



London

# IMPACT REPORT 2022



Celebrating 15 years of impact

# 15 YEARS OF IMPACT

**When we opened the Hub in King's Cross, we were pioneers of coworking. Our founders believed that when you bring changemakers together they create something greater than the sum of its parts. They were right.**

Now, as we celebrate our 15th anniversary, coworking is everywhere - even in pubs! But who can match the way we build community, foster collaboration and catalyse impact? We hold to our original philosophy: bringing people together to build a future that works for all.

Eight years ago, we added a portfolio of start-up, growth and internationalisation programmes and consulting services for social entrepreneurs and others who want to increase their impact. We have worked with thousands of entrepreneurs, welcoming over 400 members every year and supporting over 800 enterprises in our programmes.

We are the second oldest in a global network of 109 Impact Hubs in 63 countries who inspire and support one another as we grow our impact together.

Our expertise is recognised. It's the reason that social entrepreneurs choose us as their home, why corporates tap into our insights to partner with social entrepreneurs to increase social good in their supply chains, and why we have plans to expand further out into London.



*Devi Clark*

Devi Clark  
Managing Director

The future is as challenging as ever. We are determined to make our economy more equitable and sustainable. Cost of living, climate and health crises demand urgent attention. These wicked problems require insightful solutions implemented by persistent changemakers. Every day we have hope because those amazing pioneers are part of our daily experience at Impact Hub, making the local or systemic, big or small changes that collectively make a difference.

Now, looking to the future as Impact Hub London, you inspire us as much as ever and we hope we inspire you right back. When you step up, we step up to help you. Here are some of our stories.







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**Our experience across the last 12 years has just been consistently brilliant. There's something here that just works**

## RESONANCE

# MEMBER STORY

**Our longest-standing oldest member, Resonance been part of Impact London's community for the last 12 years, making them a key part of our history. Resonance is one of the UK's leading social impact investment companies, which just celebrated its 20th anniversary of impact investing. Since 2002 they have worked with over 165 social enterprises and charities, enabling them to raise capital to grow their impact.**

We sat down with CEO Daniel Brewer to discuss our history together, and what's next for Resonance.

'Our experience across the last 12 years has just been consistently brilliant. There's something here that just works; whether the culture, the design or the values that perpetuate despite members of the team changing. Throughout our time here we've built relationships with the team, who help create the sense that the hub is our space, rather than just being a customer procuring a service. I gain a real strength and a sense of perspective from being with people who share the same values and ambition of making the world a better place.

We also judge our continued membership on both commercial and relational value of the space, as well as the practicalities in terms of location that serve us as we grow. We've grown as a business over the last few years and now have staff based in Launceston, Bristol and Manchester, making King's Cross a great location for us to land in London.

Looking ahead, I feel like we're just getting started. There are one hundred thousand families in temporary accommodation now. We've bought our thousandth home this year in total housing over 3000 adults and children. So at best, we've addressed 1-2% of the problem. We've mobilised £300 million of other people's money, which is fantastic, but it's a £20 billion problem. So we are working hard to demonstrate that it is possible for institutional investors to write larger cheques so that we can provide more life changing homes for people facing crisis. There are just too many people on the edges who are being excluded. And our passion is to make sure that we provide homes and solutions for them.'

Daniel Brewer,  
Chief Executive Officer at Resonance

# OUR HISTORY

**1873**

No. 34B York Way was built as a warehouse for a lead factory that lay to the rear of the building. In the 1940s it was used by a manufacturer of mechanical hoists and more recently for car repairs.

**2007**

The company was formed through collaboration, idea and planning development.

**Early 2008**

Investments secured and refurbishment work on 34B York way began.

**September 2008**

The refurbishment is completed.

**October 2008**

Impact Hub King's Cross was launched, and today is the second oldest Hub across the 109-member network.

**2009**

250 members join the community.

**2010**

Prime Minister, Gordon Brown, launched the government 'Open Data' strategy at the Hub.

**2012**

The Hub team grows to 12 staff members.

**2014**

The Hub founds its not-for-profit sister company to enable grant-funded programming.

The Hub joins the Knowledge Quarter.

**2015**

The first business support programme was launched. Impact Hub European Scaling Programme launches.

The Hub's first members forum is created with members working together to shape the community.

**2016**

We become a certified B Corp - the first collaborative workspace in the UK to certify as a B Corp.

**2017**

Feeding the City, our sustainable food programme, launches

**2019**

New Roots, our programme for minoritised ethnic entrepreneurs, launches

**2020**

The outbreak of Covid-19 causes the Hub to close three times, matching official lockdowns and hospitality closures

**2021**

Phased reopening of the Hub  
Labour Policy launch - Deputy Leader, Angela Rayner, launched Labour's 'New Deal for Working People' from the Hub  
ASSETS, our contract readiness programme for the construction sector, launches

**2022**

'The Circular Start Up, our inclusive circular economy programme, launches

**2023**

15 year anniversary  
Impact Hub King's Cross becomes Impact Hub London



# THE FUTURE

**We are thrilled to share that Impact Hub King's Cross has a new name - Impact Hub London.**

As a catalyst for entrepreneurial action for 15 years, we are ready to expand this mission into new territories as we ramp up to what is set to be our most exciting and ambitious year yet!

Under our new name, we have greater room to grow in the city, with increased opportunities to build an even larger ecosystem of social entrepreneurs, enablers, innovators, and intrapreneurs that provoke change together.

While our name has changed, our mission to accelerate entrepreneurial action that benefits people and the planet remains the same. You'll now find us at [www.london.impacthub.net](http://www.london.impacthub.net) and at our social channels [@impacthublondon](https://twitter.com/impacthublondon). Join us in this next chapter as we look ahead to catalysing greater entrepreneurial ecosystems for a socially inclusive, net zero economy, across London.

## WHAT IS YOUR BIGGEST HOPE FOR IMPACT HUB LONDON FOR THE NEXT DECADE?



**Richard Evans, Chair of the Board & founding investor**

To truly become Impact Hub London, with half a dozen locations delivering locally rooted, globally connected impact across the city.

**Mike Thompson, Co-founder & Director**

Growing the space and network for the emerging generation of social entrepreneurs. I'd also like to see corporates better incorporating social impact into their business, and us playing a role in helping them to achieve this. I'd love to see the Hub catalysing programmes and projects even further, with social impact infused into their strategy.



**Angelica Santodomingo, Senior Programmes Manager**

For Impact Hub London to enable and support diverse impact entrepreneurs to successfully launch and grow their business, setting the example of how Londoners can generate a positive impact for both the planet and people through entrepreneurship.

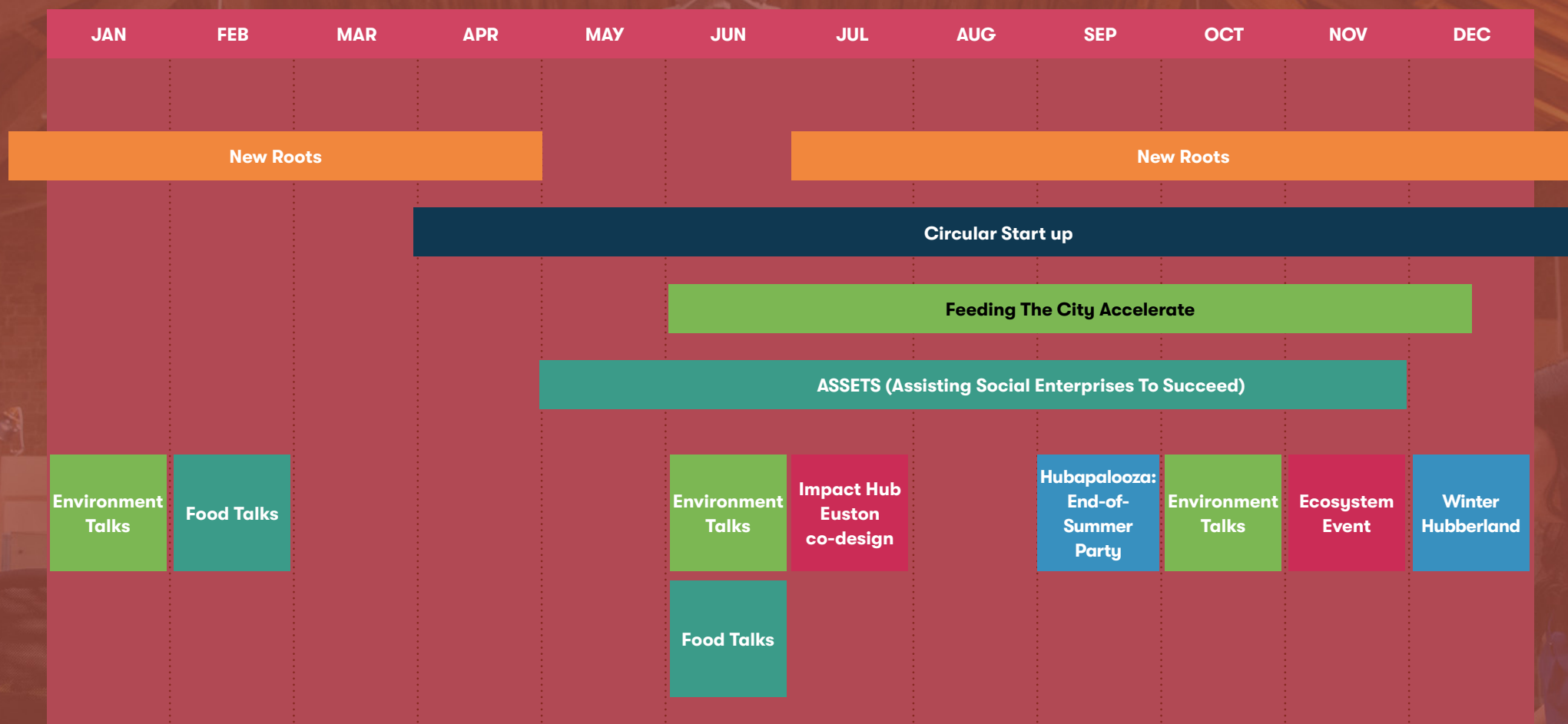
**Candice Ma, New Roots programme member**

I hope that Impact Hub London will continue being the leader-changemaker in social entrepreneurship, and be the long-standing partner for passionate community talents who have been contributing to sustainability, inclusivity and economic injustice, and impacting the lives of people to pass this torch for more decades to come.



# 2022 TIMELINE

## PROGRAMMES AND EVENTS



# COMMUNITY



**500**  
members



**Education and  
Tech sectors are  
most popular  
(each ~30%)**



**Startup and scaling  
are most common  
stages (each ~30%)**



**Almost all increased  
or stayed stable  
from previous year  
(98%)**

Startups almost 5x more  
Scaling almost doubled



**Most have 10 or less  
FT employees (85%)**

## THRIVING DURING IN COVID

**51%**

of our members said their organisation continued business during Covid-19 and did not need to substantially change the business model and strategy

**8%**

of our members permanently, with their strategy and business model changing significantly.

## REVENUE:

**53%**

of our members increased their revenue

**23%**

of our members more than doubled their revenue

# MEMBER EXPERIENCE

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

### Inspire

**71%**

felt that we strengthened their motivation

### Connect

**76%**

have partnered or collaborated with other members

**84%**

felt part of a larger community and network

**75%**

felt supported in accessing better working infrastructure

## STAGE OF VENTURE:

● Now ● 2021

### INTENTION FORMATION



**2% vs 4%**

### IDEA DEVELOPMENT



**9% vs 30%**

### START-UP INITIATIVE



**28% vs 5%**

### RUNNING OPERATIONS



**25% vs 38%**

### SCALING



**28% vs 13%**

### OTHER STAGE



**8% vs 9%**

# SDGs

By identifying and measuring drivers of positive change towards The Sustainable Development Goals (SDGs) mission, we are mapping the impact we are having as a local network. We recognize that action in one area will affect outcomes in others - balancing social, economic and environmental sustainability.

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

1. Poverty alleviation	9.0%
2. Sustainable food and agriculture, food security, nutrition and no hunger	14.1%
3. Health and well-being	28.2%
4. Education and lifelong learning	30.8%
5. Gender equality and women empowerment	16.7%
6. Clean water and sanitation	2.6%
7. Affordable and clean energy	1.3%
8. Decent work and sustained, inclusive, and sustainable economic growth	17.9%
9. Resilient infrastructure, inclusive and sustainable industrialization, and innovation	9.0%
10. Equality, equity, and social justice	16.7%
11. Sustainable communities and resilient cities	11.5%
12. Responsible consumption and production	16.7%
13. Climate action	15.4%
14. Ocean conservation and sustainable use of marine resources	2.6%
15. Environment, terrestrial ecosystems, and biodiversity	12.8%
16. Peace, justice, and accountable and inclusive institutions	3.8%
17. Strengthen partnerships for the sustainable development goals	7.7%
18. Other issue	5.1%
19. I do not aim to address social or environmental issues through my activities	10.3%



**All**

SDGs are addressed

**77%**

of businesses measure their results across both financial and impact returns

**4,141**

people consulted and supported by our community to achieve positive impact

**106,065**

people reached or influenced by our community to achieve positive impact





FIVE LIVES

# MEMBER SPOTLIGHT

Five Lives is focused on building the world’s most accessible, affordable and clinically-validated brain health platform. The digital tools being developed by the company for tracking and improving cognitive health aim to help prevent dementia and detect it sooner and better, at a fraction of the current cost, making the assessment test accessible to as many people as possible.

THEIR MISSION

“Add life to years” aims to extend the quality of life for millions of people through personalised lifestyle improvements.

“Add life to years”

# PROGRAMMES MEMBERS

**800+**  
participants supported in our programmes over the past 7 years

**In 2022**  
**104**  
businesses supported on our programmes

**50%**  
translocal programmes run in collaboration with other Impact Hubs

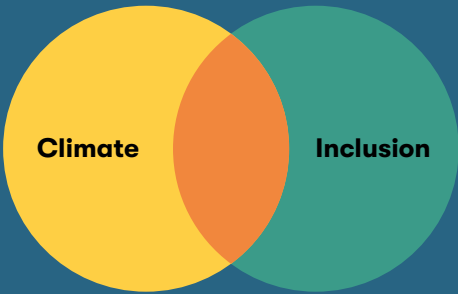
Stage of ventures supported



**72%**  
have women in their leadership team

**55%**  
agree diversity and inclusion is one of their organization’s value and priority areas

**46%**  
of our community’s work addresses one or more inclusion SDGs’



# INCLUSIVE ENTREPRENEURSHIP



## New Roots

A mentoring and peer-to-peer programme for local entrepreneurs from Black, Asian and minoritised ethnic backgrounds in Camden and Islington. This year's programme was focused on sustainability for the first time.



**4th  
Cohort**



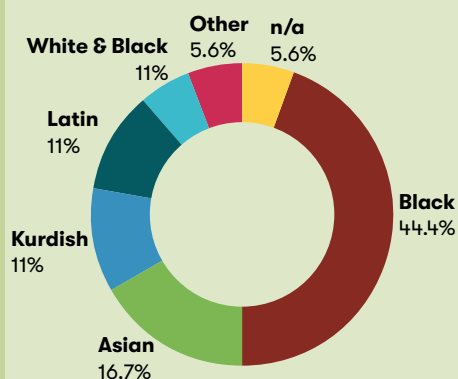
**50  
members**



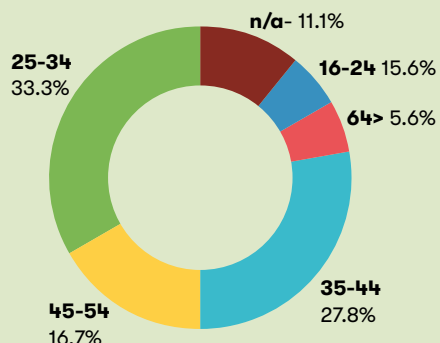
**78%  
Female**

## Background breakdown

### Ethnicity



### Age



## Read the New Roots Impact Report 2022

18 business ventures with fashion and art leading the list

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## ANGIE PALACIOS - FIRST LINE CLEANING SERVICES

# MEMBER EXPERIENCE

Angie Palacios is the pillar behind First Line Cleaning Services, founded in 2020. The enterprise was set up to provide an office and residential cleaning service that is delivered across London. Taking from her 12-year experience in the field and from watching the gaps of other companies, Angie's aim is to do things differently and intentionally in her venture. When she joined the New Roots Program program, Angie expected to expand her business and grow it in order to provide fair pay and concretely give back to the community on a regular basis. She benefited greatly from the foundational level of business knowledge and guidance on different relevant topics (like accounting, marketing, business canvas, online presence and marketing) throughout her journey with New Roots.

When asked about the most significant changes for her since her participation in the program, Angie says that she is now thinking bigger and decided to go for long-term goals. After securing a grant, she's been investing in learning from and exchanging with business consultants, and certifications for the business and is planning to garner more long-term-based contracts soon.





CODE YOUR FUTURE

## MEMBER SPOTLIGHT

CodeYourFuture is a UK-based non-profit organisation that trains some of the most deprived members of society, such as refugees, asylum seekers or those of low socio-economic status, to become web developers and helps them to find work in the tech industry.

One of CodeYourFuture's most impactful contributions is its critical role in training and placing people from under-served and diverse backgrounds into much-needed, highly-skilled tech jobs. This creates a positive socio-economic ripple effect in many communities around those individuals, while also benefiting employers by providing them with in-demand talent.

“

**The Hub was a great space for our team after the lockdowns. It offered us the opportunity to meet and socialise in central London, surrounded by like-minded individuals and organisations sharing the same goal: seeking to create a real impact in society. The Impact Hub team is a friendly and warm group, always ready to help!**

**Liliana Bermudes. Head of Programme Innovation & Community Leadership.**

## SCALING ENTERPRISES



Supported by



### ASSETS - Assisting Social Enterprises To Succeed

ASSETS is an innovative programme tailored for social enterprises that are suppliers in the built environment and construction industry sector who aim to scale their operations, secure larger contracts and successfully compete UK-wide. Co-delivered by professional experts from Wates and the Impact Hub London, the programme enabled 4 social enterprises to develop a clearer strategy for scaling their business in the construction sector. The participating businesses were able to improve their business skills and strategic decision-making, make useful contacts, and think about their entrepreneurial well-being and resilience through the programme.



“The ASSETS programme has had a huge impact on the team and the business at ABC Life Support. The level of input, advice, skills and knowledge we have gained from this has really helped to grow our confidence in our ability to upscale our offering. We are looking forward to the next 5 years and the potential growth we can achieve whilst also using this growth to reinvest with our Impact partners.”

**Ingrid Fawcett, ABC Life Support**  
Communications Manager



ABC life support







## THE SOCIAL INVESTMENT CONSULTANCY

# MEMBER SPOTLIGHT

The Social Investment Consultancy is a social impact consultancy with a global team advising foundations, investors and charities on how to measure and increase their social impact, and to embed diversity, equity and inclusion into their work. Most recently, the organisation evaluated the [Wellcome Trust's anti-racism programme](#).

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**As a global network ourselves, we are excited to be part of Impact Hub's global network - it adds a lot to our motivation to be part of a global movement striving for social and environmental impact!"**

**Bonnie Chiu, Managing Director.**

# CLIMATE: CIRCULAR ECONOMY



**18 month  
programme**



**Supporting 50  
entrepreneurs**



## The Circular Start Up

Our newest programme, The Circular Start Up, seeks to address the lack of inclusion in environmental entrepreneurship in London, by helping aspiring entrepreneurs to launch circular economy solutions to waste and consumption. It's our ambition to create a more interconnected, inclusive and circular economy, helping to increase awareness, reduce waste and improve consumption habits at a business and consumer level.

## Masha Guyard - Each One, Teach One

Masha is a self-taught pandemic quilter and passionate scraps collector with over 25 years working in Hackney Community Development & Engagement within Education, Families and community support services. Her business, *Each One, Teach One* is a community scrap & quilting studio, that offers a free, safe, intergenerational studio space where the local community can learn, train, create, give and sell beautiful quilts while helping to reduce waste & improve the circularity of resources. In this, her business blends together both community well-being and upcycling, for the benefit of both people and the planet.



Supported by JPMORGAN CHASE & CO.



# NURTURING SUSTAINABLE FOOD SYSTEMS



## Feeding The City Accelerate

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.



**3rd Cohort**



**6 months**



**8 businesses**

Since 2017 we've supported:

**56**

participants via Feeding the City Start Up and the Accelerate programmes

**WELL FRUITED**



**Angry Monk**

# MEMBER EXPERIENCE



## Well Fruited

Founders of fruit drink brand Well Fruited, Ben & Alex are on a mission to make it easier to consume your 5-a-day. Their product is unique in utilising all the edible fruit, saving thousands of tonnes of fruit pulp from waste, whilst also providing the full nutrition of a piece of fruit.

**Feeding The City Accelerate alumni can now be found in the Co-op!**

Feeding the City Accelerate alumni, Wonky Food, Superfoodio and Spare Snacks are the first three brands to launch as part of Co-op's Apiary Scheme, an accelerated scheme for smaller suppliers with innovative and value-led products around sustainability.

Ashley Cavers, co-founder of The Wonky Food Co, said: "We were first introduced to the Co-op through the Feeding the City Accelerator programme which gave us the opportunity to pitch for a place on the Co-op's inaugural Apiary cohort of innovative, values-led food brands. Being part of the Apiary has given us national exposure for the first time, with a presence in Co-op stores from Portree in Scotland to Penzance in Cornwall."

**“**

**Being part of the Apiary has given us national exposure for the first time...**



Supported by:



In partnership with:







### Carbon Neutral

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 are proud to have received our second-year 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. Between 2020 to 2021 we reduced our carbon footprint by 25% and have offset this in full, making us a carbon-neutral space.

## ENVIRONMENT TALKS

How to embrace new circular businesses in London

Achieving circular business with Doughnut Economics led by Erinch Sahan, Business & Enterprise Lead at Doughnut Economics Action



## FOOD TALKS

**#FoodTalks aims to stimulate debate and constructive thinking about the issues that surround the world of food.**

Over the last 8 years, we've delivered 29 talks to members and our local community, making #FoodTalks an integral and historic part of our offering. But how did this quarterly series of events actually begin? We asked Dan Crossley, Executive Director at the Food Ethics Council, for his thoughts on this partnership.



The series originated from the coming together of Charles Redfern, founder of Organico, the Food Ethics Council, Impact Hub London and Think. Eat.Drink, green catering consultants, who all wanted to use good food to provoke people to think more deeply about our food, where it comes from and how it's produced. These mutual connections came together to create the simple but powerful idea of #FoodTalks – a quarterly series of events with expert speakers, great food and lively debate. Later we were joined too by London Food Link, part of Sustain: the alliance for better food and farming.

Working with Impact Hub London over the years has been fantastic. We've learnt a lot from each other. We've not only benefited from the beautiful physical space of the Hub, but also the excellent networks, the entrepreneurial vibe and the collective desire to work for a better future. I hope that our thinking and food systems knowledge have played a small part in Impact Hub London's work, inspiring and supporting entrepreneurs striving to make sustainable food the norm.

### Dan Crossley

Executive Director, Food Ethics Council

In partnership with:





# PARTNERSHIPS

As we continue to make a positive impact and support solutions that benefit climate and inclusion, we remain acutely aware that these are shared problems for all of us, and that shared problems require collaborative solutions.

Partnerships, with funders, thought leaders, innovators and communities are the catalysts that create impact. Through this ecosystem, we can create opportunities to make transformative changes, scale impact-driven businesses, support the diversification of supply chains and encourage aspiring entrepreneurs to launch circular economy businesses.

Thank you to the partners who have supported us over the past year and allowed us to equip our inspiring entrepreneurs with the training, tools and resources they need to be successful.



We hope you'll join us for the next partnership event in May 2023.



## Bank of America

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.



## Go Daddy

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. We've worked with over 100 businesses in the past 4 years, all powered by GoDaddy.

## JPMORGAN CHASE & CO.

## JP Morgan Chase

This year we launched our newest and biggest programme yet - The Circular Start-Up. Supported by JPMorgan Chase, the Circular Start-up is an 18-month business support programme aimed at helping 50 entrepreneurs from diverse and underrepresented communities to start businesses built around the principles of the circular economy. With support and guidance from JPMorgan Chase, we have designed this programme to work in the intersection of climate and inclusion by supporting and inspiring entrepreneurs to launch businesses that have a positive impact on communities and the environment.



## Wates

We partnered with Wates to develop a pilot business mentoring programme, ASSETS (Assisting Social Enterprises to Succeed). This innovative programme supported 4 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.

# GLOBALLY CONNECTED, LOCALLY ROOTED

**Impact Hub has been a catalyst for entrepreneurial action for 15+ years. We are a network of innovators, entrepreneurs, community leaders, and social activists determined to co-create a more just and sustainable society.**

All big ideas start small. In our case, it was in 2005, with one community, in one city - London. The goal was to build a space for people to connect, collaborate, and accelerate ideas that make the world a better place.

The idea quickly transformed into a movement - a multiplier and amplifier of social impact that empowers Impact Makers to activate/increase their agency within their communities. This locally rooted, globally connected approach allows us to replicate and learn from one another while creating robust entrepreneurial initiatives that pave the way to a better tomorrow.

We are creating a ripple effect of positive change. You can see our impact travel from the heart of Phnom Penh towards the outskirts of Brazil, through the buzzing capital Berlin to the beautiful Accra in West Africa and beyond. Today, we are a global network of 25 000+ people uniting 60+ countries across five continents.



## #ProvokeChangeTogether

**16900 + 8100 = 25000**  
IMPACT HUB MEMBERS      PROGRAME PARTICIPANTS      COMMUNITY MEMBERS



Displayed member data and information is based on the Annual Global Member Survey conducted in February and March 2022. The final sample contains a total of 57 responses from Impact Hub London 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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# #ProvokeChangeTogether



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