

OLD SPIKE

IMPACT
REPORT

2022

INTRODUCTION

Since starting Old Spike in 2015, the business has led the way in combining specialty coffee with social and environmental impact here in the UK.

Inspired by some great social enterprises and charities, we wanted to forge our own path in the world of coffee. We have tried to challenge traditional views around this sector with a focus on not just the impact, but also giving as much attention to the quality of the product and overall offer. This, we believe, provides a much more sustainable, long-term proposition that will stand us in good stead for years to come.

As a business, we are dedicated to doing better, so I am excited to present our inaugural impact report, which offers not only a spotlight on the good work we do, but also a review of ways we can do better.

RICHARD ROBINSON
CEO & CO-FOUNDER — OLD SPIKE



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Section 01

BUSINESS OVERVIEW



BUSINESS OVERVIEW

08

total employees

01

site

28,395

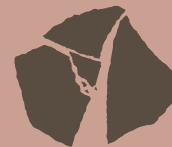
total KG of coffee roasted

11,760

online sales processed

42

current no. wholesale partners



Section 02

HOMELESSNESS

HOW DO WE DEFINE HOMELESSNESS?

Every day 74 16-24 year olds become homeless in London – a bus full of people.¹

ROUGH SLEEPING REFERS TO PEOPLE SLEEPING ON THE STREETS.

HIDDEN HOMELESSNESS REFERS TO PEOPLE STAYING IN HOSTELS, B&BS AND SOFA SURFING IN HOUSING.

STATUTORY HOMELESS POPULATIONS ARE PEOPLE WHO ARE IN TEMPORARY ACCOMMODATION SUPPORTED THROUGH CHARITIES AND THE COUNCIL.

PEOPLE IN POVERTY, IN LOW INCOME WORK AND IN INSECURE HOUSING ARE ALL AT SIGNIFICANT RISK OF HOMELESSNESS.

1. Stop The Bus - New Horizon Youth Centre (nhyouthcentre.org.uk)

HOW DO WE HELP?

We can play a part in helping provide opportunity to people experiencing homelessness through our training and employment program. Primarily centred around the practical elements of working as a barista within specialty coffee – we really are providing a programme that improves self confidence, prepares individuals for work and offers wrap around support to make sure they have everything they need to escape the cycle of homelessness and remain in employment.

WHEN STARTING OUR WORKSHOPS

05 *people were
rough sleeping*

57 *people were experiencing hidden
or statutory homelessness*

31 *people were at risk
of homelessness*



HOMELESSNESS TRAINING STATS

93 *have attended workshops
and taster days*

47 *people went on to do
the full course*

05 *people still on the course
or in job applications*

27 *onward employment
or education*

13 *either dropout or were
unable to find employment*



IMPACT TRAINING OVERVIEW



REFERRAL PARTNER

We work with a number of referral partners to ensure we are able to deliver training at scale.



COFFEE TASTER DAYS

Our taster days provide an opportunity to establish our wider programme suitability for candidates.



BARISTA TRAINING

For those that would benefit most, we offer extended practical training over 3 days.



WORK PLACEMENT

A 6 week, London Living Wage paid placement at one of our 4 London cafes.



EMPLOYER REFERRAL

A network of employment partners to provide longer term job opportunities.

RUNNING PARALLEL TRAINEE SUPPORT

TESTIMONIAL



“ Old Spike have been great to work with: passionate, positive and communicative. We are really looking forward to continuing our partnership in the future. ”

Working together with Old Spike has been a very positive experience for us at Baytree. Their training and paid work experience model is accessible and inclusive and recognises and respects the strengths and limitations of the women who take part. The environment is both supportive and challenging, which enables women to build their confidence, and to feel empowered, motivated and inspired.

Progressing through the programme has been transformative for some women, it's a great accelerator for their self esteem and economic independence, and has provided a much-needed stepping stone into the workplace for women who have been socially and economically excluded.

REFERRAL PARTNER

We work with 14 charities across London to get referrals into our programme. Our relationships with these charities is vital for ensuring our trainees are gaining the holistic support needed. Whilst the charities use their expertise to work on housing solutions, access to mental health and other vital support, we focus on ours - employment skills.

Through multi-agency communication we are able to provide the best outcomes for our clients and break the cycle of dependence on a singular organisation.



Centrepoint Works X Old Spike Hospitality Training Programme

CENTREPOINT ARE A YOUNG PEOPLE'S HOMELESSNESS CHARITY, SUPPORTING 16-25 YEAR OLDS EXPERIENCING HOMELESSNESS TO GAIN INDEPENDENCE AND BREAK THE CYCLE OF HOMELESSNESS.

CENTREPOINT WORKS IS THE TRAINING AND EMPLOYMENT ARM THAT PUTS YOUNG PEOPLE ON THE PATH TO LASTING EMPLOYMENT THROUGH EMPLOYABILITY PROGRAMMES, FUNCTIONAL SKILLS TRAINING AND OTHER LEARNING INITIATIVES.

SINCE SEPTEMBER WE HAVE COMBINED OUR COURSE WITH CENTREPOINT WORKS WHEREBY THEIR MEMBERS UNDERGO QUALIFICATIONS IN FOOD HYGIENE, HEALTH & SAFETY AND LIFE SKILLS. WHILST ATTENDING THE PRACTICAL WORKSHOPS AND WORK EXPERIENCE WITH US.

WORKSHOPS AND TASTER DAYS

Our workshop and Taster Days provide a way of prospective trainees to see if hospitality is the route for them. For those that didn't go into the programme from here, this is a chance to build confidence, even the process of attempting something new is a big step for people in the beginning to think about re-entering employment.

"It can be daunting for those who has been out of work for a very long time to take the leap into getting back to a routine and full expectations to deal with the challenges of a new environment but staff at the Roastery and its coffee shops were incredibly supportive of the trainees and made the whole experience a very positive one."

MARINA
EMPLOYMENT AND SKILLS
COACH — THE CONNECTION





Our Workshops include:

COFFEE AND ITS ORIGINS

DIALLING IN ESPRESSO

MILK TEXTURING AND LATTE ART

MACHINE MAINTENANCE AND CLEANING

CUSTOMER SERVICE

EXTENDED BARISTA TRAINING

Our extended training programme takes place over the course of a week in our training academy. This is when groups come together to fine-tune their barista skills and learn to work as part of a team.

Here we establish trainees that we feel would benefit from our extended paid work programme and see a future working in a cafe environment.

“Overall the training was a fantastic experience and I am very grateful for the opportunity. At the roastery, I learned about the roasting process and about how coffee machines worked. I was able to practice on specialist equipment in a low pressure environment. The training was concise and general enough that I was able to gain a fundamental understanding of the different concepts and processes around coffee making such as steaming milk, grinding coffee and extracting a good espresso shot which is the basis of all coffee making.”

ANONYMOUS
TRAINEE



PAID WORK PLACEMENT

For those who are not ready to go straight into work from the training we offer a 6-8 week paid work placement at London Living Wage on our cafe sites. This is a soft transition into the realities of the working world. Each of our sites are staffed by our amazing barista mentors who provide on the job training to our clients.

Wrap-around support is also offered with our head of training regularly checking in and providing additional layers of support as needed.

“Old Spike is the first social enterprise that offered me the opportunity to improve my confidence, build a new skill and get a job.”

I started my program training with Rachel, a very passionate coffee trainer who monitored every trainee, was always ready to assist and help where needed. After the training, I continued onto the work experience at Old Spike in Elephant & Castle where I was able to build my skill set as barista. Now I have a job with the company and I am improving my communication and relationships with customers.”

O.B.
TRAINEE



ONWARD EMPLOYMENT

We have partnered with hospitality companies across the city to provide onward employment opportunities for our trainees. Thanks to the opportunities given by our network we have been able to get 27 people into employment.

MADA MADA IS A COFFEE SHOP NEAR BRICK LANE WHO HIRED A GRADUATE THAT HAS BEEN WORKING THERE SINCE SEPTEMBER.

COAL ROOMS HIRED AND PROMOTED A GRADUATE TO CAFE MANAGER. THE GRADUATE HAS NOW MOVED ON TO OTHER ENDEAVOURS STILL WITHIN THE HOSPITALITY SCENE.

RORY AT THE WOLESLEY HOSPITALITY GROUP HAS DONATED HIS TIME TO RUN INTERVIEW TRAINING SESSIONS WITH OUR TRAINEES. AS AN OUTCOME ONE OF OUR CLIENTS GAINED EMPLOYMENT AS A CHEF AT ONE OF THEIR RESTAURANTS.



ADDITIONAL SUPPORT

381

*hours of casework (based on
20% of job for 11 months)*

55

*one to one CV writing and
interview skills sessions performed*

£3500

*worth of clothing vouchers donated
thanks to Clothing collective*

01

*became a Registered
Foodbank distributor*

234

*lunches purchased in
training sessions*

THE CONNECTION AT ST MARTIN'S IN THE FIELD

This year every bag of our Christmas Blend sold we donated £1 to our referral partner the Connection at St Martin's in the Field. To help their mission of eradicating homelessness in the borough of Westminster.

£787 RAISED

*This money could support
(one of the following):*

112.43 LOADS OF LAUNDRY

39.35 AMOUNT OF HOURS FOR
MENTAL HEALTH CASE WORKER

15 NIGHTS IN A HOSTEL

7 WOMAN'S MORNING SESSIONS

"At The Connection, we open our door to everyone who needs a place to call home. We support people sleeping rough in the heart of London, helping them to recover and find their way off the streets. We get to know every person we work with, going the extra mile to understand their needs and hopes for the future, and being creative about finding help and solutions."

MARINA
EMPLOYMENT AND SKILLS
COACH — THE CONNECTION



THE RIGHT COURSE X OLD SPIKE ROASTERY

20-50% of people experiencing homelessness have a history of incarceration.²

The Right Course seeks to transform staff restaurants in prisons into high street like operations / businesses using existing facilities and equipment. The restaurants are run by prisoners, gaining industry-recognised qualifications and experience. Upon release we work to secure our graduates jobs in the hospitality sector.³

². The Link Between Homelessness and Incarceration | by Pavithra Porayath | Linens N Love | Medium

³. Projects – The Right Course

24 *people trained in workshops
inside HMP Wormwood Scrubs*



SOUTHWARK FOODBANK

As a registered Foodbank distributor we wanted to give back to the Foodbank's that have helped our trainees over the past year.

Each year we ask our customers to drop off a Christmas Advent Calendar consisting of 25 goods to our local food bank.

101

*boxes donated to date
by our customers*





Section 03

SOURCING

OUR SOURCING STRATEGY

Our strategy for purchasing coffee is simple, paying fairer prices to our farmers. We do this by focusing on Direct Trade and where we can ensure our trading partners are ethical.



54.63%

*of our coffee has been
purchased through direct trade*

MIO FAZENDA - 34%

VENKIDS - 1.82%

EL VERGEL - 14.8%

SAN MIGUEL - 4.01%

WHY DIRECT TRADE?

Direct Trade represents the most transparent coffee trade can be. It is a glass window to ensure coffee purchasing is fair, honest and producer-led. Over half of our coffee is now purchased directly from the producers and farmers who planted the trees - a commitment we are proud to pursue.

TESTIMONIAL

“

In 2020 we had our first ever phone call with the head roaster of Old Spike. It was the first month of Mió's operation in the UK and the worst moment of the lockdown due to Covid 19. There weren't a lot of ways forward for any of us back then and things got into a hold up for a while, but from that first moment, we knew this would be a long lasting relationship, one of trust and hope for both sides. Our concerns on social, economic and environmental sustainability were aligned, but more than anything, it was clear how both of us are constantly thinking of people and how to guarantee better living conditions to everyone that passes our way. We are now 2 years and a bit into the future, and everyone at Mió can confirm, without a doubt, that having Old Spike using our coffee makes us as proud as possible. To everyone at Old Spike, thank you for touching so many lives and for letting us contribute to that in any way we can.

JAMIE
WORKER — WIWITZ

”

THE STUMPING PROJECT

Working in conjunction with one of our importers – Falcon Coffee – we took part in the ‘Stumping Project’ to help farmers increase production in Ethiopia. Our one off payment helped support one farmer triple their production across a three year period.

Stumping coffee trees is the most critical step to improve yields and quality although farmers are hesitant to adopt due to the short term loss of income while the tree stems regrow.

The project incentivises farmers to stump trees to offset this loss and found that by adopting this practice, they were able to increase the coffee yield of the tree between two and four fold across the next 6 years.



THE
STUMPING
PROJECT



Section 04

ENVIRONMENT

REDUCTION



Our environmental approach is two fold:

REDUCTION

OFFSETTING

Climate Change is one of the single biggest issues affecting our society today. In addition to mass destruction of biodiversity and wildlife, climate related hazards displace on average 20 million people a year – presenting a huge risk of homelessness globally.⁴

4. UNHCR - Climate change and disaster displacement

OFFSETTING

REDUCING: DELIVERIES

ROYAL MAIL HAVE THE LOWEST REPORTED CARBON EMISSIONS OUT OF ALL MAJOR DELIVERY COMPANIES IN THE UK WITH 75% OF ALL DELIVERIES MADE BY FOOT OR PARK AND LOOP.⁵

52% OF OUR WHOLESALE CUSTOMERS RECEIVE THEIR COFFEE FROM BICYCLE DELIVERIES. THROUGH USING HUGO'S ECO DELIVERIES WE HAVE EXPANDED OUR DELIVERIES TO COVER ALL OF CENTRAL LONDON.

EVERY PARCEL WE SHIP USING DPD IS FULLY CARBON NEUTRAL AND 10% OF ALL THEIR VANS USED IN DELIVERIES ARE ELECTRIC.⁶

OUR ONLINE CUSTOMERS AND WHOLESALE CLIENTS THAT LIVE LOCALLY CAN PICK UP THEIR COFFEE DIRECTLY FROM OUR ROASTERY.

5. Sustainability | Royal Mail Group Ltd

6. Sustainability at DPDgroup - We all share the same address



REDUCING: PACKAGING

IN AUG 2022 WE REDESIGNED OUR PACKAGING TO DRAMATICALLY REDUCE THE AMOUNT OF PLASTIC IN OUR RETAIL PACKAGING. WE DECIDED THAT BOTH THE PLASTIC AND ZIPLOCK AND VALVE DID NOT PROVIDE ENOUGH PRODUCT BENEFIT TO JUSTIFY THE USE OF PLASTIC SO IT HAS NOW BEEN REMOVED.

OUR LONDON BASED WHOLESALE CLIENTS HAVE THE OPTION TO PURCHASE COFFEE USING REUSABLE TUBS THAT GET DISTRIBUTED AND RECOLLECTED VIA OUR BICYCLE DELIVERIES. SAVING 100% OF SINGLE USE PLASTIC PACKAGING.

FOR OUR OUT OF LONDON WHOLESALE CLIENTS WE USE FULLY RECYCLABLE BAGS MADE FROM LDPE4 TO DELIVER 7KG OF COFFEE TO OUR WHOLESALE CUSTOMERS. ONCE DELIVERED THESE GET DECANTED INTO OUR REUSABLE TUBS ON THE CAFÉ SITE. SAVING OVER 85% OF PLASTIC FROM PACKAGING INDIVIDUAL KILO BAGS.



REDUCING: WASTE

WE HAVE TEAMED UP WITH CHANGE PLEASE, MINOR FIGURES AND OATLY AND HAVE RE-PURPOSED THEIR UNWANTED MILK FOR TRAINING.

ALL OF OUR COFFEE THAT DOESN'T PASS OUR QUALITY EVALUATION IS REUSED BY OUR TRAINING DEPARTMENT FOR COURSES ON LATTE ART.

100% OF OUR HESSIAN SACKS ARE UP-CYCLED TO LOCAL BUSINESSES AND RESIDENTS.



OFFSETTING: CARBON NEUTRALITY

We have committed to carbon neutrality since 2020 by partnering with CFree to calculate our emissions. As The Eden Reforestation Project does not certify carbon neutrality to allow all funding to go into their projects, our carbon offsetting is on top of the work we do planting trees.

To allow time for data collection for the 2022 calendar year we are publishing our footprint statistics from 2021.

79.14

tonnes of carbon emissions offset

-26%

reduction in intensity of carbon per kilos of coffee roasted from 2020

OFFSETTING: CARBON EMISSIONS

We offset our carbon emissions by sponsoring the Gold Standards Biomass energy Conservation project in Rwanda. This project has supported 10,000 households to replace traditional open fires used for domestic cooking with clay cooking stoves.

Project benefits:

50% REDUCTION IN FIREWOOD CONSUMPTION = DECREASED SOIL EROSION AND IMPROVED SOIL NUTRIENT RETENTION

MADE WITH 100% LOCAL MATERIALS

DECREASE IN HOUSEHOLD AIR POLLUTION = IMPROVED HEALTH CONDITIONS

MORE THAN 200 WOMEN ARE EMPLOYED FOR SALES AND INSTALLATION = ECONOMIC GROWTH⁷

7. Biomass Energy Conservation Project, Rwanda | The Gold Standard

4 MILLION

people die prematurely each year from illness attributable to the household air pollution from cooking with solid fuels.

1,800

cooking stoves donated by Old Spike to offset our carbon emissions.



OFFSETTING: ONE TREE ONE BAG

The demand for coffee is growing by 2% each year and it is estimated that global production will need to triple by 2050 to match demand. This will require up to 30 million hectares of land, which will force poorer farmers to grow their coffee in areas where some of the greatest stores of forest and biodiversity are found.⁸

Although we ensure that all coffee we source is grown sustainably, this is not necessarily the case for the global coffee market and we thought it was time to do our bit to help.

In 2020 we decided to make a commitment to plant a tree for every bag of coffee that we sell through our partnership with the Eden Reforestation Project.

Around 80% of trees planted by Eden Reforestation Project are types of mangroves. Not only do mangroves capture the carbon emitted on the Earth's surface, being a water based tree, they capture an estimated "10% of the terrestrially derived dissolved organic carbon transported to the ocean"⁹



32,164

trees planted in 2022

321

*days of employment generated
through the Eden Reforestation Project*



**EQUIVALENT CARBON
CAPTURE OF**

**3.5M
MILES**

**DRIVEN BY AN
AVERAGE PETROL CAR**



Section 05

2023 GOALS

TRAINING PROGRAMME

WITH OUR ROASTERY MOVE IN JANUARY 2023 TO LOUGHBOROUGH JUNCTION WE ARE LOOKING TO EXPAND OUR IMPACT TO THE NEEDS OF OUR NEW LOCAL COMMUNITY. WE ARE PARTNERING WITH THE MARCUS LIPTON CENTRE AND LAMBETH COUNCIL TO DEVELOP WORKSHOPS AND ENGAGEMENT ACTIVITIES FOR AT RISK YOUTH IN THE AREA.

OUR TARGET IS TO ENSURE 30% OF OUR IMPACT IS DIRECTLY SUPPORTING PEOPLE IN THE BOROUGH OF LAMBETH.

WE ARE ALSO LOOKING TO DEVELOP CROSS COLLABORATION PRODUCTS WITH OUR REFERRAL PARTNERS TO FUNDRAISE FOR THE ORGANISATIONS THAT SUPPORT OUR TRAINEES.

WE ARE COMMITTED TO RUNNING WORKSHOPS FOR 210 CLIENTS IN 2023.



ENVIRONMENTAL

MORE EFFICIENT ROASTER AND CATALYTIC CONVERTER WILL BE BROUGHT INTO ACTION IN JANUARY. THE CATALYTIC CONVERTER TAKES THE HYDROCARBONS FROM THE COFFEE ROASTING PROCESS AND CONVERTS THEM INTO HARMLESS SUBSTANCES SUCH AS WATER VAPOUR (H₂) AND CARBON DIOXIDE (CO₂).

PURCHASE OF AN ELECTRIC VAN TO TRANSITION OVER TO FULLY ELECTRIC DELIVERIES.

PACKAGING OF KILO BAG SKUS TO BE 100% PLASTIC FREE.

CONTINUALLY FOCUS ON SUPPLY CHAIN AND LOOK FOR CARBON NEUTRAL PRODUCTS EXCLUSIVELY TO USE IN OUR BUSINESS.

REDUCING LANDFILL WASTE BY REPURPOSING THE ORGANIC WASTE FROM PRODUCTION (CHAFF, COFFEE GROUNDS) AS A FERTILIZER USED IN LOCAL COMMUNITY GARDENS.



OUR STAFF

AT THE START OF 2023 WE RELEASED OUR NEW EMPLOYEE BENEFIT PACKAGE TO ALL OLD SPIKE ROASTERY STAFF. THIS WILL BE REVIEWED ANNUALLY.

EMPLOYEE ASSISTANCE PROGRAMME: A COMPREHENSIVE SUITE INCLUDING SUPPORT WITH PHYSICAL, MENTAL AND FINANCIAL WELLNESS AT WORK.

ROASTERY TEAM MEMBERS ELIGIBLE FOR COMPANY WIDE BONUS SCHEME UP TO 5% OF ANNUAL SALARY.

FLEXIBLE AND REMOTE WORKING OPTIONS FOR ALL EMPLOYEES WHO CAN CARRY OUT THEIR ROLE AWAY FROM THE ROASTERY.

A SICK PAY POLICY ABOVE STATUTORY LEVEL - 6 DAYS PAID IN FULL.

EMPLOYEE REFERRAL SCHEME FOR NEW STARTERS, AT £200 PER REFERRAL.

CODE MEMBERSHIP OFFER UK WIDE DISCOUNTS AT VARIOUS RESTAURANTS, BARS, HOTELS, GYMS ETC.



OLD SPIKE

COFFEE WITH IMPACT