unique needs, aspirations, and challenges of the individuals and businesses we support.



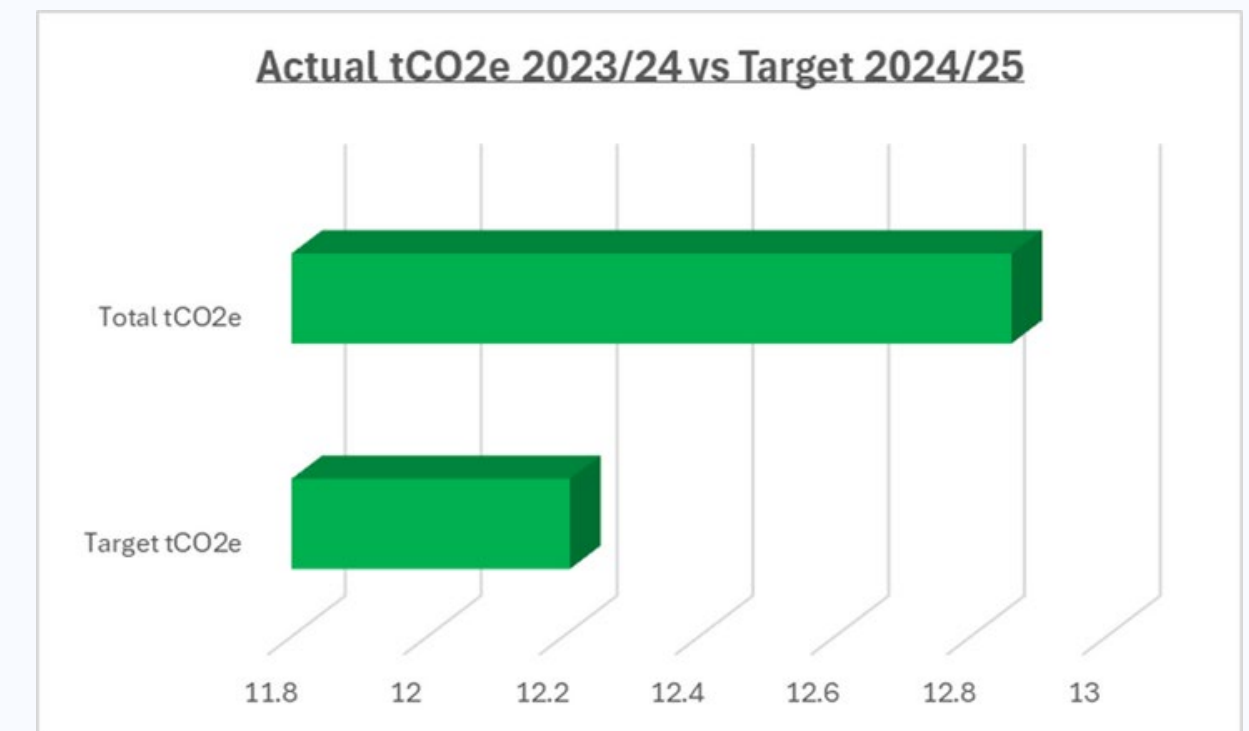
# GOVERNANCE



2025  
SCORE

16.1

## What we Achieved



1

### Amended our Governance Documents to include a Mission Lock

holding ourselves accountable to balance profit with positive impact for our stakeholders and the wider community

2

### Strengthened our Governance framework

through introduction of key B Corp – aligned policies to ensure accountability & transparency and to guide ethical and responsible practice

3

### Improved Monitoring & Oversight of Delivery

through publishing of detailed quarterly impact reports for our commissioners and stakeholders

4

### Advanced our Environmental Governance

by establishing a carbon baseline of 12.86 tCO<sub>2</sub>e and a reduction plan.

PLANS for 2024 -25

Demonstrate our mission lock in action by setting measurable social and environmental targets, publishing progress each year, and ensuring accountability at management level



# WORKERS



## What we Achieved



1

**Strengthened our capacity to deliver high-quality, purpose-driven support**  
through expanding our team with new roles and associate network

2

**Enhanced our commitment to staff wellbeing**  
by introducing private health cover for all employees on completion of their probationary period

3

**Improved our staff onboarding processes**  
by Incorporating B Corp values into our induction and training in preparation for our Certification

4

**Implemented a Staff Handbook**  
that embeds our values, promotes fairness, and strengthens employee wellbeing by providing clear policies and guidance.

### PLANS for 2024 -25

Offer an additional day off for team members to celebrate their birthday.  
Invest in a HR system to enhance transparency, track training, and provide greater opportunities for team learning and progression and development



# COMMUNITY



## What we Achieved



1 in 5 clients are from underserved areas



1

**Reached over 20% of clients from priority neighbourhoods**

by expanding outreach across BANES and South Gloucestershire with dedicated Advisers in underserved areas

3

**Invested directly in the local economy and community**

with over 75% of non -labour spend being retained within 20 miles of our main office

2

**Enabled local artists and creative businesses to grow and thrive**

through our co -created Creative Business School delivered in partnership with Emerge Studio.

4

**Embedded social value**

by contributing 33.5 hours of staff volunteering to local community projects

**PLANS for 2024 -25**

Provide training for 100% of team members and associates to build confidence and skills in supporting neurodiverse clients.  
Support young people to gain employability skills through new initiatives and partnerships.



# ENVIRONMENT



## What we Achieved

OUR  
SUSTAINABILITY  
CHAMPION  
AMY



1

### Established a carbon baseline

(12.86 tCO<sub>2</sub>e) and began monitoring to track and reduce our environmental footprint

2

### Equipped local businesses with the knowledge and tools to embed sustainability

through tailored training

3

### Created a Sustainability Hub

with practical guides and blogs, giving SMEs ongoing access to resources for greener practices

4

### Appointed a Sustainability Champion

to lead internal action and share learning, embedding sustainability across our work

### PLANS for 2024 -25

Pilot a Carbon Reduction Accelerator programme to help client measure and reduce their carbon footprint.  
Measure and reduce staff carbon footprints



# CUSTOMERS



2025  
SCORE

29.5

## What we Achieved

"Cool Ventures have honestly been the wind beneath my wings"  
Vanessa Sayce

"Cool Ventures is like a little Auntie or Uncle who you go to and ask for wisdom."  
Miriam



1

Achieved a 97% client satisfaction rate demonstrating the quality and impact of our support.

2

Enabled 41 new businesses to launch and supported the creation of 28.6 new jobs.

3

Provided tailored support to 481 businesses and 310 aspiring entrepreneurs across BANES and South Gloucestershire

4

Delivered 100 events across 37 topics alongside 1 -2-1 mentoring to strengthen business skills

5

Piloted innovative programmes including a B Corp Bootcamp and a Social Enterprise start -up initiative

6

Increased inclusion by ensuring more than 20% of clients came from priority neighbourhoods

PLANS for 2024 -25

Increase support provided to clients from Priority Neighbourhoods by 5%  
Implement co -working clubs across the business communities of South Gloucestershire and BANES.





# What Our Clients Say



“In 2023, I attended a series of workshops organized by Cool Venture, focused on helping Hong Kong BNO visa holders establish businesses in the UK. These workshops provided us with valuable knowledge on various aspects of starting a business. Several of our friends have successfully launched their own business, and Cool Venture continues to offer ongoing support with matters such as taxes and licensing. The workshops also fostered connections within our community, leading to the creation of our own support hubs. Sue, the director, and her colleagues went above and beyond by assisting with our events, providing invaluable support to us as newcomers in the UK.”

Joyce Fong

“...Cool Ventures was right behind me when I was a frightened and nervous new entrant to the world of entrepreneurship and you are still creating new opportunities for growth and development as I enter this more mature stage of the business.

Thank you!”

Brian McGee

“The mentoring support was fantastic thank you! I am buzzing with ideas and so inspired to make this work”

Kate Southward





# What Our Partners Say

“Our partnership over the last financial year has been instrumental in ensuring that support is expertly delivered, inclusive, and accessible to everyone. Working with your team has been a pleasure, as their dedication and professionalism have consistently exceeded our expectations.

Between us we have created a supportive environment that values and empowers every individual.”

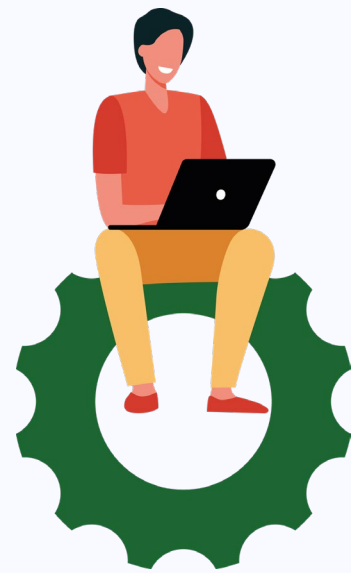
Stacey Mead, HR Dept



“Community Catalysts BANES has worked closely with Cool Ventures over the last two years, supporting our new homecare focused micro enterprises. We have encouraged our new enterprises to sign up for their excellent online courses, and benefit from the invaluable one to one support provided. We have trialled several joint workshops combining homecare expertise with more practical information about starting a new business. These have proved a great success with excellent feedback from participants. This approach has been replicated by Community Catalysts colleagues working in other parts of the UK.

Cool Ventures remain a vital partner for Community Catalysts in BANES, ensuring we can continue to improve business and marketing skills for all our enterprises. Long may this partnership thrive.”

Michael Auton, Community Catalysts



# What Our Associates Say



“Working with Cool Ventures continues to be a truly positive experience – the team is friendly, professional, and collaborative, even when working remotely. Together we’ve delivered expert -led support that is both accessible and inclusive, from practical marketing workshops such as those I provide, made more so by initiatives like the session on neurodivergence and inclusivity. This added valuable insights for myself and fellow Associates to strengthen the skills and awareness we bring to supporting local organisations in their growth.”

Ruth Southorn, Swallowtail Social



“I have had the privilege of delivering workshops covering Growth, Recovery, Strategic Planning and Leadership & Management as well as one to one support to a range of local business owners for Cool Ventures. From start up to established, struggling to high growth over a number of years. I appreciate this opportunity as it allows me to work with a very diverse mix of business owners, across a wide range of age profiles, back grounds (ethnic and social) gender, sectors (social and commercial) and motivations

I also appreciate the way Sue and the Team at Cool Ventures are completely Client (user) lead with a focus on value add and quality, they regularly provide feedback on the Client perspective of the work we do together.”

Paul Neck, Business Doctors

# Thank You

This report celebrates not just the numbers, but the **people** behind them.

To the **entrepreneurs and small businesses** who inspire us every day with your creativity, determination, and resilience – thank you for trusting us to be part of your journey.

To our **partners, funders, and associates** – your collaboration, expertise, and belief in our mission make it possible to create real and lasting impact in our local business communities.

And to the **Cool Ventures team** – your passion, professionalism, and care shine through in everything you do. You are the heart of this work.



**“Start Strong. Grow with  
purpose. Thrive with impact”**

Thank you for taking the time to read this impact  
report.

To get in touch, please reach out to us by phone  
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