



LUMINARY

# IMPACT REPORT 2023

CELEBRATING 10 YEARS OF LUMINARY

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## WELCOME

I have the huge privilege of joining Luminary as CEO in its tenth anniversary year, to take this extraordinary organisation forward into the next decade.

The Luminary I've come in to is a bold organisation, fearless in its mission to help women fulfil their potential. Alice and the team have shown what women who face multiple barriers can achieve when they find community and long term support.

Sadly, the need for Luminary's services is as acute as it was when Alice founded the organisation a decade ago. Our society's safety net, which women should be able to count on when they are going through some of the most difficult times of their lives, is more fragile than ever.

We will continue to focus on supporting women on their journey into employment, as a means of providing independence, hope and dignity.

I want to make Luminary's support available to more women, by increasing the number of training places we can offer and exploring ways we can take Luminary's model to new places. I also want to use the learning we have built together to inform policy and practice locally and nationally.

But as we do this, it's really important to keep the magic that makes Luminary so special. This means ensuring the voices and ideas of our trainees, graduates and alumni inform our work, and are heard by the wider system.

It means constantly innovating and improving the quality of our services. And most of all, it means continuing to be bold and imaginative in our thinking about what women can achieve.

I look forward to the journey ahead. Thank you to all of you who continue to be part of it.

**Rosie Oglesby** – CEO, Luminary Limited





# CELEBRATING 10 YEARS

We have reached a significant milestone in Luminary’s journey: a decade of creating opportunities for women! When we started offering baking workshops in a local women’s hostel we could never have imagined growing to a multi-site bakery operation supporting hundreds of women every year.

Luminary has become a beacon of hope in our community and we have truly built this together - every team member, volunteer, mentor, trainee, supporter, customer and donor has made this level of impact possible. The 200 women who have now come through the bakery doors have each brought something that has shaped our community. Individually, they have committed to significant personal growth over the two year programme, which takes courage and daily effort.

In our 10th anniversary celebrations it has been really special to catch up with graduates from over the years, many of whom have shared their gratitude for Luminary helping them get to where they are today. And although we are so privileged to have been a part of their journey, our response is actually, ‘you did this!’

The Luminary woman is brave, talented, determined, resourceful, compassionate, hilarious and has so much to offer the world – she just needed someone to give her a chance, and didn’t we all need that at some point? So thank you to everyone who makes these opportunities possible; it is important and life-changing work. Getting to see women blossom is an absolute joy and we know there are plenty more who will need this in the next decade - we are looking forward to seeing them thrive!

**Alice Williams** – Founder



First baking workshops in Hopetown Women’s Hostel

First official graduation

Moved into our first bakery in Hackney

Luminary Limited becomes a registered charity

Opened our Camden bakery (and quadrupled the number of women we could work with!)

Released our first cookbook, ‘Rising Hope’

Won the Queen’s Award for Enterprise: Promoting Opportunity

Luminary Bakery employed our 15th apprentice

Reached 3000 training hours in our 10 year history

Our 200th trainee started her training





## OUR MISSION

Luminary provides training, employment and community to some of the most disadvantaged women in London. We work alongside women who have experienced gender-based violence and live with 'multiple disadvantage' - a term recognising that many women experience multiple forms of social and economic disadvantage which interlink, intersect and drive a cycle of deprivation.

## THE NEED FOR OUR WORK

### 1 IN 4

women in England and Wales will experience domestic abuse in their lifetime.

### 40%

of homeless women state domestic abuse as a contributory factor to their homelessness.

### 2x

The unemployment rate of Black, Asian and Minority Ethnic women remains **more than double** the rate of women from a White ethnic background.

### 1,500,369

domestic-abuse-related incidents were recorded by the police in 2022. This is an **8% increase** compared to the previous year.

### 54% RISE

Cases of homelessness in London rose by **54%** between **2013** and **2023**.

### 4%

Fewer than 4% of women who have been in prison are in employment 6 weeks after their release. This compares to 11% for men.

### 2x MORE LIKELY

Women who experience domestic abuse are **twice** as likely to experience depression.

### 166,000

homeless Londoners (approximately) live in temporary accommodation, of whom **65%** are women.

Sources: Refuge; National Centre for Domestic Violence; Evolve; AVA; the Women's Budget Group; Prison Reform Trust

### 1 IN 50

people in London were estimated by London Councils to be homeless in August 2023.





# OUR MODEL

A woman is referred to Luminary by a support service because she has experienced gender-based violence and multiple disadvantage, but she is now in recovery and beginning to think about paid work.



She enrolls onto our Employability and Independence Training Programme. For the first 12 months she joins baking training classes, achieves her Food Hygiene certificate, then completes further training on life and employability skills. Alongside training she works with a support worker to overcome her barriers to work and independence.



After 2 years, she completes the Employability and Independence Programme. Her 1-to-1 support from Luminary ends and she transitions into our alumni network. She is invited to weekly wellbeing workshops, community celebrations and can continue to apply for paid work in our bakeries and cafes.



She takes part in work experience within our Luminary Bakery business and can apply for paid apprenticeships or employment in our cafes or bakeries - or with our partner organisations.



Luminary supports her over the remaining 12 months to progress into sustainable employment and independence through 1-to-1s with her support worker, group workshops, therapy, mentoring and a supportive community.

## OUR CHARITY AND SOCIAL ENTERPRISE WORKING TOGETHER

Luminary Limited and Luminary Bakery Ltd have a shared purpose: both exist to empower women to reach their potential. Luminary Limited is a registered charity providing training and support programmes to women who have experienced violence and disadvantage. Luminary Limited set up the Luminary Bakery Ltd business entity to fulfil its third charitable aim: creating employment opportunities for women.

### LUMINARY LIMITED



TRAINING SUPPORT

### LUMINARY BAKERY LTD



EMPLOYMENT



"Luminary has profoundly changed my life.

From the very beginning Luminary took my hand and guided me throughout a path of self-discovery and growth. They taught me how to navigate the complexities of the real world, helping me face life challenges with newfound strength.

Luminary not only showed me how to regain my confidence but imparted invaluable skills on how to find employment and secure a place to call home. Through their guidance I was able to take charge of my life."

- Luminary graduate



## OUR WORK IN 2023

\*1st September 2022  
- 31st August 2023



**105** women supported this year



**4095** hours of 1 to 1 support delivered by our Progression Support Workers



**27** certificates awarded in Food Safety and Hygiene for Catering Level 2



**18** wellbeing workshops hosted



**21** women worked with our in-house therapist



**37** mums supported, with **64** children who were indirect beneficiaries of our work



**120** mentoring meetings with our volunteer mentors



**343** hours of apprentice placements and **5368** hours of paid employment for our graduates at Luminary Bakery



**89%** of women were in Employment, Education, Volunteering or Training after completing their two year programme



**142** training programme days delivered



"Everyone needs someone to say 'I see you.' For me, that was Luminary. They gave me light in dark times, and helped me to find my voice.

For the first time ever, I did a training programme from start to finish. I completed it! I'm so happy I achieved that. Without Luminary I wouldn't be the person I am now."

- Luminary graduate

## 2023 HIGHLIGHTS

Luminary's 10th birthday has been a big year. As Alice said on P.4 we are grateful for the support that has allowed us to come this far, and in awe of the brilliant women who we continue to walk alongside on their journey to independence.

In another Luminary milestone, we were invited to Downing Street for International Women's Day 2023 to meet the Prime Minister as he celebrated businesses run by women.



We held our first 'Independence Party', celebrating four of the cohorts who have completed their two year programme and are now members of our alumni community. We are hugely proud of their progress, with 89% now in Employment, Education, Volunteering or Training, and 100% of them reaching independence. As a group their independence scores increased by 80% during their time on the programme.

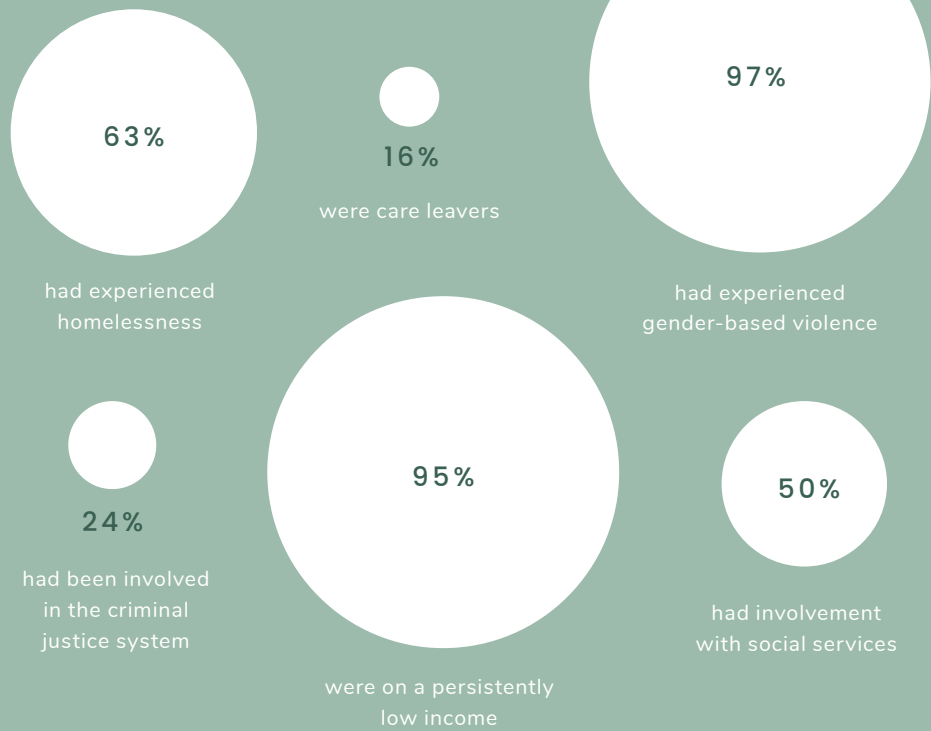
We were grateful to our friends at The Roundhouse for hosting another wonderful graduation ceremony for 23 women who graduated this July. These women have shown determination and commitment to achieve their goals and we couldn't be prouder!



# WHO WE WORK WITH

## BARRIERS TO EMPLOYMENT

Of the women joining our programme this year...

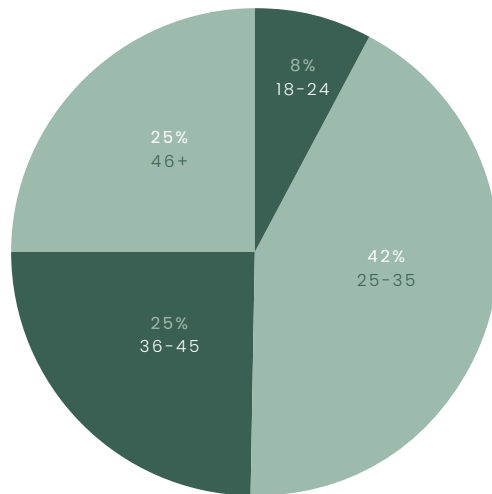
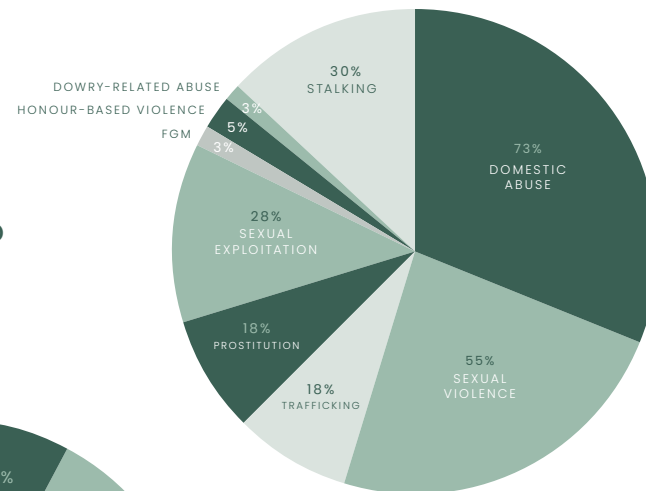


**70%** of women joining the programme have experienced at least three barriers to employment.

**55%** Over half of the women joining our programme this year have experienced sexual violence.

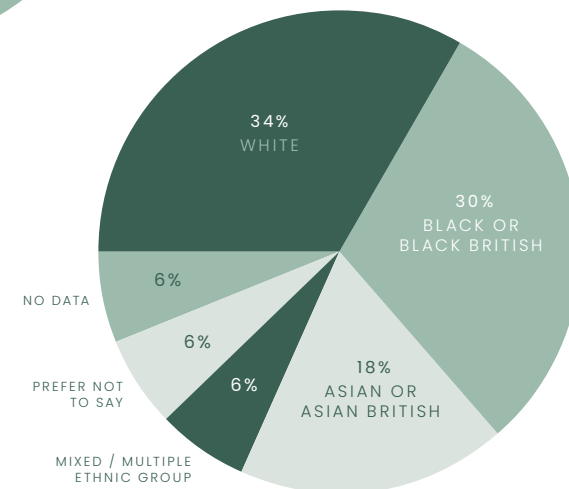
**63%** of the women joining our programme this year have experienced multiple expressions of gender-based violence, with 20% experiencing four or more forms of abuse.

## GENDER-BASED VIOLENCE



## AGE BREAKDOWN

## ETHNICITY BREAKDOWN





## OUR SUPPORT WORK

### COFFEE WITH CHIARA

We had a coffee with our Progression Support Team Manager Chiara to understand more about the 1-to-1 support offered to Luminary trainees and graduates.

#### WHAT DOES SUPPORT WORK MEAN AT LUMINARY?

"Our support is rooted in employability, but we understand that for women to be independent, some key factors are crucial: housing, wellbeing, money and relationships. These areas guide our work.

Every woman we work with is an individual who we spend time building a mutual, trusting and professional relationship with. We know that she is the expert of her experience so we go into each key work session together with her at the forefront of every conversation and encourage her to lead on the work and decision-making process.

We provide a space for growth, independence, choice and support and walk alongside each woman as a guide, challenger and champion of everything she wants to be."

#### WORKING WITH OTHER PROFESSIONALS AND SAFEGUARDING

"A key part of our role is ensuring that women have access to specialist support in times of crisis. This year we have supported women through 95 safeguarding concerns and referred them to appropriate services.\*"



#### WHAT MIGHT A TYPICAL WEEK INVOLVE FOR A LUMINARY PROGRESSION SUPPORT WORKER?

"Women we support have been disproportionately hit by the cost of living crisis: they often live in unsuitable accommodation, have zero hours contracts, they may have care responsibilities, they may have health conditions and not be receiving the full benefits they are entitled to or have debts. We support them to navigate these challenges.

A typical week for a Luminary Progression Support Worker might involve supporting a woman to apply for a job, advocating for a woman to access safe, affordable housing, supporting someone to access grants to buy housing essentials or referring a woman to specialist legal advice."

\*None of the concerns relate to the behaviour of Luminary staff or associates, or constitute a breach of our Safeguarding Policy.

## THE OUTCOME OF OUR WORK

### TARGETS

80% of women who enrolled onto the first phase of our Employability and Independence Programme completed

80% of women who enrolled onto the second phase of our Employability and Independence Programme completed

80% of graduates engage in our mentoring scheme for six months

70% of women reach employment goals after completing their two year programme

### OUTCOMES

40 women started the first phase of the programme, and 29 completed. This is a completion rate of 73%

26 women started the second phase of the programme, and 24 completed. This is a completion rate of 92%

100% of graduates were matched with a Luminary mentor. 79% of these met their mentor five times or more

89% of women were in Employment, Education, Volunteering or Training after completing their two year programme



# INDEPENDENCE OUTCOMES

We measure **independence** by tracking women's progress across five key areas:



Each trainee uses these areas to give herself an Independence Score at the start of the programme, which she then discusses with her support worker every six months. This guides their work together over two years as she progresses towards becoming independent in all five areas.

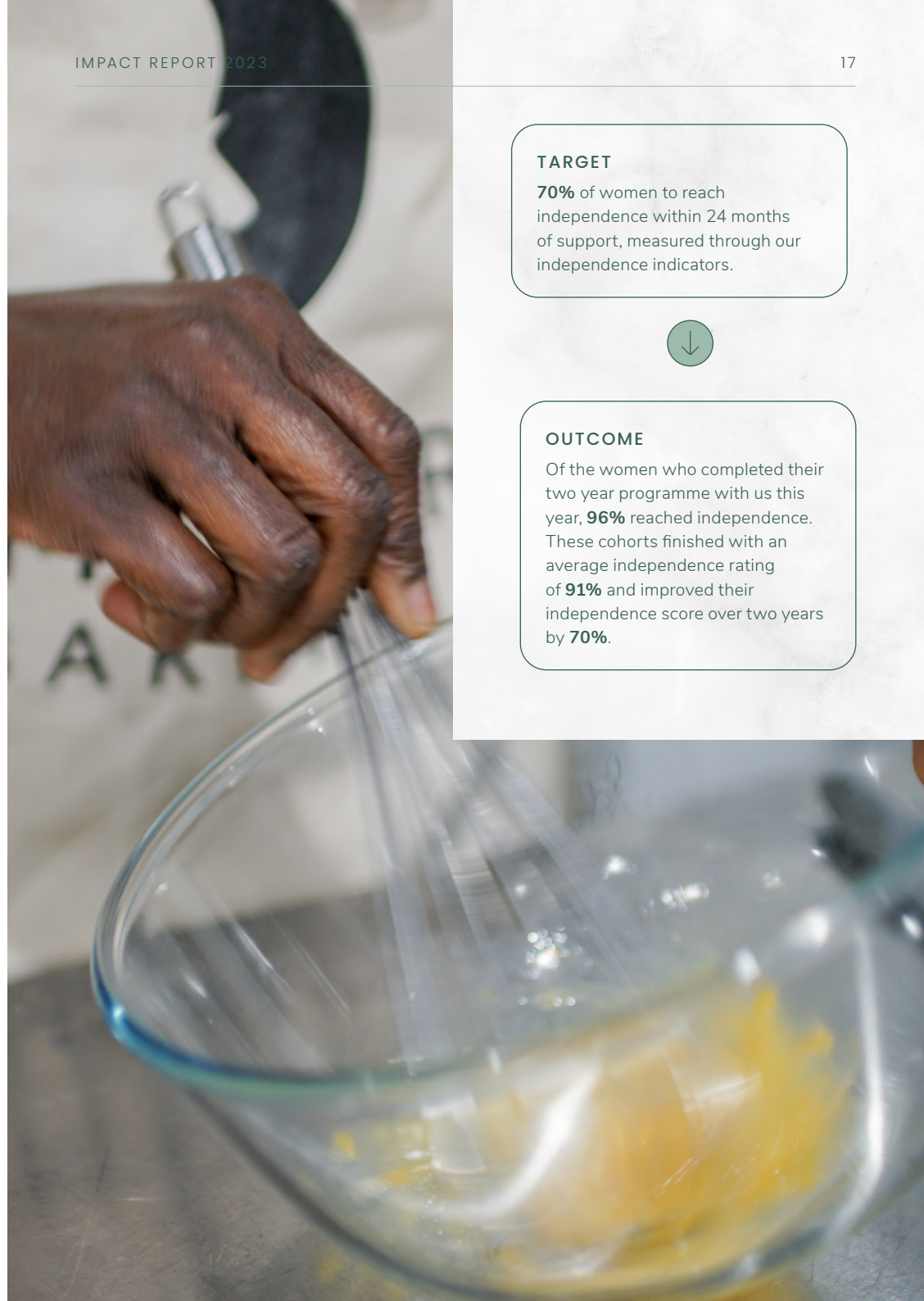
We see women with scores of **70%** and over as 'independent'.



**TARGET**  
**70%** of women to reach independence within 24 months of support, measured through our independence indicators.



**OUTCOME**  
 Of the women who completed their two year programme with us this year, **96%** reached independence. These cohorts finished with an average independence rating of **91%** and improved their independence score over two years by **70%**.





## COMMUNITY

At the heart of Luminary is our sisterhood, a community of trainees, graduates and alumni who can find solidarity through their shared connection to Luminary. Each year we offer social events for women to come together - on International Women's Day, at Christmas and over the summer break. This summer, we took 24 women to enjoy a day out at London Zoo.

Our fortnightly wellbeing sessions offer vital space for reflection and connection. This year we are thrilled that graduates and alumni have led sessions themselves, including Ruth leading her fellow graduates in a musical workshop and Chenice teaching us how to make paper jewellery. Other highlights include poetry workshops, yoga, making scented candles and a trip to the V&A museum.



## THE LIFELONG LEARNING FUND

The Lifelong Learning Fund was set up in memory of our beloved late chair, Dr Sally Beckwith, and provides financial support for graduates and alumni who are keen to continue their learning beyond the Luminary programme. So far it has awarded over £19,000 to seven women. This year we have seen women enrol on a variety of external courses, including Patisserie, Hair & Beauty and Photography. The fund has either covered their tuition fees or essentials such as equipment or travel.



"The Lifelong Learning fund helped me buy the equipment required to pursue the course and covered my travel costs. I have now gained a Level 2 qualification in Patisserie, and being able to complete this encouraged me to go on to do my Level 3. It has boosted my confidence in who I am and what I do. I have a sense of purpose now. I know that in my future I can gain employment doing something I love and enjoy."

– Luminary alumni

## MAHIA'S STORY

Mahia is a survivor of domestic abuse.

"Before I started at Luminary I was not feeling happy with my life. I was living in a refuge and I often felt stuck and worried.

But when I came to Luminary I got lots of support. I liked learning to bake with my friends. The teacher was so helpful. I liked it at the end of each day when we did a photoshoot and held up what we baked. I was proud because I had never baked before. I also got my Food and Hygiene Level 2 certificate. I needed some help with the theory but I got it in the end! This was essential for my current job so I'm really grateful.

I was living in a refuge with eight other girls at the time and they knew my baking day at Luminary and would be waiting for me to get home with cake! I was the most popular girl in the refuge.

I did therapy at Luminary – explaining my feelings helped me to feel better. Lots of hard things happened so it was helpful to talk about them. **Actually, hard things sometimes still happen, but now I feel strong.**

My support worker helped me with my housing situation a lot. I had a lot of issues once I left the refuge and my temporary accommodation became unsafe, but she helped me to speak to the landlord. She also helped me to get a bike and take cycling lessons and I am still cycling now.

I had a Luminary mentor, which was really good. She showed me how to find my way around London via Google Maps. From that day on I knew how to direct myself and that's a big thing. Now I can go anywhere I like!

I'm now at college doing ESOL Level 2 and I'd like to go to university in the future.

Luminary helped me to get my job. They have a partnership with a small local bakery who recruit Luminary graduates, and my support worker put me forward. She also helped me to prepare for the interview, we practised so many times! I was very nervous as it was my first face to face interview, but I was so happy when I got the job! I'm now the Kitchen Assistant and I make 250 cookies each shift. They have a nice big kitchen and I enjoy working there. My manager knows about my experience and she considers my wellbeing and safety, which I really appreciate.

I have made some special friends at Luminary. They support me and help me solve my problems. Even though we've finished our Luminary course, we still meet up and go for walks and for coffee.

Two years ago my life was very hard. I felt like I couldn't do anything by myself. **But slowly I have become an independent woman, and I'm proud of that.**

Thank you so much Luminary. Our lives are stressful but Luminary brings happiness. I will never forget where I was before and where I am now."



\*This graduate has chosen to use 'Mahia' to protect her identity.

## THE ADVISORY PANEL

The Advisory Panel is a membership panel of Luminary graduates who advise Luminary leadership on key areas of work.

“Luminary’s Advisory Panel launched in March 2022, and as we celebrate another successful year, I would like to share some key achievements and reflect on our journey.

Our Advisory Panel currently has a total of seven amazing, dedicated women from our alumni community, who meet quarterly. The agenda includes questions from Luminary staff who would like to gain the crucial perspective of Luminary graduates on key topics. We believe women who have lived experience of our Employability and Independence Programme can offer a vital insight.

Over the last two years we’ve made some key recommendations that have gone on to improve the programme:

- Offering cookery classes during the summer break when women don’t have training sessions, which helped them to stay in a routine, connect with their community and learn useful skills.
- Including trainees and graduates in the Luminary hiring process. Luminary now invites at least one trainee, graduate or alumni to be on the interview panel for roles such as CEO, Trustees and Progression Support Workers.

Advisory Panel members themselves have also offered their support at key moments in Luminary’s 10th year, including being involved in the recruitment of Luminary’s new charity CEO and meeting journalists to discuss their experiences.

As I look back over the past two years, I am filled with pride. Our meetings are a great example of dedication, passion and sisterhood. I look forward to seeing what we’ll go on to achieve next year!”

**Yasmin Boudrouaya**  
– Women’s Involvement Champion



## OUR SUPPORTERS – THANK YOU!

We are so grateful to our funders and partners - without you Luminary simply wouldn't exist. From our longstanding supporters who have journeyed with us over the years, to our new funders who help us meet the growing need for our work.

We don't have the space to list everyone, and some prefer to stay anonymous, but please know you are all appreciated and your generosity inspires us every day. Here are just a few of Luminary’s key supporters:



We are equally thankful to the individuals, church communities and volunteer mentors who contribute towards our work, particularly those who do so on a regular basis. It is this long-term support for Luminary that enables us to create lasting change.



As part of Vacherin's partnership with Luminary, staff raised £21,000 by walking, running or jogging 20km around London (on a very hot day!). A big thank you to them!

We would also like to thank everyone who shared and gave so generously to our winter crowdfunder in January 2023. Your wonderful support raised over £15,000. And a huge thank you to the Aviva Community Fund for match-funding donations. As we go to print, our second crowdfunding campaign of the year is about to close - we can't wait to share the totals from that with you next year.

Thank you to White Stuff, whose donations have allowed us to host our cafe apprenticeship in 2023.

“I had my last mentoring session today and it was great. I wanted to say thanks to the Luminary team for supporting me. Especially the mentoring sessions, they helped me a lot. My mentor supported me and gave me hope. Thank you for everything.”

– Luminary graduate



## 2024 TARGETS

**80%** of women complete Phase 1 of our Employability and Independence Programme.

**80%** of women who start Phase 2 of our Employability and Independence Programme complete the training.

**80%** of women who start Phase 3 engage in our mentoring scheme for six months, as part of their progression support.

**70%** of women who complete our two year programme are in Employment, Education, Volunteering or Training.

**80%** of women who complete our two year programme reach independence, measured through our independence indicators.



## A MESSAGE FROM OUR CHAIR

This year has been an exceptional one for Luminary. We have continued to support so many fabulous women to transform their lives and the lives of their families.

We have reached a significant 10 year milestone and have celebrated our successes and reflected on lessons learnt and opportunities yet to be realised. We saw our Founder, Alice, take on a non-executive role within the Luminary Group and we welcomed our new CEO, Rosie. Our staff team continued to deliver with courage, commitment and ambition.

As many of our trustees have supported Luminary for more than their tenure, they have transitioned out of the charity, handing over to a new cohort. Thank you to Liz, Kristina, Juliette and Emma for all the effort, love and commitment you have given to Luminary and the impact you have enabled.

A final thank you to our supporters without whom this work would not be possible.

We look forward to another impactful year.

**Louise Quy**

– Chair of Trustees, Luminary Limited





## LUMINARY BAKERY

Luminary Bakery Ltd, our social enterprise, is on a mission to offer Luminary graduates as many high quality training and employment opportunities as possible, along with providing a professional environment where women can experience the working world for the first time. Through the vehicle of business, women are given a platform to build a future for themselves. The business operates two bakery and cafe sites from Hackney and Camden, along with growing e-commerce sales, wedding cake operations and multiple corporate client accounts.



Every woman on the Luminary programme is offered the opportunity to attend a work experience placement in a Luminary cafe or bakery. This gives women a taste of working life and a chance for them to build their confidence and develop their hospitality skills.

"I felt proud that I faced my fear of working to attend the placement."

THE BUSINESS EMPLOYED 12 LUMINARY GRADUATES THIS YEAR\*, IN ROLES RANGING FROM CAFE ASSISTANT TO ARTISAN BAKER.

\*1/9/22 - 31/8/23



**5,368 hours** of paid employment for Luminary graduates

The proportion of Luminary graduates across our cafe, bakery and head office teams was 19% of the workforce.



**343 hours** of apprenticeship placements

"I enjoyed everything about work experience: serving customers, learning about the barista coffee machine, and working alongside the Luminary team, who were very kind."

"I know now that I'm capable of doing something I didn't have experience of before."

## A MESSAGE FROM LUMINARY BAKERY'S MANAGING DIRECTOR

I am honoured to assume the role of Managing Director at Luminary Bakery. We have faced industry-wide challenges, so in 2023, we dedicated our efforts to charting the healthiest path for Luminary's continued success over the next 10 years and beyond. A key driver of success for the bakery is ensuring that we can continue providing Luminary trainees with the opportunity to work as apprentices. This allows them to gain first-hand experience in a safe and comfortable environment, and build experience working in a cafe or bakery role.

We were delighted to welcome our first apprentice of 2023 to the Camden cafe. We believe that we have achieved stability across the business, within the challenging context posed by the cost of living crisis. Looking ahead, we plan to welcome many more apprentices and are exploring the possibility of creating a shared Head Office role with Luminary Limited. This initiative will provide additional options for women to develop and learn valuable life and workplace skills.

Key highlights this year include our continued collaboration with Belmond. Belmond is renowned for its world-class luxury train journeys, and this partnership has enabled us to focus on the consistent growth of our Corporate Sales channel. We have provided single mini cakes for customers to take home after their train journey (or enjoy during it if they can't wait!).

Furthermore, our partnership with Great Portland Estates has played a significant role in our growth. Their commitment to working with Luminary extends beyond being mentors of what we do; they encourage all new tenants in their buildings to use Luminary as a provider of breakfast or sweet treat deliveries and are amazing advocates for Luminary. There are many key partnerships that support Luminary, and we thank them all.

**Leila Siassi Faiz**

Managing Director, Luminary Bakery





## MELODY'S STORY

Melody\* is a baker in our Camden bakery.

"In 2016 I was living in a hostel near Brick Lane. I was a very different person: an alcoholic and an addict. There was a notice pinned up advertising baking classes, but I was sceptical. I met Alice (Luminary's founder) and realised that the baking course was the real deal so I went along. It was before our Stoke Newington cafe opened and we were using a space at the back of another cafe. I'd not really baked before and we didn't really have much equipment, but I loved it.

At the time I thought it was just a good thing to keep me occupied (and get a free lunch). Then on the third lesson I made some brownies and saw they were as good as the ones being sold and I thought, oh wow, I can actually do this.

I usually drop out of things or get frightened, but the Luminary course was the only thing I finished. They taught me to bake, and I'm very grateful.

At the time, Luminary had an apprenticeship and I applied and was successful. I found it quite challenging, and dropped in and out, but Alice persuaded me to stick with it. I'll never forget that she did that. I started to get interested in bread and sourdough, and did some more training.

Then, in late 2022, Luminary made the decision to begin making their bread in-house and I applied for the role as baker and here I am!

I'm really happy to have been part of bringing homemade bread to Luminary. I'm very passionate about sourdough! If I take the lid off a pot and the bread has risen it makes me very, very happy.

If I went back seven years and told myself 'You're going to be the bread baker for Luminary' I would have thought, 'No way'. I couldn't have done this job in my old life. But I have a lot of responsibility now. It's cool.

Luminary helped me in a way that no one else has. I tried various colleges and night classes. I used to think I wasn't good at anything. But the Luminary team made me think about the future. They saw something in me. Feeling that someone cared about me meant a lot.

**The Luminary programme gives you room to breathe. If you think okay, I've managed to come to this programme every week for a year, maybe this means I can work.**

Now when I look out of the bakery window and see the cafe customers buying the bread I have baked, it's a good feeling. I think, I did that! It's joyful."



\*This graduate has chosen to use 'Melody' to protect her identity.



IN LOVING MEMORY OF  
**MONIKA JEDREJ,**  
 A MUCH LOVED LUMINARY ALUMNI  
 WHO PASSED AWAY IN AUGUST 2023.



**LUMINARY LIMITED**  
REGISTERED CHARITY NO. 1181835

**LUMINARY BAKERY LTD**  
COMPANY NO. 11450761



**LUMINARY**

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