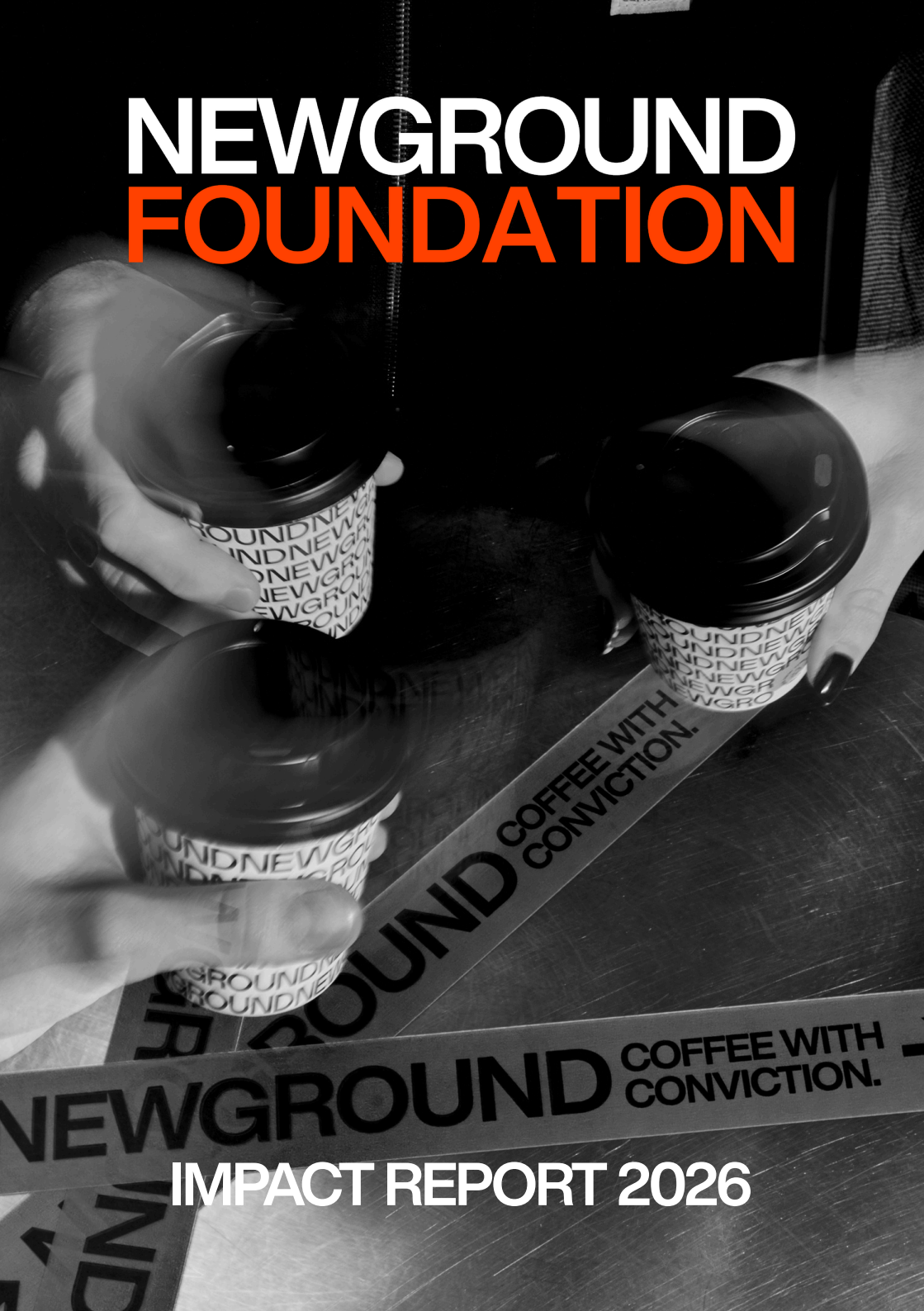
NEWGROUND FOUNDATION



IMPACT REPORT 2026

CONTENTS

3 OUR MISSION

5 WHAT WE'RE UP AGAINST

6 OUR STORY SO FAR

8 WHO WE WORK WITH

9 RAF'S EXPERIENCE

10 NEWGROUND ACADEMY

12 2025-26 IN NUMBERS

13 UPDATE FROM NEWGROUND COFFEE

14 SHAUN'S STORY

18 OUR PARTNERS

19 A MESSAGE FROM OUR TRUSTEES



OUR MISSION

NewGround Foundation exists to provide the opportunity to never reoffend.

As the charity of the speciality coffee roaster, NewGround, we believe coffee can go beyond the cup and can be used as a catalyst for change right here in our very own communities. This is why we use our industry to create work and training opportunities for people convicted of crimes across the UK.

We provide expert coffee training to prisoners, and employment support and opportunities to people either side of release from custody, giving some of the most overlooked people in society a new beginning.



WHAT WE'RE UP AGAINST

A SNAPSHOT OF SOME OF THE CHALLENGES FACING THE CRIMINAL JUSTICE SYSTEM AND THOSE THAT ARE A PART OF IT.

£18bn - £23bn cost

Reoffending is estimated to cost the UK taxpayer £18bn - £23bn a year, representing more than half the total cost of crime in England & Wales.

22hrs / day locked up

29% of men in prison report being locked in their cell for more than 22 hours a day, with figures rising at weekends.

44% reoffend

44% of adults are convicted of another offence within a year of release from prison.

Up to 60% for short sentences

The reoffending rate rises to 60% for those serving sentences of under 12 months.

17% land a job

Only 17% of prison-leavers manage to get a job within a year of release.

Prevalence of drugs

39% of men say it is easy to get illicit drugs in their prison, with similar numbers for alcohol and unprescribed medication.

The statistics in this report were mostly obtained from the Prison Reform Trust's Bromley Briefings Prison Factfile, published in February 2026. Other figures were obtained from Unlocked Graduates and a gov.uk publication on employing prisoners and ex-offenders. All sources are available upon request.

NewGround Foundation began with a simple idea: **that great coffee can create real opportunity.** Founded in 2018, the business was built to combine speciality coffee with a social mission – creating pathways into employment for people leaving prison.

From the beginning, our goal has been to prove that a commercially successful business can also deliver meaningful social impact. Through partnerships with prisons, training programmes and employment opportunities, NewGround has steadily grown both its coffee business and its impact.

Today, the NewGround Foundation continues to expand the number of prisoners we train and support into employment, and NewGround Coffee continues to grow across wholesale, retail, and online channels. This all goes to prove that coffee with conviction can create meaningful opportunities for people rebuilding their lives.

The journey is still only just beginning.

Joel Grates, co-founder.



OUR STORY SO FAR

2018

The start, with Impact Locked In. NewGround Coffee is established. From the outset, two legal entities are created – a trading arm and a charitable arm. The trading arm donated half of the ownership to the charitable arm, to lock in long-term impact.

2019

Jobs & training. We recruited our first prisoner on licence. Since this point, we've always had team members on the team who are either serving prisoners or recently released. These team members are all trained on the job.

2020

Community & resilience. During the COVID-19 pandemic, the NewGround community rallies behind the brand as online sales grow and the mission continues.

2022

Certified B Corporation. NewGround becomes a **Certified B Corp**, recognising its commitment to balancing commercial success with social & environmental responsibility. This process also forced B-Labs, the certifying body, to reconsider their policy on supporting prisoners and prison-leavers. A proud moment for us.

2023

Training in prisons. We deliver our first training session inside a prison, teaching some basic barista skills in HMP Springhill. From June '23 onwards, this becomes a monthly session, which later gives birth to our NewGround Academy, with HMP Springhill the location of our first courses.

2024

The NewGround Foundation launches. The NewGround Foundation is established as a registered charity to support and expand the organisation's impact work, helping fund training, mentorship, and long-term support for participants.

2025

Going National. Following the success of the NewGround Foundation's courses within HMP Springhill, we launched the NewGround Academy in HMP Leicester and Worcester probation. These become a regular fixture, with new opportunities in the different locations.

2026

More courses, more jobs. The number of courses we deliver in prison & the community across 2026 reaches double figures, and more jobs are created for people coming out of prison in NewGround's cafes. We continue to aspire for more.

WHO WE WORK WITH

The figures below detail some of the social characteristics of adult prisoners in the UK. They highlight the disadvantages and challenges that so many people in prison have faced long before they commit a crime.

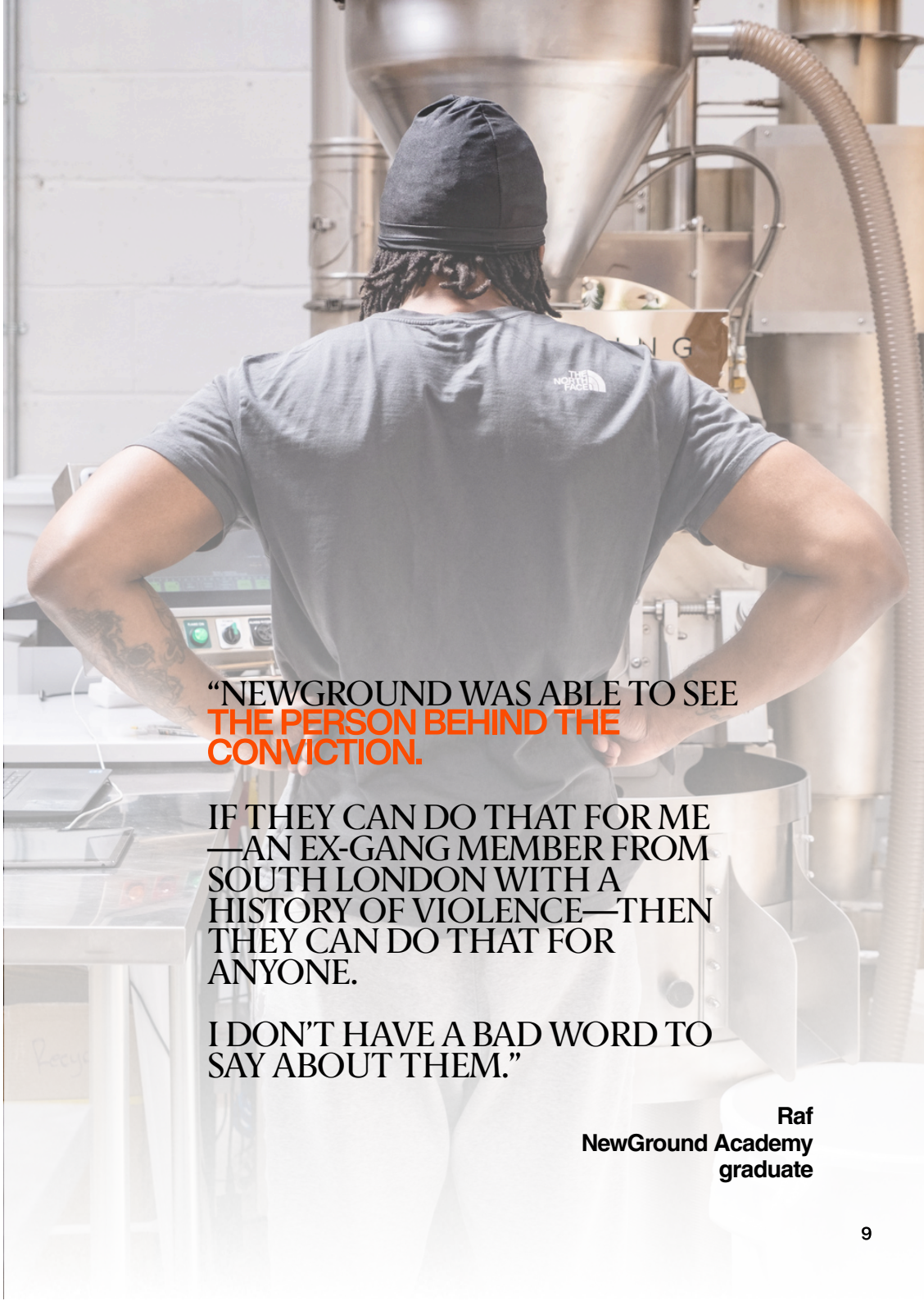
Needless to say, every single one of the statistics below is disproportionately high in the prison population when compared with the general population.

Taken into care as a child	24%
Observed violence in the home as a child	40%
Regularly truant from school	59%
Expelled or permanently excluded from school	43%
Have no qualifications	47%
Unemployed in the four weeks before custody	67%
Have ever used class A drugs	64%
Never had a job	13%
Experienced abuse as a child	27%
Homeless before entering custody	15%

For far too many people in prison in the UK, it feels like the script has long been written for them.

We exist to rewrite that script.

Figures obtained from p38 of Bromley Briefings Prison Factfile. Where separate figures have been given for men and women, we have taken those relating to the male prison population as all of our work to date has been with male prisoners.



"NEWGROUND WAS ABLE TO SEE **THE PERSON BEHIND THE CONVICTION.**

IF THEY CAN DO THAT FOR ME —AN EX-GANG MEMBER FROM SOUTH LONDON WITH A HISTORY OF VIOLENCE—THEN THEY CAN DO THAT FOR ANYONE.

I DON'T HAVE A BAD WORD TO SAY ABOUT THEM."

Raf
NewGround Academy graduate

THE NEWGROUND ACADEMY

"IT WAS TRULY FANTASTIC AND WE ARE SO GRATEFUL FOR THE TIME YOU GAVE AND THE SKILLS THAT THE GUYS LEFT WITH. THEY WERE SO ENGAGED AND COMMITTED AND COULD NOT WAIT TO SHOW OFF THEIR SKILLS TO THE STAFF.

I CANNOT WAIT TO SEE WHAT THE FUTURE HOLDS WITH YOU GUYS.

YOUR DEDICATION IS FANTASTIC."

Helen
Prison Employment Lead
HMP Leicester

In order to support people coming out of prison and those recently released from custody as best we can, we have created The NewGround Academy.

This is an intensive three day coffee & barista training course, designed to cover all the areas of theory and practice that will enable participants to thrive in a job in speciality coffee on the outside.

On the theoretical side, we explore where coffee is grown, how it's processed and the factors influencing taste. On the practical, participants learn the art of extraction, pouring espressos, perfecting milk texture, and hand brews.

The course finishes by giving participants experience of a busy cafe setting as we serve up free coffees to prison staff – this always ensures a bustling and challenging environment for all our participants to put their new skills to the test.

But beyond these tangible skills and knowledge, we aim to create an atmosphere in which participants feel welcomed, valued and encouraged. Prison can easily whittle away someone's confidence, so we want our training to be as much about rebuilding this as it is about perfecting a flat white.

Each graduate from the Academy leaves the course armed not only with newfound confidence and skills in a high vacancy industry, but also a skills reference from NewGround to boot.

We then utilise NewGround's standing and connections within the industry to help our graduates find employment in coffee upon release through linking them up with employers in their release location.



"IT WAS THE MOST RELAXED I'VE FELT IN MY SEVEN YEARS IN JAIL."

Ollie
NewGround Academy graduate

2025-26 IN NUMBERS

40	NEWGROUND ACADEMY GRADUATES
25	DAYS OF PRISON TRAINING DELIVERED
>1,500	HOURS LIVING WAGE EMPLOYMENT FOR GRADUATES AT NEWGROUND
300%	INCREASE IN GRANT INCOME
40+	YEARS OF HMPPS EXPERIENCE ADDED TO OUR BOARD
3	NEW TEAM MEMBERS SHARING THEIR SKILLS WITH PRISONERS

NEWGROUND COFFEE WITH CONVICTION. → NEWGROUND COFFEE WITH CONVICTION. → NEWGROUND COFFEE WITH CONVICTION. → NEWGROUND COFFEE WITH CONVICTION. → NEWGROUND COFFEE WITH CONVICTION. → NEWGROUND COFFEE WITH CONVICTION. → NEW



UPDATE FROM NEWGROUND COFFEE

NewGround continues to grow, with two physical retail sites, wholesale and online. We're so grateful for all the team, our partners and customers who have all helped us grow.

In the past 12 months, as a brand we've pivoted our brand a little to embrace our purpose and tell our story more. We wanted to grow a really solid reputation as a premium coffee brand, as well as being an impact business. But, having launched in 2018, we felt it was the right time to dial up our impact story in the brand.

We believe this is the right time to do it as, not only have we been quietly delivering on our impact since inception, we also have a good reputation within the industry. Our goal is to engage our customers and partners with the importance of breaking the reoffending cycle, and highlight the huge potential within every individual.

Joel Grates
Co-Founder

SHAUN'S STORY*

I accepted it from the start. There's no running away from it. From the time I got sentenced I was like, "alright, I know what I got to do."

Growing up things were perfectly fine. I was in a nice area, I had opportunities. I'd had some involvement with the police from a young age, but it felt like a racial thing. I'd be 10 or 11, walking down the road in a group of mates, football in hand, then the police are stopping and searching us. We used to get that quite regularly. These experiences mean you don't want to deal with them after that.

But I wasn't a bad kid. It wasn't like I was a violent kid or I was causing trouble, I wasn't doing none of that. I was just enjoying myself, same as any other teenager. I just happened to be in this dumb situation I got caught up in that threw everything left and I ended up spending eight years of my life in jail.

Looking back, I think I was very ungrateful in a lot of things. I took everything for granted, and I didn't think about the consequences of a lot of my actions at the time. That all comes with age, but I was 18 when [my offence took place], I was still a baby. When I was 18 I thought I was the biggest man, you know. It's only when I got to about age 23-24 that I realised in my mindset then I was just like a big kid.

In jail, I witnessed so many people in denial. That's when you see them start experiencing mental health struggles, because your mind's constantly worrying, constantly on edge. But I accepted it from the start. I believe it's all about your mental wellbeing. If you can keep sane, you can face whatever they throw at you. For me, I never had the most visits in jail, by my own choice. Because every time I had a visit, after that I felt like I was missing out on something. So after a while I asked for less and less visits, because it was making my time that bit easier. I wasn't thinking about getting released. Because you're still doing 365 days, back-to-back. In that kind of situation, tomorrow's not promised, let alone years in advance.

"In that situation, tomorrow's never promised, let alone years in advance."

I first met NewGround in Springhill when they came in to do a coffee course. My first impression was that I didn't know there was so much about coffee, I didn't know there was this big industry. The staff were helpful, and they had a lot of knowledge about what they did. Doing the NewGround Academy opened my eyes to all the different tastes, the different processing methods, and the specialty coffee world. It was decent.

*pseudonym

Then one of the staff in the prison put my name forward for a job at NewGround, thinking I'd be good at it. I was a bit nervous in the interview – I'd just come from the gym and rushed there. It was a hot day and I remember I sat there just sweating.

I'd been told, keep it open and honest with how you think at the time. So when they asked "can you see yourself doing this job when you get released?" I said "honest truth, I don't think I would, I'm not a coffee connoisseur or anything like that." I feel like anyone could just lie to you and say "yeah, I'm gonna be doing this on the outside", but what's the point of me saying that? I wouldn't want people putting extra effort into me because I said something that wasn't true. So I just kept it completely honest. When they asked if I was still available for the job, I said "yeah I'll take that". I didn't have nothing else to do!

Coming out on ROTL (day release) was lovely. I liked it. I used to take everything for granted, but now I'm grateful for everything. Even the train journey, the walk from the station to the bus stop, things people take for granted I loved. It was very good. I'd been inside five and half years at that point, so it was a while.

The NewGround family have actually got time for me, and are there to help me… They go above and beyond, for which I'm truly grateful."

But alongside that, when you're out you feel like everyone's looking at you, everyone can tell you're a prisoner. Deep down, because you're going straight back to jail after you feel like "I'm not really supposed to be out here." That's not a good feeling.

Over time I've realised that the people around me in the NewGround family have actually got time for me, and are actually there to help me. It's not like I'm just an employee who comes in to work, they go above and beyond, for which I'm truly grateful.

I'm more confident now to do things like jump behind the till, I can happily serve any customer. At the start I was more on edge about it, I didn't want to mess up an order. I didn't have the confidence pouring a drink myself, and so on. Gradually, over time, the team kept pushing me and telling me that making a mistake is OK, it's not the end of the world. That gradually gave me more confidence. And I can take that into everything. I don't have to be within myself all the time, I can make mistakes, there's nothing wrong with that. It's about how you react to it after. I feel I've learned that being at NewGround.

Since leaving jail, NewGround has helped me with accommodation. Originally I got put in an Approved Premises in Windsor which was too far away for me to come to work. But they helped me get moved to one in Oxford so I could keep working. Then they introduced me to a local organisation who were able to provide a house for me. That's helped a lot.

"I'm not trying to do anything at 100 miles per hour. Just slow and steady... Gradually I'll be where I want to be."

When I got released, I saw this year as a stepping stone year. I want to knock-off certain things. I wanted to find somewhere to stay, I wanted to keep my job, and I've done those things. Those two things are the two biggest things that a lot of people worry about prior to getting released. Once you've got them sorted, everything else will fall in place.

I had little targets, like I wanted to do my driving theory – I've done that now. Then I want to learn to drive, which I'm saving up for. I want to see progression with work too. But these are just stepping stones, really. It's gradual. I'm not trying to do anything at 100 miles per hour. Just slow and steady, I'll knock this and that off and gradually I'll be where I want to be.

Shaun has worked at NewGround for almost two years now, initially joining us on ROTL and continuing in his role after his release. He is a popular and valued member of the team, and continues to be a shining example of why we believe in giving opportunities to poeple coming out of prison.*



OUR PARTNERS

The work we are doing simply wouldn't be possible without our funding partners. We are enormously grateful to the new partners who have supported us in the NewGround Foundation's first years as a charity, enabling us to establish and grow our training provision and support in order to help more people into a brighter future.

Our gratitude extends also to the individuals and small businesses who have supported us, and particularly those who contribute on a regular basis. This continuous commitment empowers us to achieve significant and enduring change.

A special thanks to the following:

- 29th May 1961 Charitable Trust
- Albert Hunt Charitable Trust
- The Clothworkers' Foundation
- Doris Field Charitable Trust
- Heart of Bucks Community Foundation
- Magdalen College Trust
- The Maurice & Hilda Laing Family Trust
- Stanton Ballard Charitable Trust
- The Rothschild Foundation
- The SpeedoMick Foundation
- The Weavers' Company Benevolent Fund

If you would like to partner with the NewGround Foundation, simply scan the QR code to **make a donation**. Your generosity will help provide training, employment and fresh starts for people leaving prison.

A MESSAGE FROM OUR TRUSTEES

We are really pleased with the progress demonstrated in this report, and we're particularly grateful for all Aidan does to drive the NewGround Foundation forward.

Looking back over the stories in this report, we're reminded that real change happens one person at a time. Every job, every training session, every conversation and every fresh start represents someone choosing a different path. It's a privilege to play even a small part in that journey, and we're incredibly proud of what has been achieved together over the last few years.

While we're proud of the impact we've seen so far, we know there are many more people who deserve the opportunity to rebuild their lives. We'll continue working alongside prisons, probation, employers, other service providers and supporters to create more pathways into training and meaningful employment, giving people the chance to realise their potential and build a better future for themselves and their families.

Finally, thank you. To everyone who has donated, partnered with us, volunteered, employed someone leaving prison, or simply championed what we're trying to achieve – thank you for believing in second chances. None of this would be possible without you. We're excited for what comes next, and we hope you'll continue the journey with us.





NewGround Foundation, Registered Charity No. 1207899
info@thenewgroundfoundation.org

newgroundcoffee.com/foundation

Photo credit: Mike Sim Photo, Dickon Morris