

FOR THE PERIOD 1 JANUARY TO 31 DECEMBER 2025
REGISTERED CHARITY NUMBER: 1189538, COMPANY NUMBER: 12579103



Grace Enterprises

2025 Impact Report



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LETTER FROM MATT, CEO



Grace Enterprises was founded in 2017 to tackle long-term unemployment - one of the biggest challenges facing UK society. Unemployment has a detrimental effect on the individual, on their relationship network, and on the wider community. The challenge of securing and sustaining work can be exacerbated for individuals who face major and/or multiple barriers to work, creating a vicious cycle which is hard to break free from.

Our pioneering social enterprises break this cycle. They offer supportive, real Living Wage work to people who might struggle to find and keep a job elsewhere. This employment provides opportunity for holistic change in individuals' lives, and benefits their wider relationship networks and local communities — a sustainable solution to a prevalent societal challenge.

2025 was a year of strengthening our foundations to help us grow in the next few years. We secured a long-term lease for premises for the next 10 years, ensuring that we can continue to consolidate growth. We installed a new state-of-the-art bakery. Our core team also grew by four, ensuring excellent services can be delivered across the enterprises. Finally, we won several awards recognising our work, including the Centre for Social Justice 'charity of the year award'.

We're thankful to all our supporters who have journeyed with us this year, and we're excited to see what's in store for our future!

Matt Parfitt

Founder & CEO

Got three minutes?

Watch this video explaining our work, created by the Centre for Social Justice.



CHARITABLE OBJECTIVES

Grace Enterprises works for the **relief of unemployment** for the public benefit in the United Kingdom by:

- establishing and supporting subsidiary companies to provide ethical employment opportunities for the long-term unemployed and others facing barriers to work
- providing assistance to individuals seeking employment and ongoing support to those we employ
- influencing public policy and social attitudes towards the long-term unemployed and advocating the benefits of supportive employment



Grace Enterprises

Providing life-changing jobs through supportive employment in social enterprise businesses



2017

Radiant Cleaners
launched



2022

Jubilee Events
launched



2023

Half the Story
launched

2025 HIGHLIGHTS

In 2025, Grace Enterprises and its social enterprises won five awards!



Centre For Social Justice Award
Crisis Homelessness Alliance 'Barrier Breaker' Award
East Midlands Business of the Year Community Impact Award
Private Business Awards Social Enterprise of the Year
Great British Entrepreneur Awards Sustainability Entrepreneurs

We created

22,000+

hours of real Living
Wage work



We welcomed 10 new team members across our social enterprises

Our core office team has also grown in 2025, helping us to continue creating more life-changing jobs.

Rachel has joined as Head of Business Development, Adam and Katie have joined the Comms team, and Andrew is Operations Director at Half the Story.



Rachel



Adam



Katie



Andrew

CELEBRATING OUR NEW BAKERY

As well as securing a long-term lease on our premises in Wilford, 2025 saw a major upgrade to our Half the Story bakery.

We had a new, purpose-built bakery kitchen installed, which significantly increases our capacity.

7X
bigger



“Beautiful!

**We have space to dance
around the kitchen!”**



The new bakery space will allow for up to 20 bakers working at any one time, making space for even more life-changing jobs.

We're grateful to all of the amazing partners and funders who helped make this bakery upgrade possible.

BARRIERS TO WORK

82% of our 2025 employee team have faced major barriers or some barriers to work.

In the UK, 10.86 million people are either unemployed or 'economically inactive'.

82%



Those barriers include:



English as a second language



Homelessness



Disability



In trouble with police



Drug misuse



Refugees



Domestic violence



Alcohol misuse



Learning difficulties

44%

of employees have struggled with mental health challenges

“I had depression. I came to the UK, and I couldn’t talk to many people, my mind was very closed. I was shy and my English was very bad.

Radiant Cleaners helped me open my mind... Now I am happy, I don’t have depression anymore.”

Radiant Cleaners team member

EMPLOYEE JOURNEY

Every story of returning to work is unique.

Some employees apply directly. Some are referred by trusted organisations. Sometimes finding employment may happen alongside a journey of recovery.

Richard is a fictional employee, but his journey represents the real experience of our employees. The quotes come from various actual employees.



APPLYING

Richard is experiencing major barriers to work.

He applies for a job in one of our businesses.

He has access to support and signposting. He attends an informal interview and has a work trial.

“I hadn’t worked properly in 27 years.

In the interview I was so quiet, I thought I wouldn’t get the job.”

“I had been given a sense of hope after my initial conversations with them. It was really refreshing not to be tied to the same old stereotypes that people hold about people in addiction.”



ONBOARDING

Great news! Richard was a good fit for the role and begins his job in a GE business.

He attends his first Living Life Review (LLR) to set short-term and long-term goals. He is also offered regular meetings with a mentor.



WORKING

Richard is now in post and continues to have LLRs and mentoring, plus Professional Development Reviews.

His working milestones are celebrated and he is invited to team social events.

“It’s lovely. I’ve met a few friends. People who I can sit down after my shift and have a coffee with.”



SETTLING IN

Now that Richard is working steadily, he has regular LLRs to reflect on his wellbeing and receive holistic support and signposting.

"I felt genuinely supported through regular one-to-one sessions, a mentor... staff who seemed truly invested in my personal and professional growth."



PROGRESSING

Richard is getting on well and can take advantage of opportunities like increased hours, more responsibility, or maybe a move into a role in a different GE business.

“When I started I was around three years into abstinence-based recovery. However, over the next year and a half, I struggled and moved in and out of recovery. Grace Enterprises played a pivotal role in helping me return to full recovery.”



MOVING ON

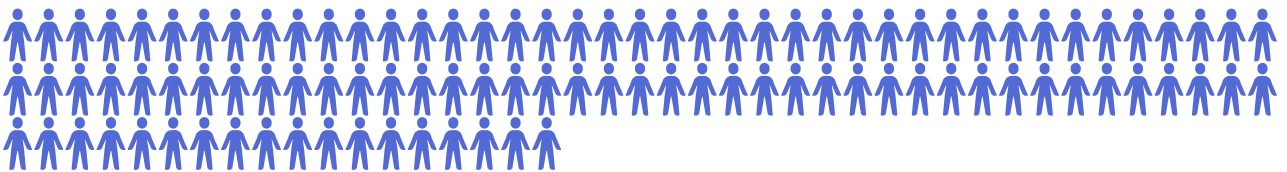
Richard is working towards personal goals, engaging in community and finding self-initiated support. He’s considering his career future — either at a GE business or further employment elsewhere.

“I am currently in full-time employment doing a job I love. I achieved a First for my undergraduate degree, and I’ll be starting my Master’s in October. Grace Enterprises was undoubtedly a major part of making this possible.”

OUR EMPLOYEES

“The best bit about working at Radiant Cleaners is you know there is a team around you and you are liked and appreciated for what you do.”

60 employees in 2025



138 employees (all time, as of Dec 2025)



93%

of our employees strongly agree or agree with this statement: “working for a Grace Enterprises business positively impacts my life.”

Mentoring

As well as holistic in-work support, every employee has the option to access mentoring. We have a team of volunteer mentors who offer additional 1:1 encouragement and support.

25% of employees met regularly with a mentor in 2025

LIVING LIFE INDEX

Our Living Life Index (LLI) enables us to effectively support staff throughout their employment.

In regular one-to-one reviews, we help employees to reflect on various areas of their life.

It's one way of ensuring that those with barriers to work continue to thrive holistically and move forward.

Through our LLI we can:

Facilitate transformation through reflection, action-planning and signposting.

Monitor transformation holistically to measure our social impact.

Increase our effectiveness at transformation by providing insights to improve our employment model.



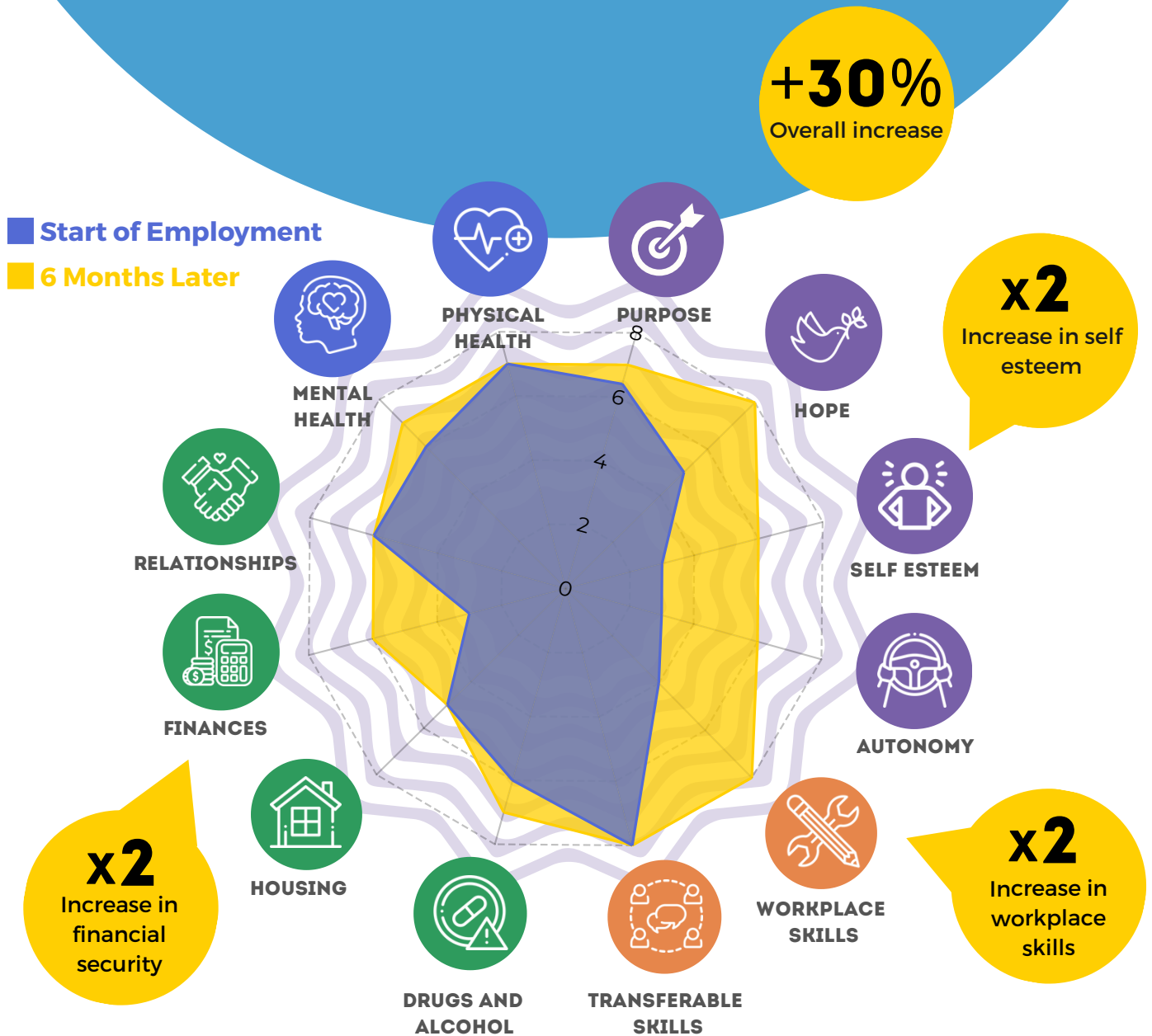
WHOLE LIFE IMPACT

Our team conducts Living Life Reviews with new employees and then every six months.

This allows each employee to regularly reflect on their growth, challenges and future plans — and helps us to provide tailored support.

It also gives us a helpful overview of the ways that our employees are seeing benefit in their lives.

This chart shows the scores for one real employee. The purple scores show their initial LLI results, and the yellow shows the increase after six months.



BALFOUR BEATTY CASE STUDY

2025 marked a new milestone for Grace Enterprises.

Balfour Beatty built a new major footbridge in Nottingham — and became the first organisation to work with all three of our social enterprises!

Radiant Cleaners provided ongoing cleaning services for the cabins on the construction site.

The Jubilee Events team supplied marquees and furniture for an event at the new footbridge site.

And Half the Story provided biscuits for their sustainability conference.



“This achievement isn’t about numbers. It’s about people... Balfour Beatty plc became the first business to procure goods and services from all three social enterprises run by Grace Enterprises — a powerful demonstration of how procurement can drive social change.”

Michelle Mann, Social Impact Advisor for Balfour Beatty



1,800
biscuits eaten

576

hours of supportive
employment created through
this partnership!

HALF THE STORY

Half the Story creates employment for people with major barriers to work, through making, baking and packing handmade biscuits.

Started in partnership with the charity Green Pastures, we agreed there would be a focus on employing people who have experienced homelessness.

Our life-changing biscuits launched at the national Social Value Conference in 2023, and the new business adventure began. Sodexo were an early adopter, and the Labour Party Conference was the first event to feature our biscuits.

In 2025, Half the Story moved into a brand new, bigger bakery space and launched a partnership with EMR that saw our biscuits on their new fleet of trains.



“Over the past year, we’ve been purchasing Half the Story biscuits. A simple choice that’s helped support the creation of two jobs for individuals facing barriers to work. 🍪”

It’s a great reminder that everyday decisions can have a real impact. Behind each biscuit is a person, a story, and an opportunity to build confidence, skills and stability through meaningful employment.”

Chloe Mann — Eurest



MEET A HALF THE STORY TEAM MEMBER

E moved to the UK with her family seeking asylum. Back home she had worked in health and safety.

“My life in my country was good because we were workers. But we needed to get out of my country; it was a very difficult decision, but we had to go.”

Two years ago E’s family received right to remain status, meaning they had one month to find housing, and that she and her husband could look for work.

“My family, we needed to look for a new job and a new house. This country was very difficult... different language and different culture.”

E heard about the housing charity Hope Into Action, who supported her family in securing housing and motivated her to apply for a job with Half the Story.

“If I didn’t receive this support my family would be in a homeless situation. I am so grateful to Hope into Action and Half the Story. It’s a new opportunity and a change for my life.”

At first E was scared because she felt her English wasn’t good.

“My limit is English, but I’m happy to practice all day and the job gives me time to take my English classes.”

“This job gives a new start for my family.”





Jubilee Events is a marquee hire social enterprise, providing premium marquees and equipment for parties, weddings, and corporate events.

Launched in 2022 to provide different kinds of work, it has grown to eleven employees in 2025, and expanded to provide multiple marquee sizes, furniture, and electrical equipment for a range of events.

2025 was an event-full year! We set up for the Schools National Regatta, and a high-profile engagement party for a Premier League footballer.



“Jubilee Events were so amazing to work with.

The team could not do enough for us and were so patient and understanding of our requirements.

I work in luxury events and sometimes it’s not easy ... but NOTHING was too much for these guys and I’m forever grateful.”

Jayde Elise Events



MEET A JUBILEE EVENTS TEAM MEMBER

L joined the Jubilee Events team when his wife was on maternity leave with their second child.

“I had been a stay-at-home dad. I was looking for a job and a friend recommended Jubilee Events as a good fit for my skills.”

“It sounded like it would be a decent fit for me as a person, and the flexibility of being able to combine some work with my responsibilities at home. It was a good fit for our family.”

At first the role was **“a bit of a learning curve. A bit different to what I’d been doing before.”** But **“doing things on site and being practical”** helped him quickly settle in.

As well as being in the outdoors, L’s favourite part of the role is the team. **“I like working with the people. People from different types of backgrounds and stages and situations in life.”**

“Doing an honest day’s hard work is good, when you’re working alongside other people.”





Radiant Cleaners was our first social enterprise, founded in 2017 to provide excellent cleaning services across Nottingham. It is also our biggest, with a team of 28 employees.

Radiant Cleaners provides award-winning commercial cleaning services to offices, construction sites and community spaces across Nottingham.

2025 was a year of stable growth, bringing in new partnerships with local businesses and organisations including Notts County Foundation and Lindum.



“Just wanted to say that X has been amazing over the last few weeks, she is very positive and is always asking if there’s anything else to do before she leaves for the day. She is an asset to the team.”

Priti Ghale
Notts County Foundation



MEET A RADIANT CLEANERS TEAM MEMBER

“I used to be a carer for my brother. Then I had to get back into work.”

J knew about Radiant Cleaners through Grace Church Nottingham. So when she was looking for a job they were her first port of call. **“They said we can get you sorted and I’ve been up and running since then. Two years on.”**

On starting the new role, J said, **“It’s always hard at first, isn’t it? Because I didn’t know what I was doing and where I was going. But they really made me feel at home, I kind of slotted into it like I’ve always done it.”**

When health difficulties meant J needed to take time off, **“they said, come back whenever you feel you can come back. There was no pushing back into the job. But I wanted to come back!”**

J says the team at Radiant Cleaners is **“dead easy to talk to. You can talk to people about anything, without judging.”**

“They’re very understanding. It gets me out, gets me up. I love it.”

“If I’ve had any issues with my health or anything like that they’re very accommodating. Dead easy to talk to — a really good company to work for.”



2026 PRIORITIES: MOVING ON

In 2025,

10

employees moved on from a Grace Enterprises job. Five left for another job, and five due to relocation or health reasons.

For many employees, a job in a Grace Enterprises social enterprise may be their 'forever job', and for others it will be a stepping stone to further employment, education or training. Some may have had a career in their home country. Others may discover new skills and passions in the workplace that they want to pursue.

2026: Creating an 'onwards pathway'

In our one-to-one support and mentoring sessions, we're able to help employees with job applications, CV and interview preparation.

One of our priorities for 2026 is to formalise our process for helping employees 'move on well' — helping them achieve their long-term goals, and making space to create even more life-changing jobs.

Other priorities for 2026

- Invest in our structure to drive growth in our social enterprises.
- Strengthen stakeholder relations to power future growth.

"The cleaning job helped me build strong time-management skills, discipline, and reliability, while also improving my ability to work effectively in a team."



WIDER INFLUENCE

As a pioneering organisation, we want to play an active role in bringing change to systemic issues. We believe the most significant and sustainable change comes from working in partnership with individuals and organisations across all areas of society. This year we:

- Hosted several **open days** across the year to inspire and equip others.
- Spoke at the **Lloyds Bank Foundation** conference about our hybrid charity-business model.
- Appeared on **GB News, BBC Radio Nottingham** and the **Inspired Podcast** talking about homelessness and supportive employment.
- Were published in articles in **Premier Christianity, Stewardship**, and various other charity and sector publications.
- Joined our voice with the **Crisis Homelessness Alliance**.



CELEBRATING OUR HEROES
Grace Enterprises tackles long-term unemployment and provides support
Mansfield GBNEWS

KEY PARTNERS

GRACE CHURCH NOTTINGHAM

Grace Enterprises was launched by **Grace Church Nottingham** who continue to provide invaluable support.



We are proud to partner with the **Living Wage Foundation**, paying the real Living Wage across our social enterprises.

green pastures

Half the Story is a joint venture with **Green Pastures**, a pioneering housing charity.



We are grateful for the influential work of **Social Enterprise UK**, championing social value and a fairer world.

Proud to work with:



A Division of **LOWE** Rental

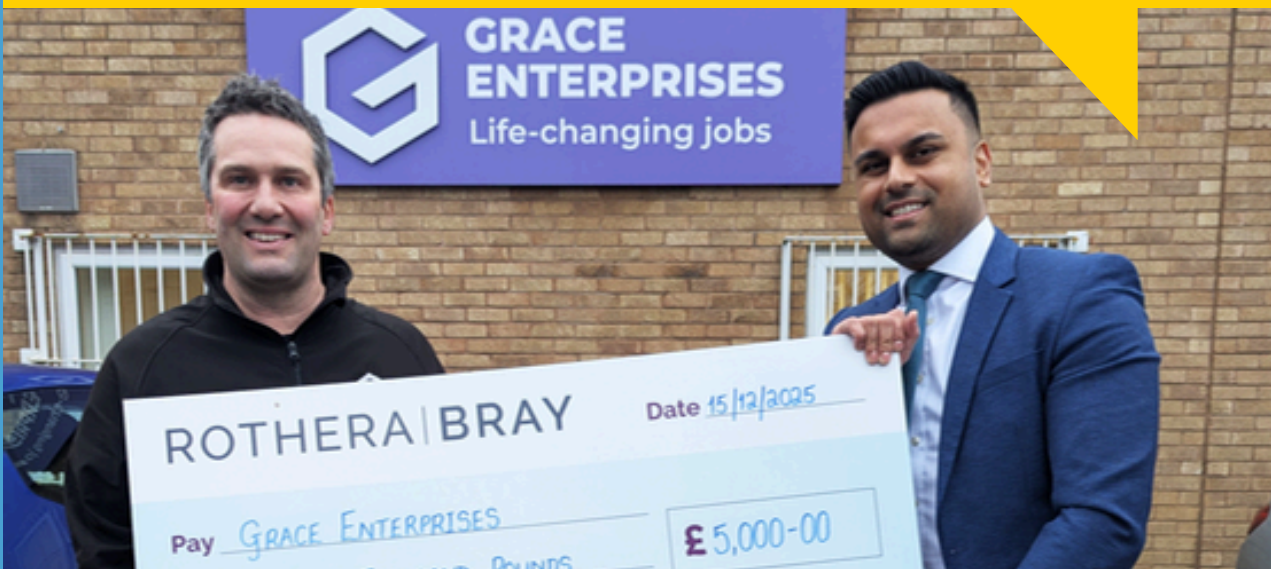


OUR SUPPORTERS



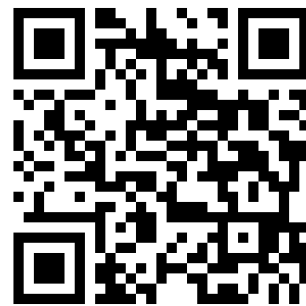
“We thoroughly enjoyed our visit to the bakery this week and delighted to hear your staff enjoyed the goodie bags 🎅 We are so pleased we could donate this money to a wonderful enterprise.”

ROTHERA | BRAY
EST 1824



PARTNER WITH US

Donate to Grace Enterprises to help fund our life-changing supportive employment in 2026:



GET IN TOUCH



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