



NUTHINKING

NUTHINKING, a new mental health and wellbeing programme, has been a great success in its first year. There is a strong link between regular moderate physical activity and better mental health, and this funded three-month programme, combining fitness and mental health, provides students with a bespoke package of support that is part of Northumbria's wider student mental health and wellbeing approach.

To evaluate the programme and its impact, NUTHINKING applied the Edinburgh Warwick (EW) Wellbeing scale, incorporating a questionnaire that determines an individual's current mood, scored out of 70. The higher the score the higher the student's current mood.

The EW scale was measured at three points during the programme. On average, students who completed the scale in week 1 registered a score of 36, in week 2, students registered a score of 43.6 and on completion of the programme, the average score is 51.5. Therefore, in this cohort, students registered an improvement on the scale of an average of 15.1 points.

"We have been delighted to see 30 students access NUTHINKING and encourage students to make positive lifestyle changes to actively improve their health and wellbeing. It has allowed us to strengthen further our links with the mental health and counselling department and demonstrate the impact physical activity can play within a student's experience at University and beyond."

Kate Hansbury, Leadership & Volunteering Manager

"NUTHINKING has been helpful to students who have lost a sense of urgency, routine, and motivation during the pandemic lockdowns. It is a valuable support to students struggling more generally with motivation, low mood and anxiety. It is an essential part of a holistic approach to promoting good student mental health and wellbeing"

Honey Summers, Counsellor, Student and Library Services



"NUTHINKING helped me to be more consistent with my fitness goals, developing daily and weekly exercise habits that have improved my health and wellbeing"

Ciara, Student participant

IMPACT STATS

30 referred participants

94 Sport Development Officer support meetings

21 nutrition meetings

183 gym visits

15.1 the Edinburgh Warwick average point increase per participant (Health and wellbeing)

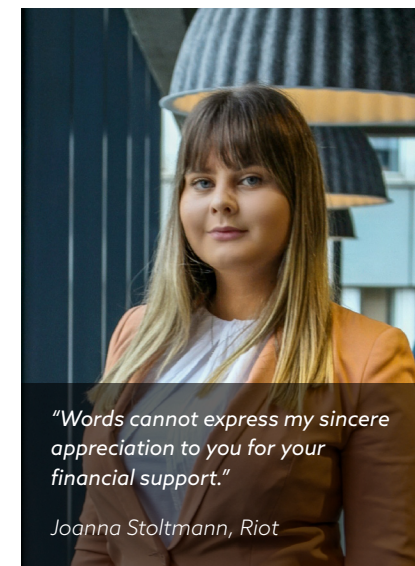
NUIDEAS

Ten student businesses applied successfully to the NUIDEAS Fund and secured an ideation grant to help develop their business ideas. The start-ups reflect diverse sectors and, in these examples, include women's health, beauty and fashion.

Riot

Business with Enterprise student Joanna Stoltmann launched Riot in 2021, originally as an eCommerce business selling menstruation products. Joanna began testing the market in B2B sales and decided to focus solely on B2B distribution across British pharmacies and zero waste stores.

Joanna said: "NUIDEAS helped me to develop my stock and shipping approach and pivot to B2B and grow the business more quickly. I am currently doing a one-year placement at Northumbria University's Start-Up Incubator hub to focus on developing the business full-time and I am due to launch a second product range (Eco-friendly haircare products)."



"Words cannot express my sincere appreciation to you for your financial support."

Joanna Stoltmann, Riot



Gee Gee Beauty

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Entrepreneurial Business Management student Georgia Greenhow wanted support to scale her business that she started from home. Her goal is to have a mobile beauty bus targeting events.

Georgia said: "After receiving the NUIDEAS grant, I have opened a beauty salon, Gee Gee Beauty. The salon will raise brand awareness and build clientele as a stepping-stone to launching the Beauty Bus. Since opening in September 2021, the diary has been fully booked via the booking system 'Appointment' until the end of January 2022".

Studio Sass

Fashion Design and Marketing student, Sophie Hogarth, launched Studio Sass, a sustainable handmade festival and dress brand. NUIDEAS enabled her to rebrand and focus on sustainability.

Sophie said: "I used the grant to purchase the eco-friendly fabric. I also paid for a photo shoot of my products to promote on my website. The pictures captured my vision for the brand. Without this support, I would have struggled to create professional photos which I used to establish my trading website. Over the next 12 months, I am hoping to release more stand-out fashion pieces with a focus on inclusive fashion."

"I would love to say the biggest thanks to Sodexo for awarding me the grant, it has allowed me to develop my dream further and make my vision a reality."

Sophie Hogarth, Studio Sass

"The support of partners like Student Living by Sodexo make a significant difference to the Incubator programme. It was a pleasure to include Sodexo colleagues in the shortlisting and awarding process of the 2021 NUIDEAS cohort, thank you"

Graham Baty, Head of Student and Graduate Enterprise

“WITH YOUR HELP EVERYTHING IS POSSIBLE”