

2022 - 2023

Fair Shot

Not-For-Profit Cafe

# Fair Shot Impact Report



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Welcome





# A message from Bianca Tavella, Founder & CEO

In the last two years, our passionate team has dedicated themselves to preparing our three cohorts for work and launching the inaugural year of our follow-on employment programme. What was once just an idea we all had faith in has now transformed into tangible proof: our hard work has created a real impact! I am thrilled to present this Key Findings report, which showcases the transformation that has taken place and the lasting change we've achieved.

Fair Shot was born in 2020 not merely as specialty coffee shop but as a beacon of hope for those marginalized by a society struggling to embrace their unique abilities. Our Hospitality Programme, the heart and soul of Fair Shot, was crafted to dismantle barriers for adults with learning disabilities and create pathways to empowerment.

As you delve into the following pages, my hope is that you'll share the same sense of pride and optimism I feel. The figures and percentages you'll find here are more than mere data – they represent dreams realized, hopes sparked, and challenges overcome. As I read about the journeys of our learners, I'm reminded that Fair Shot's impact goes beyond professional growth; it encompasses emotional well-being as well.

From mastering hard skills such as coffee making to soft skills such as confidently interacting with customers, each accomplishment is a victory for our remarkable class of 2023 graduates and the mentors who have guided them. Seeing our trainees independently and confidently move around our Covent Garden cafe in the final weeks of the programme showcases the supportive environment we've worked so hard to nurture at Fair Shot.

This report reflects the triumph of trainees who dared to dream, mentors who believed unwaveringly, and generous donors who fueled our mission. As our Hospitality Programme continues illuminating what is possible when you craft an inclusive world, we hope you enjoy the following stories of growth, progress, and transformation!

**Bianca Tavella**  
**Founder & CEO**

# 94.8% of adults in the UK with a learning disability are unemployed.

## We're here to change that.

Through our year-long Hospitality Programme\*, we're growing the next generation of skilled baristas and expert cafe assistants.

Over the course of a year, our learners acquire knowledge alongside a team of mentors and job coaches.

At Fair Shot, we teach a whole range of transferable skills such as effective communication, health and safety in the workplace, and time management. We also equip our learners with a variety of qualifications such as a Specialty Coffee Qualification provided by our roastery partner Curious Roo and a Level 2 Food Hygiene Certificate.



# 1,760

**hours of training  
completed so far**

\*For our first two cohorts, we operated as a Traineeship programme in collaboration with West London College and Action on Disability. Starting with our 23/24 cohort, we've transitioned to a Supported Internship model, forging a new partnership with Mencap.

# Key Overview Statistics

As we welcome our third cohort, we're pretty chuffed with the impact we've made so far. From employment placements to diversity and inclusion, these statistics showcase the real-world transformation we've achieved together.



£210K

estimated to be saved in benefits from the Fair Shot employment programme so far

90%

of learners employment-ready thanks to our Hospitality Programme

100%

of job-ready graduates placed into employment

36

young adults supported out of the unemployment cycle so far

80%

of our employment partners state that they would now hire another neurodivergent person

100%

graduates report increased confidence and improved mental health

15

employment partners dedicated to creating an inclusive workforce

4.8

star rating for our Covent Garden cafe on Google

Data as of July 2023

# Hospitality Programme Statistics

Our graduates from the 22/23 cohort were asked to anonymously complete a survey which assesses their workplace skills, independence, social skills and mental health/wellbeing upon completion of the traineeship at Fair Shot Cafe. The survey was designed to provide a self-assessment of their skills and well-being upon completion of the course - independent support staff assisted trainees in order to provide accurate feedback. The survey was created using a Likert frequency scale.

100%

of trainees said that they understand their role in the workplace.

86%

of trainees said that they now understand how to work as part of a team.



86%

of trainees said that they remember how to do all workplace tasks

100%

of trainees said that they feel listened to at Fair Shot

100%

said that they are able to complete their workplace tasks independently

100%

of trainees said that they now understand how to display positive body language and good customer service

100%

of trainees said that they feel happy at Fair Shot

Source: End of year survey, Fair Shot



“My favourite thing about Fair Shot is the way it’s changed my autism pretty much. I’m communicating more, using eye contact with customers and smiling.”

Thomas, Class of 2023  
Graduate



This year, Thomas has left us in awe of his extraordinary progress. He swiftly mastered the art of being a barista early in the course, demonstrating remarkable skills in crafting perfect cups of coffee. In the latter half of the year, he channelled his dedication into perfecting his latte art, preparing himself to step into the role of a true “coffee professor” – as Thomas likes to refer to himself as.

While developing communication skills presented a unique challenge for Thomas, he's come a long way. His growth, particularly in confidence, has been truly remarkable, and he has become a much loved customer fave at the till.

We are thrilled to share that Thomas will go on to work as a barista with a private catering company, nestled within the prestigious offices of Bain and Co. Thomas has proven that with determination and the correct supportive environment, we all are able to flourish.

# Jessica's Fair Shot Journey

When Jessica first started on her Fair Shot journey in our previous cohort, she was predominantly non-verbal meaning that we adapted the till station so Jessica could take orders without chatting to customers.

Over the course of a year, Jessica's confidence began to blossom, and in time we worked together using scripts to start chatting to customers herself.

And oh, what a difference a year can make! Jessica is now known internally as our resident chatterbox, constantly updating us all with upcoming dates.

As for customer service, Jessica can now confidently serve on the till using an expanded script and knows best practices of how to gather another member of the team's attention to answer those challenging questions.

We're so proud to be sharing that Jessica will go on to work as a Runner for the iconic J. Sheekey, a renowned seafood restaurant located in the heart of Theatreland. Jessica's role will include preparing the front house in the morning until she gets comfortable with other tasks such as serving customers and owning the coffee station!

Jessica's journey reminds us that transformation knows no bounds, and with time and the right environment we can all excel. We can't wait to see Jessica continue to thrive, bringing her inspiring positivity to the world of hospitality at J. Sheekey.



# Hospitality Programme Statistics

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Trainees were asked to complete the sentence 'At Fair Shot I feel \_\_\_\_\_ most of the time'.

overjoyed  
happy  
excited  
pleased  
positive  
good  
positive energy



86%

of trainees said they feel confident in their abilities at Fair Shot

86%

of trainees said that they enjoy the social activities at Fair Shot

100%

of trainees said they were proud of their work at Fair Shot and of Fair Shot itself

100%

of trainees said that they feel safe to share their opinions at work

Source: End of year survey, Fair Shot

# Employment Programme Statistics

Our Employment Partners from the 22/23 employment programme were invited to anonymously complete a survey that assessed the progress of our graduates and their achievements in their new roles. Additionally, we sought to gain insight into the impact of integrating one of our graduates into their workforce and its influence on their organisational culture. The survey was designed with the aim of providing feedback on the programme and identifying areas for potential enhancement. It was constructed using a Likert frequency scale.

89%

said they wouldn't have been confident hiring a neurodiverse individual without Fair Shot's help

100%

said they were satisfied with the support offered on our employment programme



100%

said they were satisfied with their neurodivergent employee

77%

said they had not consciously hired a neurodiverse individual in the past

100%

positively responded to recommending Fair Shot to other employers

100%

positively responded to hiring another Fair Shot graduate in the future, given the opportunity arising

100%

responded saying they had noticed a positive impact within their company culture

Source: Employment Survey, June 2023

“Fair Shot makes me feel amazing. I’ve been working so hard to be where I am today. I believe this is only the beginning.”

Abdul, class of 2022



100%

of job-ready graduates  
matched up with suitable  
paid employment

100%

of graduates passed their  
probation period in their  
new roles

100%

positively reported  
enjoying their new roles  
with a Fair Shot partner  
Employer

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According to our partner employers, our graduates contributed the following unique skills & perspectives to their company:

Openness Joy  
Politeness Focus Happiness  
Kindness Willingness to learn

A better sense of understanding for all the staff around.



100%

reported the partnership enhanced Diversity and Inclusion within their organisation

67%

reported the partnership helped challenge stigmas surrounding learning disabilities.

56%

reported that the partnership increased employee engagement and morale

44%

reported that the partnership increased their community relationships and reputation

Source: Employment Survey, June 2023

“Valen was a real support in this process, she was very accommodating and strived to find the right fit for the graduates. Bianca is such an inspiration and really makes the story real and great to be part of. I hope Fair Shot continues to flourish with a variety of industries and employers!”

Anonymous comment on Employment Survey

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Fair Shot has been a great partnership so far for us. Valen, in particular, has been a god send, so understanding and great in coaching me in the process. Keep doing what you are doing.

Anonymous comment on Employment Survey



# Thank you

We want to say a big thank you to the generous donors who fuel our mission here at Fair Shot. Without your generous contributions, our programmes wouldn't be made possible. If you'd like to make a contribution to Fair Shot, please visit: [www.fairshot.co.uk/donate](http://www.fairshot.co.uk/donate)