



YELLOW SUBMARINE ENTERPRISES

IMPACT REPORT 2024





2024 IN NUMBERS



504,246

Income generated across all enterprise projects and training programmes



34,872

Life Changing coffees made across all cafes



9,707

Hours of 1-1 training delivered



6

Individuals graduated in 2024, after completing phase 1 and 2 of the Traineeship programme



36

Tutorials delivered covering topics including wellbeing, cyber safety and healthy eating



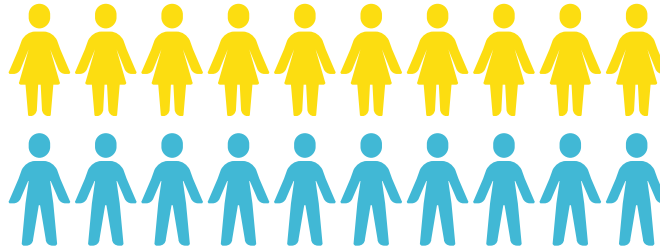
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Pass rate on ASDAN employability qualifications, at Entry level 3 and Level 1

OUR 2024 COHORT

20

People accessed our training programme during 2024



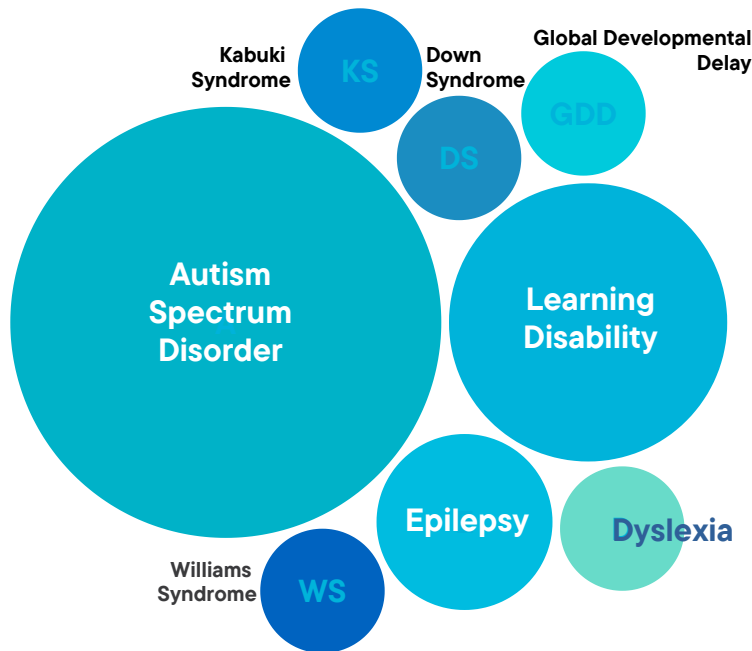
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 FEMALE

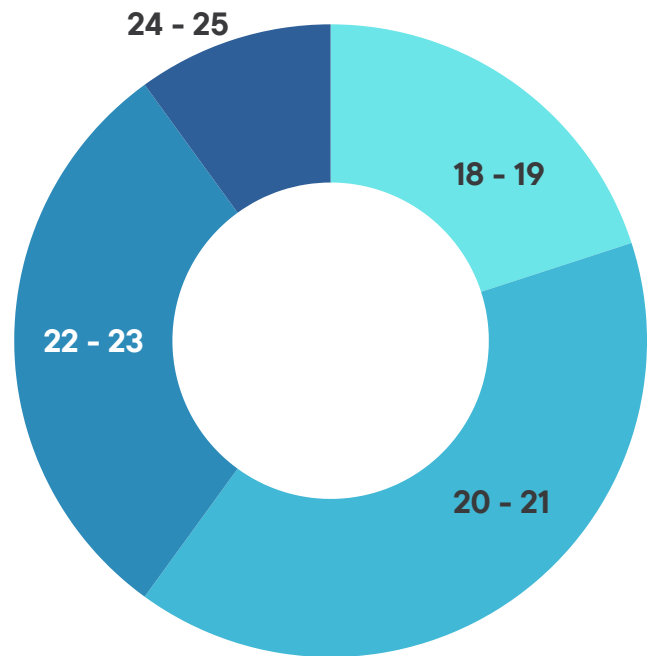
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 MALE

DIAGNOSIS



AGE



4

Trainees gained a level 2 Food Hygiene qualification during phase 1 of the programme

46

Hours of workshops delivered, working on writing CVs, interview skills and practice





OUTCOMES

66%

of our graduating trainees in 2024 moved into paid employment

93%

of trainees completing external work experience transition into that role permanently

since **2013**

SUSTAINABILITY

We deliver training to organisations who are keen to become a more inclusive employer. This ensures that no question is left unanswered on how to offer the right level of support.

Our 2024 trainees were supported into their next steps at:

TESCO

SODEXO

MOLLIE'S DINER

OXFORD PLAYHOUSE

FOXES ACADEMY



All trainees leave not only with a CV but also an employment passport, detailing strengths, limitations, and reasonable adjustments an employer can make to ensure successful employment.

71

Young adults have accessed our traineeship programme

91,595

Hours of training provided

79%

of trainees that moved into paid employment were still employed after 1 year

LIFE CHANGING BAKES



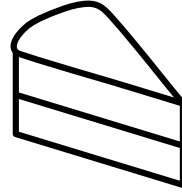
+104%

Increase in income generated from wholesale and corporate orders



1,765

Individual Christmas cakes made



15,538

Life Changing Bakes sold across our cafes



Yellow Submarine becomes a member of Social Enterprise UK



REACH X LCB

Cross organisational work with Yellow Submarine's daytime project 'Reach' to create chutney for our Christmas gift hampers

NEW PRODUCTS

Product range expanded to include sweet and savoury biscuits packaged for retail, and Gift Hampers



BESPOKE

Branded packaging offered as an option for corporate customers, for retail items and corporate gifting

CATERING

Re-launched, providing lunch platters to events across Oxfordshire, all now served in plastic free eco-packaging.

JESS' STORY

After becoming disengaged at College and experiencing some negative relationships, J began her Traineeship programme in September 2022 believing that she was not going to do well, uninterested in making friends and keeping everyone at arm's length.

Trainees spend three days a week working in one of our cafes, and one day with their peers in the classroom. J gradually began to be confident enough to speak up in lessons and to talk to customers and by Christmas had signed up for her first Yellow Submarine social event, and then joined her local Yellow Submarine social club. As she began to trust staff and then her peers we saw her confidence flourish. She was taught to travel independently, and she would meet a fellow trainee for lunch in town on her day off.

J was keen to work with children and completed some work experience at a local playgroup supported by Yellow Submarine, but, without the right qualifications, she wouldn't be able to get paid work in this area. As earning an income was important to her, she was supported into work experience with Sodexo at the army barracks a short walk from her house. This went well and J was offered a part-time role working in the Sergeants' Mess.

“I have enjoyed wearing the uniform and the lessons, because the staff make me laugh, and I have made new friends.

Thank you Yellow Submarine for your help and support“

Jess



“J is seriously so confident now and went out with the team at the weekend for our Christmas do in Oxford city centre... Amazing young lady.”

Employer

A year on, and J is still with Sodexo while also volunteering one day a week at the playgroup.

Recently she went on her Sodexo team's Christmas night out, staying out until 1am! She is still a social club regular and meets up with Yellow Submarine friends outside the club too - by her own admission she is “living her best life”!

As her Sodexo line manager says “J is seriously so confident now and went out with the team at the weekend for Xmas do in Oxford city centre.....Amazing young lady.”

NEWS IN 2024



NEW CAFE WOODSTOCK

We opened a new 'pop-up' café at Woodstock open air swimming pool in summer 2024, serving coffee, cake, ice cream and milkshakes to visitors throughout the season. It enabled us to reach a brand new customer base, and gave our trainees the opportunity to work in a new environment and develop new skills.



BBC POLITICS SOUTH FEATURE

In May 2024 we hosted a BBC film crew who came in to interview Yellow Submarine trainees to find out more about Employment + Disability, and the support and training that we offer. It was broadcast on BBC1 on their Sunday Politics South programme.



CAFE OF THE YEAR FINALIST

We were voted in the top 3 finalists for Oxfordshire café of the year in the 'OxinaBox' hospitality awards for the second year in a row!



MONOPOLY OXFORD EDITION

Yellow Submarine are featured on a new 2024 Oxford edition of the iconic board game, on of course a Yellow square!

CONTACT US



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