

Reed in Partnership

Impact Report 2025

A review of our work



reedinpartnership.co.uk

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Ol Foreword

There's a lot happening at Reed in Partnership right now and, as we end our financial year, we felt it was the right time to bring it all together.



This report is our opportunity to reflect on the progress we've made, share the impact we're having across the communities we serve and set out the direction we're heading in. It's also a chance to celebrate the people behind that progress – our teams, our partners, and the people whose lives are changed through the services we deliver. We hope it gives you a clear sense of who we are, what we stand for and where we're going next.

This year marks 65 years since Sir Alec Reed opened the doors of the first Reed office in Hounslow. From those early days, Reed has grown into the world's largest family-owned recruitment company.

James Reed is now the Chairman and Chief Executive of Reed. He was appointed Chief Executive in 1997 and became Chairman in 2004 when he took over the role from his

father. He was awarded the CBE in the 2023 New Year Honours List for services to business and charity.

At Reed in Partnership, we're proud to be part of the Reed legacy. Since 1998, when we were first established as a pioneer in delivering employment services on behalf of the UK government, we've grown into a trusted partner to a wide range of central and local commissioners. What began with a focus on helping people into work has evolved into a broader mission to transform people and their communities through high-quality, people-centric public services that make a lasting difference.

We've come a long way from our early days focused solely on employability. That remains at the heart of what we do, but we now operate across a wide range of public services delivery.

In the last year, more than two million people have used a service delivered by Reed in Partnership.

These numbers are important, but they don't tell the whole story. What I hope comes through in this report is our sense of purpose, our commitment to excellence and our ability to innovate and shape public services for the future. We are proud of what we do and we're always looking ahead.

We remain the longest-standing private provider of employment services in the UK, known for our consistent levels of high-performance, and we're still innovating. Our partnership with Beam and the use of their Magic Notes AI software is just one example of how we're helping our teams deliver smarter, faster support.

This year...

26,000

People supported into work

43,000

People supported to lead healthier lives

8,000

Driving Theory Tests delivered every day

Since starting in October 2024, our contract with the Ministry of Defence to deliver the Career Transition Partnership is exceeding expectations, with 94% of Service leavers who choose to transition into work doing so within six months.

Our Reed Assessment division has delivered over eight million DVSA Driving Theory Tests in just four years.

Reed Wellbeing continues to support people to live healthier lives, and we're embracing digital innovation here too. Our new My Wellbeing Hub is already helping people to stop smoking and we are expanding the use of this technology across our wider services.

And Reed Environment, our newest division, is already making an impact. With two Energy Academies up and running and

more planned, we're helping to equip people with the skills needed to deliver a net zero future.

Across all of this, three things remain constant: our focus on high performance, being a great place to work, and growing and diversifying our company. But there's something else that defines us - our commitment to giving back. As part of the Reed Group, we're 18% owned by the Reed Foundation. That means one day a week, we work for good causes. Through initiatives like Big Give, the UK's largest match-funding charity, we're proud to support a culture of generosity and impact.

This report captures a year of achievement, learning and change, and sets the tone for the future we're building. As we move towards 2030, our values and purpose will continue to guide us. We'll keep

evolving to meet the needs of a fast-changing world, delivering efficient, effective, people-centric public services through our diverse capabilities and digital solutions.

Thank you for taking the time to read our story.



Donna Murrell
Managing Director

24,000

Refugees supported to
integrate into UK society

11,000

Armed Forces personnel
supported in their transition to
civilian life

250

London schools and
colleges have received
our careers advice

O2 Our year **in numbers**

2,307

Co-members working for
Reed in Partnership

196

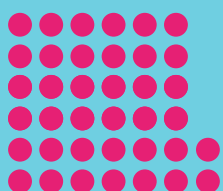
Delivery locations



2.5m

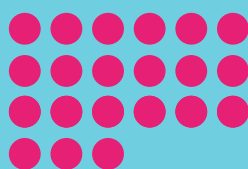


Service users



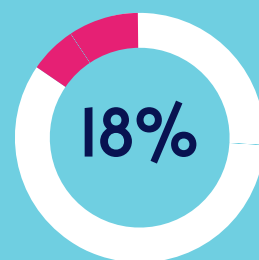
38

Contracts



21

Commissioners



Owned by the Reed
Foundation



8

Key sectors

- Assessment
- Advice & Guidance
- Armed Forces Support
- Employability
- Environment
- Health & Wellbeing
- Justice
- Youth

£5.9m

Donated to charity by the Reed Foundation

**We were recognised
as a great place to
work**

see page 8

**We improved
thousands of lives
through work**

see page 10

**We trialled new AI
tools to support
jobseekers**

see page 11

**We celebrated
10 years of Reed
Wellbeing**

see page 12

**We demonstrated
our commitment to
our Armed Forces**

see page 16

**We pioneered VR
road safety research**

see page 19

**We championed
energy efficiency
and green skills**

see page 26

**The Reed Group
reached £81 million in
social value delivered**

see page 32

**We raised millions
for charitable
causes**

see page 33

O3 Our company today

At Reed in Partnership our mission is to transform people and their communities.

We started life in 1998 as one of the first private sector providers of employability services for the UK government. As part of the Reed Group our heritage stretches all the way back to the opening of Sir Alec Reed's first recruitment business in Hounslow in 1960.

Today, Reed in Partnership is a values-led and purpose-driven company. We work with governments and local authorities to enable millions of people to access services that transform their lives and their communities.

Our diverse capabilities and digital solutions place us at the cutting edge of service design, delivery and continuous improvement. We provide high-quality, people-centric public services that deliver value for money.

Through our services we help unemployed jobseekers to start working, enable people to lead healthier lives, encourage young people to make informed decisions about their futures, help people to develop and certify their skills and knowledge, support those who serve in our Armed Forces, work with prison

leavers to break cycles of reoffending and help migrants to integrate into our country.

Across Reed in Partnership, our company values drive our culture and the way we operate both internally and externally – we are fair, open and honest; we take ownership; we work together.

Our values and purpose are important for attracting and retaining the best people to deliver our services. We're proud to have had this recognised when we were named one of Glassdoor's Top 50 "Best Places to Work in the UK 2025". Unlike other awards, this list is based on feedback our people have anonymously shared on Glassdoor and rates companies on a host of workplace factors ranging from benefits to culture and values.

Our co-members play a vital role in shaping our annual company strategy, which is communicated in person each year by our Board of Directors through a Strategy Roadshow, which visits our offices across the country.





We are proud that our people come from a wide range of backgrounds and are reflective of the communities we work in.

We are committed to creating an inclusive workplace by recognising and respecting everyone's unique characteristics. Our people make our company, and we foster a culture of reward and recognition to celebrate their outstanding contributions.

As we continue to explore opportunities for new and innovative ways to deliver our mission, we are committed to helping public services commissioners find solutions to some of the most important challenges our country faces today. This includes an ongoing drive towards greater digital delivery to increase engagement and efficiency. The UK needs to support more unemployed and economically inactive people into sustainable work and help drive economic growth, address the climate and cost of living crises through green skills and energy, improve the health and wellbeing of our population to reduce strain on the NHS

We were named one of Glassdoor's Top 50 "Best Places to Work in the UK 2025"

and enable young people to get ahead through outstanding education and careers support.

Reed in Partnership is playing its part. We have a track record of collaborative service design, delivery and continuous improvement that achieves results from day one. We have skilled people and relationships with hundreds of expert strategic partners across the country. We have invested in technology that will drive the future of digital public services access and delivery. We remain as committed as ever to our mission of transforming people and their communities.

Tony Mace

Divisional Director



04 Our impact

Improving lives through work

Our employability offer comprises a range of services delivered on behalf of government and local authority commissioners, each designed to address the diverse challenges faced by jobseekers.

The UK government has set a challenging target to achieve an 80% employment rate. Having delivered employability services for over 25 years, we have a wealth of experience to draw upon to ensure that the participants using our support are equipped with the skills, knowledge, confidence and access they need to improve their lives through work.

In 2025 more than 57,000 new participants joined our services and were supported to develop their own individual plan to start working. Each plan includes a range of bespoke actions and activities that will help them move forward, depending on their own aspirations and circumstances. Our tailored support and extensive range of partner relationships means we can help people with a wide variety of

different needs, including those with health conditions, caring responsibilities, a skills gap or lack of confidence that may have been preventing them from working. We are proud that more than 29,900 of the participants we worked with last year successfully moved into employment or self-employment.

The UK economy is evolving and so are we. We have enhanced our employer engagement strategies to further align our work with the emerging needs of local economies. We have also introduced new initiatives to address the changing needs of our participants. This has included strengthening access to health-related services, improving the guidance we can give on childcare support and developing new specialist support for English language skills.

There are still too many people locked out of work due to long-term sickness and young people continue to face barriers to education, employment or training.

More needs to be done.

It is imperative that networks of local support providers work together to address this challenge, bringing together the right support for each individual to overcome their own particular barriers to work – whatever they may be.

We want to use our own partnerships, experience and resources to create greater impact for people and their communities. This includes a commitment to work collaboratively with commissioners and specialist support services, to invest in technology and to innovate in service design to help more jobseekers to achieve their employment goals.

We are proud of the work we have done and we will strive to play an important role in the coming years to get Britain working.



“This kind of support is a blueprint for what we must achieve across the country.”

Sir Stephen Timms MP, Minister for Social Security and Disability, The Times, 18 February 2025, writing following a visit to Reed in Partnership Croydon office.

Case study

Magic Notes AI pilot

People are at the heart of Reed in Partnership's AI strategy.

Our goal is to utilise technology that empowers our teams to focus on activities that add the most value to our participants, enabling us to deliver impactful, person-centred support.

We are proud to be the first employability services provider to collaborate with Beam – a leader in tech-enabled welfare services – to utilise their cutting-edge 'Magic Notes' AI technology.

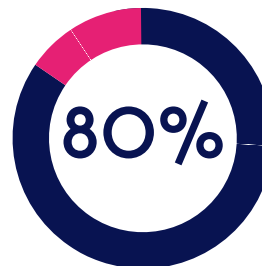
Magic Notes is an AI-powered meeting summarisation tool that is designed to eliminate time-consuming admin. It records and transforms client meetings into high-quality reports, instantly generating a first draft in the format required.

Our journey with Beam and Magic Notes began in 2024, when we commenced a pilot of the tool on our delivery of the DWP Work and Health Programme, commissioned by the South London Partnership.

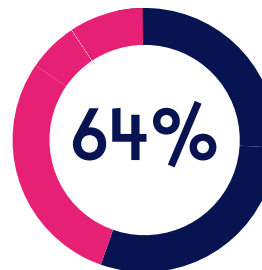
Together, Beam and Reed in Partnership worked to understand how Magic Notes could add the most value to our services. Beam developed bespoke templates for capturing appointment summaries and conducted interactive training sessions with our Employment Advisers. We were then ready to integrate Magic Notes into our service offering.

Based on the success of the pilot, we are in the process of rolling out Magic Notes across some of our employability services to support our teams to provide the best possible quality of support to our participants.

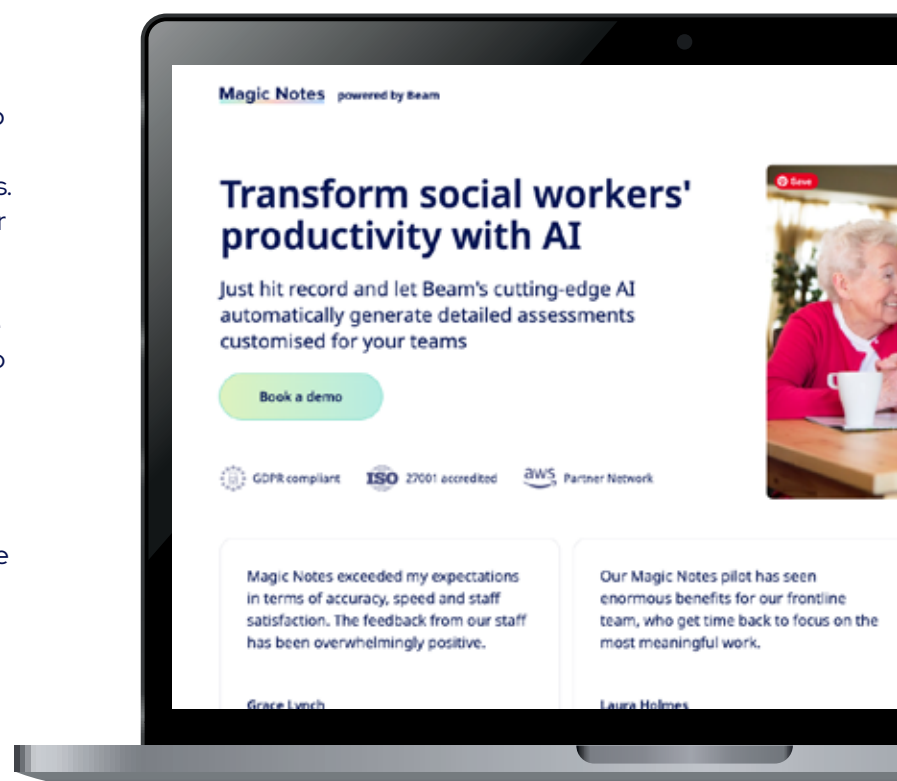
Testing took place between October and December 2024, yielding significant results:



of Employment Advisers reported ancillary benefits, including better connections with participants and more time for valuable tasks such as CV writing and interview preparation.



reduction in the time taken by Employment Advisers to document notes after an appointment allowing them to invest more quality time in supporting people.



Our impact

Nick Hughes
Divisional Director



Helping people lead healthier lives

This year marked 10 years since we launched Reed Wellbeing, with a mission to help people lead healthier lives.

We do this by combining clinical expertise, behavioural change techniques and a personalised approach to help people achieve their health goals and reduce their risk of disease and long-term conditions. We are proud to have helped almost half a million people through our services.

Diabetes prevention and treatment are a core part of Reed Wellbeing's work. One in five adults in the UK are now living with diabetes or pre-diabetes, fuelled by growing levels of obesity.

The impact on individual lives and the NHS is significant. We have been delivering the NHS Diabetes Prevention Programme (NDPP) on behalf of NHS England since 2016. More people are using this support across England than ever before. Research from the

University of Manchester shows that completing the NDPP reduces the risk of Type 2 diabetes onset by 37%, with participants losing on average 3.3kg.

Today we deliver NDPP in seven different regions to more than 40,000 people. We are also delivering diabetes treatment to people in Stoke and Staffordshire through the NHS Type 2 Diabetes Path to Remission programme with the aim of putting their disease into remission.

This year we have expanded our diabetes prevention and treatment work with the NHS to deliver two new innovative pilots. One provides wrap-around care to individuals prescribed the weight loss drug Tirzepatide, and another delivers healthy lifestyle behavioural change intervention to people diagnosed with hypertension.

Reed Wellbeing worked with a range of local councils to support more than 10,000 residents this



year to access healthy lifestyle services in their communities.

This includes our work with Leeds City Council, who we are proud to have partnered with since 2017. This year we began delivering our largest healthy lifestyle service to date, One You in the Royal Boroughs of Kensington & Chelsea and the City of Westminster. Here we are utilising our experience and resources to deliver a range of comprehensive wellbeing support including smoking cessation, NHS Health Checks and support for individuals diagnosed with multiple risk factors of cardiovascular disease. We deliver smoking cessation and NHS Health Checks for a range of other local authorities and are proud of the impact these are having. Our four-week successful smoking

7

Geographical regions
for NDPP delivery

10,000

Healthy lifestyle services
participants

40,000

NDPP participants

quit attempt rates average 69% across these services, compared to the national average measured by NHS England of 53%.

Central to our Reed Wellbeing services is our Liverpool-based Contact Centre, which handles participant access and engagement. It is often the first point of engagement for people worried about their health and seeking to access a service that will help. This year it was reviewed and accredited by the Call Centre Management Association (CCMA) for the effectiveness of its approach.

The Contact Centre has recently benefited from improved AI and technology integration.

Our aim has been to speed up access to our services so people can get the important help they need more quickly. We have partnered with ContactEngine, a Conversational AI tool, which has reduced the time between

GP referral and a patient starting on our services by an average of two weeks, with some individuals starting one of our courses within just a few days.

Analogue to digital transition is one of three key components of the new NHS 10 Year Health Plan. Creating more digitally accessible tools will give people more impactful and personal support, whenever and wherever they need it.

We are playing our part to support our local authority services through the development and launch of our My Wellbeing Hub platform, which you can read more about on page 15.

Demographic change and an ageing population will continue to place demands on health support across the country. Our role is to get the right support to people to help them progress to better, healthier outcomes.





Case study

My Wellbeing Hub: A digital self-service programme

We have launched My Wellbeing Hub, a digital platform developed to revolutionise stop smoking support and promote healthier lifestyle habits through our first digital self-service programme, Be Tobacco Free.

We created My Wellbeing Hub to make healthy lifestyle services more accessible through its fully remote, self-service design, enabling individuals to take control of when and how they interact with our services. Participants using My Wellbeing Hub also benefit from additional resources and accessibility features that offer customisable options to meet diverse needs and ensure an inclusive experience for all.

Our Be Tobacco Free service has been designed using evidence-based guidance to help participants quit tobacco and embrace a healthier future. This comprehensive 12-week programme includes interactive videos, motivation enhancers and regular check-ins with our Stop Smoking Coaches to support participants through their journey to being tobacco-free.

Our coaches play a pivotal role in the success of the programme. They have dedicated access to the hub, enabling them to monitor and report on participant engagement and progress effectively.

My Wellbeing Hub is currently being offered to individuals accessing Smokefree Norfolk, a smoking cessation service we deliver on behalf of Norfolk County Council. Early engagement in Norfolk has been promising and we're pleased to have seen our first four-week quit completions from individuals using the platform. These early indicators suggest that My Wellbeing Hub is not only reaching

the right people but also supporting them to take meaningful steps toward better health.

My Wellbeing Hub is set to expand its reach with additional contracts and the development of more health and wellbeing self-service programmes, underscoring our commitment to leveraging digital solutions to enhance public health and wellbeing.

You can find out more about what we're doing at reedwellbeing.com.



Our impact

Nii Thompson
Divisional Director



Supporting our Armed Forces community

Reed in Partnership is a proud signatory of the Armed Forces Covenant and a gold recipient of the Employer Recognition Scheme. We are committed to fairness and respect for those who serve and their families.

To deliver on this commitment, in October 2024 we were excited to begin providing support to personnel leaving the Armed Forces after their Service through the Ministry of Defence's Career Transition Partnership (CTP).

Since 1998, the CTP has been the official resettlement service for the Armed Forces and has helped more than 310,000 Service leavers through personal support, access to subsidised vocational training courses, workshops & events, links with thousands of Veteran-friendly employers and much more.

Our proposal for the CTP was informed by extensive research and stakeholder engagement activity to understand in detail the design and impact of the existing provision before developing a new and enhanced offer for the Ministry of Defence and Service leavers.

Our delivery of the CTP is designed to meet the personal, individual aspirations of Service leavers. This includes providing access to subsidised vocational training courses, training grants, workshops and events, digital tools, housing and financial advice, job opportunities and self-employment support.

The CTP benefits from significant investment in a fast and modern Digital Platform that offers Service leavers with more opportunities for 24/7, personalised, self-

guided resettlement support and access to digital tools and resources. Service leavers can also benefit from opportunities sourced from our extensive employer relationships and the work of our partner, the Forces Employment Charity.

The CTP also delivers additional social value by securing wider social, economic and environmental benefits in our communities, and we have committed to making a series of direct financial investments in initiatives to support the Armed Forces and wider communities.

6,989

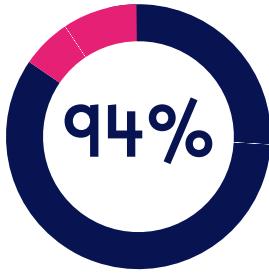
Service leavers registered for transition support, including the Specialist Support Programme through CTP Assist.

2.2 million

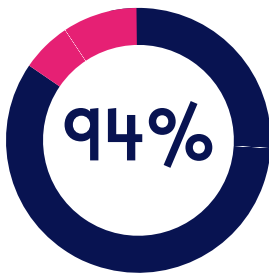
Page views on our Digital Platform from

67,400

Visitors



Service leavers achieving permanent employment six months post-discharge, exceeding the 80% target.



Satisfaction rating across more than 40 vocational training courses.

Case study

CTP Employment Fairs

CTP Employment Fairs are designed to support Service leavers during their transition to civilian life by providing them with valuable resources, networking opportunities and direct access to Forces-friendly employers with experience of hiring Service leavers.

Since launching our delivery of the new CTP, we have held 10 Employment Fairs across the UK, which have been attended by 2,599 Service leavers and hundreds of exhibiting employers.

To ensure Service leavers are getting the best possible experience from our Employment Fairs we carry out ongoing labour market analysis to understand the trends that are driving the regional economies our Fairs visit and to optimise our offer.

With more than 80 employers typically exhibiting at each Fair, we're consistently monitoring whether those attending are representative of future labour market needs, as well as exploring how we can maximise this opportunity for both Service leavers and employers.

Our Employment Fairs have been received positively by Service leavers, with one attendee saying: "The event was straightforward; no gimmicks. It did what it said on the tin. The provision of a guidebook was very useful! This allowed me to sit down with a coffee beforehand, read about the companies present, and make a plan of attack! Hints and tips within the booklet were also very helpful reminders."

To continuously improve the experience for Service leavers, we have launched a new dedicated Employment Fair digital guide. This online platform enhances the information available to attending Service leavers and enables them to better engage with employers and benefit from the access provided at the event.

The new platform also offers an opportunity for employers to showcase their businesses, allowing for in-depth content that's interactive, informative and instantly consumable to Service leavers.

You can find out more about what we're doing at modctp.co.uk.



Our impact

Simon Mitchell
Divisional Director



Conducting millions of secure assessments

Reed Assessment is a joint venture between Reed in Partnership and Eintech. Our mission is to provide trusted and assured assessment of people's abilities.

We manage one of the UK's most secure, flexible and inclusive Test Centre Networks, with more than 130 sites currently operating across the country. Millions of people have had their skills, experience and expertise tested by Reed Assessment services.

This year we were pleased to see our contract with the Driving and Vehicle Standards Agency (DVSA) extended for an additional two years, which will see us continue to conduct Driving Theory Tests across two thirds of the UK.

We currently deliver approximately 2.4 million tests annually, or about 8,000 each day of operation – all

while maintaining consistently high customer satisfaction rates.

We are as committed as ever to keeping UK roads safe by utilising enhanced fraud detection techniques including active invigilation, improved CCTV surveillance and ensuring we continuously improve our processes.

All our teams have a culture of continuous improvement and work to make positive enhancements to our services so that we can continue to provide best in class service.

We've extended our remit of testing in 2025 to include administering tests on a needs-basis for professional certification bodies such as the General Pharmaceutical Council and the Institute of Chartered Accountants in England and Wales.

Alongside DVSA Driving Theory Tests, Reed Assessment also delivers the Department for Work and Pensions Access to Work service. Our expert Assessors conduct workplace assessments with individuals who have physical or mental health conditions or disabilities.

Based on these assessments, our Assessors make informed recommendations about the additional support the individual may require to sustain employment. We have conducted more than 13,000 of these assessments over the last financial year.



2.4 million

Tests annually

8,000

Tests per day

13,000

Access to Work assessments

Case study

Road Safety research

Young drivers are more likely to be killed or injured on the road than older drivers, but assisting them to improve their ability to spot and predict hazards can help them to better avoid danger.

That is why last year, in partnership with leading road safety experts, local councils and the emergency services, Reed in Partnership supported an innovative project that used virtual reality (VR) technology to help young drivers develop improved hazard awareness.

Developed by Esitu Solutions, this new VR course is the first of its kind to have been developed for young drivers. Delivered via VR headsets, the experience safely places users in immersive virtual reality scenarios that provide lifelike driving simulations to test, analyse and ultimately increase hazard perception.

The course was based on academic research conducted at Nottingham Trent University and sponsored by The Road Safety Trust. Reed in Partnership was pleased to sponsor its rollout last summer as an additional module to the Bedfordshire Road Safety Partnership's road safety course for young people.

It comprised three distinct modules: the first explained the concept of hazard perception and how this is measured in the national hazard perception test, the second explained the processes involved in detecting hazards, and the final module provided explicit guidance on what clues to look out for when predicting hazards.

Participants completed questionnaires before and after the training to evaluate their self-perceived hazard perception knowledge, processes and skills. Our evaluation showed that the course increased participants' self-rated knowledge of the DVSA hazard perception test and understanding of hazard perception processes. Participants also rated their hazard-spotting skills to be better after the training.

This project has highlighted the potential of VR training as an engaging training tool that improves knowledge, understanding of hazard perception processes and confidence in their own skills.

You can find out more about what we're doing at reedassessment.com.



Our impact

Michelle Sporle
Strategic Hub Lead



Providing best-in-class careers education

We deliver meaningful, life-enhancing opportunities for young people, helping them to build the confidence, skills and networks they need to shape a positive future.

Working in partnership with government, education, employers and communities, we deliver targeted services that break down barriers and open up access to high-quality support, best-in-class careers education and real-world workplace experiences. Our work ensures that young people, regardless of background, can make informed decisions about their future and take positive steps into further education, training or employment.

Reed in Partnership delivers the Central London Careers Hub to help career educators and employers to provide excellent careers education to young people attending more than 95% Central London's schools and colleges.

Commissioned by the Careers & Enterprise Company and the Greater London Authority, the service works with over 250 education settings to enhance career education and connect young people with future pathways.

This past year, our commitment to inclusion and tackling disadvantage has been at the forefront of our efforts to support the best outcomes for young people.

Our initiatives have focused on supporting secondary schools, further education (FE) provisions, special educational needs and disabilities (SEND) and alternative provision (AP) settings. We have delivered targeted programmes

to ensure that all young people, regardless of their background, have access to quality careers education and opportunities.

Our delivery supports national and local priorities around social mobility, skills development and youth engagement. We bring deep expertise in designing and managing large-scale, youth-focused initiatives that promote personal growth, resilience and community connection.

By aligning with commissioners' goals around inclusion, aspiration and long-term economic impact, we help to create systems that enable every young person to thrive.

250 | 95%

Education settings

of Central London's schools and colleges have access to our excellent careers education provision

Case study

Year 7 Work Insight Pilot

As part of the Central London Careers Hub's commitment to modernising work experience and preparing the system for the government's 50 hours Work Experience Guarantee, we launched a pilot initiative with a national STEM-focused employer to deliver an inclusive Year 7 Work Insight Day.

This pilot reflects our strategic aim to simplify employer engagement and reduce barriers to participation, particularly for young people facing disadvantage.

The pilot was designed to align to the national Equalex framework, a structured approach aiming to embed high quality, progressive and meaningful work experience into education, including those in AP and SEND settings. The employer worked closely with our Senior Partnership Coordinators to co-design a differentiated, practical workshop tailored to the needs of learners. Their proactive approach included meeting with schools in advance to ensure the session was inclusive and meaningful.

One student from a Central London AP school who attended the insight day has since been offered further engagement through the employer's sustainability careers programme, including additional work experience

opportunities. This follow-up demonstrates the potential for sustained impact when employers invest in inclusive outreach.

The success of the pilot has inspired the employer to expand its offer, with plans to engage more AP settings and actively seek a SEND school partner to co-develop future workshops. This aligns with our strategic goal to target interventions where they will have the greatest impact, particularly for young people with SEND, care experience, mental health challenges or caring responsibilities.

By connecting strategic and operational service requests across our Careers Hub infrastructure, we are building a trusted regional system that supports all schools and colleges in achieving Gatsby Benchmark 6. This pilot exemplifies how employer collaboration, when guided by inclusive standards and community practice, can unlock equity in opportunity and raise aspirations for learners who are often furthest from the labour market.



Our impact

Will Hall

Programme Director



Breaking the cycle of offending

We work with the government, employers and community partners to help prison leavers and those with an offending background to successfully integrate into communities, find new purpose through work and reduce levels of reoffending.

This is a complex and challenging issue, but the impact of delivery can be significant to both people and their communities.

Data from the Ministry of Justice shows that those who are employed after leaving prison are less likely to reoffend, however job opportunities can be difficult to secure with a previous conviction.

To address this, we are proud to deliver the HMPPS Creating Future Opportunities (CFO) service, CFO Evolution, in London. The service is a successor programme that

builds on our previous experience delivering CFO Activity Hubs. It aims to provide a demonstrable sense of purpose for service users by presenting them with clearly defined progression routes, spanning both the custodial and community components of their total sentence and offering them safe spaces to take part in a range of developmental and progression activities.

Our support also helps increase service users' engagement with other mainstream or core services, ultimately encouraging participation in activities that will assist them to lead law-abiding lives.

Essential to the support provided is an in-depth needs assessment with each service user that covers their education, life

skills, accommodation, health, relationships, employment and other issues, such as substance misuse. A comprehensive action plan is co-designed with them that sets goals and details how they will be achieved, including a range of activities they will undertake in line with their sentence length.

The progression routes available include tailored employability pathways, skills development aligned with labour market needs and wraparound support that addresses service users' wellbeing and social needs.

Our approach is supporting government policy priorities for rehabilitation and helping to create safer, more cohesive communities.

Case study

Reducing reoffending through training

A critical component in the journey toward employment and successful reintegration into the community is access to tailored support and training.

This includes the development of vocational and communication skills essential for the labour market, as well as social and practical skills that promote wellbeing and community resettlement.

Our CFO Evolution Support Workers are trained to engage with individuals both prior to and post-

release, offering structured support through our CFO Activity Hubs. These hubs provide a diverse range of activities and training opportunities. To ensure our approach is responsive and effective, we collaborate with training providers and employers across multiple sectors.

Our experience underscores the importance of holistic and wide-ranging support in achieving sustainable employment and resettlement outcomes for prison leavers.



Redemption Roasters

Delivers coffee roasting and barista training both in custody and at their King's Cross, London headquarters. Their impact data highlights that 571 individuals have completed in-custody programmes, with 99 ex-offenders supported into employment across their London-based coffee shops.



XO Bikes

Provides training for ex-offenders to become professional bike mechanics through a programme focused on refurbishing donated bicycles. XO Bikes conducts regular training sessions and supports participants in securing employment, even when direct hiring is not possible.



Careys Construction Campus

Offers fully funded, three-week bootcamps designed to equip ex-offenders with the skills required for general operative roles in the construction industry. Participants who successfully complete the programme receive a CSCS card and a guaranteed interview with Careys.

Our impact

Mani Hayer

Senior Operations Manager



Enhancing community integration

Our Advice and Guidance services play a critical role in supporting individuals to navigate complex systems and access the right support at the right time to move their circumstances forward.

We currently provide advice to asylum seekers who have been given a positive decision in response to their application for leave to remain in this country. This enables them to successfully navigate their critical next steps in establishing a home in the UK. Effective advice and guidance enables better outcomes for asylum seekers and their families, helps improve community integration and reduces pressure on other statutory and community services.

Over the last year, we have helped over 22,700 refugees through this process as a partner

to Migrant Help, delivering the Advice, Issue Reporting and Eligibility (AIRE) service. Our involvement includes providing information and assistance so that refugees understand their rights and access mainstream welfare support during a short grace period they are provided before their eligibility for Asylum Support (including accommodation and/or subsistence payments) from the Home Office ends.

The number of asylum seekers in the UK reached record highs in 2024, although the success rate of these applications has fallen, so the number of participants we advise has been subject to change in recent months. We have developed robust systems for mitigating these fluxes through our dedicated online teams.

This year we also completed

our delivery of the Refugee Employability Programme (REP), which we were proud to deliver in London and the North East on behalf of the Home Office. The programme was designed to address the key challenges that refugees face in settling and integrating into life in England. More than 5,000 refugees were supported during delivery of the service.

We worked in partnership with local authorities, health services and the voluntary sector to ensure integrated pathways and holistic support for those taking part, with a focus on employment, language and community integration.

22,700

Refugees supported

5,000

Helped through the Refugee Employability Programme



Case study

Supporting refugees through local partnerships

The Refugee Employability Programme (REP) was designed to support refugees to find sustained employment and build their lives in England.

It provided individually tailored employability sessions, English language tuition and help with job applications and access to vocational training.

Service Users were also supported with community integration, such as accessing services including GPs, Jobcentre Plus, or housing support.

To further support individuals to integrate into their new communities, our local teams worked to build relationships with local groups and organisations that could provide refugees with additional support.

In the North East we formed relationships with organisations including:

- **Newcastle United Foundation** who supported with collaboration and employment prospects across the metro centre area, as well as several courses available to REP Service Users.
- **The Comfrey Project in Gateshead** who specifically work to provide opportunities for refugees and asylum seekers to integrate into the local community, learn new skills and feel a sense of belonging.
- **STARCH (South Tyneside Asylum Seekers and Refugees Church Help)** who held weekly drop-in sessions which provide refugees with a safe space as well as provisions such as household goods, clothing and more.

In London our network of community partners included:

- **Homelessness charity Spires in South London** that provides advice and support, helping individuals to gain and maintain stable accommodation, as well as supplying food parcels and clothing for those in need.
- **English for Action London** which provided access to additional ESOL support and local community support groups for migrants.
- **Care4Calais** who we worked alongside at Ascension Balham during their regular drop-in session for asylum seekers and refugees who are looking for help.

Our relationships demonstrate our commitment to effective community partnership and enabled people using our service to achieve the best possible outcome.

Our impact

Tom Hoines
Divisional Director



Energising the UK's journey to Net Zero

Reed Environment is a joint venture between Reed in Partnership and Oxford Energy Academies (OEA).

Reed Environment was launched in July 2023 to address the UK's shortage of skilled workers required to achieve net zero commitments.

We need thousands of newly trained or upskilled workers to deploy heat pumps and solar solutions across the country, install electric vehicle chargers and retrofit our houses to ensure they are energy efficient. Net zero will not be achieved without a drastically increased skilled workforce.

This year we were successful in securing funding from Oxfordshire Local Enterprise Partnership (OxLEP) and Cambridgeshire & Peterborough Combined Authority (CPCA) to deliver Skills Bootcamps from our Energy Academies in Oxford and East Anglia. In Oxfordshire we created a suite of courses to upskill plumbers and gas engineers to install and maintain heat pumps, and in the CPCA we focused on Solar PV and battery storage installation.

Both courses were extremely successful, resulting in extensions from each commissioner. By the end of the programmes, we expect to have upskilled nearly 100 tradespeople in green skills, increasing the number of the in-demand workforce significantly.

Additionally, Reed in Partnership was proud to sponsor a research paper from the Social Market Foundation (SMF) think tank this year, looking at the key enablers and barriers for Small and Medium-sized Enterprises (SMEs) in taking on more school leaver apprentices in skilled trade roles, including green jobs.

Successfully recruiting suitable and engaged apprentices can be challenging. SMEs have struggled with attracting enough interested and qualified candidates, partly due to limited engagement with training providers. Most trades firms the SMF spoke to reported having no consistent connection with their local training providers. Instead, they often found themselves approached directly by prospective apprentices.



The retrofitting of all homes to EPC band C or above by

2035



is a stepping stone on the journey to achieving national

net zero



targets by

2050

The research recommended that an intermediary system be implemented that strengthens the relationships between SMEs, trades firms and training providers, forming a cohesive apprenticeship network that offers guidance and support for employers.

To play our part in this, we are delivering a targeted campaign

with our partners at OEA to attract new apprentices to skilled trades including an Apprentice Jobs Board hosted on the OEA website to provide matchmaking between apprentices and employers. In addition to this we have implemented dedicated outbound telemarketing to local employers to explain the benefits of taking on an apprentice and explain how OEA can help.



Case study

Suffolk Retrofit Assessment Voucher Scheme

This year we were pleased to launch our delivery of the Suffolk Retrofit Assessment Voucher Scheme, a pioneering initiative aimed at promoting energy efficiency and sustainability in homes across the county.

The retrofitting of all homes to EPC band C or above by 2035 is a stepping stone on the journey to achieving national net zero targets by 2050.

Funded by Suffolk's Public Sector Organisations in support of Suffolk's Climate Emergency Plan, the scheme allows homeowners in Suffolk to apply for a voucher that covers the cost of a professional retrofit assessment on their home property. These assessments are the first step towards making their home more energy-efficient, lowering their energy bills and reducing their carbon footprints.

Residents who own a home with an EPC band of below C can take up the offer of a voucher to claim an assessment from a Retrofit Assessor, delivered through our partners Retrofit Coordinators. The Retrofit Assessor then identifies the best measures that could be deployed in their home to improve energy efficiency.

Such measures may include insulation, draft proofing, ventilation repairs, installation of low carbon heating such as a heat pump, and energy generation such as solar panels. The report also incorporates an analysis of the cost versus benefit of implementing the suggested improvements.

Initial uptake of the scheme has been positive and has exceeded our expected targets; however, we are committed to making further improvements. Looking ahead, we are preparing to integrate even more touchpoints with local people into our outreach approach. This includes having stands at events, shows and supermarkets to ensure that our offer is being seen by all those who may benefit from it. We are also launching a 'refer a friend' scheme where customers can recommend people to the scheme and be entered into a prize draw.

As the contract progresses, we are committed to conducting follow-up surveys to document the works undertaken by homeowners. This will enable us to report on the potential energy savings across the county, both from a financial perspective and in terms of CO2 reductions.

O5 Social value

Our company's mission ensures that the things we do are always focused on the transformation of people and their communities.

But providing additional social value means going further still – beyond the direct impact of our service delivery.

We ask ourselves three questions to guide our approach to this: are we thinking local, are we working collaboratively and are we able to measure our impact?

By doing this we can deliver value that meets the needs of the communities we work in, build the capacity of local organisations and help people to prosper.

Our focus includes helping volunteering and community sector organisations to thrive, supporting the social mobility of young people and addressing health inequalities.

Our Social Value Model enables us to track and report on these priorities through a series of key metrics that demonstrate the wider benefit to society of the work that we do.

£81.4m

Total social value generated

62.5%

of our supply chain that are VCSE or SME

407

Hours of free wellbeing classes

500

Hours of charitable volunteering provided

75

Hours of free VCSE/ SME masterclasses delivered

122

Apprenticeships started

3,440

Mentoring and training hours delivered

81

Mental Health First Aiders trained



Case study

500 hours of Community Connect volunteering

Since last year a variety of charities have been supported by individuals and teams across Reed in Partnership through Community Connect, our initiative granting our people three days each year to volunteer in their local community.

Aoife Simm, Senior Employment Adviser on our Better Working Futures service, organised for her team in Sheffield to use Community Connect to volunteer with local charity Baby Basics UK.

Baby Basics originated in Sheffield and is a volunteer-led project that supports new mothers and families, and those who are vulnerable or struggling financially, by providing clothing, toiletries, and essential baby equipment. Midwives and health visitors also use the service to request baby items and toiletries for their clients.

Items provided by Baby Basics are donated

by members of the public and sorted by a team of volunteers. During their Community Connect day, our Sheffield team got stuck in by packing starter packs for new parents, organising toiletry bags, and putting together care packages. They also organised referrals and sorted donated items into categories, ensuring everything was of good quality.

Aoife shared, "Our team chose to volunteer with Baby Basics as we have referred people to them in the past and the number of items they offer is phenomenal. We thought it would be nice to offer our support in return for theirs."

Social value

Celebrating 65 years of Reed through giving

A message from James Reed CBE

Reed in Partnership is part of the Reed Group of companies, 12 distinct companies all working towards our purpose of improving lives through work.

Reed was started 65 years ago in a former carpet shop in Hounslow, West London, by my father, Sir Alec Reed, with an investment of just £75.

In 1986, Sir Alec launched the Reed Foundation which has given away millions of pounds to good causes. Today, the Foundation owns 18% of Reed in Partnership, meaning we effectively work one day a week for charity.

I am proud that Reed in Partnership is a PhilCo – a Philanthropy company that has a charitable foundation as part of its ownership structure. The PhilCo movement is aiming to encourage more businesses to put philanthropy at the heart of their DNA, identity and structure.

Find out more at philco.org.uk.



Reed Foundation raffle

To celebrate Reed's 65th anniversary, the trustees of the Reed Foundation provided co-members with the opportunity to take part in a very special raffle.

During each month of the financial year, four lucky winners from across the Reed Group won the chance to pick a charity and donate £10,000 to them from the Reed Foundation. This means that by April 2025, £520,000 had been donated through this initiative alone.

Lucy Neal, an Employment Adviser on our delivery of the Department for Work and Pensions Restart Scheme, shared her experience of donating to Wearside Women in Need (WWIN), a local charity close to her heart.

"WWIN is instrumental in helping women and children escape domestic violence in the North East of England. They are a specialist domestic abuse service who provide a wide range of direct services to address the needs of adults, children, family members, friends, and communities.

"WWIN supported both myself and my children personally and their support, advice and care were crucial to helping me escape. This is a very worthwhile cause. I hope that this donation supports many other woman and children and helps to break the silence around domestic abuse."

Sir Alec Reed Prize

The Reed Foundation also launched the £1 million Sir Alec Reed Prize in celebration of its Founder, Sir Alec Reed's 90th birthday and Reed's 65th year in business. The prize is intended to support young people aged between 16 and 24, who are experiencing poor mental health to secure or keep employment.

Alexandra Chapman, Chair of the Reed Foundation, said: "Statistics show that young people who are experiencing poor mental health are more likely to be out of work than their healthy peers. With the number of young people experiencing poor mental health rising, myself, the trustees and Sir Alec felt very strongly that this was something we wanted to address, and support, through the Sir Alec Reed Prize.

"There is an estimated 576,000 economically inactive young people, aged 16 to 24, who are NEET (not in employment, education or training), and this is something we're dedicated to addressing."

More than 20 charities were invited to apply for the Reed Foundation prize which was designed to fund innovation and new approaches to ensure that young people experiencing poor mental health are better able to secure and keep employment.



20 charities

Supported by the Sir Alec Reed prize

£520,000

Donated via the Reed Foundation raffle

Social value



Big Give

The Reed Foundation is a funding champion of Big Give, the UK's biggest match funding platform. The vision behind it was to provide a search engine for charities and secure a way for individuals to give back easily online.

Big Give also ran the Green Match Fund 2025, which raised

£8.1 million

for environmental charities

In total, Big Give has raised over

£365 million

for more than

20,000

charities

▲ BigGive

£3.5m

Total Reed Foundation donation to the Big Give this year

£44.7m

Raised for 1,267 charities through the Christmas Challenge 2024, surpassing both Children in Need and Comic Relief to become the UK's largest public fundraising event!

£66.8m

Total raised by Big Give this year

£47,665



Reed in Partnership chose to support PTSD Resolution, a charity that provides free, swift access to trauma therapy for Veterans, Reservists and their families. PTSD Resolution exceeded their fundraising target, raising an incredible £47,665.

£658,270



An emergency match-funding Myanmar Earthquake Appeal was run in response to the humanitarian disaster that unfolded when a powerful 7.7 magnitude earthquake struck Myanmar on 28 March 2025. Hundreds of people were left missing and many more went without access to safe shelter,

clean water, food or medical care. The appeal, in partnership with the Disasters Emergency Committee, raised money for the charities already on the ground supporting affected communities and helping to provide critical relief. A total of £658,270 was raised in donations and match funding.



biggive.org