

IMPACT
REPORT
2020



LUMINARY

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WELCOME

As we come towards the end of another year, Luminary Limited are delighted to have continued to have made an impact and to have so many interesting and inspiring outcomes and stories to share with you in this report. This has been a year full of challenges, but we have maintained our focus on empowering disadvantaged women to grow, develop and fulfil their potential and we are so proud of each of them.

For many, at an individual level the demands have been immense, vulnerabilities intensified, and resources stretched even further and yet when during lockdown we had to move to providing support services remotely we were so impressed by their resilience and determination. The evidence of women gaining strengths and skills was all around us.

At an organisational level, we, like everyone in the sector, have had to adapt, to work differently and do that creatively. From posting care packages to women on the programme with simple baking equipment, recipes and online training videos so they could continue baking, to providing on-going support by telephone and email. Staff worked primarily from home and we continued to provide a full service, we were united in vision and action to still being Luminary, we were just doing it differently.

There is a great deal of commitment and trust amongst this diverse group of women, alumni, graduates, those in training, staff and trustees to work together on shared goals. This has been recognised by some faithful funding bodies who have continued to support us, and we are truly grateful.

Some of the women here describe us as a 'family', that is not a helpful image for all, but we are definitely a community of women here to serve and empower one another. Do read about our impact and keep your eyes on our horizon, there is more to come...

*Dr Sally Beckwith,
Chair of Trustees*



OUR MISSION



Luminary provides training, employment and community to some of the most disadvantaged women in London. The term 'multiple disadvantage' recognises that many people do not experience just one type of disadvantage but a combination of social & economic disadvantages, which intersect and drive a cycle of deprivation.

Some examples of disadvantages that women may experience are: experience of gender-based violence, low income, poor physical and mental health, substance misuse and homelessness. Types of violence experienced by women include Domestic Abuse, Sexual Violence, Trafficking, Prostitution and so called 'Honour' based violence.



1 in 3 Women Globally Experience Gender Based Violence



1 Million Women in the UK & **180,000** in London are Unemployed

** National statistics taken from The World Bank 2018 Report on VAWG & The Progressive Policy Think Tank*

We work holistically with women for 2 years, offering a safe space to train, trauma-informed support as they overcome barriers from lack of opportunity and social exclusion, preparation for employment, and guidance in building towards a positive future.

By investing in and releasing them to realise their dreams - through training, employment and community - we aim to break cycles of poverty, violence & disadvantage once and for all by reducing marginalisation and increasing opportunities. As many women are mums, meeting their needs has a knock on effect on the children as their family's finances improve, aspirations are raised and children have access to wider community.

OUR MODEL

1

A woman is referred to Luminary because she has experienced gender based violence & multiple disadvantage, but she is now in recovery and looking for work.

2

She enrolls onto our 12 month Employability & Independence Training Programme to learn baking skills, transferable life skills and employability skills, whilst building trusting relationships and growing her network.

3

Luminary supports her over the following 12 months through our Progression Support Programme to progress into sustainable employment & independence through 1-to-1's, group workshops, mentoring and a supportive community.

4

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

TWO YEARS

TRAINEE

EMPLOYABILITY & INDEPENDENCE PROGRAMME

PHASE 1



PHASE 2



GRADUATION

GRADUATE

MENTORING & HOLISTIC SUPPORT

PHASE 3



PHASE 4



INDEPENDENCE PARTY

ALUMNI

A LIFETIME IN THE ALUMNI FAMILY

PHASE 5



2020 DEMOGRAPHICS

OF THE WOMEN WE SUPPORTED IN 2020:

15%

were care leavers

79%

had experienced homelessness

96%

had experienced gender based violence.

34%

had been involved in the criminal justice system

WOMEN SUPPORTED TO DATE:

90

WOMEN SUPPORTED IN 2020:

53

While 98% of the women we supported were affected by one of the above, many were affected by more than one - in fact 74% of women experienced at least three forms of disadvantage. Luminary describes this as 'multiple disadvantage', these pose significant barriers to work.

GENDER BASED VIOLENCE

96%

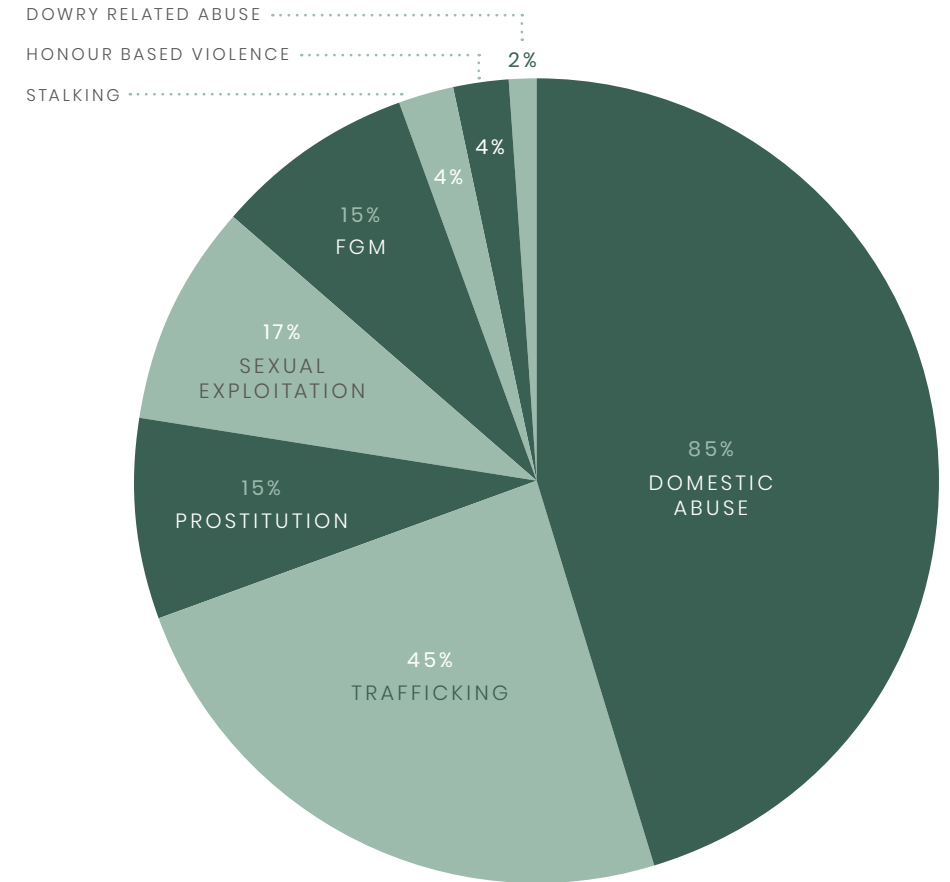
had experienced gender based violence.

85%

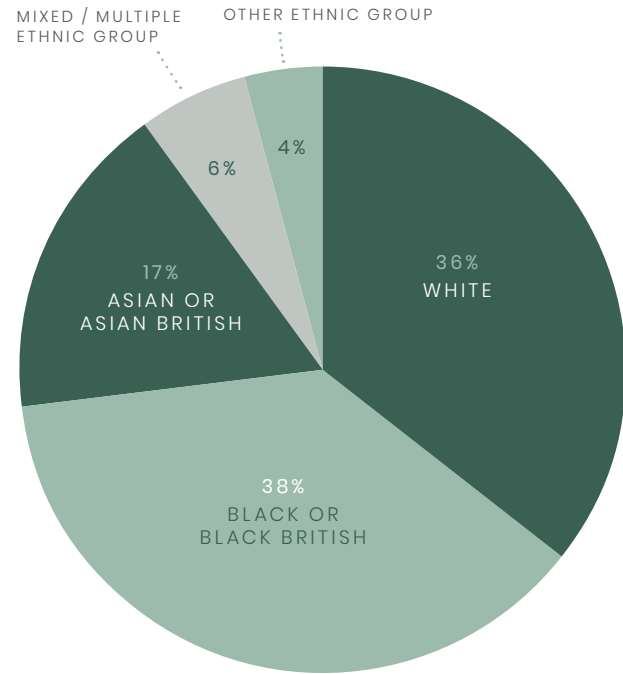
of trainees were affected by domestic abuse. Of women supported in 2020, domestic abuse was the most common form of gender based violence.

53%

of the women supported in 2020 had experienced multiple expressions of gender based violence.

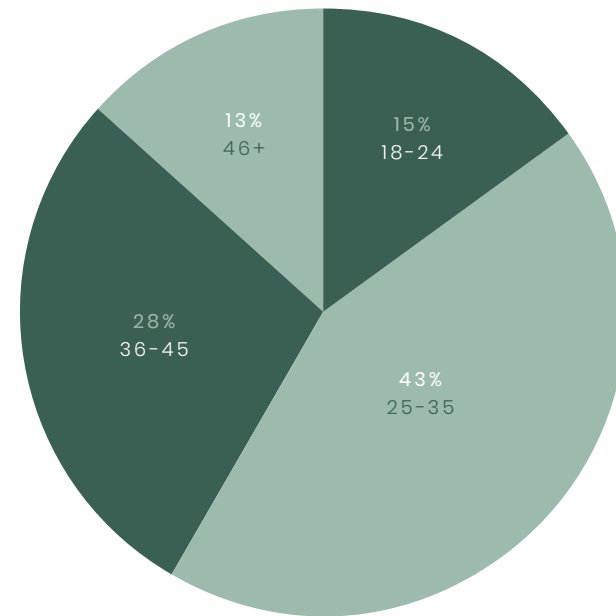


ETHNICITY BREAKDOWN

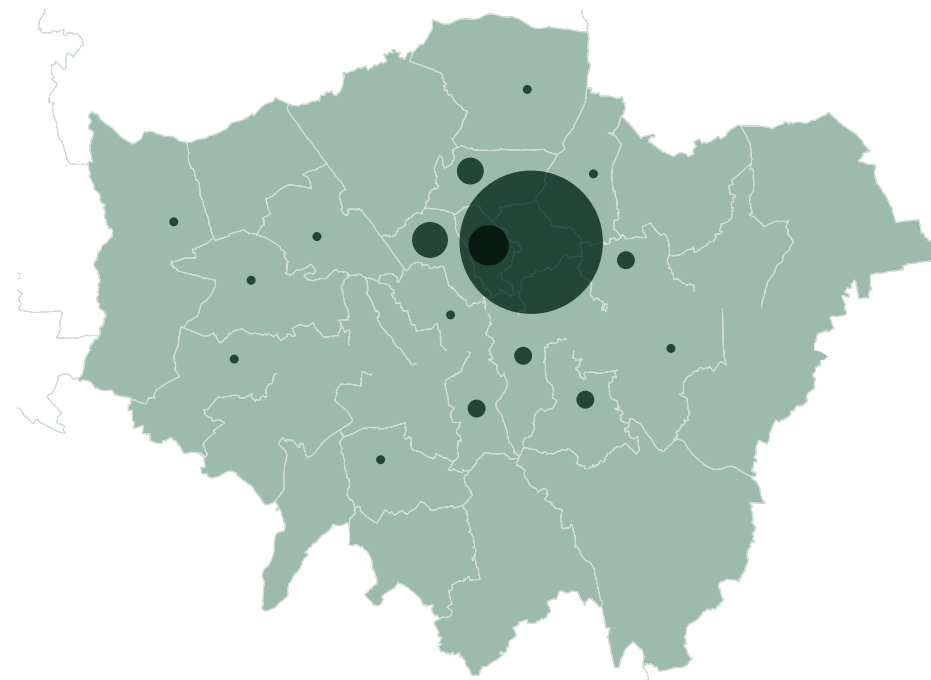


Note, when we collect equalities data women have a list of 31 ethnicities to choose from, we want everyone to see themselves represented at Luminary and not feel they need to squeeze into an ethnicity that doesn't represent them. We've condensed these ethnicities here to summarize the data.

AGE BREAKDOWN



BOROUGH



Note, Luminary's support is pan-London and women supported in 2020 came from these boroughs.

BOROUGH	NUMBER	%
BRENT	1	2%
CAMDEN	4	8%
EALING	1	2%
ENFIELD	1	2%
GREENWICH	1	2%
HACKNEY	17	32%
HARINGEY	3	6%
HILLINGDON	1	2%
HOUNSLOW	1	2%
ILFORD	3	6%
ISLINGTON	5	9%
LAMBETH	2	4%
LEWISHAM	2	4%
MERTON	1	2%
NEWHAM	2	4%
SOUTHWARK	2	4%
TOWER HAMLETS	3	6%
WALTHAM FOREST	1	2%
WESTMINSTER	1	2%

OUTPUTS



53 women supported throughout 2020



79 Training Programme Days in 2020



21 Accreditations Awarded



16 Wellbeing Workshops hosted



9 women engaged in our in-house therapy service



24 women who were mums supported, totalling 52 children who were 'indirect beneficiaries' of our work



18 corporate partners expressed a commitment to host work experience placement, with 5 confirmed partnerships (these were all paused as a result of the pandemic)



1-1 Support Meetings covered topics including Housing, Mental Health, Health, Debt, COVID-19, Finance, Employability, Skills Training, Childcare



65 safeguarding concerns reported to our safeguarding team, all monitored and supported, or referred to specialised services*

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



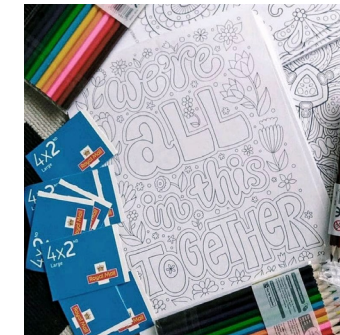
COVID-19

Throughout the pandemic we continued our support to trainees, between March & September our in person training programme was paused, while our holistic support for women continued virtually. Throughout the lockdown, 62 women (including 9 past alumni) were supported remotely - they received regular calls from support workers, weekly online resources, care packages through the post and joined regular wellbeing workshops online.

Our in-house therapy transitioned to online during the pandemic and was able to continue with regular sessions for women to engage in. In addition, having paused our mentoring programme as a result of the pandemic we've since been able to launch virtual mentoring for graduates.

Thanks to the generosity of Wilko & some key funders - we were able to purchase baking equipment for every trainee, along with a voucher for ingredients allowing them to continue baking from home throughout lockdown.

Our Head Bakery Tutor prepared weekly tutorials online for women to bake-a-long too, with internet access funded for women who had connectivity issues.



2020 HIGHLIGHTS

JANUARY

We were delighted to employ a Luminary programme graduate into the role of Teaching Assistant, shaping our programmes and providing valuable insights into a woman's journey at Luminary.

FEBRUARY

We launched an in-house therapy service for our trainees who were either on long waiting lists for NHS provisions or deemed too high risk for what other services could offer. In partnership with The Two Magpies Fund, this enabled women to access specialist trauma therapy in a timely way, and women have reported significant improvements in their ability to manage their mental health thanks to this provision.

JULY

We submitted evidence to the government's all-parliamentary review of workplace support for survivors of domestic abuse, we were in the position to submit evidence from both employer and employees perspectives which we hope will inform wider policy and strategies to support women across the country.

AUGUST

Luminary Bakery released its first ever cookbook, Rising Hope, including recipes and stories from graduates of Luminary's programmes. This was a truly collaborative project which enabled women to contribute their stories of overcoming, along with their precious recipes. Our contributors were involved in the press coverage of the launch of Rising Hope which was featured in: Vogue, Delicious Magazine, Waitrose Magazine, Hello!, Heat, BBC GoodFood, Times Radio, ITV's Lorraine show, Daily Express, Sunday Mirror and BBC Radio 2.



'RISING HOPE ENABLED WOMEN TO CONTRIBUTE THEIR STORIES OF OVERCOMING, ALONG WITH THEIR PRECIOUS RECIPES'

SEPTEMBER

Our first cohort of trainees at our new Camden Training Centre completed their Employability Programme with a retention rate of 93%. This was a new way of operating for Luminary, having 4 groups of trainees learning at a time - made possible

by funding from The National Lottery Community Fund which quadrupled the number of women we could support. Our new training centre was opened by the Duchess of Sussex!



OCTOBER

We launched a new programme - a 'Phase 2' to our Employability & Independence training schemes. This was developed in response to feedback from past Luminary graduates and sees a further 6 months of structured group work alongside their 1-1 support as they continue their progression. Luminary alumni have inputted into this programme and each session includes videos of these women passing on their advice and top tips.

'FUNDING QUADRUPLED THE NUMBER OF WOMEN WE COULD SUPPORT'

MEASURING SUCCESS

EMPLOYMENT

2020 GOAL	RESULTS
80% graduation rate for women enrolled onto Luminary Training Programmes	88% of trainees completed the employability and independence programme!
70% of women to reach employment outcomes within 24 months of graduating	Of the women that are actively engaged in the Luminary alumni network, 69% were in employment or further training within 24 months of completing our programme*



13 businesses have now been started by Luminary graduates to date!

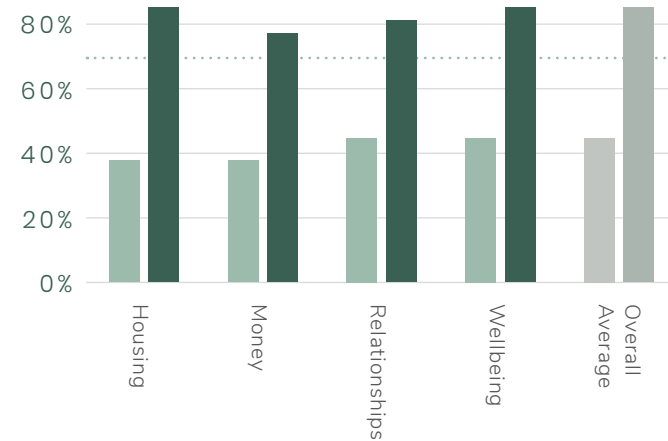
* When factoring those who did not actively engage, this outcome is 59%

INDEPENDENCE

2020 GOAL	RESULTS
80% of Graduates to engage in Mentoring Scheme for 6 months following graduation, with a future goal of 50% of graduates involved in peer mentoring	Due to COVID-19 our mentoring programme was paused, this will relaunch in 2021
70% of women to reach independence within 24 months of support	85% of women who have been supported by Luminary for 24 months have reached independence*

* This figure includes women from Cohort 6 onwards, when we introduced independence indicators to measure impact.

INDEPENDENCE WAS MEASURED AROUND 4 KEY AREAS, AND IS INTRINSICALLY LINKED TO EMPLOYMENT OUTCOMES:



● Average start score ● Average 24 month score
 ... Threshold of independence



On average, women enter Luminary scoring **41%** across all indicators (but some are almost at zero)

Women make progress in all areas, most significantly Housing and Money

On average, women score above the **70%** threshold in ALL areas of independence at the 24 month mark

Note - figures apply from Cohort 6 onwards, when we introduced independence indicators to measure impact, it's a small but significant sample.

2021 GOALS

EMPLOYMENT OUTCOME TARGETS

80%

Retention rate for women enrolled onto the first stage of our Employability and Independence Programme

70%

Retention rate for women enrolled onto the second phase of our Employability and Independence Programme

60%

60% of women to reach employment outcomes within 24 months of graduating¹

INDEPENDENCE OUTCOME TARGETS

80%

of graduates engage in our mentoring scheme for six months, as part of their progression support

60%

of women to reach independence within 24 months of support, measured through our independence indicators²

OTHER TARGETS

To appoint two Luminary Programme Graduates to the board of Trustees

Looking beyond 2021, Luminary aims to expand the opportunities we offer women by scaling our work to more locations, initially within London then nationally long term

¹ Given the impact of COVID-19 on the hospitality industry in addition to the usual barriers our women face to gaining employment, we have lowered our employment outcome targets to reflect the context we exist in. However we are investing in a number of measures to increase the likelihood of women entering the workforce in the latter part of 2021.



² We've lowered this target for 2021: we recognise that independence is tied into employment, we're expecting the impact of the pandemic on women's employment opportunities to impact their ability to step into independence. Likewise, we acknowledge that eventually the emergency grants that have sustained women and the organisations supporting them through the pandemic so far, will cease. We anticipate the next phase of the pandemic to pose greater challenges to women and their support services, affecting their independence.

CASE STUDY

Jasmine* was referred to Luminary while she was living in a women's refuge with her children. She had been married at 19 years old and her husband had stopped her from continuing her education or earning money. She lived through a financially, emotionally and physically abusive marriage until she was able to escape, with her children, in 2019.

When she first started at Luminary Jasmine had no confidence and experienced episodes of very low mood and anxiety, with real hopelessness. 'I believed I was a failure and had lost all of my good qualities. Luminary was the first time I had experienced freedom and respect... now I feel that I am special and I have a choice.'

'NOW I WILL LIVE AS AN INDEPENDENT WOMAN WITH LOVE, RESPECT AND FREEDOM.'

Jasmine quickly found that she was a fast learner and a talented baker, through holistic development sessions she started considering for the first time who she was and what she wanted to be. She had found a passion in her life for the first time since her children and was ready to pursue it.

Jasmine has now moved into Phase 2 of the course with renewed passion and motivation, she is finding the sessions challenge her thinking and offer her new learning as well as building her confidence in herself. She has already applied for two jobs. Jasmine is hopeful that she can one day work at Luminary Bakery, she would particularly like to use her skills in cake decorating and using new flavours in classic recipes.

* Name changed to protect identity

For more stories from the Luminary community, along with their treasured recipes - check out our very first cookbook: *Rising Hope!* luminarybakery.com



FUNDERS & ACKNOWLEDGEMENTS

Luminary are so grateful to the funders who partner with us to enable our programmes to run. The opposite are some of our funders in 2020.

We are equally thankful to the individuals, businesses and anonymous trusts who contribute towards our work, particularly those who do so on a regular basis.

In 2020 we ran 2 specific fundraising campaigns and both exceeded targets thanks to the generosity of our supporters.

If you would like to get in touch with someone about donating, please reach out to charityteam@luminarybakery.com

LUMINARY LTD FUNDERS:



LUMINARY LTD CORPORATE PARTNERS:



LUMINARY BAKERY LTD

Our social enterprise business runs bakeries and cafes in both Hackney and Camden. These create the professional environments for women to experience the working world, often for the first time. Luminary cafes also stock products made by our graduates who have started their own businesses.

To date Luminary Bakery Ltd has employed 38% of our programme graduates in roles varying from Bakery Apprentice, Intern, Kitchen Porter, Market Trader, Cafe Assistant, Cover Baker to Lead Cafe Baker.

Due to COVID-19 restrictions and impacts on the hospitality sector, opportunities for work experience and apprenticeships have been limited in 2020. We expect to make these opportunities up throughout 2021 to ensure all trainees have an equal chance. We aim to launch our first Cafe Apprenticeship in 2021 in response to requests from women to learn barista and front of house skills.

Purchasing from Luminary Bakery helps to create these opportunities and we are so grateful to all our customers who have chosen to purchase for birthdays, weddings, corporate events, frequented our cafes or ordered products online. We also want to thank Comic Relief, Deloitte's 5 Million Futures Programme, Resurgo and our individual investors for supporting our social enterprise business to reach these goals.

‘WHEN I COME TO WORK AT LUMINARY I FEEL LIKE I’M WORKING IN A FAMILY BUSINESS’

Programme Graduate

LUMINARY BAKERY LTD FUNDERS:






LUMINARY

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WITH SPECIAL THANKS TO
RESURGO IMPACT CONSULTING
& ANNA BARTON DESIGN



"We can't be brave in the big world without at least one small safe space to work through our fears and falls."