

YELLOW SUBMARINE

IMPACT REPORT

2023



Registered charity No. 1136735
Registered company No. 6619694
12 Park End Street Oxford, OX1 1HH



OUR MISSION

Only 5% of adults with a learning disability are in paid employment* and 78% of adults with autism are unemployed.**

At Yellow Submarine we challenge this statistic* through our belief that everyone can make a valuable contribution to the workforce. Using our cafes, we provide training and support to transition our trainees into appropriate and sustainable employment. We remove barriers to work and challenge preconceptions so our trainees can thrive and reach their full potential.

*58% of our trainees that have a learning disability moved straight into paid employment and only 6% of our trainees with autism did not secure employment.

HOW?

Our Traineeship bridges the gap between education and employment.

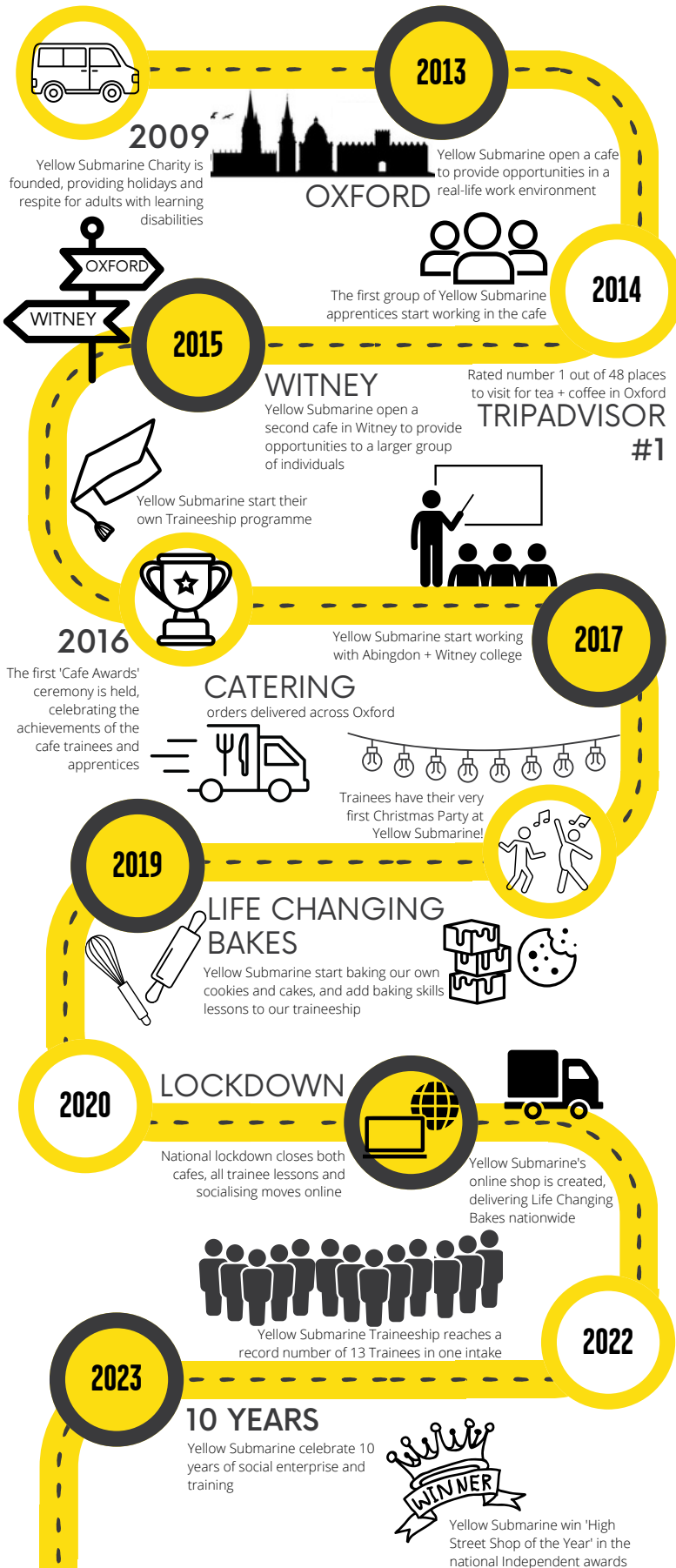
We have created an inclusive work environment, that is visible to the public and challenges negative perceptions of disability.

We work with employers to support them to provide accessible work environments that benefit their whole team and enables them to diversify.

*Measures from the Adult Social Care Outcomes Framework, England - 2020-21' (2021), NHS Digital

**National Autistic Society

10 LIFE CHANGING YEARS



A DECADE IN NUMBERS

63

Young adults have accessed our traineeship programme

89,775

Hours of training provided

71%

Graduate trainees moved into paid employment

287,153

Life Changing coffees made

£3m

Income generated, 100% used by Yellow Submarine Charity

OUR 2023 COHORT

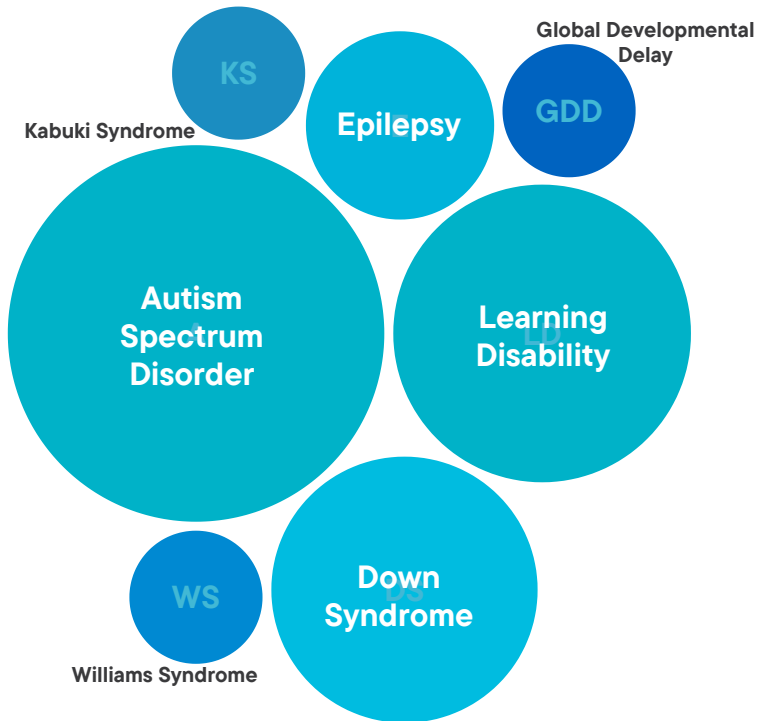
19

people accessed our training programme

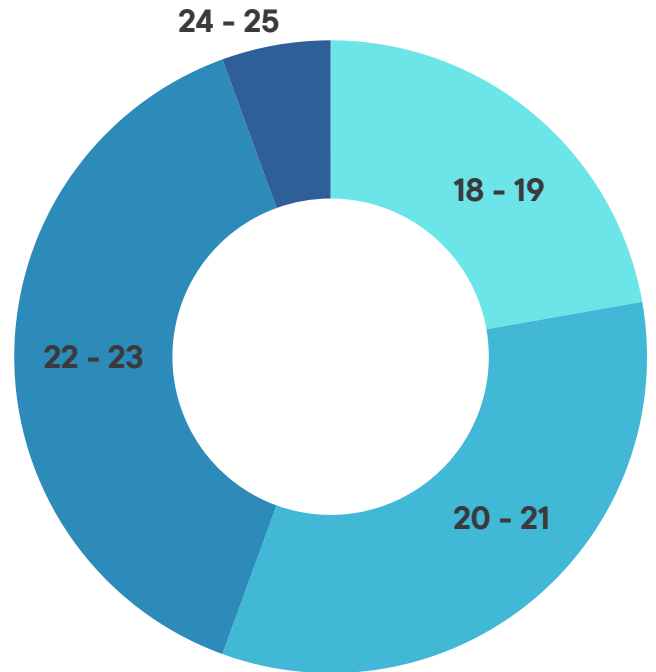
8 FEMALE
11 MALE



DIAGNOSIS



AGE



OUTCOMES

100%

Passed an ASDAN employability qualification

7

Gained a level 2 Food Hygiene qualification

5

Graduated in 2023, completing both phase 1 & 2 of the programme

80%

Were offered paid employment on completion of phase 2

EMPLOYMENT

Our trainees were supported into paid employment at:

HAMBLIN BAKERY
bakery assistant

MY LIFE MY CHOICE
admin

WARNER LEISURE
hotel assistant

ART CAFE
cafe assistant

HIGHLIGHTS OF 2023

HIGH STREET SHOP OF THE YEAR

"Yellow Submarine makes me feel proud of how the world really is changing in positive ways - contrary to what newspaper headlines might lead us to feel. I truly wish I lived closer, because I'd be getting my coffee there every day!"

Jo Fairley, Founder of Green & Black's



£470,000

Income generated

+32%

Increase on 2022 income

10,858

Training hours delivered



BLENHEIM PALACE CAFE AWARDS

In 2023, we were chosen by Blenheim Palace staff as their charity of the year, allowing us to host our annual Cafe Awards event at the Palace itself.

This inspiring venue enabled us to welcome everyone who has joined us on our journey over the last 10 years; all 63 trainees, families, volunteers, funders, staff, beneficiaries and trustees.

TRUCK FESTIVAL

FEEL-GOOD FOOD TENT

We were invited to host a stall at the TRUCK music festival, within the charity and community led food tent. We served over 6000 slices of cheese on toast to hungry festival goers, providing a unique four day work experience opportunity for our trainees.

We also supplied our Life Changing Bakes to the festival, allowing us to trial our wholesale offer.



LIFE CHANGING BAKES

+240%

Increase on 2022 sales

17,055

Bakes sold in our own cafes



Throughout 2023 Yellow Submarine's Life Changing Bakes project has seen the largest growth, introducing new retail items and selling our bakes to wholesale customers. Including supplying the TRUCK festival cafe stall with all of it's cake, selling thousands of packs of our unique 'Almond Kisses' to shops and for gift hampers and supplying new corporate clients.

TOP 3 BESTSELLERS 2023

1. ALMOND KISSES
2. COOKIES
3. TRIPLE CHOCOLATE BROWNIE

SEAL OF APPROVAL

Yellow Submarine joined the curated community of social enterprises, cooperatives, responsible businesses, civic organisations, networks, and change makers from across the globe.



NEW CUSTOMERS

included

INTERESTINGLY DIFFERENT

SOCIAL SUPERMARKET

DIFFERENT KIND

CHARLIE'S STORY

Charlie's journey with Yellow Submarine started when he was 14 and struggling in mainstream education to form friendships with his peers.

His Mum searched for a solution and found Yellow Submarine and signed Charlie up for school holiday activities and Youth Club; "Charlie was thrilled. It was wonderful to see him so happy and fulfilled. Youth Club was the best day of the week, he simply lived for Mondays."

In 2022 when Charlie was about to turn 18, he joined the Yellow Submarine traineeship. Charlie aspired to work in a café and loved serving customers, with his dream being to one day own a tea shop on the Weymouth coast.

Charlie's enthusiastic approach meant he was good role model to less confident trainees, however he still had work to do! Supported by the café team, Charlie worked on his ability to be social with others in the team and understand appropriate workplace relationships as well as how to be flexible at work. He soon excelled and became our first Trainee to learn barista skills, Charlie was also able to gain his Level 2 Food Hygiene certificate. His Mum says Charlie "would always tell us about his day and what he had learnt. He loved the customers, the other trainees but most of all the wonderful Yellow Submarine staff."

"I truly believe without Yellow Submarine, Charlie's and our family's mental health and wellbeing would not be in the confident place that it is."

- Parent

When it came time for Charlie to think about moving on from the Traineeship, his aspiration of working in a coffee shop hadn't changed and Work Experience Manager, Rachael was able to find a small independent café in Oxford City Centre called the Arts Café for Charlie to broaden his experience in this area. Charlie was only with them for 1 day before they offered him a part time job – and started the next week. Rachael says, "Charlie is very capable, and I was not surprised he was quickly offered work. We had just developed our 'Employment Passport' for trainees which can be used by employers to describe their support need and what adjustment could be put in place, therefore the Arts Café were able to transition Charlie into his



role quickly and it is testament to the whole process that Charlie is still in his role over a year later!" Giovanni, Charlie's new Manager found him to be "a wonderful addition to our team! We are very happy with how Charlie has been trained."

For Charlie and his Mum, his time at Yellow Submarine has been life-changing: Mum says "I truly believe without Yellow Submarine, Charlie's and our family's mental health and wellbeing would not be in the confident place that it is. We can't emphasise enough how truly happy we are that we found Yellow Submarine."

"He is a wonderful addition to our team! We are very happy with how Charlie has been trained"

- Employer

CONTACT US



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