

# IMPACT REPORT 2024 - 2025



On the **up**

Transforming people's lives in the North East



# 2024-2025 SUMMARY

ON THE UP exists to help improve people's lives and the lives of their families in the North East. Previously known as Upstart Enterprise CIC, we were founded in 2019 by leading marketer and proud Geordie, Vicki Stone.

We bring hope, positivity and practical help to encourage individuals be the best that they can be. Inspiring NEntrepreneurs to overcome any barriers they may face, rise up and turn their ideas into thriving businesses.

Our Vision is to provide people in the North East with the skills, learning and entrepreneurial savvy to succeed, regardless of background.

## OUR IMPACT WITH WOMEN IN 2024

2024 was an exciting time for us as we re-branded to On the Up. This was due to us developing programmes that not only focus on entrepreneurship, but also health, wellbeing and skills.

Our women's group in Kenton, the Crafty Queens grew and we continue to support women at the group each week. This project was able to continue due to funding from the National lottery.

Every week we signpost and refer women we support 1-1 outside of our groups activity to organisations like Newcastle Women's Aid, NE1 Counselling and Smart Works who continue to support our service users with additional help.

## OUR IMPACT WITH SCHOOLS IN 2024

A huge thank you to organisations like Pearson Engineering, Ward Hadaway and Draeger who have enabled us to grow our footprint in schools with our Upskill program, supporting 125 children. This program has a strong focus on technology, the environment and entrepreneurship and the year 5 children in Benwell and Shieldfield really thrived. We also received some additional funding from Connected Voice for a social action project in schools.

# GOVERNANCE & PEOPLE



## OUR MISSION

To better the lives of individuals, their families and their communities in the North East.

## OUR BOARD



### VICKI STONE

Vicki has been up and at 'em since day one. An award-winning marketer with a passion for making things happen. Business, social enterprise, fundraising, marketing, she is an unstoppable force that refuses to let dreams and potential die.



### LEE LONGSTAFF

Lee knows his business. And some. He has provided enterprise support in the North East for 25 years, and named one of the UK's Top Ten Business Advisors by Enterprise Nation.



### JENNY BRADY

Jenny is a people and business champion, supporting start-ups and ventures worldwide as well as helping founders achieve their personal, societal and commercial goals.



# UPSKILL IN SCHOOLS

## We like to get in early

We have been working across different communities and in schools in Newcastle, developing skills and business enterprise. We supported 125 children in disadvantaged areas of Newcastle. We even fundraised to buy Lego sets for Christ Church Primary's Lego club, so a big thanks for the donations.

## Award winning CSR

Ward Hadaway's Emerging Talent team was recognised for the impact they have made supporting the next generation of legal and business professionals. We're delighted about their efforts which have earned them the prestigious People in Law Award for Best CSR Initiative, for the Enterprise Challenge.

This was the year Pearson Engineering sponsored their first Upskill challenge with us at Atkinson Road Primary Academy in Benwell. 63% of the Year 5 at Atkinson Road Primary Academy class are on Free School Meals and 29.6% are SEND pupils, compared to a 16% National average. 55.6% of this class have EAS (English as a Second Language), compared to a 22% National average.

Pearson Engineering played a vital role by not only contributing financial support but also by providing valuable careers advice in the field of engineering. Their involvement extended way beyond the programme itself, offering insight and guidance that truly inspired the children.

Together, we are dedicated to nurturing the next generation of environmentally conscious leaders and fostering a spirit of innovation and collaboration.



# UPLIFT WITH WOMEN



## Crafty Queens and Crafty Lasses

We believe every woman deserves to become the best version of herself. That's why we're dedicated to supporting communities in places like Kenton and Benwell. With this in mind, we run two women's groups in these areas, empowering women to take control of their own lives and futures.

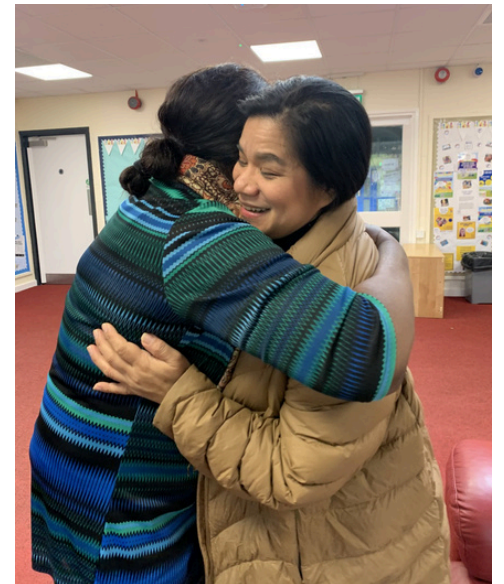
"Ducks in a Row" is a vital service, funded by the National Lottery, offering support to women affected by domestic violence in Newcastle. Our mission is to help these women move beyond survival to truly thrive, creating lasting, positive change for them and their families.

## She got the job!

In the words from one our service users:

***"I walked through the door of On the Up with the idea of setting up a business and little did I know meeting Vicki that day was going to change my life, in a positive way. Not only have I gained knowledge about setting up a business but I have gained a support system. On the Up and the group of women have given me the confidence not to be afraid to make those positive changes to my life that I had desperately been wanting to do for many years***

***The journey has been hard emotionally, but Vicki has been there at every turn to offer support and guidance and the weekly well being group have also been a huge help/support and they probably don't even realise it."***



# UPSTART FOR BUSINESS



## **We help businesses from the get-go.**

Making sure we equip start-ups with the entrepreneurial nous and skills to make a go of things, regardless of employment background or educational attainment.

Champions of upstarts because we've got the same get up and go mentality ourselves.

## **North East Autism Society**

We worked in partnership with the North East Autism Society (through ProgressNE) to provide business start-up support for neurodiverse adults.

Those with learning difficulties and disabilities, or experiencing poor mental health, should not be left behind.

Our support is tailored to the needs, strengths and interests of each individual, breaking down any barriers and enabling them to fulfil their full potential.

A little difference that can make all the difference.

north east  
autism society

progress<sup>ne</sup>

# THE NUMBERS

## In 2024 we continued to make an impact in the following areas of Newcastle:

- Benwell/Elswick
- Kenton
- Pendower Estate, Benwell
- Shieldfield.

## We supported Neurodiverse individuals through Upstart program with the North East Autism Society. Residents were from:

- Northumberland
- North Tyneside
- Newcastle.

## IMPACT IN NUMBERS 2024



UPSKILL

### 125 CHILDREN

SUPPORTED IN SCHOOL WITH UPSKILL BUSINESS ENTERPRISE & CAREERS

### 25 WOMEN

SUPPORTED IN OUR WEEKLY UPLIFT GROUPS IN KENTON & BENWELL



UPLIFT



UPLIFT

### WOMEN NEEDING ADDITIONAL SERVICES

3 X REFERRALS INTO NEWCASTLE WOMEN'S AID  
3 X GOT NEW JOBS  
2 X FOODBANK REFERRALS  
2 X REFERRALS TO SMARTWORKS  
1 X REFERRAL NEWCASTLE CARERS



UPSTART

### 9 START-UPS AND BUSINESSES

8 X INDIVIDUALS SUPPORTED IN OUR 1-1 UPSTART BUSINESS PROGRAM

1 X SMALL BUSINESS OWNER RECEIVED 1-1 COACHING



For more information contact us on  
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