



King's Cross

Impact Report  
**2019**

**PROVOKE CHANGE TOGETHER**



**IMPACT HUB**

**King's Cross**

**IMPACT CANNOT HAPPEN IN ISOLATION.**

**IT REQUIRES COLLECTIVE ACTION.**

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# #PROVOKECHANGEGETOGETHER



The team at Impact Hub King's Cross chose this phrase to capture the essence of why we are all here. So, what does this mean for us?

**Provoke:** We are willing to take risks, challenge norms and speak our truth. We push people to think differently, be it how business can be a force for good, to convening inspiring events or advising the next generation of entrepreneurs.

Being provocative moves people into action. To refuse to accept the status quo. To get a reaction.

**Change:** We work to change the world for the better and support our members to do that too. Through our business support programmes, events and partnerships, we are ambassadors for a more conscious socio-economic system; a system that facilitates inclusivity and promotes growth only within the planet's means.

**Together:** Just as it takes a village to raise a child, social, political and environmental change takes root when we take action collectively. At Impact Hub we believe the most impactful action is locally rooted. We start with you, our community, because you are what brings us to life.

Beyond the social sector in London and the UK, we are part of a vibrant, global network of over 100 Impact Hubs. We learn from each other and connect to partners, customers and changemakers all over the world, either in person or using our Community App. Join us as we share stories of our global work from London to Pakistan, and the Czech Republic to Libya!

**Together we truly can provoke change.**



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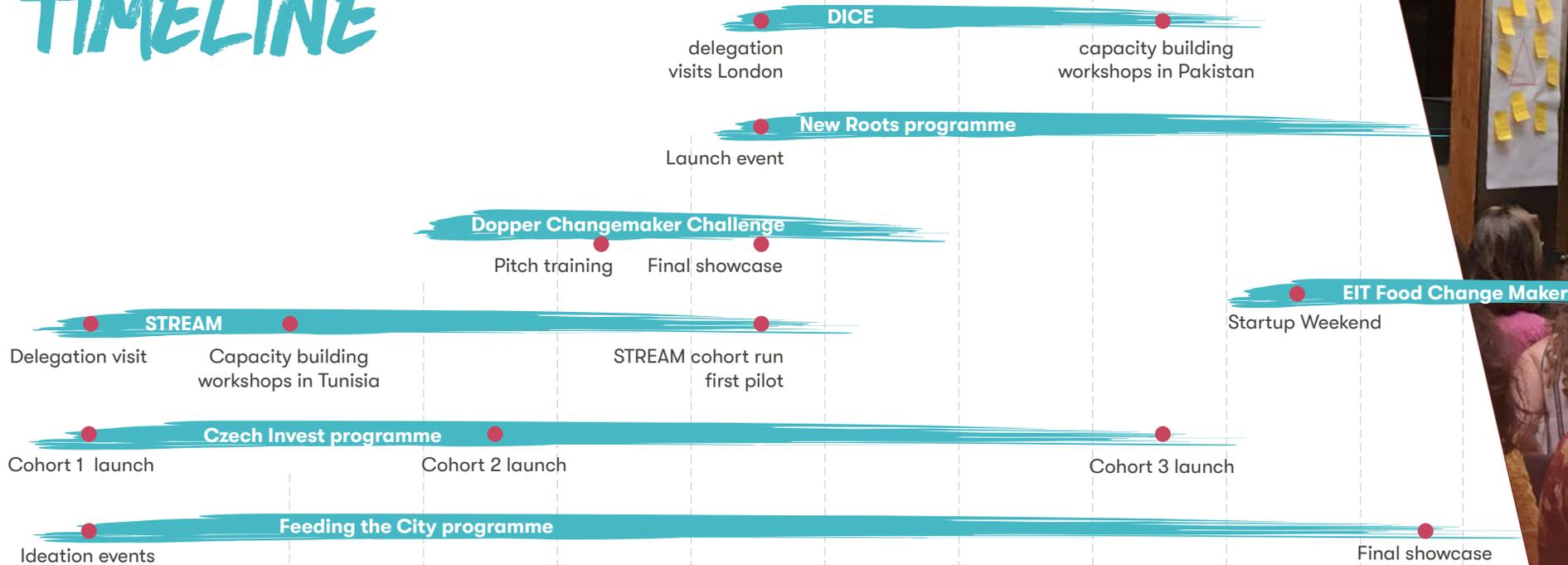
**Paul Kilty**  
Fundraising Manager



**Jessica Russell**  
Communications Manager

A snapshot of what we've been up to this year!

# TIMELINE



# PROGRAMMES

# COMMUNITY



We provoke change—by being open to new possibilities.

# CZECH INVEST

The Czech Invest Accelerator is for Czech enterprises who want to make a mark in London. The three-month acceleration program supports entrepreneurs via mentoring, networking, and bespoke consulting such as intellectual property protection services and UK business culture courses. Alan Fabik of HARDWARIO is just one of our incredible members from this year.

“We started the Czech Invest Accelerator with just one part of the business, the maker kit - a kit of electronic modules called “Big Clown”. Big Clown is an Internet Of Things kit that helps people to build their own automations. It can help companies to build industry pilots or a proof of concept. But I think the most important use of the kit is that it helps students to better understand and learn skills for the 21st Century. That’s why we decided during the accelerator programme in London to change our focus.

Before joining Impact Hub’s Accelerator, we were mainly working with tech clients and big tech companies. It followed a very traditional bespoke development process. They would ask for something to be developed and we would do it. It wasn’t so much about the impact. But after consulting with the Impact Hub team, we quickly realised that our real aim is to inspire the inventors of tomorrow, that’s our mission and the reason why we exist.

There has to be some changes in the education system, especially with digital teaching and developing skills for the future. That’s what we are working on right now. It’s all about building knowledge and our Big Clown kit is a perfect tool for it. You can build devices for the real world and explain things better. For example, if you are explaining climate change, you can build a carbon dioxide monitor. Then you can educate people about what this means, what greenhouse gases are and what climate change is. That’s what we do. That’s the impact that we are trying to make.”

Alan Fabik,  
HARDWARIO

In partnership with:



62%

of our members felt supported in increasing their visibility and credibility

85%

of our members said they felt comfortable discussing their ideas with others

86%

of our members are working on impact led initiatives

**We provoke change—by taking positive action, together.**

# COOKING CLUB

**Feeding the City Startup is a free 12-month incubation programme. The programme is nation-wide and open to groups passionate about creating sustainable food-related businesses that benefit communities. Cooking Club are one of our 2019 teams, who provide healthy, affordable home-cooked food via meal kits and cooking classes specially designed for people with disabilities.**

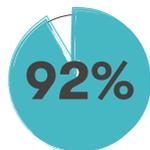
“We are both occupational therapists and work with adults that have learning disabilities. The people we work with don’t usually have a great diet, so we started thinking about how we could improve that. Rather than ranting about it we wanted to take positive action.

One of the things we are trying to tackle is social isolation. We mainly work with people that are on their own, so we want to support people in making friends and meeting others’ like them. Everyone eats, so our cooking classes are a great way of bringing everyone together and they are really easy to engage people in. Plus the satisfaction that people get when they’ve cooked something for themselves is just lovely to see. It is such a simple thing but it makes a huge difference.

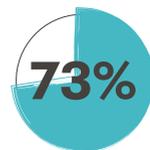
Having a business minded outsider look at what we are doing and pull apart the things that we had been having problems with has been so useful. I also think because we work in health our lives are very NHS orientated, so meeting people working on other projects is really inspiring and you come away from the weekend’s feeling really positive.

We know we will be able to create something, and we’ll give it our best shot.”

**Clare Cousins and Karen Castle,**  
Cooking Club



of programme participants said their skills and capabilities have improved



of our incubation programme participants are women



**95** meal kits delivered to individuals with learning disabilities

**We provoke change — by learning new skills, together.**

# KINA MAMA

**As part of the 2019 Feeding the City cohort, Kina Mama is a home delivery service of healthy organic food to new mums; postnatal and breastfeeding, in the area of royal borough of north Kensington and Chelsea.**

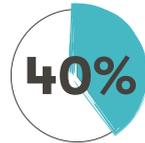
Grenfell survivors Munira Mahmoud, Lillian Olwa and Jaipreet Bharj were instrumental in bringing hope to their community after the tragic loss of their neighbours and friends. Now they are working together to support their community through their business Kina Mama.

“When I had my son I couldn’t eat the food in the hospital. Not because I’m the best cook in the world, but because it didn’t appeal to me at all. The big aim for Kina Mama was to deliver healthy and nutritious food to new mums in hospitals. However, it turned out to be a challenge to get into the NHS, so we decided to pilot a home delivery service.

Without Feeding the City I don’t know where we’d be. In the past we’ve met a few people that have offered their help but nobody is helping in the sense of saying this is abc. You get someone who is experienced in business, but they are not going to cover finance or marketing. I’m just so grateful that we got to learn about everything on this programme.

It’s also great that all 8 teams are creating projects relating to food but that the ways in which we are approaching social impact is different. We all have a connection whereby we really help and motivate each other, and you have to be motivated in order to start a social business.”

**Kina Mama,**  
Munira Mahmud and Lillian Olwa

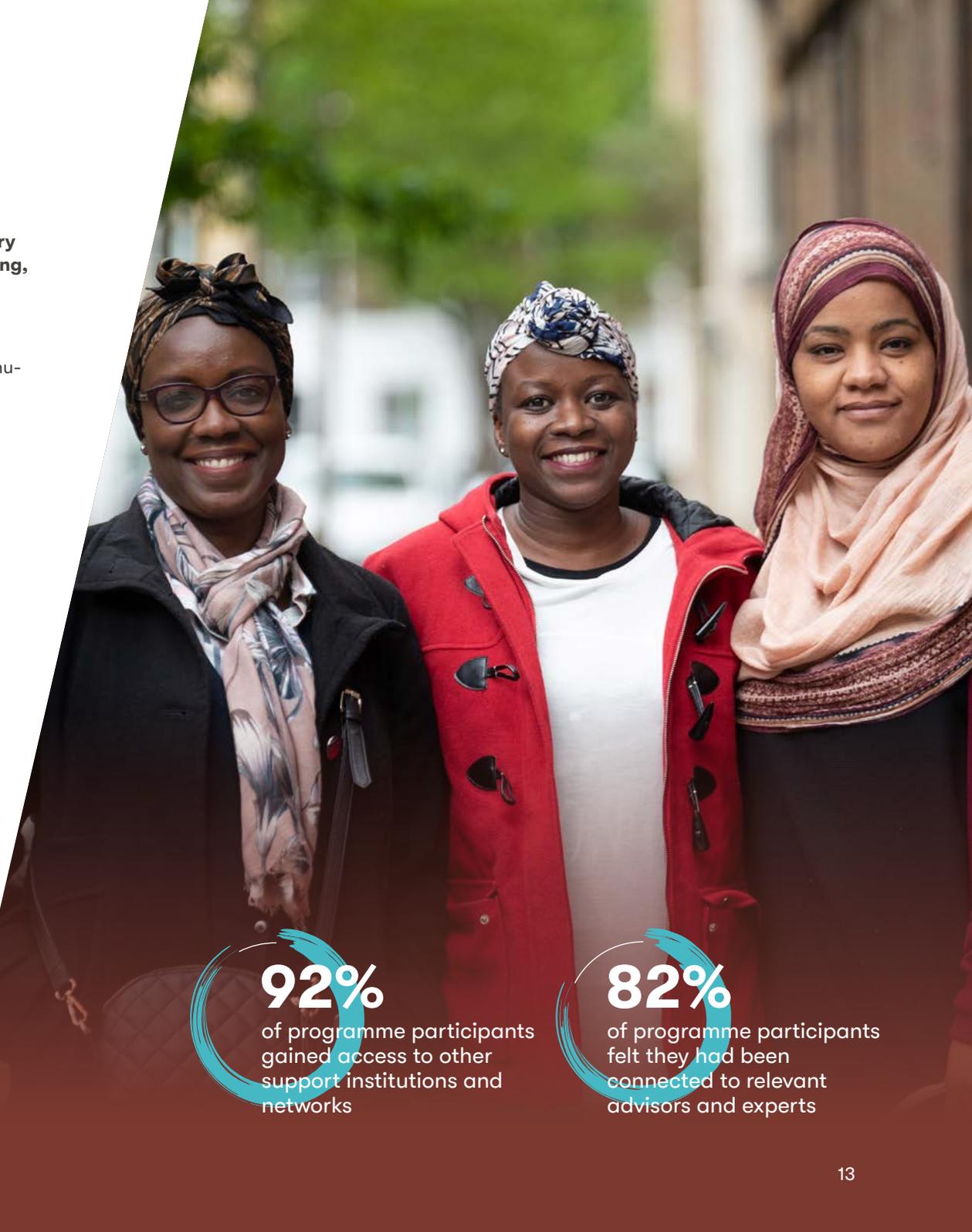


40%  
of our programme participants are from BAME backgrounds

Powered by:

**THE MARK LEONARD TRUST**

**BANK OF AMERICA**



92%  
of programme participants gained access to other support institutions and networks



82%  
of programme participants felt they had been connected to relevant advisors and experts

We provoke change — by partnering with like-minded organisations

# EIT FOOD

Impact Hub King's Cross collaborated with EIT Food and Your Startup Your Story to run The Change Maker programme, inspiring women, non-binary people and those from ethnic minority backgrounds to transform the food system.

There are many reasons we decided to run The Changemaker Challenge. For one, the population is actually a little more female than male, but less than 6% of businesses have female CEOs. We think this is a problem as the bias it brings results in products and services that are not fit for purpose.

If you are innovating based on a very specific lens, you are not going to be inclusive. We intentionally scouted aspiring entrepreneurs and innovators that were female and from ethnic minority backgrounds. We had to be really intentional about the ask. If you make it really general people may not realise that it could be for them. It is up to us to go out and say, actually this is for you, so please do apply, we want to support you.

However, we knew that we couldn't do this alone. The food system is complex, the challenges are complex and bringing diverse entrepreneurs on board is complex. So, we paired up with Impact Hub King's Cross. We knew that there was a lot to learn from the programmes they were running and we were keen to apply these learnings to the work we are developing in both food and diversity & inclusion.

**Lukxmi Balathasan,**  
EIT Food

In partnership with:



**79%**  
of participants felt more connected to a community of diverse innovators after the programme



**247**

agritech innovators reached The Change Makers programme and invested

**30,000**

between 12 winning changemakers

**40**

entrepreneurs were supported from diverse backgrounds



IMPACT  
HUB King's Cross

PROVOKE CHANGE TOGETHER

Impact stats

# WHO ARE OUR MEMBERS?

## 380 members

### 50%

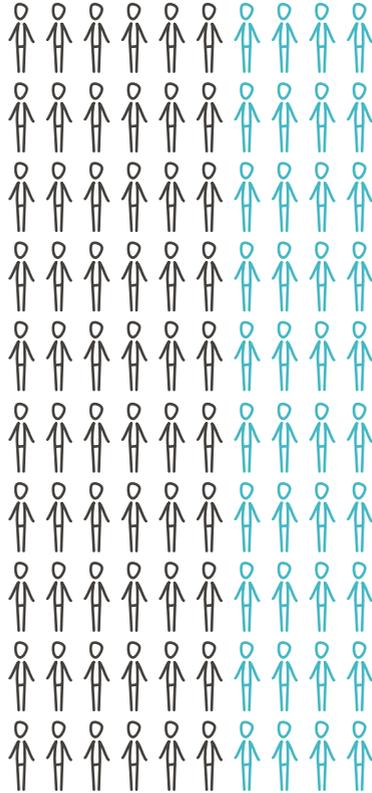
of members spend more than 40 hours in the Hub per month

### 79%

of members give us a recommendation value above 7 out of 10

### 43%

of our members moved their business to the next stage



### 39%

of members have been in the Hub for more than 2 years

### 22%

of their professional success was attributed to the Hub

### 85%

of members feel part of a larger community and network

### 71%

of members feel we strengthened their motivation

## 94

jobs created

across **43%**  
of the businesses

## 63%

increased their revenue and

## 17%

more than doubled their revenue

**86%** of businesses measure their results across both financial and impact returns

of businesses measure their impact first **68%**

Impact stats

# WHO ARE OUR MEMBERS?

The Sustainable Development Goals (SDGs), are described by the United Nations as a “blueprint to achieve a better and more sustainable future for all.” They offer a common language to describe the world’s most pressing challenges and a framework within which they can be resolved.

By identifying and measuring drivers of positive change towards this agenda, we are mapping the impact we are having as a global network towards these goals.



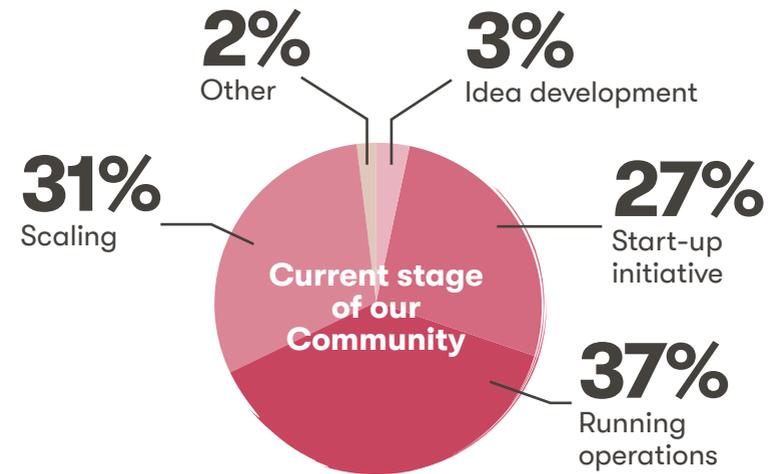
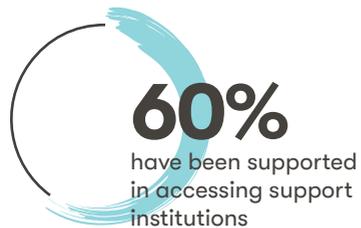
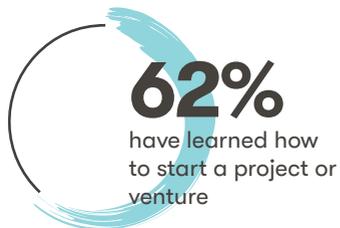
The size of the circle segments indicate which SDGs our members focus on the most



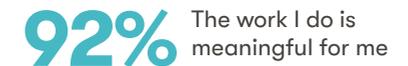
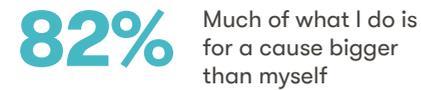
# SUSTAINABLE DEVELOPMENT GOALS

Impact stats

# WHO ARE OUR MEMBERS?



## How members feel about their work



## How members rate Impact Hub King's Cross



**We provoke change— through collective action.**

# PUEBLITO PAISA

**New Roots participants are ambitious individuals who are keen to contribute to the society in which they have settled, as shown by their main motivations for starting a business. Making use of their existing knowledge and skills and having an impact in society were the primary motivations for New Roots participants to start a business.**

Marta is a refugee from Colombia, where she was an accomplished Human Rights lawyer. She was forced to leave Colombia after she and her family received death threats for her work protecting the rights of smallholder farmers whose livelihoods were threatened by the construction of an oil pipe. Marta arrived in the UK over 10 years ago and opened up a small hairdressing salon in Seven Sisters to support herself, but with her legal background she soon began supporting the other Latino traders and community members with free legal advice and counseling.

Over time, Marta decided to solidify her role as advocate by setting up Pueblito Paisa, a community centre for the Latino community offering free legal advice and counseling to local traders and the larger community, while simultaneously serving mouth-watering Colombian delicacies and coffee. Recently, Marta won a class-action suit for Pueblito Paisa in response to an eviction threat, thereby allowing a diverse range of local traders to maintain their businesses in their Seven Sisters location.

As part of our New Roots incubation programme, Marta is working to standardise and formalise the community offer so she can deliver it sustainably, and developing a strategy to help all traders supported by Pueblito Paisa in moving to a new marketplace in Seven Sisters.

**Marta Hinestroza,**  
Pueblito Paisa

In partnership with:

**GoDaddy**



**90%**

of participants expressed a need for mentorship and a support system prior to the programme

**20**

participants on the New Roots programme supported in **9** months

We provoke change — by breaking down barriers.

# SAY IT LOUD CLUB

**“When I first came to the UK, I faced a lot of challenges. I struggled for three years through the Asylum process. Gaining asylum is very difficult and the process is even more complicated when you apply on the grounds of sexuality.**

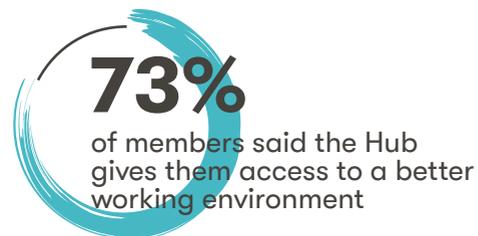
During my journey, I met so many people who were struggling. People who were suffering on the streets of London, young girls who had been forced into marriages because they came out as gay. When I was finally granted asylum in 2010 I went back to these communities to bring about change.

I founded The Say It Loud Club as an LGBT support group to support migrants in the UK. I started with a very small Facebook page. Now we are supporting over 400 people and working with big organisations like Help Refugees. We also get support from the Big Lottery Fund and are supported by a number of universities.

We’ve found that the key thing refugees need is information. Through Impact Hub King’s Cross programmes they are able to access this. The information gained can give them an entirely new perspective on life, and it encourages them to talk to different people. I also think a place like Impact Hub King’s Cross where we have people from different backgrounds, experiences and skills, really helps. Opportunities like the New Roots programme can change lives. And I’ve seen it, it works.

At Impact Hub King’s Cross you see a mixture of people from different backgrounds, and that gives our Say It Loud Club members confidence that they won’t feel out of place. For some of our members who come from outside of London they feel so different in their everyday lives, so when they come here for appointments they can finally be themselves.”

**Aloysius Ssali,**  
Say It Loud Club



# 400+

The Say It Loud Club has supported 400+ refugees since 2010



We provoke change—sharing knowledge across borders.

# INTERNATIONAL CAPACITY BUILDING WITH IMPACT HUB KING'S CROSS

**STREAM is a two-year programme supporting the creation and capacity building of Libyan start-ups and enterprises. Over the course of the programme, Impact Hub King's Cross supported changemakers in Libya to build an entrepreneurship hub in Tripoli. By leveraging the Impact Hub global network, the programme consolidates the best resources across the network via business coaching, implementation and design support, onboarding processes and bespoke toolkits.**

“As a global network, Impact Hubs are better placed than anyone else in the market to help entrepreneurs scale. We have locally rooted teams in 105 cities that know the local ecosystem, they know the market and they are driven by Impact. So, it is quite easy for us to refer entrepreneurs one to another.

It is also a very special moment in time for the network because we are implementing the trans-local program strategy where different Impact Hubs from various parts of the world are coming together to try and raise the bar regarding the quality of the programs we are developing. It is really exciting to be part of this powerful grassroots network.

Working with the STREAM and DICE programmes puts me in a position where I am training the trainers. It makes me rethink everything that we do at Impact Hub. It's one thing to run a programme and another thing to teach someone else. It forces you to be more consistent and organised and document everything. So, for me, it is a great way of gathering all of the existing knowledge that we had as a team and helps us identify the most advanced tools or the recent developments to share with them.”

**Nayla Attas,**  
Programmes Director Impact Hub King's Cross

In partnership with:



100+

collaborative innovation programmes running across all the Impact Hubs in the network

# WHAT'S Next?

We're proud of everything we've achieved in the last year. We've seen first hand the change we've made and we're keen to do much, much more. However, we all know we can't do everything at once, so we've set two main focuses for the next year:

**1** We're designing and implementing new impact measurement systems for everything we do. You can expect to see statistics gathered from our programme participants on the ways we've supported them and their enterprises. You can also expect to see us more rigorously measure and reduce the resources and waste as an organisation. What's more, we'll share these tools and methodologies with you so we can all improve together.

**2** We believe that a better world will have a diverse community of social entrepreneurs, and we're making it a priority to facilitate this. Making positive change in the world shouldn't be limited by your gender, ability, class or ethnicity. As much as these are fundamentally systemic barriers, we are advocates for the power of individuals to enact change, even within the most deeply embedded systems.

We are also working with:



## IMPACT HUB King's Cross



If you're interested in being a part of this change, come and talk to us in the Hub.

# WE'D LOVE TO HEAR FROM YOU

The Impact Hub  
Kings Cross Team



#PROVOKECHANGETOGETHER

Let's collaborate!

@impacthubkc 

/impacthubkingscross 

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IMPACT  
HUB

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**K-tiv**