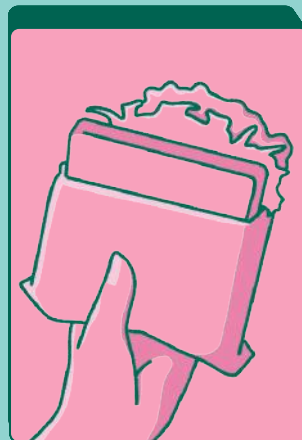
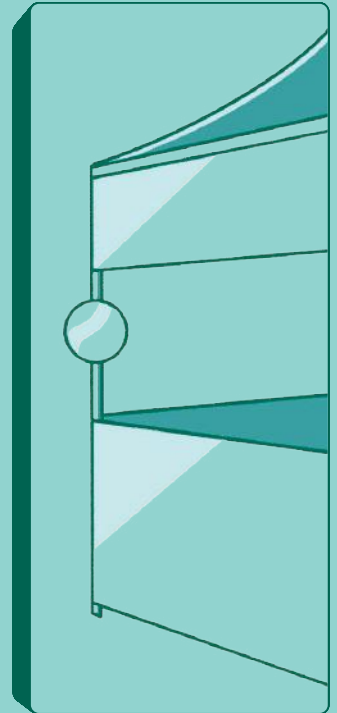


KERB IMPACT REPORT 2024



INTRODUCTION FROM KERB'S CEO



I am delighted to be able to introduce the KERB Impact Report 2024.

Our social enterprise, KERB+ was launched a little over twelve months ago and has enabled us to fully commit to delivering support to individuals and businesses through KERB's unique ecosystem.

In year one, KERB+ has formed meaningful partnerships with incredible organisations that are helping to connect us to those most in need. Through our coaching programmes and more, we're able to truly support individuals into work, and nurture small businesses to succeed.

I am not alone in being immensely proud of the work the KERB+ team has delivered in such a short time. KERB+'s success challenges us daily to ensure that we are delivering maximum social impact across every element of KERB. From our flagship food halls to nationwide events and beyond - our mission is to become the most impactful hospitality company in the world, and KERB+ has a huge part to play.

It has long been a dream of KERB's shareholders to deliver a scheme which can financially support those with a spark to start their own street food business.

As an entrepreneur myself, I know how meaningful it is to have the opportunity to create your own destiny and to strive for financial freedom. In our first year, we're proud to have supported 19 new businesses into existence through access to over £140,000 in investment from programme partner McCain Foodservice Solutions. Their unwavering support has allowed us to change the lives of all these participants, with more to come.

This year KERB goes global. As we expand into Europe and the US, our goal is to replicate the impact we can have locally, and double down on our efforts. With the right partners and our team's unfaltering desire to make a difference, the sky's the limit!

Here's to it!

Simon Mitchell
CEO, KERB

We're actively looking for corporate partners to help us to amplify our positive social impact.

Email Simon@KERBfood.com to get involved this year.

**ON A MISSION
TO BECOME THE
WORLD'S MOST
IMPACTFUL
HOSPITALITY
COMPANY**

DELIVERING POSITIVE SOCIAL IMPACT

Kicking off as a pop-up market on a King's Cross building site in 2012, KERB's mission was to disrupt the bland, boring lunch lives of Londoners.

What developed was a community of ambitious, flavour-forward entrepreneurs, running colourful and creative pop-up markets and events across the city.

Fast forward almost 12 years and KERB is a collective of over 150 of the country's newest and most exciting street food businesses. Our membership organisation is a global market leader with over seven million meals served and 500+ pop-up food businesses supported to date.

AT THE KERB

Through our social enterprise KERB+ and our weekly lunch markets.

We work with a network of brilliant impact partners to develop pathways into work and business.

We engage, coach, incubate and accelerate small independent businesses through our coaching programmes, having proudly nurtured over 500 to success.

AT YOURS

Through events and activations.

We feed and water over one million people a year by popping up with KERB members at events and venues across the country.

From taking 12 traders to the Ryder Cup in Rome, to feeding guests at the Natural History Museum, and thousands of visitors at the annual Kew Christmas Lights Trail.

AT OURS

Through our food halls and venues.

At our flagship food hall, Seven Dials Market, we grow small businesses and feed over 30,000 guests weekly. At the iconic National Theatre, we curate the food and drink offering across all bars, cafés, events and more.

This year, we're opening new food halls in San Francisco, Copenhagen and Berlin.

OUR YEAR IN NUMBERS



220

ASPIRING ENTREPRENEURS
ON OUR COACHING FOR
BUSINESS PROGRAMMES

£23.5M+

NET REVENUE GENERATED FOR KERB MEMBERS

5500+

TRADING OPPORTUNITIES
PROVIDED FOR MEMBERS
EVERY YEAR



55

INDIVIDUALS ON
OUR COACHING FOR
WORK PROGRAMME

49

**KERB MEMBERS
THAT HAVE
SUCCESSFULLY
OPENED BRICK AND
MORTAR SITES**

1850+

**HOURS OF BUSINESS AND
EMPLOYMENT COACHING DELIVERED**



37

**GRADUATES OF
THE INKERBATOR
PROGRAMME**

95K

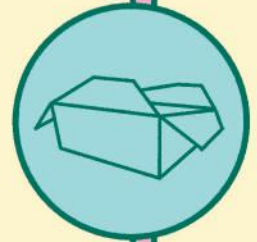
**DISHES SERVED AT OUR
WEEKLY LONDON LUNCH MARKETS**



£146K

INVESTED INTO 19 NEW FOOD BUSINESSES

IMPACT AT THE KERB



Last year we officially launched our not-for-profit social enterprise, KERB+. We got back to our roots and set out to help give opportunities to people facing barriers to entry into the hospitality industry.

KERB+ A YEAR ON



Looking back at the first year of KERB+, I am blown away by the team's dedication and our achievements so far.

It hasn't always been easy, but we remain driven by social impact and are truly making a difference for early-stage food businesses, people that need the support most and the wider street food industry.

One year ago, KERB+ was officially launched as a not-for-profit social enterprise, with an amazing team committed to making a meaningful impact on our city.

Our mission at KERB has always been to support independent businesses and individuals, breaking down barriers, nurturing raw talent and creating opportunities to enter the hospitality industry, particularly for those who need it most - but having a designated not-for-profit allows us to truly refocus our efforts.

The industry is facing significant challenges, including rising energy costs,

inflation in ingredient prices, and record-high commercial rents. Brexit continues to impact the number of job applications, making it difficult for small businesses to find experienced staff.

Despite these challenges, KERB has made significant strides in supporting small independent businesses and individuals seeking employment opportunities - through corporate partnerships, reinvesting profits from the wider KERB business, and building a team dedicated to impact - highlighting that our work is more important now than ever.

The first year of KERB+ has been full of achievements, inspiring us to accomplish even more in year two. Impact remains our driving force and I'm excited to think about how much more we can offer in the future.

Gavin Dunn,
Managing Director, KERB+

365 DAYS OF IMPACT

Last year, we set out **four goals** for the future. Here's a snapshot of our progress:

INCREASE MARKET TRADING OPPORTUNITIES FOR OUR MEMBERS

MARKET TRADING SPOTS

22/23

902

23/24

1728

Despite challenges, in 2023 we successfully launched three new market days at our weekly Central London lunch markets, that's an additional 15 trading spots a week for our members.

TO SUPPORT 40+ NEW BUSINESSES THROUGH THE INKERBATOR PROGRAMME

NEW BUSINESSES

22/23

37

23/24

52

Progress towards our goal of 40 new businesses through the InKERBator programme has remained steady, with 37 new inKERBator graduates this year and 17 new businesses joining through alternative routes. Our membership now stands at 158 members.

TO SUPPORT 100 BUSINESSES THROUGH OUR COACHING FOR BUSINESS PROGRAMMES

COACHING FOR BUSINESS PARTICIPANTS

22/23

100

23/24

220

We set out to support 100 beneficiaries through our Coaching For Business programmes and have surpassed this target. We've supported over 220 individuals with free access to the KERB Classroom online course and in-person coaching.

SUPPORT 40 INDIVIDUALS INTO PAID EMPLOYMENT ACROSS KERB'S NETWORK

PEOPLE INTO PAID EMPLOYMENT

22/23

10

23/24

20

Progress towards our goal of supporting 40 individuals into paid employment was significant, with 20 individuals securing paid roles and a further 100 referred to opportunities across our network with support from our team.

THE KERB ECOSYSTEM

The KERB ecosystem provides pathways, coaching and support into hospitality and street food for individuals, aspiring entrepreneurs, and small independent businesses facing barriers to entry and acceleration.

ENGAGING



With the help of our incredible impact partners, we offer pathways into hospitality for individuals and businesses facing barriers to entry.

COACHING



For individuals with big ideas or traders already up and running, we offer a mix of coaching and online courses. We support people into work and business.

INCUBATING



Our free nine-week InKERBator programme gives early-stage businesses a chance to level up their growth and graduate as KERB Members.

ACCELERATING



KERB Membership brings with it a host of benefits, resources, mentoring, and access to trading opportunities across our staggering range of venues, events and food halls.

WE'RE DRIVING CHANGE

HERE'S OUR WHY

We want our impact to reach beyond the KERB. Last year, we identified industry challenges and four areas of need to focus our efforts on; youth unemployment, homelessness, refugee support and through-the-gate services. Street food markets are the melting pot for industry ideas, by paving the way where it all starts, we're hoping to set new standards and encourage the wider industry to do the same.

"60% OF NEW BUSINESSES FAIL"

The UK hospitality industry is worth £49.4 billion¹, employing over 2.5 million people². KERB is on a mission to overcome industry barriers.

"EMPLOYMENT FOR 16-24-YEAR-OLDS DROPPED BY 264K"

Street food is the bustling starting ground for so many food businesses, and we want more raw talent and aspiring entrepreneurs to get a slice of it all. Within the first year of trade, 60% of new businesses fail and 80% cease operations within five years (*Fundsquire, 2022*). We are tackling the barriers to entry. Our inKERBator programme increases these chances of survival, boasting a 93% business success rate to date. InKERBator graduates continue to thrive far beyond the two-year mark with many securing spots at Seven Dials Market, The National Theatre and beyond.

Youth unemployment remains a challenge, last year the rates of employment

amongst 16-24 year-olds in the UK fell by 264,000³. That's a lot of young people and fresh talent, struggling to get started. With the help of our impact partners, we're providing opportunities for young people wanting to work in hospitality but facing barriers to entry. Our taster days provide a first-hand experience of roles within the industry, getting a feel for work across KERB.

Ten of our impact partners offer through-the-gate services, supporting those at HMP Brixton and HMP ISIS (Belmarsh). An employed ex-offender is up to 87% less likely to re-offend⁴. We engage with people nearing release and provide laptops with free access to KERB

"AN EMPLOYED EX-OFFENDER IS UP TO 87% LESS LIKELY TO RE-OFFEND"

“UNEMPLOYMENT IS A LEADING CAUSE OF HOMELESSNESS”

Classroom, our online street food startup course.

For many people experiencing homelessness, it's difficult to hold down a stable job, without a roof overhead⁵. Our Coaching To Work programme supports people into paid employment across KERB and beyond. We've supported 106 referrals and provided 210 hours of free 1-2-

1 coaching to prepare people, facing these barriers, for interviews and employment.

People born outside of the UK are three times more likely to be unemployed than people born in the UK⁶. We've worked with 25 people referred to us by impact partners to launch their businesses and in the year ahead will be aiming to

“REFUGEES ARE 4X MORE LIKELY TO BE UNEMPLOYED”

“ONLY 19% OF CHEFS ARE WOMEN”

support even more. With only 19% of chefs in the UK being women⁷, we're striving for a more balanced membership (and industry). In the past year, we've added 16 new women-owned businesses to our membership, seven of which joined through a women-owned InKERBator cohort.



The KERB+ team

1. Mordor Intelligence. (n.d). Hospitality Industry in the United Kingdom: Market Size <https://tinyurl.com/yhmxw5k4>, 2. Deloitte UK. (2023). Hospitality Industry Outlook 2023. <https://tinyurl.com/mrxtv5hr> 3. Francis-Devine, B., & Powell, A. (2024). Youth unemployment statistics: Research Briefing. House of Commons Library. 4. Connection at St. Martin's. (2024). 5. Facts about homelessness. Retrieved from <https://tinyurl.com/r2cadm7e> 6. Centre on Migration, Policy and Society (COMPAS), University of Oxford. (n.d.). Refugees and the UK labour market. Retrieved from <https://tinyurl.com/ykb642hz> 7. Restaurant Online. (2010, February 24). Survey finds imbalance between male and female chefs. Retrieved from <https://tinyurl.com/cu9at5mj>

ENGAGING THROUGH PARTNERSHIPS

INSPIRING WITH IMPACT

By connecting with a network of incredible impact partners and individuals that would otherwise be overlooked, we address four critical areas of need: youth unemployment,

through-the-gate services, homelessness and refugee support.

Throughout this year, our network of impact partners has facilitated connections with over 300 individuals, having a tangible impact on their lives through local engagement events, coaching and mentoring programmes, and regularly

visiting the community centres and hubs of our partners.

We aim to create and foster a more inclusive future in hospitality for everyone. Together, we're empowering those often overlooked, helping them to thrive.

OUR IMPACT PARTNERS

We started with 12 official impact partners, and a year later we're connected to another 16.

ONLY A PAVEMENT AWAY	SWITCHBACK	THE PASSAGE
ST GILES TRUST	WORKING CHANCE	THE CONNECTION AT ST. MARTIN'S
BOUNCE BACK	CARE TRADE	ACTION FOR KIDS
NO GOING BACK	999 CLUB	THE LIMINALITY GROUP
THE SALVATION ARMY	THE ENTREPRENEURIAL REFUGEE NETWORK C.I.C	FOOD BEHIND BARS
THE COOKOUT		+ referrals from another 43 UK charities.

“OUR SERVICE USERS COME FROM A VARIETY OF BACKGROUNDS AND KERB’S COACHING PROGRAMMES ARE A GREAT OPPORTUNITY FOR EACH OF THEM. KERB GIVE PEOPLE A NEW CHANCE TO START AGAIN”

Ria Garrett
Only A Pavement Away

“KERB HELPED ME USE MY TIME PRODUCTIVELY IN PRISON. THE PROGRAMME AND SUPPORT KEPT ME GOING AHEAD OF MY RELEASE. THE COURSE PROVIDED ME WITH SKILLS THAT I’LL USE OUTSIDE, IN THE REAL WORLD...”

Programme participant
HMP ISIS (Belmarsh)

“OVER TWO YEARS, TOGETHER WE’VE SUPPORTED YOUNG PEOPLE WITH DISABILITIES INTO THE WORKFORCE, WITH SOME SECURING PAID POSITIONS. KERB ACTIVELY BREAKS DOWN BARRIERS TO EMPLOYMENT, OFFERING TAILORED SUPPORT AND DIVERSE HOSPITALITY EXPERIENCES.”

Maya Wadhvani
Action for Kids

“THE CLIENTS THAT WE [999 CLUB] HAVE REFERRED TO KERB, HAVE DEVELOPED A POSITIVE RELATIONSHIP WITH WORK, LEARNED NEW SKILLS, AND HAVE SHOWN INCREDIBLE PROGRESS.”

Laurence Edwards
999 Club

ENGAGING THROUGH PARTNERSHIPS

THE LOFT RENTAL SERVICE

Accessing essential equipment can be a major challenge for aspiring entrepreneurs, especially those from marginalised

backgrounds. With over 50% of KERB members launching their business with less than £5000, and start-up equipment costs averaging as much as £10,000, many face the risk of failure from the start.

That's why we're proud of our partnership with The Compass Group Foundation, which allows us to provide

The LOFT. The LOFT is our online platform and rental service, officially launched in December 2023. The LOFT offers affordable start-up kits to our members and referrals within our ecosystem. Having launched less than six months ago, over 30 businesses have borrowed equipment, with savings of over £7413 for our members.



“WE ARE COMMITTED TO EMPOWERING SMALL SUPPLIERS IN THE FOOD INDUSTRY. KERB HAS EXTENSIVE EXPERIENCE SUPPORTING AND INCUBATING FOOD ENTREPRENEURS. TOGETHER, WITH THE LOFT, WE ARE HELPING TO REMOVE SOME OF THE BARRIERS EARLY-STAGE ENTREPRENEURS FACE SO THEIR BUSINESSES CAN THRIVE”

Jeannet Lingán

Head of the Compass Group Foundation



COMPASS GROUP
FOUNDATION



UTOPIA

One of the individuals supported by The LOFT is Hind Danoun, a refugee entrepreneur passionate about Syrian street food and founder of Utopia.

Hind utilised equipment borrowed from The LOFT while participating in our inKERBator programme - allowing us to equip her for success!

Since graduating from the inKERBator in 2023, Utopia has become a market favourite, generating over £21k in revenue on weekly lunch markets with KERB.

COACHING FOR BUSINESS

We're committed to fostering the dreams of budding food entrepreneurs and guiding them towards success on the KERB. Our Coaching for Business opportunities offer comprehensive support from our coaches, blending the KERB Classroom online course with interactive workshops to provide valuable insights into the intricacies of the industry.

THE FOOD POWER PROGRAMME



Food Power is an incubation programme by impact partner TERN (The Entrepreneurial Refugee Network C.I.C). TERN empowers refugees to thrive through their entrepreneurial ideas and KERB provides coaching and food development support to participants. The programme culminates in a dedicated street food market for graduates, serving over 200 customers.

THE STREETS AHEAD PROGRAMME



The McCain Streets Ahead programme, powered by KERB+ is an immersive programme aimed at upskilling, mentoring, and inspiring the next generation of street food talent. Our impact partners refer participants, and we provide one-to-one support as they strive to launch their own businesses.



FOODSERVICE SOLUTIONS

STREETS AHEAD

PROGRAMME

POWERED BY
KERB+

ONE YEAR OF STREETS AHEAD

When it comes to the food industry, McCain Foodservice Solutions is a big fry and it made perfect sense to partner up and amplify our impact together.

Over the past 18 months, we've been working with McCain to provide a platform for aspiring chefs from all walks of life to turn their dreams into reality. The

McCain Streets Ahead programme, powered by KERB+, is now in its second year and has grown to be more impactful than we had ever hoped.

The partnership facilitates immersive workshops at Seven Dials Market, food development in KERB kitchens and panel days.

The final stage of the programme supports finalists to pitch their business idea as they cook a hero dish for a panel of judges with a chance to win investment from McCain FS.

COACHING FOR BUSINESS

209

REFERRALS TO THE PROGRAMME



19

NEW BUSINESSES
HAVE RECEIVED
FUNDING TO
LAUNCH

4

STREETS AHEAD
GRADUATES NOW
KERB MEMBERS



“PARTNERING WITH KERB+ ON OUR STREETS AHEAD PROGRAMME WITH THE AMBITION TO SUPPORT THE FOODSERVICE INDUSTRY, WE WERE ABLE TO DO SOMETHING TRANSFORMATIVE. LEANING ON KERB’S EXPERTISE WE HAVE BEEN ABLE TO SUPPORT OVER 200 BUDDING STREET FOOD ENTREPRENEURS AND INVESTED £146,000 INTO 19 NEW START-UPS, SUCCESSFULLY CHANGING LIVES.”

Mark Hodge,
VP of Marketing, McCain Foods

670+

HOURS OF COACHING

£146K

OF START-UP CAPITAL PROVIDED TO
NEW ENTREPRENEURS



BISAN BITES

Last year, Eman joined our first-ever cohort of the Streets Ahead programme after being referred by impact partner, TERN (The Entrepreneurial Refugee Network, C.I.C.).

Eman completed the online KERB Classroom course, attended immersion days and received menu support from the experts. She was selected as a finalist at the panel day and cooked her way to £10,000 of investment to launch her own business. Bisan Bites was born.

Since joining KERB, now as a member, Bisan Bites has fed 1000+ market customers.

“TO ANYONE CONSIDERING STREETS AHEAD, DON'T THINK TWICE ABOUT SIGNING UP, IT CHANGED MY LIFE”

Eman founder of Bisan Bites

COACHING FOR WORK

SHAPING FUTURES WITH JOB COACHING

Our Coaching for Work programmes empower individuals from diverse backgrounds to secure paid employment in the hospitality industry. Our coaching team provides 1-2-1 sessions, interview preparation and on-site work

experience to develop key skills. We're on a mission to expand the programme, partnering with hospitality businesses beyond our network and providing more workplace opportunities for individuals who may otherwise be overlooked.

Participants are referred to us by impact partners.

STEP 1

A four-week work placement with one of KERB's employment partners.

STEP 2

Participants are 'buddied up' and receive ongoing 1-2-1 coaching support from our team.

STEP 3

After graduating from the programme, we support participants as they interview for live roles across KERB's network.

STEP 4

94

REFERRALS FOR LIVE ROLES WITHIN KERB'S NETWORK

55

PEOPLE ON OUR COACHING FOR WORK PROGRAMME

218

HOURS OF 1-2-1 COACHING IN 2023 FOR WORK EXPERIENCE

If your business wants to get involved with great talent, email: Lisa@KERBfood.com

MEET HALIMA

Introducing Halima, a graduate of our Coaching For Work programme. From assisting chefs at the National Theatre to mastering the art of coffee at the Espresso Bar, she's grown into a skilled barista and secured a permanent paid job with the Arnabeet team in Seven Dials Market.



“THE COACHING COURSE GAVE ME A NEW SKILL SET AND CONFIDENCE. I LOVE WORKING AT ARNABEET AND MEETING DIFFERENT PEOPLE AT SEVEN DIALS MARKET”

Halima,
Coaching for Work Graduate

THE INKERBATOR

Since its inception, our inKERBator programme has seen almost 150 food businesses graduate, empowering them to

thrive within an incredibly competitive industry. Our programme sets out to break down the barriers to entry with free support, mentorship and a spot on our central London lunch market, KERB+ Cowcross Yards.

KERB+ Cowcross Yards market in Farringdon is the home of our inKERBator during their six weeks

of trading. It provides an incredible platform for them to softly develop their skills, hone their menus, and receive valuable feedback from the public.

Graduating from there, KERB members have the chance to trade at our huge portfolio of markets, venues and events, with the KERB team on hand to support them all the way.



WHAT IS THE INKERBATOR?

- A free nine-week programme for early-stage street food businesses
- Three weeks in the classroom learning all things menus, marketing, health and safety and more
- Six weeks trading at our weekly lunch market in Farringdon, KERB+ Cowcross Yards
- Graduation with an offer to become a fully-fledged KERB member



£200K+

GENERATED BY INKERBATOR GRADUATES EVERY YEAR

40%

INKERBATOR TRADERS ARE BORN OUTSIDE THE UK

37

INKERBATOR GRADUATES IN THE PAST YEAR

17

INKERBATOR GRADUATES WITH SPOTS AT KERB FOOD HALLS

100+

HOURS OF FREE TRAINING AND COACHING



THE WOMEN-OWNED INKERBATOR

LEVELLING THE PLAYING FIELD

In the 2023 KERB membership census, it was revealed that only 32% of the members were women-owned businesses.

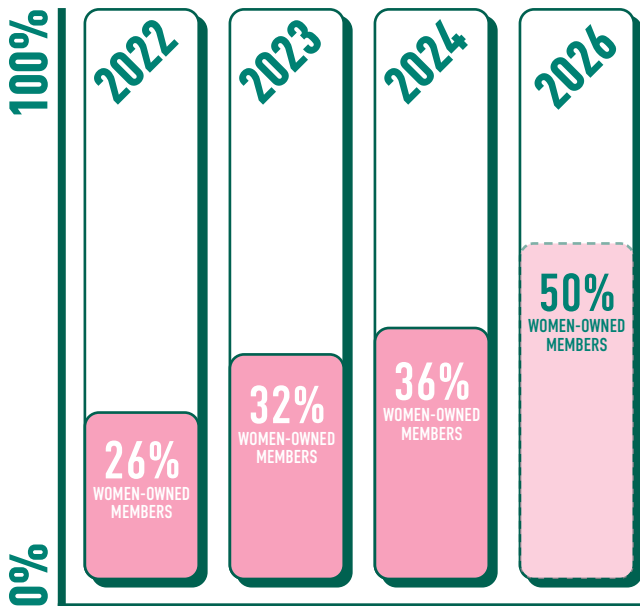
In response to this, we made a commitment to strive for better representation on the

KERB and beyond. We are aiming to ensure that 50% of our membership is made up of women owners and founders by 2026.

To kickstart this initiative, the first inKERBator cohort of 2024 was exclusively dedicated to celebrating seven new women-owned businesses.

Additionally, throughout the year, an extra 11 women-owned businesses have successfully completed the programme in our subsequent cohorts.

PERCENTAGE OF WOMEN-OWNED KERB MEMBERS



1.5K DISHES SOLD AT THE WOMEN-OWNED INKERBATOR MARKET

7* NEW WOMEN-OWNED BUSINESSES GRADUATED

45K+ INSTAGRAM 'ENGAGEMENTS' VIA KERB'S CHANNELS

*Joined through our dedicated women-owned cohort of the programme



“AS WOMEN IN BUSINESS, WE’RE UNDERREPRESENTED, I WANT TO CHAMPION WOMEN BEING INDEPENDENT AND SEEN IN THIS INDUSTRY. I WANTED TO SHOW MY TWO TEENAGE BOYS THAT THERE IS EQUALITY AND THAT MEN AND WOMEN CAN BE IN THE SAME INDUSTRY AND REPRESENTED EQUALLY.”

Gina founder of Hanoi Cà Phê

ACCELERATION THROUGH MEMBERSHIP

In 2024, we're continuing on our mission to accelerate small businesses through our unique ecosystem. For street food businesses, KERB membership unlocks access to the opportunity to trade and grow. Every pound from membership fees is reinvested into the KERB ecosystem, supporting people on our free-to-access programmes.

BEYOND THE KERB IN 2023

April 23 - March 24

3400+ TRADING OPPORTUNITIES AT 433 DIFFERENT EVENTS ACROSS THE COUNTRY

£14.5 MILLION OF FOOD SALES GENERATED AT SEVEN DIALS MARKET

42 INDEPENDENT STREET FOOD BUSINESSES HAVE ACCELERATED AT SEVEN DIALS MARKET

OVER 163,694 PORTIONS SERVED BY OUR MEMBERS AT THE NATIONAL THEATRE



KERB Member Bad Boy Pizza Society during their residency with KERB at The Understudy, National Theatre

THE STATE OF THE KERB NATION

We are on a mission to ensure that business on the KERB looks, sounds, tastes and truly represents London. At the end of 2023, we conducted a census of the KERB members.

Here's a snapshot of the results:



BUSINESS OWNERS

KERB Average

UK Average

MALE OWNED



UK BORN

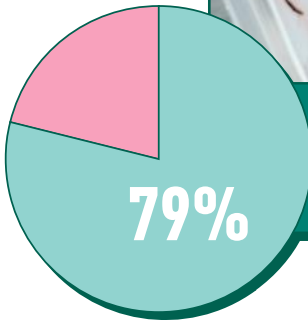
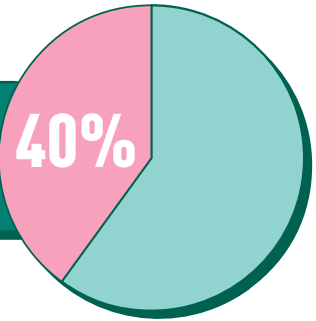


AGE



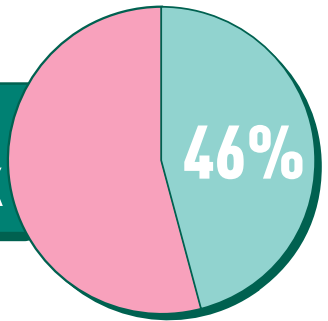


NON-BRITISH OWNERS



NOT FROM A CHEF OR FOOD BACKGROUND

STARTED WITH LESS THAN £5K



IN SUMMARY

The typical KERB member is 16 years below the national average for a business owner. 40% of KERB members are from outside of the UK, and we're committed to bridging the gender gap in the industry. We champion women-owned businesses

and entrepreneurs from underrepresented groups.

While we're proud of the diversity within our community, there's still work to be done to ensure that our markets, membership and industry represents London.

In 2024, our focus is to ensure that KERB is an inclusive and diverse place for all, where individuals and businesses can thrive, no matter their background.



IMPACT AT YOURS

The KERB's events team offers opportunities for members that span across cultural institutions, sporting stadiums, large-scale public events and through activations with industry-leading brands. The impact spans beyond opportunity with an annual 5% contribution to the social enterprise, KERB+.

OPPORTUNITY AT KEW

For the past five years, KERB has been in charge of feeding the crowds at the iconic Kew Gardens for their Christmas Lights Trail.

In December 2023, a 50-day run with members Utter Waffle, Only Jerkin', Hash Hut, Big Kid Ice Cream, Lil' Watan, My Pie, Kolkati, Deluxe Dogs and Mother Flipper saw incredible results:

9 MEMBERS

50 NIGHTS

340K VISITORS

175K DISHES SERVED

77K MULLED WINES

23K HOT CHOCOLATES



“EVENTS WITH KERB TRANSFORMED ONLY JERKIN’ FROM MARKET TRADER TO A THRIVING MOBILE CATERER! WITH KERB’S SUPPORT, WE NOW OWN THREE FOOD TRUCKS AND CATER HUNDREDS OF MARKETS AND EVENTS YEARLY.”

Jess and Luke,
founders of Only Jerkin’

CHICKEN BANDITS

Sean is the founder of South London street food business, Chicken Bandits.

Sean joined the inKERBator programme in 2023, graduating and becoming a fully-fledged KERB member shortly after. For Sean, the inKERBator programme was a "game changer", as he soaked up essential lessons on budgeting, equipment and food safety.

Armed with that expertise, Chicken Bandits has gone from strength to strength and Sean has embraced every opportunity that KERB membership has provided him with. Now a KERB staple, Chicken Bandits is catering events like the Goodwood Members meeting, serving over 2000+ portions across two days. Sean's also pitching up for a five-month residency, outside The National Theatre, this summer.



157%

**INCREASE IN SALES SINCE HIS
INKERBATOR MARKET DEBUT**

**“THE INKERBATOR PROGRAMME
OPENED DOORS FOR ME
AS A SMALL BUSINESS
ENTREPRENEUR. NO MATTER
WHERE YOU CAME FROM, ON
THE INKERBATOR MARKETS
EVERYONE’S FIRST LANGUAGE IS
FOOD”**

Sean, Founder of Chicken Bandits



A YEAR OF EVENTS



433

NATIONWIDE
EVENTS



**“WHEN CLIENTS CHOOSE
KERB FOR EVENTS, THEY ARE
SUPPORTING THE IMPACT.
POSITIVE SOCIAL IMPACT
UNDERPINS EVERYTHING WE
DO, CREATING AMAZING EVENT
OPPORTUNITIES FOR MEMBERS
AS WELL AS SHARING THE
INCREDIBLY DIVERSE AND
AUTHENTIC FOOD OFFERING TO
THE PUBLIC.”**

Stephen (Biff) Lawrence,
Managing Director, KERB Events

900K+

EVENT GUESTS GOT A BITE



3400

TRADING OPPORTUNITIES
FOR MEMBERS



IMPACT AT OURS

The illustration features a stylized window with an orange frame. Inside the window, the text 'IMPACT AT OURS' is written in large, white, bold letters with a green outline. The background is light blue with stylized clouds. A yellow sun is partially visible behind the word 'IMPACT'. A yellow banana is hanging from the top of the window frame. Below the text, there are stylized representations of a red suspension bridge (resembling the Golden Gate Bridge), a tall green tower with a sphere (resembling the Transamerica Pyramid), and a red and white suspension bridge. A green and orange mechanical arm is also visible on the left side of the window.

It all started with our award-winning flagship food hall, Seven Dials Market in London, which opened in 2019. Today, it hosts year-round operations for 20 resident KERB members, welcoming crowds of over 30k guests every week. Five years later, our food halls are going international, with new ventures in San Francisco, Berlin and Copenhagen.

LOS GORDOS

In 2022, founder Seb left his job to launch Los Gordos with his best friend. They struggled initially but caught the eye of Claudia Bovey (KERB's senior markets manager), who invited them to join the inKERBator programme later that year.

Their KERB market debut began in September 2022 at West India Quay. Less than a year later, Los Gordos was trading regularly on Events with KERB and served his gluten free tacos at Comic Con and events for brands like Jaguar Land Rover.

This year, Los Gordos secured a spot at our flagship food hall, Seven Dials Market, bringing stacks of tacos, flavour and determination.



2022

200
TACOS PER WEEK

2400% INCREASE

2024

5000
TACOS PER WEEK

OSHPAZ



Muzaffar Sadykov is the founder of Oshpaz. In 2017, Oshpaz started trading as the first Uzbek street food business in London and market-goers have been queuing up to get a bite ever since. From joining KERB's inKERBator programme to opening his restaurant on Regent Street, Muzaffar's journey reflects resilience and ambition.



2017

CONNECTED WITH IMPACT PARTNER, TERN

2007

VENTURED FROM CENTRAL ASIA TO THE UK

2019

BEGAN TRADING AT KERB LUNCH MARKETS

2019

JOINED THE INKERBATOR PROGRAMME

2019

SPREAD THEIR WINGS WITH KERB EVENTS

2022

OPENED AT SEVEN DIALS MARKET, OPERATING 7 DAYS A WEEK

2023

POPPED UP WITH OSHPAZ NOODLE'S NEW MENU

2023

OPENED THE FIRST OSHPAZ RESTAURANT, ON REGENT STREET



A YEAR AT SEVEN DIALS MARKET



“WE FOSTER NEW TALENT AND THE OPPORTUNITY FOR SMALL BUSINESSES TO DEVELOP AND GROW. THIS YEAR, WE WELCOMED NINE NEW TRADERS INTO SEVEN DIALS MARKET, FOUR OF WHICH WE’VE SUPPORTED FROM THE KERB UP AS INKERBATOR GRADUATES.”

Andrew Stones,
Managing Director, KERB Ventures

1.8M
DISHES SERVED

£12.7M
REVENUE FOR TRADERS

20
RESIDENT FOOD BUSINESSES

IMPACT OVERSEAS

SALUHALL

Saluhall is our latest food hall project, launched in downtown San Francisco in April 2024, neighbouring City Hall, Union Square and The X (Twitter Building). It is a 23,000sq ft plant-forward food hall showcasing five local independent vendors, an in-house Nordic bakery, a cooking school, plant-based burger bar and soft serve kiosk, and three bars stocking excellent local drinks. Commissioned by

INGKA Centres to support their newly launched IKEA, KERB has led the creative and operational development of Saluhall, tasked with leading a new sustainable way forward for food halls, focussing on reduced emissions through predominantly vegan dishes, supporting local operators, and a community cooking school with big ambitions for positive local impact sitting top of the menu.



1

27 local staff hired through the city's OEWD programme for disadvantaged populations

2

Amongst the five local restauranteurs is a graduate of La Cocina, incubator for immigrant women

3

80% of the dishes across the food hall are plant-based

4

Predictions of 600,000 annual visitors and \$5 million in sales to local businesses

“WE’RE DELIGHTED TO SEE THIS MOMENTOUS PROJECT COME TO LIFE. SALUHALL HOLDS BOLD AMBITIONS TO FORGE A NEW SUSTAINABLE CULINARY PATH BUT IT MUST ALSO OFFER TRUE VALUE TO THE LOCAL COMMUNITY, BRING HOPE, BE FUN, UNPRETENTIOUS AND ULTIMATELY TASTE GREAT. TO LAUNCH IT IN A BRILLIANT, DELICIOUS AND PROGRESSIVE FOOD CITY LIKE THIS, IN THE HEART OF THE CHALLENGING DOWNTOWN, WAS AN EXCITING STEP FOR ALL INVOLVED. BASED ON THE SUCCESS OF THE RECENT LAUNCH, WE ARE EXPLORING FUTURE SALUHALL SITES ACROSS THE GLOBE.”

Ian Dodds,
Director, KERB



Saluhall, San Francisco, opened in April 2024.

SUSTAINABILITY ACROSS KERB

THE KERB PACT

Sustainable practices have always held a place in our heart - from a recyclable takeaway box inspiring our first ever KERB logo to the KERB Pact Lunch scheme (which encouraged people to bring their own lunch box

to our markets pre-COVID). This year, we're taking serious strides towards reducing our environmental footprint and implementing sustainable practices across our operations.

WHERE WE STAND

To reduce our footprint, we need to understand it first. We've implemented a comprehensive plan to understand and minimise our environmental footprint.

We've established a baseline for our sustainability efforts, from which clear and measurable targets are being set, paving the way for tangible actions towards reducing our carbon footprint.

CARBON NEGATIVE BREWS

We serve over 131,000 pints of beer a year. This year we're proud to be transitioning our best selling pour, 'KERB Lager' to a carbon-negative beer, in collaboration with our partners at South London's Gipsy Hill Brewery.

The switch to carbon-negative lager will save approximately 49,919kg of carbon emissions per year, that's the equivalent of 4559 trees.

BADGES OF IMPACT

We have a membership of 158 independent food businesses. It's our job to encourage, educate and support each of them to make sustainable choices and to set new industry standards.

This year we're introducing Impact Badges, a rating system aligned with ESG (environmental, social and governance) principles, to award and guide each of our members in their efforts.

STAKEHAUS

Founder Lily has been raising the stakes since 2015. STAKEhaus serves locally sourced, juicy steaks and fries all across London. Running an eco-conscious steak business is no mean feat, but Lily's commitment to quality and sustainability has garnered them a loyal following.



2015

**STAKEHAUS
BEGINS IN
FOUNDER
LILY'S BACK
GARDEN**

2015

**STAKEHAUS
JOINS THE
MARKET LINE-
UP AT KERB
KING'S CROSS**

2018

**THEY LAND
THEIR FIRST
GIG CATERING
WITH KERB
EVENTS**

2021

**STAKEHAUS
ADDS PLANT-
BASED
'REDEFINED
MEAT' TO
THE MENU**

2023

**LILY GOES ONE
STEP BETTER,
SWITCHING TO
SUSTAINABLY
SOURCED
MEAT**

2023

**STAKEHAUS
JOINS THE
SEVEN DIALS
MARKET
FAMILY**



A NOTE FROM OUR FOUNDER



The mission at KERB was always driven by a feeling, an energy and attitude that permeated every aspect of the business and our culture.

When I started KERB our focus was on reshaping the food landscape and bending it into a more flexible shape that anyone with a bit of spark could take part in - and within this, our commitment to creating impact has always been woven into everything we do. We are about inclusivity, transparency, and the power of community. From the very beginning, our goal was to 'make London taste better' - and that's always been about more than just the food - this thing is people-powered!

It's about building a platform for entrepreneurs, harnessing the potential of collaboration and creating spaces

where all kinds of people can feel a sense of belonging. From the start, we nurtured a strong and generous trader community and as we grew, our impact extended beyond the streets of London.

As the founder, I'm so proud of how KERB has evolved into something greater in scope than I could have imagined from our freewheeling beginnings. It has become a self-sustaining ecosystem, generating new possibilities and opportunities, while staying true to its core values of deep love for food and people. As the business continues to expand, nationally and globally, it gives me so much joy to witness the ripple effect of the energy and mission that we started over 12 years ago.

Petra Barran
KERB Founder



LOOKING AHEAD: OUR GOALS FOR THE YEAR

We're setting our sights on 2025 and KERB's most impactful year yet. We're dedicated to growth, impact, and empowerment as we strive to expand globally and support more aspiring entrepreneurs, overlooked individuals and the KERB ecosystem.

SUPPORT 40+ INDIVIDUALS INTO EMPLOYMENT



Expanding our Coaching for Work programmes, we aim to assist an additional 40 individuals in securing paid employment within the hospitality sector next year. With a commitment to delivering over 1,200 coaching for work hours, the addition of another coach to the KERB+ team will enhance our efforts. We're actively seeking like-minded hospitality businesses to adopt our work experience programmes and to foster connections with underrepresented groups.

EMPOWER 100 ENTREPRENEURS



Through our Coaching for Business programmes, we're committed to empowering 100+ individuals to launch and grow their own businesses. By providing targeted coaching and resources, access to the KERB Classroom we aim to nurture raw talent and foster innovation within the food industry.

NURTURE 16+ FOOD BUSINESSES



Through access to the inKERBator programme, we're nurturing early-stage street food businesses. This year, we're launching another two cohorts (that's 16 businesses) that will receive nine weeks of free support from our experts and a spot to trade at our central London markets. The InKERBator feeds our membership and cultivates diversity on the KERB.

GROW TRADING OPPORTUNITIES



This year we aim to launch two new Central London lunch markets, providing 28 new trading opportunities for our members weekly. By expanding opportunities for our members to accelerate and grow through markets, events, and food halls, we're supporting small businesses and generating contributions that support the ecosystem.

EXPAND GLOBALLY WITH PURPOSE



As we expand into America and Europe, we're aiming to introduce coaching programmes at each site. We have goals to build partnerships with 20 businesses and to provide 200 jobs across San Francisco, Berlin and Copenhagen, amplifying our impact and spreading our ethos of empowerment and community building globally.

THANK YOU

A huge thank you to our incredible Impact partners, our team, our members, sponsors, corporate partners, and customers. Here's to it!

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