

IMPACT  
HUB

King's Cross

IMPACT  
REPORT

2021



**Rebuilding  
our Future**



# INTRO

## → Summary

While we still face the effects of Covid-19, it's clear that over the last year the world has shifted in some fundamental ways. We can't go back to what was before - it's time to harness the opportunities that lie ahead of us, and build back better.

Experience is already on our side. We made it in this year's NatWest #SE100 Index, highlighting the UK's most outstanding in social enterprise. We were then recognised as Best For The World™ by B Corp. Out of 4,000 Certified B Corporations worldwide, we're among the top 5% in the impact area of Governance - overall mission, ethics, accountability & transparency.

But we're also here to provoke change. This means focusing on some key aspects of our society and planet that need immediate attention.

## Our key themes

Equity,  
Diversity  
& Inclusion

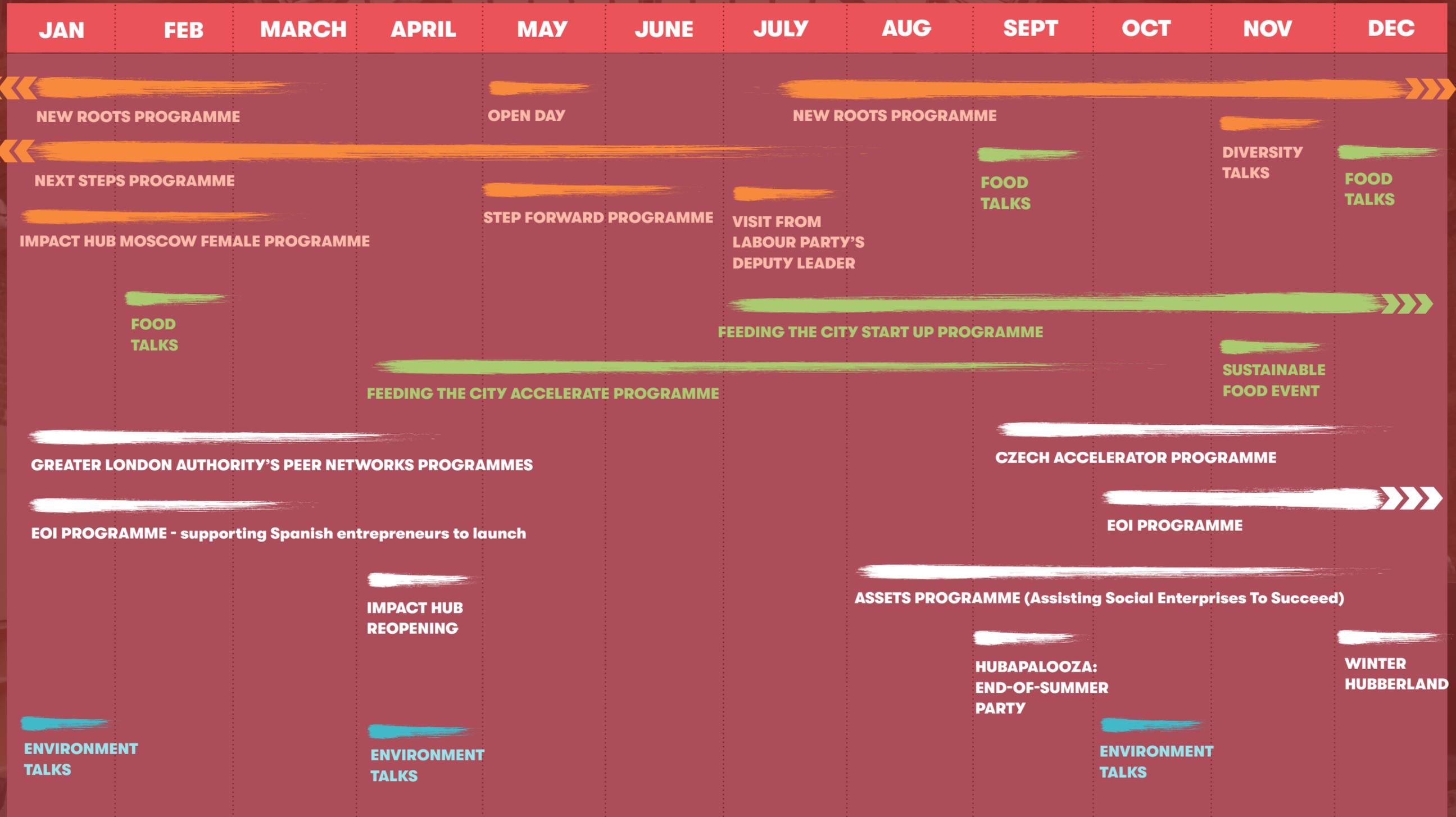
Food  
Systems

Climate



# TIMELINE

## PROGRAMMES AND EVENTS



# COMMUNITY

## → Members



**400+**  
members



**79 jobs**

created during covid  
across 20% of the  
businesses



**63%**

increased their revenue  
and 16% more than  
doubled



**43%**

agreed 'My organization  
is pivoting. We changed  
our business/impact  
model due to COVID-19  
and are developing new  
products or services'



**30%**

agreed 'My organization  
is thriving. Our existing  
business/impact model re-  
ceives higher demand and  
attention now than before  
the COVID-19 pandemic'

## Stage of venture: 1 year progress

2020

2021

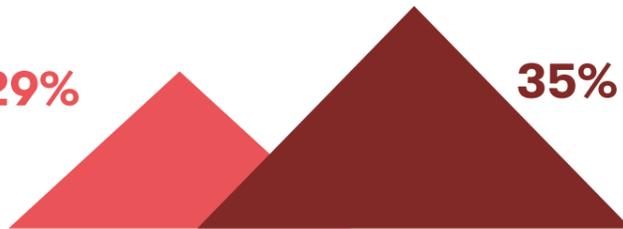
12%



15%

**SCALING** - actively expanding to  
grow in size + impact.

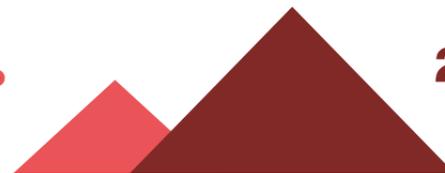
29%



35%

**RUNNING OPERATIONS** - having regular activities  
and running an established business.

12%



21%

**START-UP INITIATIVE** - starting activities, making  
first sales, building organizational structures.

12%



17%

**IDEA DEVELOPMENT** - deciding on an idea and  
developing a concept plan.

23%



0%

**INTENTION FORMATION** - looking for opportunities  
and ideas to create something new.

14%



8%

**OTHER STAGE**

## MEMBER STORY

### Resonance

Resonance is one of the UK's leading social impact investment companies. Since 2002 they have worked with over 165 social enterprises and charities, enabling them to raise capital to grow their impact.

Daniel Brewer and his team have been part of the Impact Hub King's Cross community for the last 7 years, making them one of our longest-standing members.

“For a number of years we have been investing in mission-driven social enterprises that are working to ‘dismantle poverty’. We are proud to support them and constantly thrilled and amazed at how they turn investment into real impact that can positively change people’s lives.”

Resonance focuses their property funds on three strategic groups – homelessness, vulnerable women and homes for people with learning disabilities or autism. These three key fund areas are delivering homes across the country to help those in temporary accommodation, prevent rough sleeping, and offer safe homes for women who have escaped domestic violence (which also sadly increased during the pandemic) and homes.

They enable people with learning disabilities, autism or mental health issues to live independently but with the support they need. Their other investment continues into social enterprises that are honed in on providing the necessary wraparound support to improve people’s life outcomes.

“Our aim is to continue to find like-minded investors that want to make their investment a force for good, and continue to invest in helping to solve the issues that society faces, in particular homelessness and poverty.”



# EXPERIENCE

Impact Hub King's Cross supports members along their entrepreneurial journey to help them reach their full potential and impact.



**84%**  
feel we strengthened their **motivation**

**84%**  
feel part of a larger **community** and network



**77%**  
have partnered or **collaborated** with other members

**74%**  
were supported in connecting to **advisors and experts**



**72%**  
were supported in gaining visibility and credibility

## How members rate Impact Hub King's Cross



**ATMOSPHERE / EVENTS / HOSTING**  
(97%)

## MEMBER EXPERIENCE

TalentEd

TalentEd is on a mission to create a world where there is no gap between disadvantaged young people and their better-off peers. They achieve this through small-group, tailored tuition programmes run by qualified teachers.

“The Hub has been wonderful for us, as it gives us the flexibility we need to slowly start coming back to the office after the pandemic. It’s been really lovely working in a space with such a friendly team and surrounded by other inspiring for-good organisations. Cake on Wednesdays was definitely a team favourite!”



# PROGRAMMES



**700+ participants**

supported on our programmes over the past 6 years

**IN 2021 120+**

businesses supported on our programmes

**50%**

translocal programmes, run in collaboration with other Impact Hubs (Munich, Berlin, Madrid, Moscow, Global)

## Stage of ventures supported

**75%**



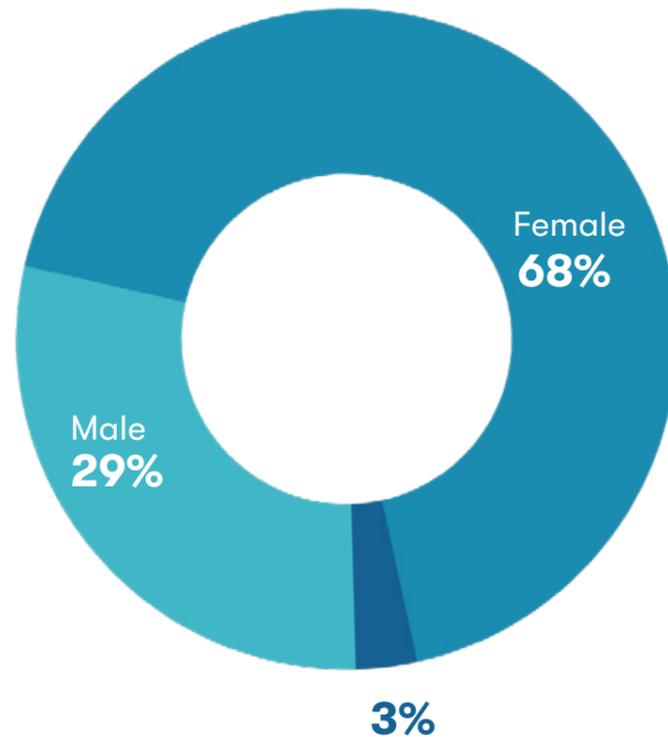
Early stage

**25%**



Growth stage

## Gender



Non-binary, genderqueer, gender fluid or other term

# MEMBER STORY

Pep and Lekker

## → A Turning Point for Healthy Snacks

Susan Gafsen is the founder of Pep and Lekker, which combines nutrition and taste in equal measure by creating a range of healthy snacks. The business wants to make a positive difference to people's health as well as the planet, aiming to be sustainable across the board: from ingredients to packaging selection.

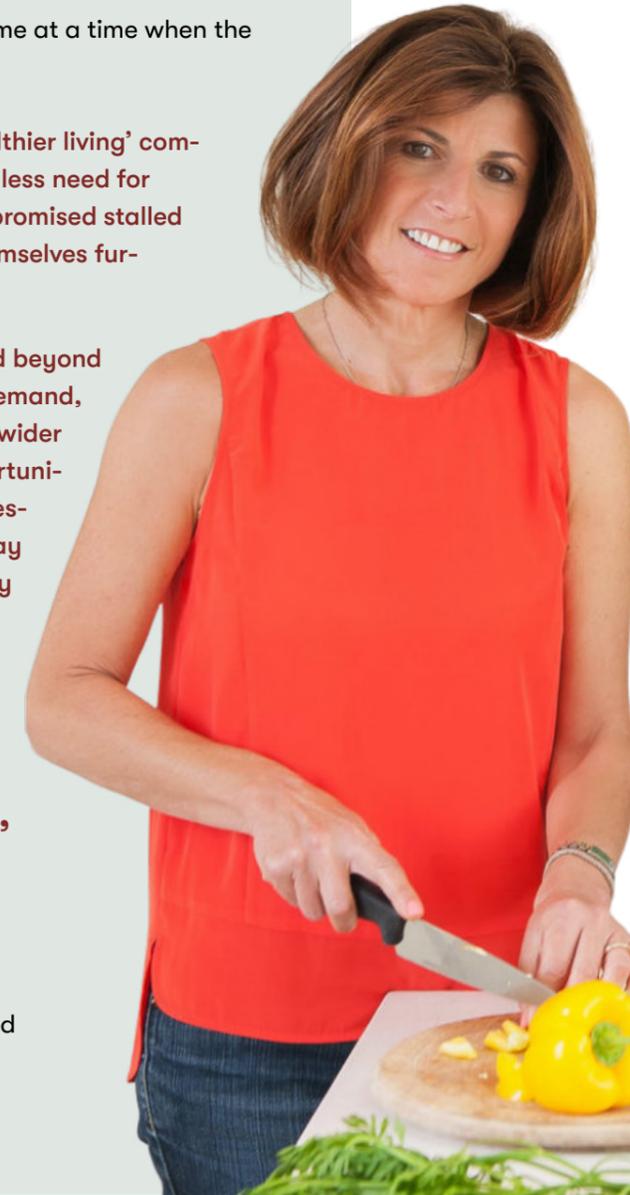
Susan approached our Feeding the City Accelerate programme at a time when the pandemic particularly affected the business.

“The last 18 months have been incredibly challenging. ‘Healthier living’ commuters found themselves stuck at home, with more time and less need for on-the-go snacks. Many of the new store listings we'd been promised stalled because of Covid, as retailers faltered and buyers found themselves furloughed.

Joining the programme proved transformational. ‘It delivered beyond all expectations and I'm now seeing a subsequent surge in demand, as consumers become more focused on their health and the wider planet. Finally I have the tools that I need to grab such opportunities with both hands. I learnt so much from both the online sessions and the fantastic brands on the program that to this day I continue to work with my mentor and SME Sales. The quality of everyone on the programme was excellent and I feel privileged to have participated.

**This was a definite turning point in my entrepreneurial journey and having achieved 5 times growth since I started the program, coupled with a fantastic sales pipeline, I feel very excited about what 2022 could bring.’**

Because Susan got so much from the programme, she decided to give back to our community and future entrepreneurs, by becoming a mentor on our New Roots programme.



75%



of members are willing to stand up for their **social mission**, even if it is at the expense of their own interest.

89%



of businesses measure their results across **both** financial and impact returns

# SDGS

INDUSTRY, INNOVATION & INFRASTRUCTURE **9**

AFFORDABLE & CLEAN ENERGY **7**

**17** PARTNERSHIPS FOR THE GOALS

**2** ZERO HUNGER

OTHER ISSUES

**16** PEACE, JUSTICE & STRONG INSTITUTIONS

**11** SUSTAINABLE CITIES AND COMMUNITIES

**15** LIFE ON LAND

**10** REDUCED INEQUALITIES

**12** RESPONSIBLE CONSUMPTION AND PRODUCTION

**13** CLIMATE ACTION

**1** NO POVERTY

**5** GENDER EQUALITY

**3** GOOD HEALTH AND WELL-BEING

**8** DECENT WORK AND ECONOMIC GROWTH

**4** QUALITY EDUCATION

# Facilitating Inclusion in Entrepreneurship

**PROGRAMMES** → New Roots



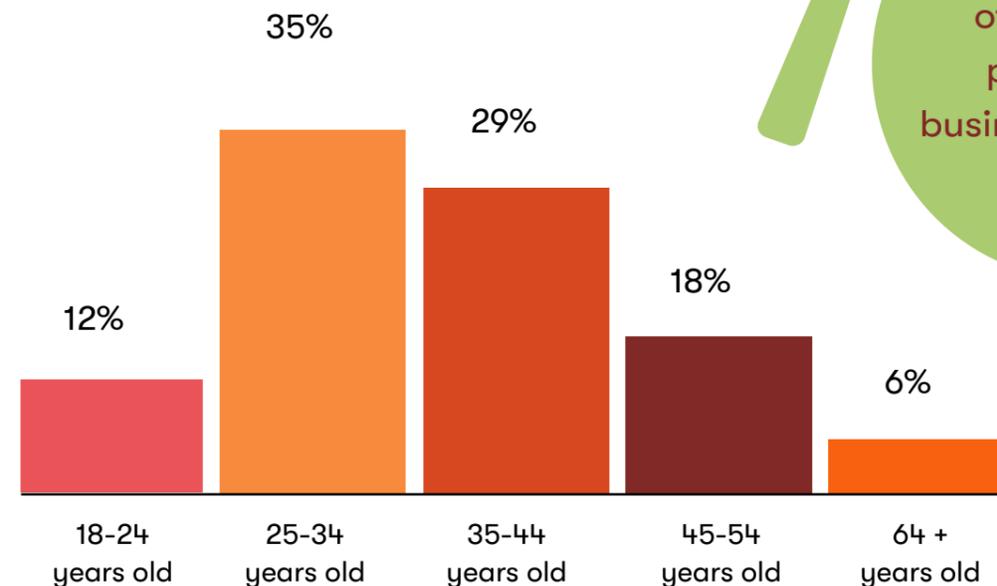
✓ **3rd Cohort** | ✓ **20 Participants** | ♀ **84% Female**



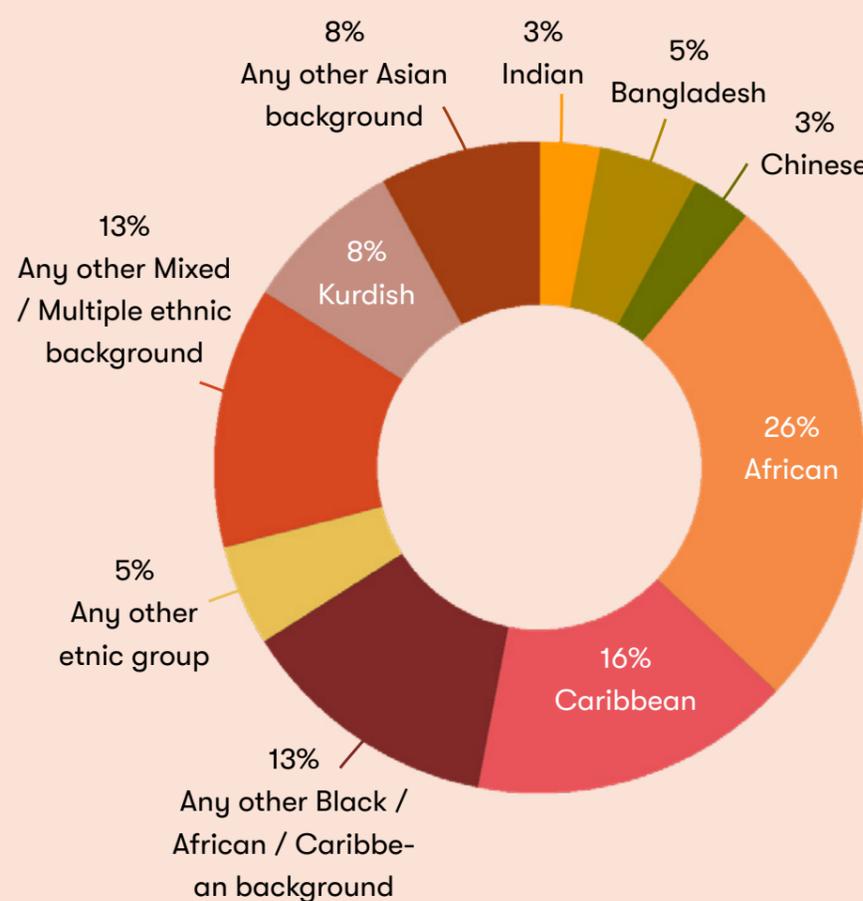
A mentoring and peer-to-peer programme for local entrepreneurs from Black, Asian and Minority Ethnic backgrounds in Camden and Islington.

Islington council believes that helping minority ethnic residents in starting a business has a direct impact on reducing poverty and inequality locally.

Powered by:



**25%**  
of New Roots programme businesses focused on food



Read the New Roots Impact Report 2021: (<https://bit.ly/newroots2021>)



# GENDER FOCUS

58% of our member community identifies as female



# MEMBER STORY

TaskHer

## → Shaking Up the Trades Industry

TaskHer is the only online booking platform that connects modern homeowners to highly-skilled tradeswomen.

“The problem we are trying to solve is the gender imbalance and pay gap issues in the trades industry - in a £34BN a year domestic trades industry only 5% of this spend goes to tradeswomen. The TaskHer marketplace acts as a showcase for the incredible tradeswomen who are already out there working, as well as allowing clients to find, book and pay them on a single platform.”

Founders Anna Hernandez and Paul Moynihan joined Impact Hub King's Cross while in the development stage of the business. Since then, they have launched their start-up and already received an award.

“The last year has been a rollercoaster! From coming up with the idea for TaskHer last December to receiving our first round of funding, building our product and network - it's been an incredibly positive and rewarding whirlwind, and time and time again we are thrilled to see just how sought-after our platform is!”

Looking ahead, they plan to build an academy for new tradeswomen to receive training and support.



# PROGRAMMES

## → Step Forward

This free 7-week programme supported aspiring female founders in London aged 18-25.

## → Impact Hub Moscow Programme

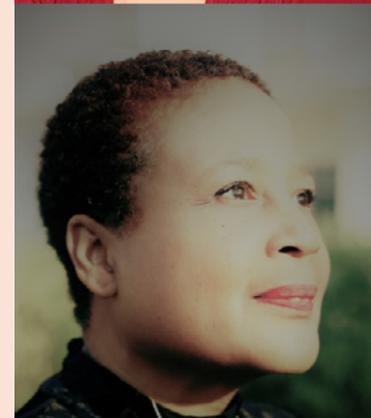
This co-delivered programme aimed to increase collaboration, knowledge exchange and opportunities between Russian female entrepreneurs and our UK community of social enterprises.

# GOVERNANCE

## → Getting On Board

While our team has always been varied in gender and ethnicity, we felt the diversity of our board could be improved. We have now expanded our board with 8 new members across our Ltd and CIC boards, so they are now 70% female and from multiple ethnic backgrounds.

We also set up a new and diverse Programme Advisory Board to shape our business support.



# Changing Climate for the Better

## PROGRAMMES → The Circular Startup

We're excited to be launching a brand new programme - The Circular Startup. This supports entrepreneurs from underserved communities to launch businesses which develop and adopt circular economy solutions focused on waste and consumption.

The purpose of this programme is to create a more interconnected, inclusive and circular economy, helping increase awareness, reduce waste and improve consumption habits at a business and consumer level.

With support from:  
JPMORGAN CHASE & CO.

## EVENTS

### → Environment Talks

5 events

Tackling climate change in an interactive and educational way, this series was delivered in partnership with our in-house sustainability expert Stav Friedman.

“We've managed to cover so many topics in a year... from conscious consumerism and climate change, to sustainable finance and air pollution and reach a wide variety of audiences. Attendees leave energised and inquisitive - ready for action.”

STAV FRIEDMAN



## OPERATIONS

### → Sustainable Certification

It's important to practice what you preach. That's why we decided to join Planet Mark, a sustainability certification that verifies and measures carbon and social data to reduce emissions.

We're proud to have received our first certification for measuring our carbon footprint. While this is only the beginning, it feels good to be taking a thorough and information-based approach to reducing emissions.



## MEMBER STORY

### Instant Pickup

### → Tackling Air Pollution

Bejoseholo Aikhomun wants to solve the large-scale problem of air pollution in the logistics sector. He joined New Roots in 2020 to develop a new tech start-up that addresses this. Instant Pickup will be one of the first on-demand platforms to find eco-friendly vans.

“By creating this platform, we will directly connect low emission van drivers to customers and businesses, while removing the key barriers to low carbon transport. This should also incentivise more van drivers to go electric if they see proven demand, as many are self employed.”

In the long term, Bejoseholo believes this can directly contribute towards the Government's net zero and clean growth strategy.

Targeting entrepreneurs from a minority ethnic background proved greatly valuable. “By working with diverse founders, New Roots has been able to provide support, mentorship and introduced us to a wide community that we wouldn't have had access to. I am extremely grateful to the team, GoDaddy and Impact Hub.”



# Nurturing Sustainable Food Systems

## PROGRAMMES → Feeding The City Start Up



In 2018 we launched Feeding the City: Start Up in response to our community's passion and expertise around sustainable food.

The 4th edition focuses on big ideas that tackle London's current food challenges. We're supporting the creation of sustainable food-related businesses that benefit communities, society and the environment. Aspiring entrepreneurs and, for the first time, charities and community lead initiatives looking to transform into social enterprises have accessed this free support.



### About the ventures

33% turning into social enterprises

83% working in food production

### About the founders

67% from a minority ethnic background

100% with at least one female

33% without a bachelor degree

“Sharing experiences, hearing other business ideas, helping each other out with next steps, and bouncing ideas off each other has been absolutely fantastic”

**LUCY AND EVAN, THE BREAKFAST COLLECTIVE**

## → Feeding The City Accelerate



**3** alumni have gone on to become mentors for our Feeding the City Start-Up and New Roots programmes

This programme supports ethical food businesses that are ready to scale their operations and grow their impact. This is done through access to expert business analysis, mentoring, large scale buyers, and our global community.

**10+** alumni have shared their experience and connected with the Feeding the City Start Up cohort.



Powered by:



In partnership with:



In partnership with:



# RESEARCH

## → Toolkit

Drawing on lessons learned and experience working with businesses hit by Covid-19 and Brexit, we developed a Good Food Resilience Toolkit. This offers a roadmap to build resilience and better deal with major challenges. It is geared specifically towards impact-led food & drinks enterprises, business support providers & social investors. Read here: [bit.ly/Good-FoodResilienceToolkit](https://bit.ly/Good-FoodResilienceToolkit)

Our aim is to help strengthen the sector as a whole and make a tangible difference to the ecosystem, through shared learning and experience.



Funded by: 

# EVENTS



**7 years**

**28 talks**

Aims to stimulate debate and constructive thinking about the issues that surround the world of food.

“When we engage in and experience climate change it’s always done in intersection, in the same way as food. You can’t do one, without tackling all the other issues.”

**RAJ PATEL, AUTHOR, FILM-MAKER AND ACADEMIC.**

The topics of 2021 focused on the intersection of food and climate change



New website launched this year!  
Visit [foodtalks.co.uk](https://foodtalks.co.uk)

# MEMBER STORY

## NEMI Teas

## → Growing Impact and Giving Back



Pranav Chopra is on a mission to lower the unemployment levels amongst the refugee communities in the UK, which sits five times higher than the UK national unemployment level.

He’s the Founder of NEMI Teas, a specialist London-based tea company with plastic-free packaging and providing employment for refugees. Since taking part in the Feeding the City Accelerate programme, his business has grown with new stockists across the UK, whilst creating more employment opportunities for refugees. He also won Environmental Social Enterprise of the Year at the Social Enterprise UK 2021 awards.

Pranav has continued to stay involved in the Impact Hub King’s Cross community through our Programmes Advisory Board. Offering advice on the strategy and growth, he continues to support future cohorts of current and aspiring entrepreneurs.

“Social enterprises and impact-led businesses are a passion for me and the Advisory role at Impact Hub allows me to utilise my experience and skill-set to contribute back to the community that I have gained so much from over the years. The ability to share my knowledge and collaborate with like-minded individuals at an Advisory level is a privilege for me and I aim to continue helping the Impact Hub community grow over the coming years.”



# Building Partnerships for Progress



Over the last 5 years, Bank of America has funded our Feeding the City programmes, which have supported 300 participants to start and grow 30 ethical food businesses.

**BANK OF AMERICA** “We have been collaborating with Impact Hub since 2018 – supporting its launch in the UK and its expansion to Germany. Along with funding, our employees have been involved in the selection of enterprises and mentoring entrepreneurs, helping them to develop viable, sustainable solutions to tackle our current, unsustainable food chain. We look forward to our continued partnership and driving further progress in this space.”

**KELLY JO LIHAVEN, HEAD OF PHILANTHROPY & SOCIAL INVESTMENT, ESG, EMEA, BANK OF AMERICA**



Go Daddy has powered New Roots since 2019, with one shared goal: equip entrepreneurs in underserved communities with the training, tools and resources that they need to be successful.

“Taking part in the New Roots program as a workshop host was a brilliant and rewarding experience. It was lovely to meet so many new people and learn about their businesses, and be able to share knowledge to help them get online and get found. The support from the staff at Impact Hub was fantastic, and it was a really valuable opportunity to get involved with. I would definitely take part again!”

**BECKI CROSSLEY, GODADDY TALENT AND WORKSHOP FACILITATOR**



People’s Postcode Lottery has been a supporter of Impact Hub Kings Cross since 2019. They funded Feeding the City Accelerate as well as the Resilience Programme we ran in 2020 to help social enterprises and charities bounce back from the impact of Covid-19. We look forward to an ongoing relationship with the Postcode Innovation Trust as we work towards common goals to improve the capacity and sustainability of the social enterprise sector.

“Impact Hub Kings Cross has an excellent track record of delivering impact and growth for social enterprises within the food sector. (...) We are proud to fund a programme that will deliver significant social impact and enterprise growth within a sector that is in need of new sustainable approaches.”

**JOSEPH RAY, SOCIAL INVESTMENT AND INNOVATION ADVISOR AT THE POSTCODE INNOVATION TRUST**



We have partnered with Crisis UK to deliver a programme supporting people from homeless backgrounds to launch a business. Building on a successful pilot scheme, Next Steps provides start-up funding for potential businesses, alongside educational workshops and mentoring. Over 9

months, participants are supported to develop and launch their ideas with expert knowledge and resources offered by Impact Hub King’s Cross.

“Our members have seen real value from their engagement with the Next Steps programme’s educational workshops and business mentoring. It’s enabling our members to develop their ideas further, kickstart their self-employment journey and feel more confident in earning a sustainable income.”

**LLOYD FRANCIS, CHANGING LIVES GRANTS COORDINATOR AT CRISIS UK**



We partnered with Wates to develop a pilot business mentoring programme, ASSETS (Assisting Social Enterprises to Succeed). This innovative programme supported 5 impact-driven social enterprises in the construction industry supply chain to improve readiness to scale up their operations, secure larger contracts and successfully compete UK-wide.

The programme included 8 workshops and the mentorship of 15 employees from Wates, who helped the enterprises to increase their confidence, have a clear growth plan, strengthen their operations and become more commercial.

“The Impact Hub King’s Cross team, and in particular the Programme Manager Angie Santodomingo, were great partners to work with; organised, knowledgeable, fun and with a great network of contacts that enhanced the programme.”

**SU PICKERILL, HEAD OF SOCIAL VALUE AT WATES GROUP SERVICES**

# Shaping Our Global Network

**100+** Impact Hubs    **1,200+** Impact Hub Staff    **24,000+** community members



Impact Hub is the world's largest network of impact entrepreneurs. As one of the longest standing Impact Hubs, we have lived our values of collaboration and mutual support in the last year, by learning from others and helping to strengthen

## THE NETWORK:



**Overall strategy** - with ambitions to reach 1 million changemakers by 2030, including innovating new membership models and partnerships with sector organisations.



**Climate strategy** - shaping how we take collective action on the climate crisis, by contributing towards on-going research, sharing resources and guidance.



**Capacity building** - sharing best practices in impact management, virtual peer support facilitation, scaling, and supporting entrepreneurs from underserved communities.



**Onboarding** - helping new teams such as Impact Hub Ankara to set up and operate effectively.



# A Future of IMPACT

This year has given us the opportunity to step back and realign with what needs to be addressed now.

We have established 2 key focuses: inclusion and climate. We say 2 areas, but what we're really interested in is where these intersect, so that everyone can feel empowered and supported to tackle the climate crisis and make a positive impact.

If these areas resonate with your work and mission, join our community today so we can **#ProvokeChangeTogether.**

Displayed member data and information is based on the Annual Global Member Survey conducted in February and March 2021. The final sample contains a total of 57 responses from Impact Hub King's Cross members. Results have been independently analysed and compiled by the Social Entrepreneurship Center / Vienna University of Economics and Business in coordination with Impact Hub GmbH.

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Report designed by: **DESIGN KIND**



# ProvokeChangeTogether

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