



# Impact Report

## 2024-2025



# Contents

- 3 Letter from our CEO & Chair
- 4 Who We Are
- 5 What We Do
- 6 Our Reach
- 8 Project Highlights:
  - 8 Electric Beans
  - 10 57 Varieties
  - 14 Meet our Students: Jenny
  - 15 Life of I
  - 16 Show Successes
  - 17 Our Youth Theatre
- 18 Wellbeing Approach
  - 20 Wellbeing Classes
  - 21 Meet our Students: Brandon
- 22 Community Engagement
- 24 Volunteers and Placements
- 25 Spreading the Word: Marketing
- 26 The Baked Bean Agency
- 28 Rise Ups & Holidays
- 29 Thoughts for the Future
- 30 Financial Review 2020-2025
- 31 Thanks to our Funders and Donors

# Letter from our CEO & Chair



**Izzy Ivezić**  
Chief Executive Officer

We are proud to present The Baked Bean Charity’s first Impact Report. After a year full of planning, development, and achievements, it feels like the right time to demonstrate our impact and successes to our supporters and beyond.

It has been an incredible year for Baked Beans, but not without some challenges. We have a new leadership team, including our CEO and Board of Trustees. Together, this team has been marking out fresh priorities for the charity in order to create and maintain a flourishing and sustainable environment for our students and staff. We have undertaken significant work to improve the structure of the organisation, including new roles and changes to existing departments. We hope that this will have a positive impact on career opportunities, staff morale and retention, which will in turn improve the service for our students. Although we have had to make some tough decisions, and it hasn’t always been easy, we are now in a much stronger position both financially and operationally, and are confident that we can continue to thrive and deliver outstanding services. The heart of Baked Beans is unique, some even call the atmosphere infectious, and we strive to stay true to this whilst continuing to develop and grow.



**Marina Russ**  
Chair of Trustees

Alongside these key organisational developments, we once again enjoyed a year full of exciting performances, events, and opportunities for our students. The programme included The Baked Bean Dance Co. performing their latest original show, ‘The Things We’ve Lost’ to sold out audiences, The Baked Bean Youth Theatre performing ‘The Deep Woods’ in the charity’s first site specific performance, and Beans in Education bringing back ‘Life of I’ with performances at both Wandsworth Arts Fringe and Liberty Festival. The performances didn’t stop there as we also featured as part of many conferences, events, and festivals throughout the year! Another huge success this year was our appearance on ITV’s ‘The Assembly’ where our students put celebrities through their paces in raw and touching interviews.

We have loved every minute of the last year - every student target achieved, every performance completed, and all the fun we’ve had along the way. We have been touched by the support we have felt from our extended network and the unfaltering dedication we have seen from our team. Our impact wouldn’t be possible without them.

Thanks to everyone who has been part of the journey this year!

# Who We Are

The Baked Bean Charity has been working with people with learning disabilities in and around London since 1997.

## Our Mission

To champion people with learning disabilities through creative education and wellbeing programmes that push boundaries, empower lives and create a world where every individual can thrive.

## Our History

Starting out as a 6-week summer project touring around day centres nearly 30 years ago, The Baked Bean Charity now operates in community spaces and specialises in providing fantastic projects for people with learning disabilities.

### Meet our Students: LUCY

Lucy has been a student at Baked Beans since 2016. She is a dancer and film maker in Energy Beans and Screen Beans.

"Baked Beans is a huge family. It's changed my life completely and gives me warmth, kindness and support. I've grown to become more professional, dedicated, collaborative and creative!"



## Our Reason

We exist because people with learning disabilities are some of the most marginalised people within society and deserve a space where they can express themselves, find a community and be unapologetically true to who they are.

**Our Motto:**  
*Be loud and proud!*

## Our Projects

Running throughout the week, we offer 16 different classes across our bases in Wandsworth. We strive to provide a variety of classes that promote confidence, creative flair and wellbeing with our students.

## Our Outcomes

The aim of every project is to build on:

- Personal/professional development
- Promoting choice and control
- Creating a pathway to progression
- Empowerment
- Communication skills
- Confidence
- Social skills
- Independence
- Shattering misconceptions
- Self-esteem

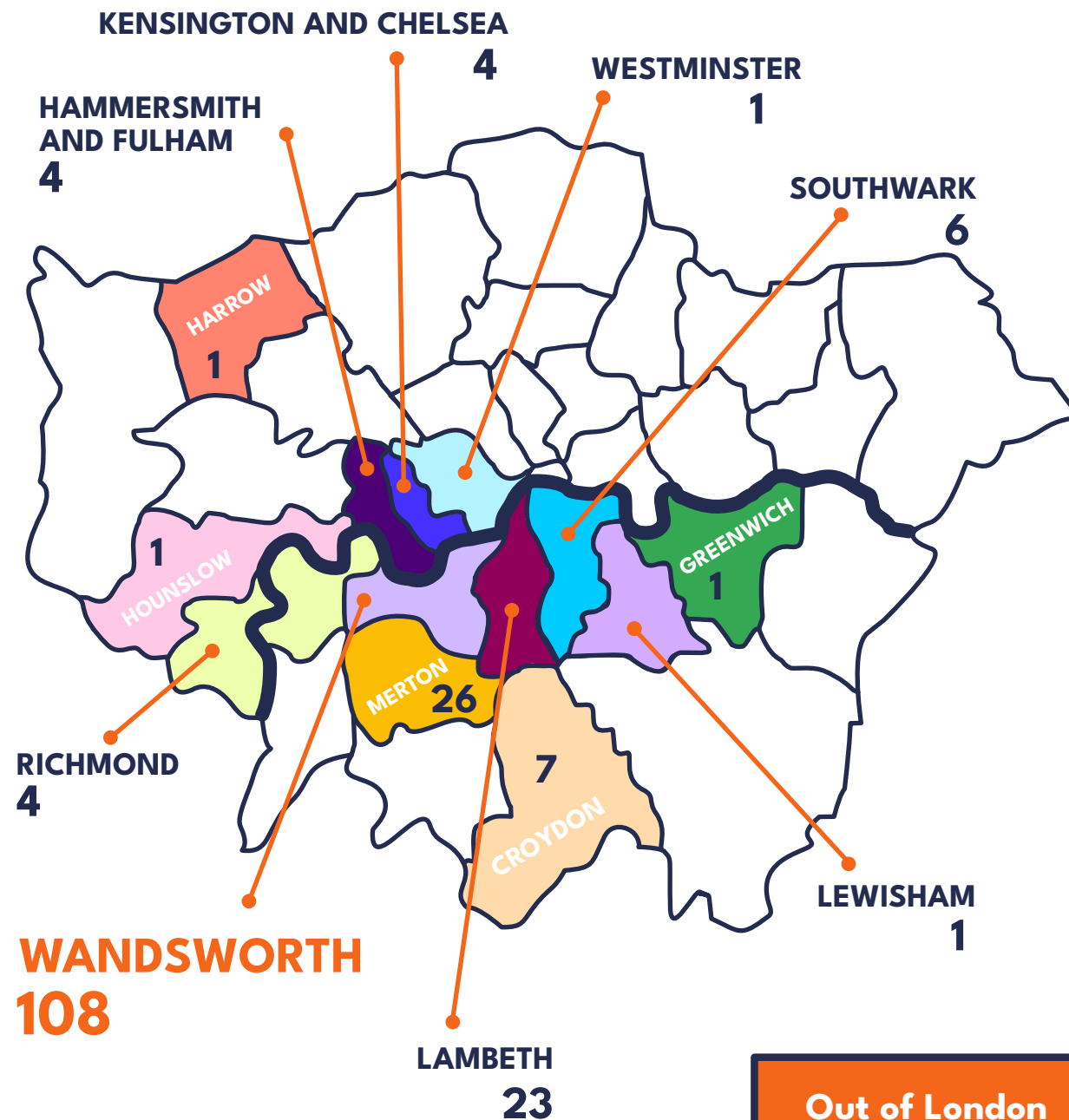
## Our Approach

We pride ourselves on a person centred, unified approach for our students. Using positive behaviour support with a strong focus on wellbeing, we facilitate an environment which has creativity at the heart of everything we do.

# What We Do

# Our Reach

Our reach spans a vibrant and diverse network of students across London and beyond. We currently support students from 13 different London boroughs, and more from outside of London, with engagement from East Lothian, Medway, Norfolk, and Hertfordshire. Highlighted on the map below, the data shows the different boroughs that have interacted with Baked Beans in the past year.



\*Stats correct October 2025

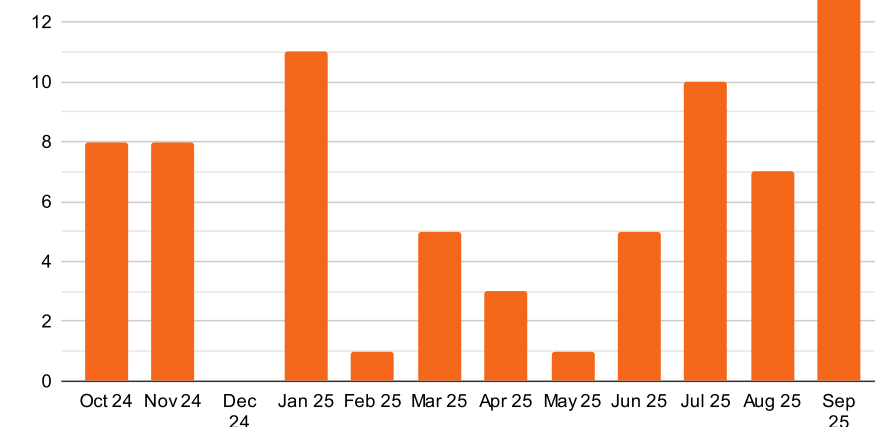
## Out of London

- East Lothian 1
- Hertfordshire 1
- Medway 1
- Norfolk 1

We love welcoming so many creative, talented and artistic individuals to try out the rich variety of services we offer at Baked Beans. Our referral system means that prospective students can trial as many classes as they like to ensure they have chosen the class that is right for them and meets their needs.



We are delighted to share that over the past 12 months we gained **25 new students** on our Baked Bean books, totalling to an **extra 50 days of services** provided each week. We also had 7 students who already attended our services joining for extra days - they just couldn't get enough!



The graph demonstrates how many new spaces have been filled per month between Oct 24-Sep 25. With big surges in new students happening in January and September time, we look forward to welcoming the new cohort of Baked Bean students in the New Year!

Although we have seen a vast increase in students joining our services this year and our presence remains strong across much of London, we recognise that the North East remains under-represented. With this in mind, we are committed to expanding our services there in years to come.

It has been so great to maintain and strengthen connections with the local authorities we work with closely, as well as form bonds with brand new boroughs! We look forward to extending our partnerships even further in years to come and of course, welcome more and more students into the world of Baked Beans!

If you are interested in joining, call us on 0208 944 0024 to book your free trial.

# Project Highlights:

# Electric Beans

Electric Beans is a class that uses movement to tell stories and express abstract ideas. Students collaborate using drama and physical theatre techniques in a friendly and supportive environment, championing creativity and experimentation. Training happens through a diverse range of methods, creating eclectic shows based on the stories that students want to tell. The classes aim to boost confidence, self-esteem and communication.

Using **physical theatre** allows this group to tell **important stories with fewer words**, making it **accessible for both performers and audiences** with **different communication styles**.



Having performed their original show, 'Game of Life', at Putney Arts Theatre last year, Electrics have gone back to the drawing board to come up with a variety of ideas to build a brand new show! In doing so, the students are reinforcing the foundations of theatre, playing a range of drama games and reworking their skill set in storytelling. Electric Beans students have shown great progress in their confidence, communication and performance abilities. For some students, the 'Game of Life' was their very first time performing on stage, and they rocked it!

## Game of Life

*"This is your life. This is your journey.  
This is your game. On your marks.  
Get set. Go"*

Game of Life was a show that explored the Social Model of Disability [the idea that people are disabled by barriers in society, not by their disabilities]. It met the character of Franklin who, despite his dreams of becoming a mega star, faced some huge barriers along the way. To create the show, students shared their valuable lived experiences as disabled people to challenge the way society thinks about disability. They played multiple roles and took these fully in their stride with bold, creative and unique characterisation. Electric Beans had a great understanding of the importance of the show's message and were proud to perform something that promoted accessibility and inclusion.



## What's Next?

Electric Beans are working on a brand new show, focusing on the theme of *connections*. It draws inspiration from heritage, friends, family, community, and all of the other aspects that connect our students to each other.

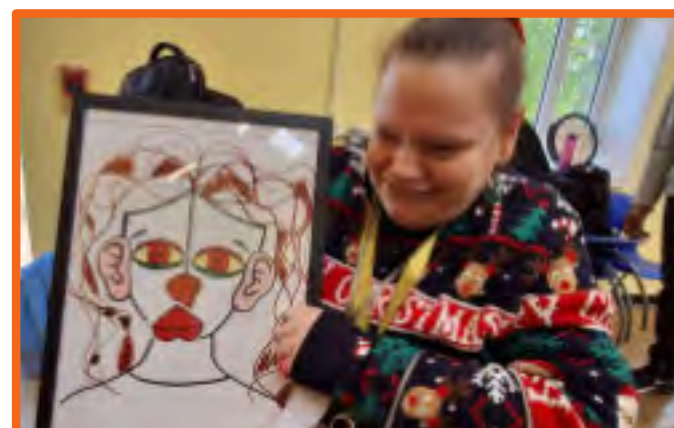




# 5 7



# VARIETIES



**57 Varieties, better known as 57s**, is our creative drama, music, art and wellbeing initiative, offering **person-centred multi-sensory sessions for our students with complex needs**. We're named 57s to reflect the wide range of projects and drama-based activities we offer and the **diverse abilities, interests, and goals of our students**.

## Key features of our approach include:

- **Structured Day:** Students with complex needs often require consistency within their day. Our 57s classes follow a consistent pattern to provide security and predictability to reduce anxiety, which is crucial for supporting overall wellbeing and development.
- **Multi-Sensory Engagement:** Our sessions incorporate sight, sound, touch, movement and technology to promote varied engagement.
- **Flexible Communication Styles:** We use spoken language, Makaton, visual timetables, pictures, music and symbols, to ensure everyone can engage and participate in their own way.
- **Person-Centred Practice:** Everyone's preferences, needs, and abilities shape the way that activities are delivered. Staff are flexible and adaptive in the moment to ensure everyone's needs are met.

## Our 57s Offering

At 57s, no two days are the same. Students are empowered to choose from a range of activities that support communication, coordination, creativity, and physical health. Daily sessions include physical and vocal warm-ups, movement, Makaton, and singing, as well as drama games and drama exercises. For those who prefer a quieter space, our breakout space offers calmer options such as board games, puzzles, crafts, and sewing.

### Mondays - Arts & Crafts

Our Arts & Crafts sessions offer a creative space where students can explore a wide variety of materials and artistic techniques from sewing, painting, jewellery making and more! Taught through themed projects and community collaborations, students are encouraged to express their individuality, build confidence, and develop creative and fine motor skills. Each project is designed to celebrate personal expression and artistic growth.



### Recent Highlights



Earlier this year, 57s students took part in the **National Trust London X 575 Wandsworth Road 'Common Threads' Project**. The project brought together over 200 makers to craft a quilt inspired by the diverse textiles in 575 Wandsworth Road house. The quilt was then displayed at Battersea Arts Centre for our artists to proudly visit.

Each year, our students design and **create a calendar!** Combining arts and crafts and photography, our 2025 calendar explored the theme of Transport. *Keep your eyes peeled for our 2026 Calendar - exploring the theme of Festivals of the World!*

### Tuesdays & Thursdays - Drama & Communication

Drama and Communication activities include drama games, storytelling, improvisation, role-play, Makaton and sensory interaction. These sessions help students develop confidence, interaction skills, and imaginative thinking.

Recently, students learnt the song 'Stand By Me' to celebrate World Makaton Day. You can see our video on Instagram!

@thebakedbeancharity



## Wednesdays & Fridays - Music & Movement

Music and Movement sessions offer students a space to explore rhythm, coordination, and physical expression through activities such as dance and singing. Each session incorporates a variety of elements, including music, instruments, visual aids, interactive games, and sensory and proprioceptive objects.

Throughout June and July, students brought their imaginations to life through a shadow puppetry project.

The project grew out of the students wanting a high-energy movement morning followed by a calmer, craft-based afternoon.



Tutors helped facilitate the storytelling process using a mix of visuals and games, and then students picked sentence starters and linked them to an ending. These playful prompts then inspired each student's own two-minute story.

## Student Spotlight

One of the many wonderful things about 57s is seeing students grow in confidence and take on new challenges. Wednesday Music and Movement student, **Steph Antwi Gyimah** has done exactly that.

During our Music & Movement sessions, Steph has recently stepped into a leadership role by delivering a warm-up song for our students each week. Through this, Steph has demonstrated leadership skills, a strong knowledge of rhythm and repetition, and an understanding of how an effective warm-up should activate and incorporate the whole body.

Steph has ensured that the movements are accessible and has shown great growth through her participation in Music & Movement classes. Her contribution has become an integral part of the Wednesday session and a real boost to the group's energy each week.

**A huge well done, Steph!**



# Meet our Students

**Jenny Moore** has been a member of the Baked Bean Charity since 2009. She is a great example of a seasoned professional performer, with countless shows, performances and film and TV appearances under her belt. "It takes a lot of hard work, showing up and being more professional each time. I consider myself to be a professional actor." Jenny has made leaps and bounds over the years, consistently impressing her tutors and professionals she meets with her talents, sophistication and adaptability. Her bread and butter is Theatre in Education work, teaching valuable lessons about accessibility, inclusion and empowerment. She also recently graced the nation's TV screens on both the BBC and ITV in The Assembly, making celebrities squirm in the interview chair! The Jenny we see now has taken years of self-development, and Jenny attributes this to the opportunities and support of The Baked Bean Charity.

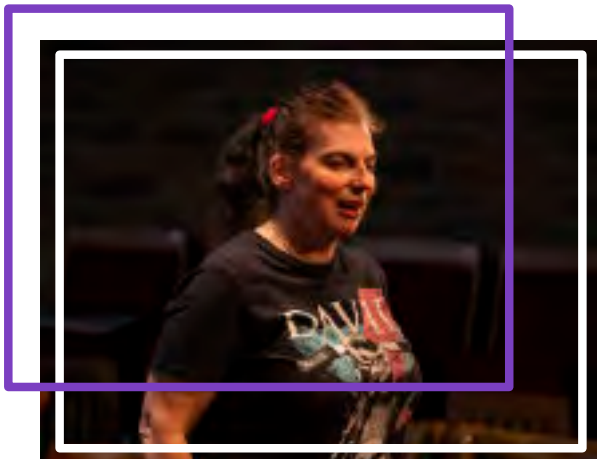
*"I have progressed so much at Baked Beans. 'First Day Jenny' wasn't outgoing like I am now! I have done so many shows and jobs, I feel like I can talk to practically anyone now."*

Jenny's speech has been something she has struggled with, as she has a tremor. Having a different speech pattern may appear to be a barrier to others, but Jenny is a voice to be reckoned with.

*"I enjoy doing shows that have important messages. We shouldn't hide away and it's important to have our voices heard."*

Years of vocal exercises and theatre workshops have built on Jenny's skills in a practical way, and Baked Beans has given Jenny the platform necessary to grow, create, express and thrive. The Jenny we have today is an integral part of The Baked Bean Players and **BiE\*** - a natural performer, theatre maker and educator, as well as a valued friend and colleague.

\*Beans In Education, or BiE for short, are our veteran touring Theatre in Education group. BiE are no strangers to devising; their catalogue of educational shows has been created over the years from lived experiences, and they are experts in their field of advocacy for people with learning disabilities. Their work has been performed nationwide to NHS staff, social workers, politicians, schools and universities!



# Life of I

**Life of I is a show created by BiE that was born out of the urge to create something more personal.**

Starting with blank pieces of paper, students were given the creative agency to bring their own stories to life. BiE explored many different styles of theatre, workshopped ideas, and carved out scenes that were unapologetically theirs. BiE realised that while talking about themselves has personal meaning, it also speaks to a wider need for society to look beyond people's learning disabilities. Tough conversations were had in the workshop space about assumptions, stigma, prejudice and privilege. While we explored the leaps society has taken since 1970 [the year our oldest actor was born], we still saw how Life of I could break more barriers and inspire others.

*"We started to tell stories about our lives, and it developed from there. It showed me skills I didn't know I had!" - Essin*



The show made its stage debut at Putney Arts Theatre and has since made appearances in conferences, lecture halls, and at **Wandsworth Arts Fringe!** More recently, Life of I made its way into the Mayor of London's flagship festival, **The Liberty Festival**, which celebrates work by D/deaf, disabled and neurodiverse artists. Re-worked and performed for a brand new audience at **Tara Arts Theatre in September**, Life of I was celebrated as part of a collective of performances across the Wandsworth borough that showcased the very best in inclusive arts.

*"Even with a disability you can fit into society. Doing this show, we all helped each other and supported each other as a group."*  
- Claire



# Show Success

## The Things We've Lost

Drawing on the lived experiences of dancers in The Baked Bean Dance Company, *The Things We've Lost* was a powerful performance which explored how people with learning disabilities confront different aspects of loss.

The show made its premiere at Royal Academy of Dance in May this year, and was a complete sell-out! Through expressive choreography, testimonial poetry, and an unforgettable soundtrack, our dancers told stories that resonated deeply with everyone in the audience. From losing love, your friends and your loved ones, to losing your phone, your confidence and even your voice, this show demonstrated feelings in the way that words can never quite describe.

The show was so well received, a review was written about it in the SW Londoner online paper. Journalist Emily Buckley-Bunn shared her thoughts on the piece when she wrote "Each interpretation of loss in the show was deeply personal, providing the audience with a brief opportunity to enter and resonate with the inner worlds of the performers. Through bringing loss into the spotlight, the Baked Beans encouraged those attending to dig up what they often bury away and helped to understand their perspective as dancers with learning disabilities, highlighting why it is so important to have a range of voices on the stage."

**“We belong here, one of the performers said when they first saw the space at the Royal Academy of Dance... They are certainly right.”**

- Emily Buckley-Bunn



# Our Youth Theatre

The Baked Bean Youth Theatre is a performing arts service for **young people aged 11–18 with learning disabilities**. Through singing, dancing, and acting, participants develop **confidence, communication, social, and performance skills**, while improving fitness and speech. The group devises and performs original productions across various venues, **serving as a bridge to adult Baked Bean services within the Wandsworth Borough**.



Activities are designed to enhance communication, teamwork, and creativity, using speech therapy-based vocal warm-ups, drama games, choreography, songwriting, and art-making. The programme also offers opportunities for technical theatre experience and creative development through partnerships like Wandsworth Council's Borough of Culture initiative. Past productions such as *Paper Town* and *The Deep Woods* showcased the group's creativity, exploring themes of community through immersive and site-specific theatre.

If you are interested in joining, call us on 0208 944 0024 to book your free trial.

# WELLBEING

## Our Approach

1.

### BUILDING RELATIONSHIPS

Staff and students build strong relationships based on trust, respect and joy.

### CONNECTING WITH NETWORKS

We work with families, support workers and students to ensure a holistic approach to how we support.

### FOSTERING FRIENDSHIPS

Students build lifelong bonds through collaborative, creative projects with a strong teamwork ethos.

### SUPPORTING LEARNING

Our team uses a Positive Behaviour Support model to encourage self-actualised learning, helping to empower students to become the best version of themselves.

### PRIORITISING SAFETY

Our environment is always closely monitored to ensure the safety and wellbeing of all of our students. We constantly review and renew our practices to optimise the way we support our students.

### ROBUST RECORD KEEPING

Every class has a written record to ensure we monitor and plan for areas of need and progress. Every student has a care plan, risk assessment, vital information form, self-allocated targets, student progress report, as well as any other person-centred documentation.

### GROWTH OPPORTUNITIES

We support students to set their own goals and aspirations, work towards progression, transferable skills, and personal and professional development.

### CREATIVE CARE

We are committed to finding support solutions that work for any and all students. We collaborate with students on specialist resources such as social stories, now and next boards, visual timetables, check in sheets, behaviour support management schemes, class contracts, development plans, leadership opportunities, and a student-led council.

2.

3.

### CREATIVE OUTLETS

Disabled voices matter. Our bespoke classes offer unique opportunities for students to create, imagine and tell their stories in exactly the way they'd like to.

### ENRICHING ACTIVITIES

Our facilitators have a wide range of skills and expertise in performing arts. We tailor classes to the desires and goals of our students, ensuring creative agency and empowerment throughout.

At The Baked Bean Charity, we **celebrate and champion individuality** and ensure it is always at the forefront of everything we do. When it comes to wellbeing, **there is no 'one size fits all'**. Our highly trained team of facilitators use a consistent **person centred approach** to ensure our students get the **care and support they want, need, and deserve**.



4.

### INDIVIDUAL SUPPORT

Sometimes people need an extra boost to help support their wellbeing needs. Staff find opportunities to work with the individuals that need it most to bridge gaps and make them feel supported and heard. This can be seen during 1:1 check ins, personalised care plans and regular network meetings.

### MANAGING EMOTIONS

Empathy and care are at the heart of what we do. Our team is always on hand to listen, encourage positive mental attitudes, and support self-esteem and resilience.

### CELEBRATING ACHIEVEMENTS

Projects often culminate to show stopping performances, showcases and celebrations where students can highlight their contributions, creativity and teamwork. Showing how far they have come and how they continue to thrive!

Recently, The Baked Bean Charity was proudly registered as **'A Company That Cares'**, demonstrating how we are an organisation committed to personalised, respectful and inclusive care.



# Wellbeing Classes

To further our wellbeing offer and support the demand for more health & fitness based programmes, we've worked hard to **deliver more wellbeing focused class opportunities and workshops** for our student body. These classes **prioritise physical and mental wellbeing**, and are incredibly popular!

## Boxing

Our Monday Boxing sessions in collaboration with 12 Rounds Boxing Gym provide high quality boxing tuition from professional instructors in a large, fully equipped gym. This high energy, fast paced class helps students improve their fitness levels and stamina, while developing their focus and determination.

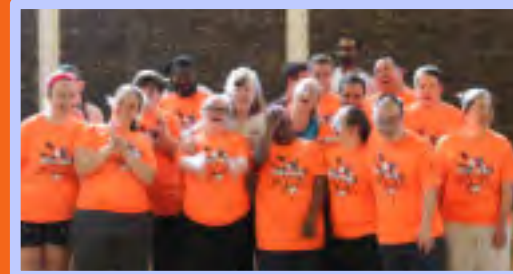
The class has become so popular that we are now expanding to include an additional session on Fridays.



## Zumba

Baked Bean Zumba is our award-nominated dance fitness class that blends high-energy cardio with feel-good party vibes. Led by our fully licensed instructor, the sessions get everyone moving, boosting confidence, fitness, and promoting joy.

As a bookable performance workshop, Zumba Beans brings its infectious energy anywhere, with our students taking centre stage. Participants rave about the experience, describing it as **"the best thing I have ever done"** and **"an hour of pure fun."**



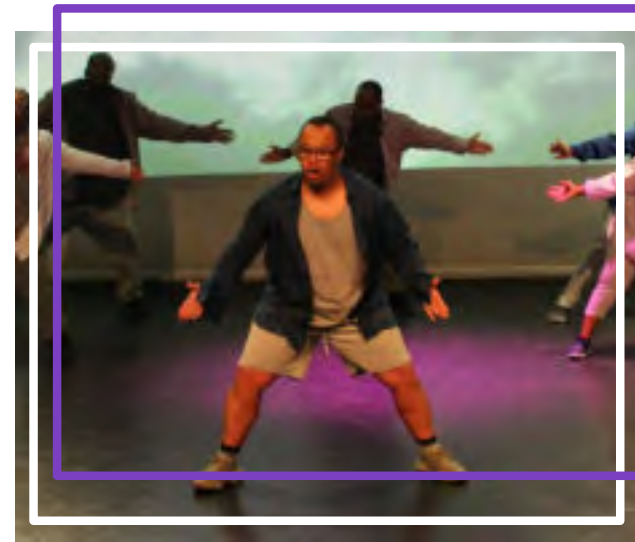
## Well-Bean Wednesdays

This year, we introduced a new weekly wellbeing session at the George Shearing Centre as part of our 57 Varieties offering. Using creative arts such as drama, movement, music, and visual art, the sessions support everyday wellbeing for our students. Like all Baked Bean classes, it follows a person-centred approach, building confidence, emotional regulation, communication, and self-expression, including non-spoken methods such as Makaton and expressive art.

Rooted in the *Five Ways to Wellbeing*, the programme helps students develop healthy habits, coping strategies, relaxation techniques, and independence in daily routines. It also encourages engagement with current affairs, community awareness, and cultural understanding, empowering students to take ownership of their wellbeing and set personal goals.

# Meet our Students

When **Brandon Spencer** first joined The Baked Bean Charity, he was experiencing significant emotional distress following the recent bereavement of his father. His behaviour was unpredictable and he struggled to settle or focus in class. To support Brandon, we integrated him into a dedicated dance group, where we focused on emotional regulation and communication skills. Through movement and dance, Brandon was able to channel his anxious energy in a positive way. A clear routine and defined expectations were established, allowing him to develop consistency and a sense of security. This was complimented by our person-centred, caring approach.



*"I am so proud of how far Brandon has come and everything he has achieved so far at Baked Beans."*

*- Lottie, Dance Tutor*

Over time, Brandon has made amazing progress. He has transformed from being disengaged, and frequently experiencing dysregulation, to being a thriving and contributing member of our dance team. His commitment has grown and he consistently exceeds expectations. Brandon has since starred in two Baked Bean shows, including leading a number at the prestigious Royal Academy of Dance. His solo performance has been cited by many audience members as the highlight of the show.

Brandon's journey demonstrates the impact of bespoke emotional support combined with creative expression. His achievements at Baked Beans are a testament to his resilience and the effectiveness of our supportive, person-centred approach.

“

*I like dancing... on stage. I feel good!*

*- Brandon Spencer*

”

## Workshops

We work in collaboration with the NHS and ICB to deliver bespoke workshops and focus groups to target health inequalities, and educate and support the needs of people with learning disabilities. Where we also identify education needs, we also create workshops to promote lifelong learning.

*Recent workshops include: Consent, Internet Safety, Healthy Eating, Oral Hygiene, Women's Health.*

# COMMUNITY ENGAGEMENT



“I love working on community engagement projects. I get to train nurses and doctors and tell them what I really think! This year working on these projects has paid for me to go on two Baked Bean holidays - it feels good to pay for it from my own pocket!”  
Caroline Ogundeji (student)

**For us, community engagement means a lot of things.**

Through improvisation and verbatim theatre, our students create bespoke performances and training packages that call on their lived experiences to educate the community about what it really means to have a learning disability.

**OCT 24-25**  
**FUNDING RECEIVED: £13,550**



**FUNDERS:**

Wandsworth Council  
London Borough of Culture  
Wandsworth Arts Fringe  
Brighter Living  
NHS SW London  
NHS Engagement Funds  
NHS ICB

## HOW WAS IT USED?

- ♦ 'Life of I' was performed at both Wandsworth Arts Fringe and Liberty Festival.
- ♦ Baked Bean Zumba took the stage at LBOC's Strictly Wandsworth & The Winstanley Estate
- ♦ We partnered with the NHS to provide weight management workshops, oral health workshops and physical health workshops for people with learning disabilities.

**REACH**



**IMPACT**

**147**

adults with learning disabilities from 17 London boroughs had a platform for their voices to be heard.

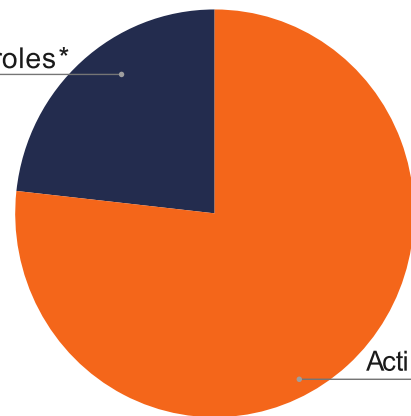
**520**

members of the general public met and engaged directly with our students

**95%** of our students agreed that the arts empowers them by providing choice and control

**655 Events Worked: October 2024 – 25**

Outreach roles\*  
23.2%



Acting Positions\*  
76.8%

\*Outreach roles - Inclusive of non performance opportunities, including research and development projects.

\*Acting positions - Inclusive of large scale shows, conference bookings, education shows and simulated patients.

The impact of our community engagement programme is wide reaching, aiming to improve aspects for both actor and the wider society alike.

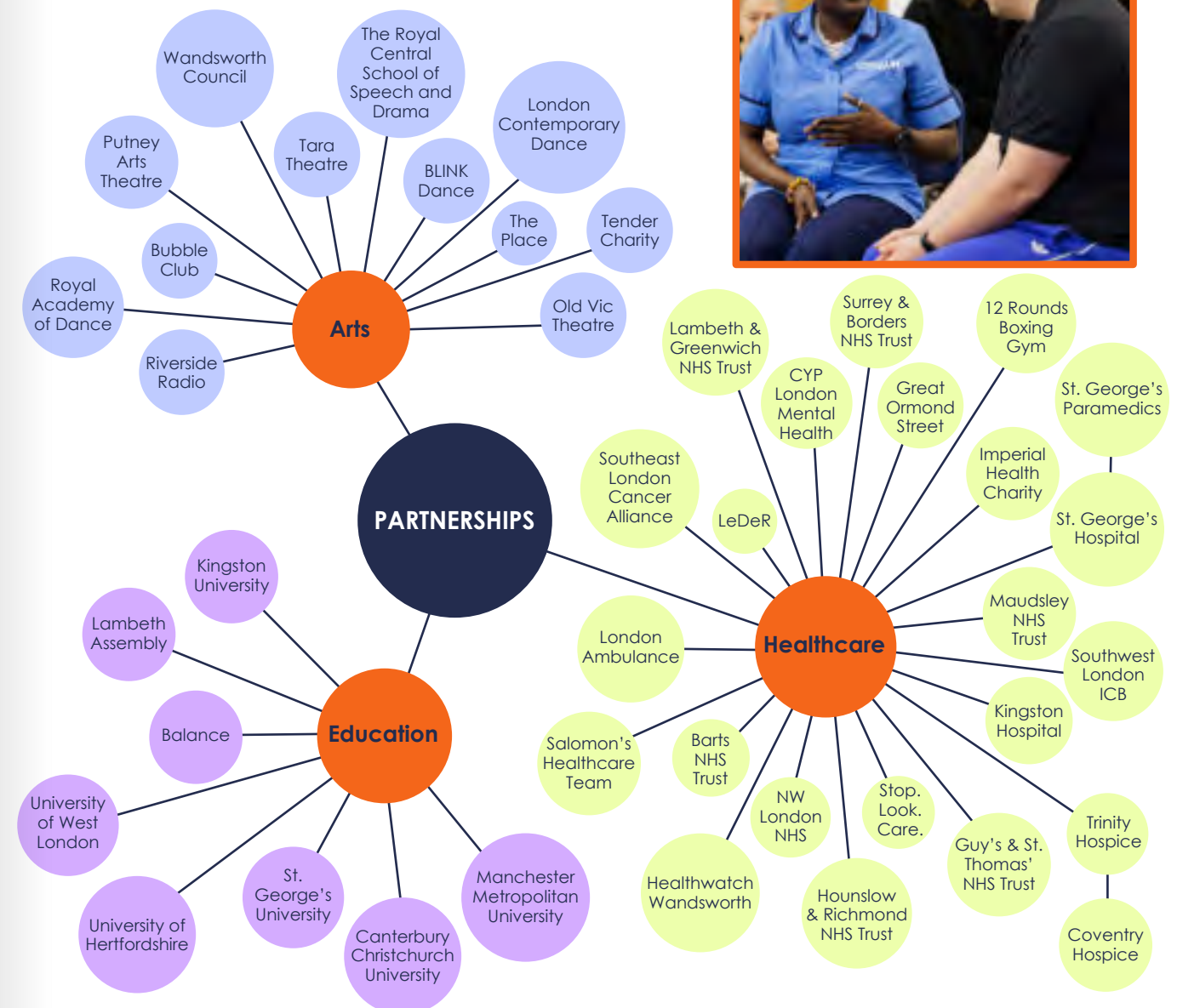
## ACTOR BENEFITS

- Work with other communities
- Gain more performance opportunities
- Promote independence and equality
- Create a platform for voices to be heard
- Employment & earning opportunities
- A pathway to progression
- The opportunity to feel empowered

## IMPACT ON SOCIETY

- To promote exposure and visibility
- Improve health outcomes for PLD patients
- Greater understanding of learning disabilities
- Learning different communication styles
- To challenge misconceptions and assumptions
- To gain interactions with wider communities
- To promote equality and inclusion

As well as this, we regularly partner with universities, the NHS and local authorities to deliver performances for conferences, simulations, training sessions, and consultancy, with some pretty great advice.



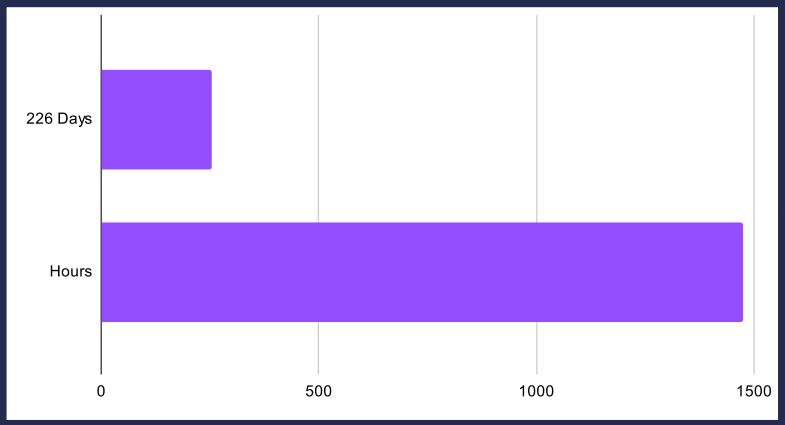
“Working with the Baked Bean team this year has been a great experience. The ongoing collaboration has shaped our whole learning disability programme of work across the South East London Cancer Alliance, with input from the team regarding personal experience and supporting the training of staff, face to face and virtually. The work created so far has been well received by staff and we look forward to launching our latest collaborative resource, which intends to better aid medical professionals in supporting people with Learning Disabilities and their cancer care needs.”

- Chris Wanstaff from SELCA



# Volunteers & Placements

We warmly welcome volunteers and placements from all walks of life. Whether it's for university placements, people looking to widen their knowledge of the learning disability sector, or simply for personal fulfilment. Not forgetting the hours from our committed trustees who we simply would not be able to operate without!



Through the help of 14 volunteers & student placements between Oct 2024 to Oct 2025, 226 voluntary days and 1,474 voluntary hours have been provided.

“What may initially seem to be quite a normal, ordinary experience was anything but. As an aspiring SLT student, my year at The Baked Bean Charity was one of the best things I did to learn more about disabled people and the lives they lead. And the best part? I got to do it simply by talking, working, and living with them. Truly an unforgettable experience. – Alex”



“As a future healthcare professional, I gained valuable insight into some of the challenges individuals with learning disabilities face within the NHS. I am committed to continuing to advocate for people with learning disabilities throughout my career, ensuring they feel supported, included, and listened to - Nathalie”

# Spreading the Word

We’ve worked really hard over the last 12 months developing our Media and Marketing Strategy to diversify and widen our reach and increase our public visibility. Our main focus this year was to polish up our look and have more of a student presence on our socials.

## Fonts & Colours



This year, we refined our brand identity to build on a strong and recognisable image. Firstly, we updated our font to bring a more modern and future focused feature. We also revived our colour palette to bring a brighter, more joyful look, with the introduction of our distinctive 'Baked Bean Orange' adding much more vibrancy! These changes make sure that our brand feels consistent and memorable across every platform.

“Ros has helped to shape how we present ourselves as an organisation to the outside world. We have never felt more like us.”

One of our most successful volunteer partnerships was set up by LinkUp London, a platform that connects charitable organisations to industry professionals. We were introduced to **Ros Homan**, a communications expert, who worked closely with the Marketing Department to revamp our charity's communications strategy for the next 12 months.



## Online Media

Increasing our online media presence has allowed us to reach a wider audience to share our brilliant content with. By using platforms like Instagram and TikTok, we have developed another performance space for our students, allowing groups to work on short pieces for online content. Through regular posting, social media coverage for us has grown greatly. The table below gives an overview of the improvements we have made over 12 months.

| Impact Area                   | October 2024 | October 2025  | % Change |
|-------------------------------|--------------|---------------|----------|
| Instagram Followers           | 867          | 1,226         | + 41%    |
| Content Views (per month)     | 16,918       | 26,532        | + 57%    |
| Most Popular Post (Instagram) | 12,646 views | 339,379 views | + 2,584% |
| Mailing List Subscribers      | 535          | 571           | + 7%     |
| Newsletter Open Rate          | 32.9%        | 38.9%         | + 18%    |

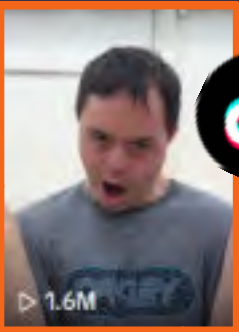
## Our Merch

Students, staff and the public have loved our merchandise this year. It brings us together as a community and helps to increase our visibility. Through sales of our merchandise, we have managed to raise a hearty **£1,032.21!** This includes the sales of T-shirts, jumpers, limited edition official show tote bags, water bottles and hats.



## We Went Viral

We couldn't forget to mention how we went viral on TikTok this year! Our dancers' recreation of the famous GAP jeans advert saw over **1.6 million interactions!** We're basically famous now...



# The Baked Bean Agency

The Baked Bean Agency is our **in-house talent agency**. Our aim is to fill a gap in the arts industry by **representing actors with learning disabilities** and creating **opportunities for professional performance work**.



2025 has been a landmark year for the agency. Our actors have taken centre stage in major productions, from ITV's **The Assembly**, to upcoming feature films **The Magic Faraway Tree** and **Werwolf**. These achievements reflect the significant growth of this arm of the charity, driven by our commitment to expanding opportunities for actors with learning disabilities on stage and screen.

## Our Goals

- ♦ Provide paid employment opportunities and career development in film, television and theatre.
- ♦ To showcase under represented talent to a wider audience.
- ♦ Support our actors throughout the audition and production process.
- ♦ Engage with producers and casting directors across the industry.
- ♦ Increase industry exposure and awareness and in turn, change perceptions.
- ♦ Remove barriers to access.

## WERWULF

Robert Eggers (2026)



Working in partnership with Uni-versal Extras, a group of Baked Bean Agency actors had the incredible opportunity to work on Robert Eggers' upcoming horror, **Werwolf**, featuring Willem Defoe and Aaron Taylor-Johnson. Over two days on location in Farnham, our actors stepped into a Gothic world, dressed in full 13th-century costume and performing in a derelict village set deep within a haunted forest. They even braved the elements, including a huge rain machine, showing just how professional our actors are!

## THE ASSEMBLY

The standout success story of the last year was taking part in **ITV hit series The Assembly**, featuring a brilliantly talented cast of neurodivergent and learning disabled interviewers.

With **15 of the actors represented exclusively by the Baked Bean Agency**, the production showcased the depth of our actors' talent on a national stage. Filming four episodes over four months gave our actors first-hand experience of creating television and reaching global audiences.

From starting out with Michael Sheen in the 2024 BBC pilot, to confidently interviewing stars like Danny Dyer and David Tennant in Season 1, the show has highlighted the unique power of learning disabled interviewers. With no question off limits and no filter applied, they draw out honesty, warmth, and personality in a way that traditional formats rarely achieve.

On the back of its unparalleled success, **Season 2 will begin shooting late 2025** and will again feature many familiar returning Baked Bean Agency cast members...and maybe a few more.



## Plans for 2026:

Looking ahead to 2026, we're committed to building on this progress and putting even more resources into the agency. Our goal is ambitious but firmly within reach: **to become a leading talent agency for learning disabled actors**.

To drive this ambition forward, we've expanded our efforts in the agency to put more time, focus, and expertise behind this work because we know exactly where we're heading. To achieve this, we're developing Spotlight profiles for our actors, supported by a recent professional photo shoot to update their headshots and showcase their talent at its best. We are also creating specialised training for our staff team on how to work as chaperones on set, ensuring our actors receive the best support at every stage of production.

At the heart of our goal is a simple belief that representation, inclusion, and opportunity should be standard in the entertainment industry, not the exception.

**And we are determined to make that happen.**

# Holidays

We had six specialised holidays on offer this year. From seaside trips to Hunstanton and Camber Sands, to cozy weekends away in Kent, we had plenty to suit our students' holiday needs.

We're hoping to head further afield in 2026 and bring back some of our most requested holidays from previous years. Look out for our holiday brochure in the New Year.

“Holidays are such a good thing for us to be able to do. Without them, I wouldn't get to spend time away on my own! It gives me more independence.”

**Rise Ups** are the long-established name for the club nights and social events we offer throughout the year. These events are all about empowerment and ensuring that people with learning disabilities have the opportunity to party hard!

“I love performing at Rise Ups! DJing in front of everyone is a special moment for me.”

As well as creating a space to throw some serious shapes, our Rise Ups are hosted by our Baked Bean DJ Collective who soundtrack the evening with well-thought out playlists they've been designing in class. Rise Ups also create opportunities for our other performers, with our dancers and singers regularly taking over the stage as part of the entertainment for these events. We have it all going on, so make sure to come along to the next one!

# Rise Ups

# Thoughts for the

Following a period of uncertainty, the first year in my new role as CEO has been spent stabilising our foundation, working towards a sustainable future for our charity and improving experiences for both the students and staff. This process has included redeveloping our staffing structure and focusing on progression pathways, planning and developing groups and services to meet capacity needs and interests. I'm very happy to say that at the end of this period, the charity is thriving, solvent, financially stable and in a stronger position than ever.

I firmly believe that The Baked Bean Charity offers an incredibly unique and valuable service. The year ahead will focus on continuing to build on our strong foundation to ensure longevity and resilience, while maintaining the high quality of the service. We will be assessing areas for future development including our Baked Bean Talent Agency and Community Engagement.

The work and the impact of the charity wouldn't be possible without our incredible staff team. Thanks to all of you for your hard work, dedication and unfaltering positivity. I'm incredibly excited for the year ahead!

- Izzy, CEO

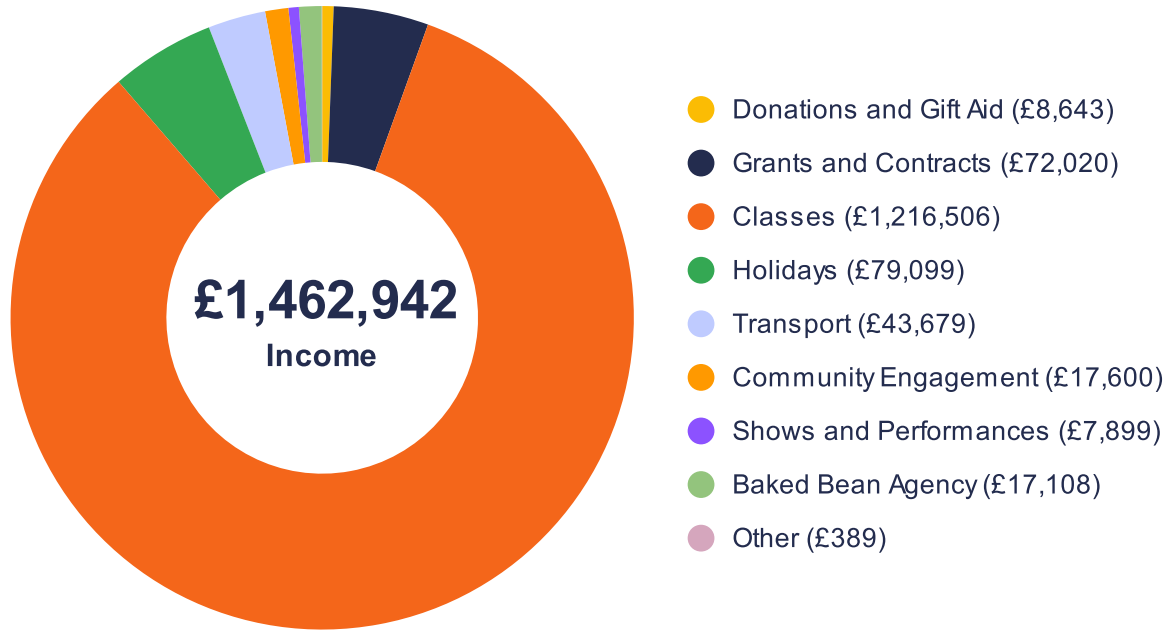
# FUTURE



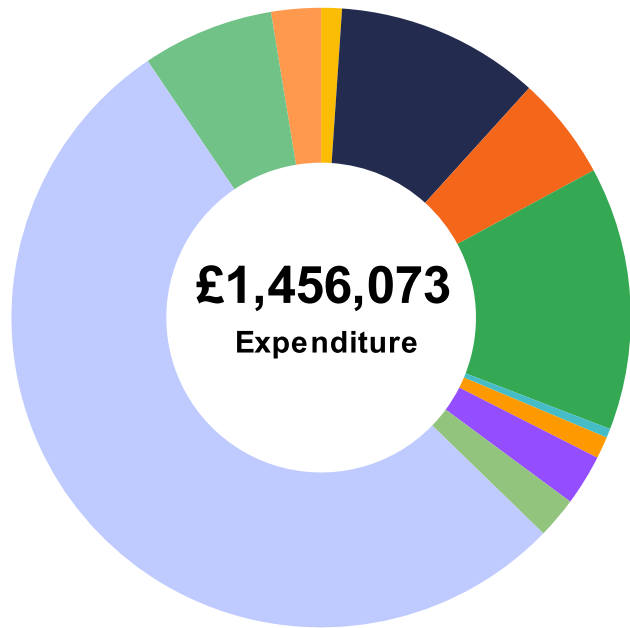
# Financial Review

## 2024-2025

The past 12 months have been a time of real transformation at The Baked Bean Charity. We have had to make some tough decisions based on the financial and regulatory needs of the Charity, but those decisions have led to a big reduction in overall costs and have helped us turn around from a period of deficit to a surplus in the 2024-25 financial year.



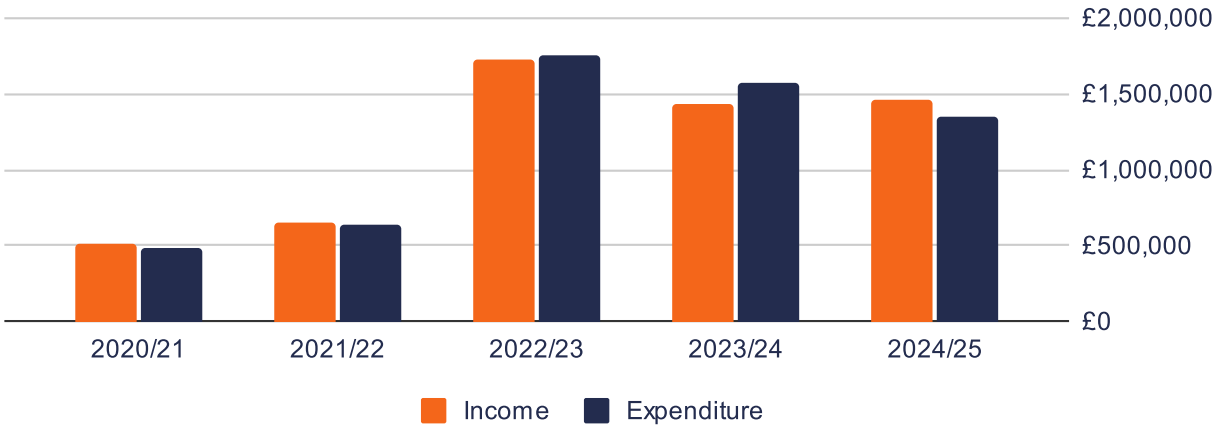
- BB Agency & Community Engagement [Actors Fees] (£15,724)
- Rents and venue hire (£154,921)
- Holidays (inc. staff) (£78,616)
- Transport (inc. staff) (£199,993)
- Staff training (£6,911)
- Class resources (£16,609)
- Admin costs (£38,660)
- Governance (£31,210)
- Wages & Salaries (£775,617)
- Debt servicing (£100,034)
- Other (£37,778)



## Looking Forward

We are nearing the end of our planned financial management period and are pleased to report that we been successful in meeting the targets required to overturn the deficits of previous years, and so we are looking forward to implementing a new strategy to deliver resilience and financial security over the next 12 months and beyond.

### Income and Expenditure for last 5 years



## Thanks to our funders & donors

We extend our heartfelt thanks to our funders and donations during this period. Your support and generosity enables us to reach further into the community, and to shine a spotlight on the achievements of our students.

- Brighter Living
  - Croydon Voluntary Action
  - ICB
  - Jay Baptiste's Fun Days
  - Levy2 Foundation
  - London Borough of Culture
  - Mayhem Theatre
  - NHS Engagement Funds
  - NHS South West London
- Riverside Radio
  - Runner Beans donors
  - Sing SWell Choir
  - TK Maxx Foundation
  - Wandsworth Arts Fringe
  - Wandsworth Care Alliance
  - 5K Per Day donors
  - 12 Rounds Boxing Gym



## The Baked Bean Charity

Wilditch Community Centre  
48 Culvert Road  
London  
SW11 5BB

George Shearing Centre  
Este Road  
London  
SW11 2TF

[www.bakedbeancharity.uk](http://www.bakedbeancharity.uk)  
0208 944 0024



Charity Registration Number: 1163851