

Part A - General Information

Charity Name

Second Shot Coffee CIC

Charity Type/Structure

Community Interest Company (CIC)

Project Name (if same as Charity Name, please leave this blank)

Second Shot Coffee CIC

Lead Contact

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Website

<https://secondshotcoffee.co.uk>

Social media handles (Twitter, Facebook, LinkedIn, Instagram etc):

Instagram: @secondshotcoffee

Facebook: Second Shot Coffee

Twitter: @secondshotcafe

Part B - Project Proposal

Project Mission: A snapshot of the project's intention (50 words max)

Second Shot Coffee is the specialty coffee social enterprise tackling homelessness. In our two award winning coffee shops, as well as distributing drinks and meals to local rough sleepers, we train, employ and transition individuals, taking them from where they are to where they deserve to be.

Situation (250 words)

The average person in the UK is two paychecks away from becoming homeless.

One of these individuals is Stacey. Stacey moved to London from Wales, but an abusive relationship left her isolated on the streets, with no means of communication, no income, and friends or family for support. Stacey is just one of the 456 reported rough sleepers in Bethnal Green. Once a successful teacher, now she spends her days struggling to survive the elements, in constant fear for her safety and deteriorating wellbeing, as she's left invisible in a society that has neglected her.

Across town in Westminster, the situation is no less severe. Here, an estimated 1 in 25 individuals is experiencing homelessness.

One of those individuals is Edge, who is a charismatic, intelligent, and hard-working chef. He's demonstrated immense resilience and dedication to turn his life around beating addiction and securing temporary housing. However his progress is being halted, as he struggles to find a sympathetic employer who is willing to look beyond the problems of his past.

Luckily for Stacey and Edge, they have a Second Shot in their community.

Stacey knows that there's somewhere they can go every single day and be seen, and heard. Somewhere she can meet case workers, be directed to other services and receive something nourishing to keep her going.

After a 6-month placement at Second Shot, Edge is now back on track in his own apartment, having secured a stable job in a hotel kitchen doing what he's always loved.

Complication (250 words)

We're incredibly proud of the depth of impact from our existing 6 month employment programme where we've successfully transitioned 8 individuals out of homelessness, and the breadth of impact from our pay it forward system, where we've distributed over 30,000 coffees and meals to rough sleepers in need.

Building on this experience, we want to apply the same successful principles and consolidate our learning to create a unique programme that's capable of meeting the increased demands of the time in a sustainable way.

The economic and social effect of coronavirus has completely changed the employment landscape within hospitality. Quieter venues means companies are streamlining, operating with less staff but with greater

responsibility. This means requiring staff who are capable of hitting the ground running, making the process even more competitive than before.

The government's kickstart and traineeship schemes may have been designed to fill this gap, however most job-seeking people experiencing homelessness are ineligible for these schemes, putting them even further behind.

Paradoxically, the additional impact of Brexit means that we're also observing unprecedented shortage of staff in the hospitality industry, with potential workers moving out of London, out of the country, or reconsidering a career in the industry altogether.

This provides an incredible opportunity for us.

With the support of the Stephen Lloyd awards, we will create an industry-leading rolling 6-week training programme that will not only provide training and employment, creating meaningful impact for the individual, but to also service a pressing need in the industry.

Solution (250 words)

Each trainee will work 3 shifts each week, for a duration of 6 weeks, with a structured programme of progress.

What makes our programme unique is firstly, that whilst most training programmes are carried out in a classroom environment, ours is seamlessly integrated into their employment. Having recruited from some of these programmes in the past, we know that there can be a big gap with skills and confidence transferring from the classroom to the cafe. Our programme combines education with experience, leading to much faster progression.

Secondly, a crucially influential element of progress is the social integration and confidence building that occurs when working at Second Shot, by having up to 200 "low-pressure conversations" a day with our customers who understand and value our mission.

Thirdly, whilst most training programmes for people experiencing homelessness are unpaid work experience which can be extremely prohibitive, our trainees are paid full wages. This again leads to fast progress and better outcomes.

In addition to this we are securing organisational partnerships meaning our trainees will receive complementary accredited health and safety training, an accredited City & Guilds hospitality qualification, and the opportunity to complete a specialty coffee industry recognised qualification..

Together, this will make for an incredible programme for up to 30 individuals a year, producing the highest calibre applicants and giving them the best possible chance of securing employment, and providing a much needed injection of talent into a struggling industry.

Part C - Wider Support

How would the Stephen Lloyd Award network of partners' support be beneficial to your project? (250 words max)

For me, the opportunity to be a part of the Stephen Lloyd network is equally if not even more valuable than the potential funding.

My social enterprise journey started whilst at university with Enactus, an incredible organisation that brings together academics, business leaders and students to launch social enterprises.

In the 6 years since I suspended my studies to launch Second Shot, I've been reminded time and time again of the incredible value of a strong network of like-minded motivated individuals, receiving great advice, introductions and even collaborations with numerous alumni, and my gratitude in realization of the huge difference this can make even led me to become the interim Chair of the Alumni board.

With the business being at such a pivotal point of growth, being part of the Stephen Lloyd network would provide a huge platform for the business to scale.

We will soon incorporate as a charity and will therefore be recruiting for trustees and I can't think of anywhere else more apt to do this to ensure the strongest possible governance and strategic direction. Furthermore, there's clearly incredible expertise in a plethora of useful fields, from legal support on future leases, trademarking and corporate contacts, to advice on navigating the world of e-commerce with our newly launched beans.

Lastly, on a personal level as a sole founder and managing director, I've found it a challenge to get good external mentorship and again the Stephen Lloyd community seems like the perfect place to explore this.

Part D - Financial Justification

In general terms, please explain how the funding would be used to carry out your project. (50 words max)

The funding would be used in order to increase our capacity to provide the additional training, as well as the accreditation for the qualifications offered.

Part E - Supporting Information

Governing Documents: Where relevant, please upload any recent charity accounts and governing documents as attachments.

- [Second-Shot-Coffee-CIC-Articles-of-Association.doc](#)

Team: We would like to learn a little more about the individual or team invested into the project. What are your individual credentials? Is there a story behind how you or your team all came together to support the project? (75 words max)

After two years leading the Enactus UCL team , I suspended my studies to pursue my passion and launch Second Shot. In the years since I've been fortunate to win some personal accolades such as a British Red Cross Humanitarian award for Community action, the Enactus Global Alumni of the year, and have been fortunate enough to speak at prestigious events such as WeDay.

<https://www.linkedin.com/in/juliusibrahim/>

YouTube Video

<https://www.bbc.co.uk/programmes/p06d0rx2>