



IMPACT REPORT 2024

2024 IMPACT REPORT



TOGETHER, WE ARE STRONGER

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66

WHAT IS THE IMPACT REPORT?

The 2024 Impact Report covers Mercato Metropolitano's sustainability, governance and community work across our sites - **from January to December 2024**. The document is in no way an exhaustive review of all the incredible projects and initiatives our teams have been working on, but hopefully it provides an overall snapshot of last year's ambitions, achievements and impact. As we dive into successes and learnings in these three key areas, we chose to highlight the projects that better speak to one of the key values underpinning our work, collaboration, also captured by this year's report title: **'Together, we are stronger'**.



IN THE CLOSING SECTION OF THE REPORT, WE'LL SHARE A GLIMPSE AT WHAT'S IN STORE FOR NEXT YEAR.

THE STORY

Mercato Metropolitano (MM) began in 2015 in Milan, rooted in the idea that food should be natural, simple and accessible to everyone.

From the start, MM has championed a shift away from processed and industrial food, focusing instead on the power of good ingredients and the belief that food is a human right.

In 2016, MM opened its first London site in a regenerated paper mill in Elephant and Castle, which quickly became a landmark for community and food culture.

This was followed in 2019 by the launch of Mercato Mayfair in the restored St Mark's Church, and later by MM Wood Wharf on the riverfront.

Each space is designed to breathe new life into urban areas and bring people together through food.

MM SUSTAINABLE COMMUNITY MARKETS



MERCATO METROPOLITANO ELEPHANT AND CASTLE

Located in South-East London, MM Elephant & Castle opened in 2016. We transformed a former paper mill into one of London's largest covered outdoor urban community spaces, welcoming over 40 independent trading partners of diverse food cultures and traditions. It's a vibrant destination bringing together people of all ages to enjoy live music, events, our microbrewery, and community programmes. The inclusive atmosphere embodies our commitment to sustainability and celebrates diversity. As the location of our first sustainable market promoting zero waste, Elephant & Castle represents the spirit of urban regeneration and social responsibility core to Mercato Metropolitano's ethos—forever home to food that nourishes people and the planet.



MERCATO MAYFAIR

Opened in 2019 inside the strikingly restored St Mark's Church, Mercato Mayfair has become one of London's most vibrant community market destinations. Showcasing some of London's best artisanal food and drink offerings across two floors of the historic Grade I listed building, Mercato is a celebration of cultural flavours. The market also serves as a hub for the community - hosting cultural events, wine tastings, art exhibitions, live music nights, and more. Venture up to the rooftop terrace or downstairs (in the crypt) to Mercato's wine bar and shop to continue the culinary experience with Sushi Tonari. It's a destination where everybody from all ages and backgrounds can immerse themselves in culture, art, creativity, and community activities.



MM WOOD WHARF

Tucked within Wood Wharf, Canary Wharf's new neighbourhood, just steps from the River Thames, lies MM Wood Wharf (WW), a neighbourhood sustainable community market. Since opening in May 2022, MM Wood Wharf has quickly become a go-to destination for residents and visitors seeking natural, responsibly sourced food prepared by small, independent trading partners who bring food and ingredients from different cultures and traditions. Our grocery also offers fresh produce, biodynamic wines from small family-owned vineyards, and other organic specialties. MM WW is also a vibrant community hub that hosts events, activities, wine tastings, and live music nights. It's an inclusive space to gather, learn and share time with friends, family or colleagues.

MMOVEMENT

OUR ETHOS AND MANIFESTO

MM is driven by a set of values and ethos that firmly stand for sustainability. It draws attention to the importance of locally sourced, seasonal ingredients that nourish us while respecting the environment. In Andrea Rasca's words: 'Access to nutritious food is a fundamental human right. Food is not only a source of sustenance but also connects individuals by nurturing the delicate balance between humanity and nature.'

But MMovevement is more than just a philosophy: it is a catalyst for change in all communities. We believe that good food has the power to go beyond socio-economic boundaries and bring people together from diverse cultures and traditions. We have a holistic approach to food, from carefully selecting traders who share the same values to building sustainable local economies and making natural, nutritious food accessible to everyone.

In the vibrant, sustainable community markets of Mercato Metropolitano (MM), people from all walks of life converge. Here, food is a conduit for dialogue, a place for forging friendships, and a bridge to connect diverse cultures and backgrounds. We are relentless in our mission to ensure that everyone, regardless of their economic circumstances, can enjoy the benefits of nutritious food. We work tirelessly to create opportunities whether through community workshops, educational programmes, meaningful initiatives and partnerships with local farmers, small producers, artisans and non-profit organisations. Always working together for a common goal.

It is the story of a simple yet transformative idea: affordable, good food can change lives and unite people like nothing else. It is about hope, unity, and our shared responsibility to coexist in harmony with the Earth, nurturing the vital soil that underpins healthy food production while respecting our impact on the planet.

THE MMANIFESTO

We developed the MManifesto
to define ourselves as a movement.

Our manifesto articulates our vision, values, and goals for fostering sustainable communities. Through the manifesto, we promote shared values and collective actions to advance a more sustainable future for all. We are committed to supporting the 17 UN Sustainable Development Goals that address global challenges like poverty, inequality, and environmental degradation. In 2019, we signed the UN Global Compact to formally align Mercato Metropolitano's strategies and operations with key principles on human rights, labour conditions, environmental stewardship, and anti-corruption. By joining this global initiative, we underscore our commitment to embedding social responsibility and sustainability throughout our business model. Together with other Global Compact participants worldwide, we aim to spur collective action towards achieving the Sustainable Development Goals.

01

FOOD AS A HUMAN RIGHT

The right to food is a human right. It is about dignified access to affordable, nutritious and adequate food that is also culturally inclusive. We advocate for authentic and seasonal food, and our provenance and traceability practices ensure product integrity - or what we call **'Food As It Should Be'**.



02

PROMOTING WELLBEING

We care for people and the planet, and our food adheres to 'Health and Sustainable Eating' standards. The way we source and serve our **food matters**; maintaining a supply of affordable and **nutritious food for everyone matters. We inspire and empower people** by informing and sharing our food knowledge because informed food choices impact our bodies and our environment. MM's activities, educational workshops and cookery classes help us raise awareness of food and well-being, influencing communities all around our sites.



03

RESPECTING THE ENVIRONMENT

We care for the earth that sustains us. We work with local producers, farmers and food traders who are placing sustainable food and farming at the centre of our food systems. Because all life on our planet is interconnected, what is good for us is also good for the environment. Since 2016, we have been championing the **circular economy** movement in Food & Beverage by managing our resources and stopping **food waste to protect our environment**.



04

SMALL IS BEAUTIFUL

We champion and nurture small-scale artisans and local producers as much as possible. We want to support their craftsmanship and desire to **preserve their food heritage for future generations**.



05

BUILDING STRONGER COMMUNITIES AND PARTNERSHIPS

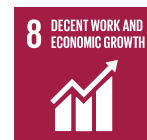
Our community is built by people who share a passion for **food**. Sharing food builds social and cohesive communities, and makes people feel welcome and included.



06

INCUBATING A SUSTAINABLE FUTURE

We incubate and generate opportunities for entrepreneurs with a passion for developing innovative and sustainable business concepts. Empowering people to take part in MM's community activities and initiatives stimulates and **promotes sustainable economic growth**.



2024 IN NUMBERS

580

NUMBER OF EVENTS AND
RECURRING COMMUNITY
CLASSES.

2,024

NUMBER OF FREE MEALS
DISTRIBUTED



34

NUMBER OF
NON-PROFIT PARTNERS

12,490

NUMBER OF COMMUNITY
EVENT ATTENDEES



1,689

HOURS OF COMMUNITY
ACTIVITIES



01

SUSTAINABILITY

WHAT WE ACHIEVED IN 2024

Since our launch in 2016, our impact work has adhered to the Environmental, Social, Governance framework (ESG), a scoring system designed to guide businesses toward responsibility and ethics. While the score is a numerical representation, our yearly priority is to enhance our practices and partnerships.

As we reflect on the achievements of this past year, we examine our progress in three key areas:

1. SUSTAINABILITY

This section speaks to our key actions and achievements from an Environmental (**E**) perspective.

2. COMMUNITY

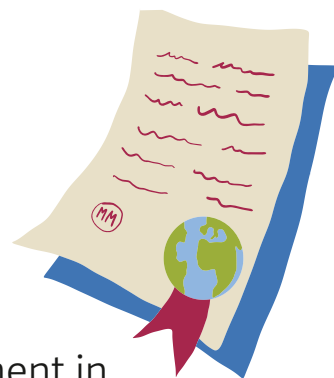
Our social (**S**) impact work goes beyond the scoring system's guidelines. In this section, we'll share the work MM does with and for our local communities.

3. PEOPLE & GOVERNANCE

Our people are the foundation of MM, our primary stakeholders. Our governance (**G**) work reflects commitment and belief that community-building starts from within.

In 2024 sustainability measurements were essential for MM. We completed elemental assessments and mapped out practices that will increase our ESG score moving forward and help us accurately measure our environmental impact. This was a fundamental year for strengthening partnerships to jointly reduce costs, cut carbon emissions, and devise a long-term sustainability strategy.

Reporting on ESG with Tecno International



In 2024, we completed MM's first ESG Assessment in collaboration with our key sustainability partner, Tecno International. The ESG framework measures a company's environmental, social, and governance efforts.

We achieved a score of **56%**, positioning us **4% above the industry average**. In 2025, we will collaborate closely with Tecno to receive monthly internal training. Our focus will be on addressing the opportunities identified in our assessment and developing a strategy to improve in each area, **aiming for a 70% rating**.

Sustainable energy measurement with Grid Duck

In 2024, we partnered with Grid Duck to implement an **innovative tool to reduce our carbon emissions by reducing our energy consumption across all our markets**, driving sustainability and cost savings.

We have put in place electricity submetering that gave us the ability to automate and balance our energy consumption. Since the start of the project, **we have significantly reduced our energy consumption at Mercato Mayfair and MM Wood Wharf by 50%**.

Through an online dashboard, we are able to monitor each trading partner's electrical consumption and support our traders by lowering their electrical output.

Becoming energy-efficient with Brillienz Gedi

Brillienz was founded 20 years ago by a team of experts who shared a vision of creating a smarter and more efficient way to manage energy consumptions. From the outset, their goal was to empower consumers to make more informed decisions about their energy usage and reduce their environmental impact.

Our partnership with Brillienz Gedi has resulted in an **85% reduction in wattage used for lighting in our Mayfair and Wood Wharf markets**. As part of this ongoing energy-saving project, we have installed Gedi's self-dimming and illuminating lightbulbs. The significant drop in energy use has helped us save on costs, while the adaptive bulbs create a perfect ambiance for customers.

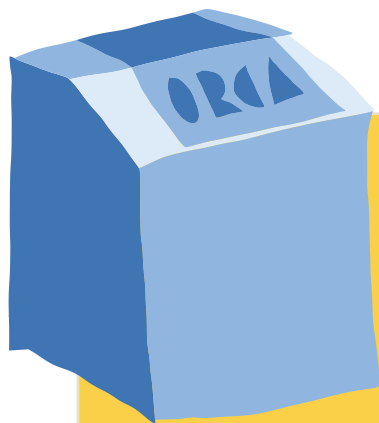


Reducing waste with Zero Waste Technology

In 2024, we started an important new partnership with Zero Waste Technology focused on reducing waste across our locations. Implemented first in our Elephant & Castle and Mayfair sites, this ongoing initiative aims to achieve zero waste through improved recycling, waste separation and staff training. Our goal is to reduce waste across all sites and educate by creating workshops and quarterly training sessions supported by Zero Waste Technology. In 2025, Zero Waste Technology will leverage our onsite waste streams by repurposing glass and coffee grounds into new sustainable materials through workshops.

In 2024, our Elephant & Castle site achieved a 63% recycling rate, whilst Mayfair site excelled with a 75% waste recycling rate.





Our ORCA machine composts food waste by mimicking the natural digestive processes.

The Orca mixes food waste with microorganisms in a compact onsite container; then the digested food waste is converted into a nutrient-rich liquid fertiliser.

2024
ORCA FACTS

114.95 KG

of food waste has been diverted from general waste system. This represents a 75% increase compared to 2023

55.4 TN OF CO₂E

have not been released into the atmosphere.

Tackling climate change with Zero Carbon Forum

MM has been a member of the Zero Carbon Forum since the end of 2023, with the goal of building stronger relationships with other members and advisors. The Zero Carbon Forum has launched several action groups to support its members to reach net zero at pace.

We regularly attend Zero Carbon Forum member meetings to discuss progress towards emission reduction goals.

Sustainable Cleaning Products with Delphis

Our partnership with Delphis, the company responsible for creating the cleaning products we use across all our MM markets helps us reduce carbon emissions. Delphis opts for 100% recyclable plastic bottles.

In 2024 alone, our cleaning products have generated the following carbon savings:

2024 DELPHIS FACTS

7.26 TONNES OF CO₂E

were prevented from entering the atmosphere.

199.29 KG

of virgin plastic bottles* were prevented from entering the manufacturing loop.

1,681

of virgin plastic bottles* were stopped from being produced.



*VIRGIN PLASTIC REFERS TO NEWLY PRODUCED PLASTIC THAT HAS NOT BEEN USED OR RECYCLED PREVIOUSLY

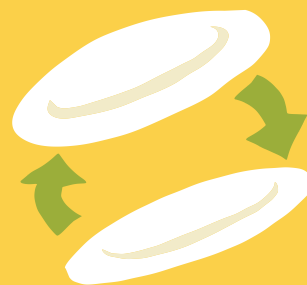
Reusable Crockery in partnership with Hubbub

Towards the end of 2023, we partnered with Hubbub to pilot the use of returnable packaging at our Elephant & Castle location, with the goal of using learnings to replicate this model across all our markets. With over 4 million annual visitors, we wanted to reduce the number of single-use items sent to landfills, and ensure proper food waste disposal using more sustainable methods. Over the course of 2024, we have made significant progress in achieving our goals, with **90% of all food vendors using returnable crockery**. The remaining 10% had already been using other sustainable vessels such as wooden boards and platters; only a small percentage of our traders is using packaging that can't be replaced due to the nature of their product, such as gelato cups.

In 2024, removing 80% of our food waste bins maximised the usage of our ORCA food digester system—a tremendous achievement compared to one year ago.

189,647

SINGLE-USE UNITS SAVED
IN 2024 AT MM E&C



GOOD FOOD FOR THE PLANET - OUR SOURCING POLICY

Our sustainable sourcing policy is an integral part of the day-to-day operations at all Mercato Metropolitano sites. We require our traders to adhere to our sourcing guidelines.

This ensures that our food is good, natural, artisanal, local, and good for the planet.

SMALL AND LOCAL

we choose to work with local and independent suppliers, producers, and artisans to avoid industrialised products.

ETHICAL FARMING

we seek to support ecological farming practices that avoid the use of chemicals, maintaining high animal welfare standards.

SOURCING CRITERIA

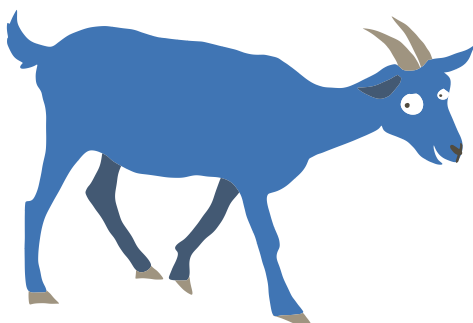
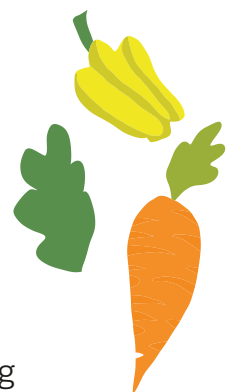
we carefully select our trading partners during the scouting process, and ensure they comply with our sourcing guidelines. This is done by checking their supply chain and demanding traceability for all ingredients (i.e., fruits and vegetables, meat, dairy, dry store, and bakery items). Each ingredient category has specific requirements, allowing us to uphold food sustainability in the best way possible.

RESPONSIBLE PACKAGING

we ensure that any disposable non-consumables used are compostable or biodegradable. We encourage the use of our reusable plate and bowl scheme to limit the use of disposable non-consumables.

FOOD TRACEABILITY

we firmly believe in engaging people with their food, and communicating where it comes from, because we see a growing disconnect between people and the food on their plates.



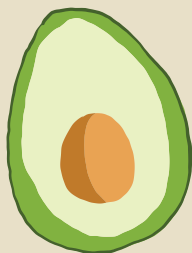
SPOTLIGHT

Beast & Field's Regenerative Farming Practices

One of the best examples of thoughtful and sustainable sourcing is Beast & Field at Mercato Mayfair. So, we asked them a few questions about regenerative farming, and what it really means to be a regenerative food business.

What does 'sustainability' mean to Beast & Field?

We prefer to use the word regenerative when talking about soil. Sustainability is fine if the soil is in great health; if not you need to do more than just sustain the system. It needs to be regenerated.

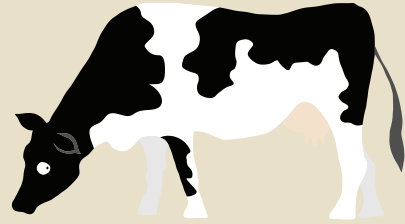


How important is it to connect people with the food on their plates?

I believe all real change comes about by demands from the general public. Connecting people to where their food comes from and how it is produced is part of educating the public. The nutritional benefits, animal welfare and the protection of the soil and environment.

What is your favourite item on your menu and why?

That's a tough one but I would go for our burgers. They're made from the same steak we sell and the same great cows; the quality is very high. We make our own organic stoneground flatbreads, which sets it apart. The combination of these two ingredients with salad, cheese, onion jam and sauces results in a truly delicious and nutritious experience!



In your opinion, what is the most underrated cut of beef?

Bavette is often underrated. In English it's referred to as flank and sometimes incorrectly as skirt. If prepared, cooked well and rested it is a very tasty steak. It's cheaper than what are called Prime cuts e.g. filet, ribeye, sirloin, etc.



Are there any further steps you'd like to take for Beast & Field when it comes to sustainability?

We would like to continue to support independent growers and farmers and make those more widely available on our sourcing platform Rekki and directly to traders.

What advice would you give to people wanting to learn more about the importance of regenerative farming?

Google and YouTube are always a great place to start. For example, Allan Savory has been transforming land for several years and is part of the regenerative movement. There are also some great books out there on this subject - I would recommend *Defending Beef* by Nicolette Hahn Niman.



02

PEOPLE & GOVERNANCE

London Living Wage

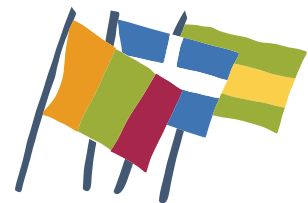
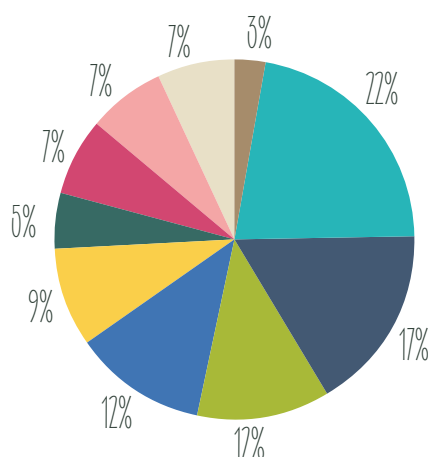
We are proud to share that throughout 2024, MM continued to be a London Living Wage employer, solidifying our commitment to looking after our people and championing the Living Wage. Since 2021, we have also been part of the Making Southwark and Living Wage Place Steering Group.

On 13th September 2023, our company was successfully accredited as a Good Work Standard employer by the Mayor of London, as we provided great evidence of our employment practices and worked with the Economic Fairness team to constantly improve them. Our areas of strength included our commitment to **inclusive recruitment** and our proactive approach to **recruiting underrepresented groups**, including refugees; our **wellbeing focus for managers**; and our commitment to London Living Wage.



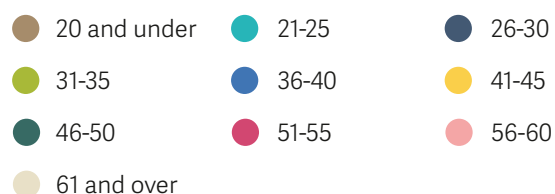
In partnership with the London Living Wage Foundation, we were at the forefront of a campaign advocating for the voluntary payment of the real Living Wage by employers. During London Living Week (6th-11th November), we actively engaged in the public launch of the **Lives on Living Wage Exhibition** held at MMy Elephant Park (MMy EP). This exhibition, held until November 10th at MMy EP before its relocation to London's iconic Somerset House, celebrated workers from diverse industry sectors earning the real Living Wage. It showcased their hard work and provided a platform for them to share the importance of receiving a wage based on the cost of living.

WORKFORCE COMPOSITION



We employ people from over 20 different countries, really bringing a diverse culture to our business.

We are able to provide employment to individuals across a wide range of age groups:



Employee Welfare

In the summer of 2024, employees put forward the idea to play sport together, creating an opportunity for fitness, team building and morale. Employees from all across the company, including a few trading partners too, came together to **play football on Monday evenings**, using a football pitch opposite the Elephant and Castle site. The initiative was very popular, running for 6 months until the weather turned colder.

Employee voice was a focus for the company, with the HR team scheduling dedicated time with employees, to consult them on their own experience, with the aim of identifying ways to improve and develop.



Employee Volunteering

To ensure our employees are enabled to find time to contribute to good causes, everyone is provided with 1 paid volunteering day per year.

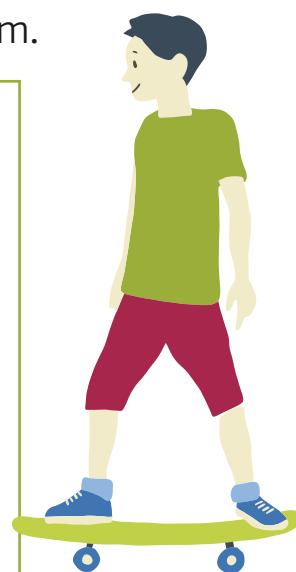
Wesley Richter, our Head of Operations, was keen to bring his passion to the market and offer his time to volunteer with the **MM Summer Camp**.

The camp is activity-driven so a skateboarding session was a perfect fit. With approx. **40 kids** attending the camp, between the ages of **6 to 14 years old**, Wesley prepared a presentation and ran 4 engaging sessions, which included skateboards hiring, exercise routines and insights into skateboard parts, followed by an eagerly anticipated practical session. The programme made a big impact, with **a few children deciding to buy skateboards** and pursue this as an interest longer term.

What's Next for People?

Throughout 2025 we plan to take action on the employee feedback that was received, for example creating more team building initiatives that will help to build morale and build an engaged and committed workforce.

We will roll out a new Wellbeing App called Wisdom, provided by Health Assured, which brings easy access to employees for Employee Assistance matters. Finally in 2025, we will look to develop our Good Work Standard, particularly in relation to the Women's Night Safety Charter. We will also review our accreditation and assess how we can move to the next level.





03

COMMUNITY

Our Community work grew considerably in 2024, ranging from cookery classes to art exhibitions. As we continue to broaden our programme offerings, we started framing our work around core impact themes and subthemes, making our social impact priorities clearer to all our key stakeholders – both internal and external.

Most of our 2024 community work can be framed into one of our five focus areas. In this report, we chose to spotlight specific collaborations that best exemplify our work; however, the number of projects and partnerships we've been forging for each of them are countless.

FOOD 4 ALL - FOOD IS A HUMAN RIGHT

- improving access to food
- food education and nutrition

HOST WITH THE MOST - IMPROVING HOSPITALITY

- the 2024 Better Hospitality Conference
- removing barriers to entry
- incubation & the DreaMM Campaign

ART 4 ALL - FOSTERING CREATIVITY & CULTURE

- a Community Gallery for Creative Expression
- cultural representation

LEADERS OF TOMORROW - NOURISHING LOCAL YOUTH

- youth employment and entrepreneurship
- mentoring and wellbeing with Unfold
- self-expression through arts and sports

CHILDREN'S OPPORTUNITIES - BROADENING HORIZONS

- researching food culture
- project-based learning
- promoting diversity & inclusion

Food 4 all - Food is a Human Right



2,024

NUMBER OF MEALS DONATED
TO OUR COMMUNITY
OR PEOPLE IN NEED

62

NUMBER OF COOKERY
CLASSES HOSTED BY
MM AND OUR PARTNERS

40

NUMBER OF WORLD
CUISINES REPRESENTED
IN OUR MARKETS

816

NUMBER OF PEOPLE
WHO ATTENDED OUR
COOKERY CLASSES

As a sustainable community market, food plays a crucial role in many of our programmes and is undeniably the best way to forge strong ties with local communities.

We believe that everybody should have access to sufficient, nutritious, and culturally appropriate food—and we continuously work with our committed partners to achieve this goal.

Our 'Food 4 All' initiatives are based on two key goals: **improving access to food** and **inspiring people about food and nutrition.**

Improving Access to Food

Since opening our first market in 2016, we've been committed to addressing food insecurity in collaboration with our Trading Partners and community partners.

In 2024, we reaffirmed this commitment by providing nutritious, delicious food to hard-to-reach communities through various outreach community programmes and events. To nurture an inclusive and judgement-free environment, we consistently integrate the food provision element into larger celebrative events designed for people to feel welcomed, socialise and have fun.

As in every year, our **Holiday Clubs, hosted in partnership with the Southwark Council** took centre stage. These have consistently provided opportunities for disadvantaged children to discover new interests, express creativity, and enjoy wholesome and delicious meals with their families.

Our **Christmas Eve Disco Soup** was a large-scale community celebration, offering free food, live music and family entertainment for people in Southwark, with a special focus on those facing hardship during the festive season. It provided a space for everyone to gather and welcome the New Year with hope.

We believe that food must be tailored appropriately for each audience, considering dietary needs, cultural backgrounds, and individual requirements when possible. Thanks to our wonderful Trading Partners and the diverse cuisine options across our markets, we've been able to cater events to meet the needs of our beneficiaries.

This has helped create an inclusive environment and space where people feel represented and comfortable.



SPOTLIGHT

MM'S DISCO SOUP ON CHRISTMAS EVE

Sharing a Meal for a Warm Celebration

Originally born in Paris to fight food waste in a lively, unconventional way, the Disco Soup is a social gathering where people cook together whilst enjoying great music.

On Christmas Eve, we closed our E&C market and transformed our venue into a warm space for our local communities to celebrate with us, sharing a festive lunch in our Piazza. The event was entirely free and open for everyone to join. We worked closely with our community network and charity partners to ensure the invitation reached our prime target audience: people at risk of food insecurity and social exclusion.

During the 4-hour event, hundreds of guests were treated to a delicious vegetable chilli, freshly made 'cacio e pepe' pasta, as well as hot drinks. They listened to a festive DJ set, engaged in board games, and enjoyed entertainment for children.

More than a simple free meal provision, the Disco Soup aimed to bring people together through food as a social connector, providing support to those facing hardship without imposing social stigma.

The event wouldn't have been possible without the support of our incredible network of both new and well-established community partners. From food suppliers and chefs to volunteers, public institutions like the Italian Consulate, and over 60 charities, individuals, organisations and community networks - everyone played a crucial role in turning this event into a genuine celebration of togetherness.



Nutrition and Food Education

We champion food education to help people develop healthy eating habits.
We do this because we believe good food choices
lead to better health and wellbeing.

By freely offering our MM space to nutritional ambassadors and food culture educators, we support community programmes that highlight the valuable role informed food choices play in happiness. Collaborating across perspectives enriches our shared understanding.

We partnered with non-profit organisations such as Migrateful, Feed Me Good; and Eat Club by opening up the doors to our Community Kitchen and sharing our networks, so they could run cookery classes for specific groups. When possible, we also involved our in-house chefs to deliver cookery classes for local children (MM Holiday Clubs), as well as people with disabilities (Remark and Springboard) and elderly groups (Age UK).

Regardless of age, these classes have always proved to be an enjoyable way for communities to socialise, whilst learning about food and health.



SPOTLIGHT

FEED ME GOOD AND MERCATO METROPOLITANO

It was Food at First Sight!

Nureen Glaves is CEO of Feed Me Good and a beloved community partner of MM. Throughout 2024, we hosted several programmes and events together, all aimed at generating awareness about food culture, low-budget cooking, and nutrition. We asked Nureen to share her perspective on this recent and powerful collaboration. Here's what she had to say:

"Mercato Metropolitano has been an extremely supportive partner for our work in 2024. Since January, we delivered two 8-week programmes from Feed Me Good, funded by the L&Q Foundation and Impact on Urban Health. Our programmes were designed for black and marginalised communities in Southwark, with participants widely ranging in age and background.

During our sessions, we taught attendees about food, nutrition, and gardening, with the goal of promoting sustainable practices and reducing food waste.

MM's Community team also invited us to deliver **cooking workshops** for two of their charity partners, **Remark and Springboard**, presenting us with an exciting opportunity to start a new collaboration with two local organisations supporting people with disabilities, including deaf youth. On this note, MM has been instrumental in helping us forge new inspiring partnerships that we'll surely continue to cultivate in the years to come.

Jasmine and Serena from the MM Community Team have been the 'blessing that keeps on giving'. They have always been available to listen to our ideas and truly helped fulfil our mission to deliver health equality and food justice in Southwark. We're excited to explore what else we can do together in 2025!"



Host with the Most - Improving Hospitality

52

NUMBER OF INDUSTRY EXPERTS WHO SHARED THEIR EXPERTISE AT THE BETTER HOSPITALITY CONFERENCE

155

NUMBER OF PEOPLE WHO ATTENDED OUR HOSPITALITY WORKSHOPS OR CONFERENCES (THIS INCLUDED PEOPLE WITH DISABILITIES, NEET YOUNG PEOPLE, UNIVERSITY AND HIGH-SCHOOL STUDENTS.)

27

NUMBER OF TRADING PARTNERS AND MM STAFF MEMBERS WHO DELIVERED FOOD AND HOSPITALITY WORKSHOPS

121

NUMBER OF APPLICATIONS RECEIVED FOR THE DREAMM CAMPAIGN



One of the key goals of the MMovement is to actively contribute to better, healthier and more sustainable food and farming systems that benefit both people and the planet. Realising this vision requires a **collective commitment from the entire hospitality sector** to transform existing practices and improve the industry for long-lasting positive impact.

The UK has made significant progress in reducing food waste, improving employment conditions, and promoting financial stability as more businesses adopt ethical and sustainable models. However, further efforts are needed to ensure these values-driven businesses remain profitable and financially viable over the long term.

In 2024, MM played a pivotal role in several discussions about the current and future landscape of the hospitality industry. We took significant steps to share best practices, and build new partnerships. Working closely with like-minded practitioners, sector leaders, and pioneers, we inspired many others along the way.

Removing Barriers to Entry

In 2024, we consolidated our partnerships with local non-profits dedicated to supporting underprivileged groups in securing employment or launching their own food businesses.

We firmly believe that making hospitality jobs more accessible and inclusive not only brings positive change to our local communities but also helps businesses build an exciting pipeline of talent.

This is particularly crucial amid the sector's recent and unprecedented staff shortages.

Over the past year, we delivered a series of hospitality-focused events in partnership with our charity partners at Springboard (supporting people with disabilities) and One Southwark (working with less-privileged local youth), during which our guests joined a series of activities, workshops and talks to learn more about the industry, gain new skills and boost their confidence.

Among them, our interactive sessions covered a spectrum including mystery shoppers' experiences, cocktail-making workshops, cookery classes, work placements with our Trading Partners, and Q&A sessions with our Operations teams.

The events inspired our attendees and empowered our teams and Trading Partners to share their expertise, sparking meaningful connections through the exchange of ideas and experiences.

The interactive events inspired and empowered the attendees, our teams and Trading Partners to share their experience and know-how. These partnerships were fulfilling for everyone, reinforcing their sense of belonging to the community and their self-worth.



"I wanted to say a big thank you for organising such an informative and fun visit. I really appreciate that you put so much thought and effort into making these helpful and interesting for Springboard learners. As with last time, all of them felt this was the highlight of the course for them. Hasan and Natalie found it particularly useful as it is their long-term plan to have their own food stall. Big thanks to class providers Sebastian, Nureen and Juan - they were excellent during their sessions!"

PRABHAT PATEL,
BOARD MEMBER AT SPRINGBOARD.



A Community Gallery for Creative Expression

Our markets have been a rich platform for both emerging and established artists to showcase their work, contributing to social and environmental justice. We've had the privilege of welcoming more visual artists and musicians into our spaces than ever before, providing them opportunities to support and encourage their creative expression and talent.

We think of MM as an 'open gallery' for the Community. Whether we hosted workshops or fun evenings with artists, or live music sessions, 2024 was a true celebration of urban art, as we worked with stencil muralist **Rice Barcelona** on a participative graffiti piece exploring Easter Camp children's perception and expression of social justice; El Salvador's asylum-seeker muralist **Abraham Osorio** on a graffiti representing Summer Camp children's ambitions for the future; participatory graffiti artist **Nicky Deux**, who captured a children's fruit & vegetable scavenger hunt painting it with edible colours; and actor and artist **Gabee**, on a participatory live painting session with the attendees of our 'In an Artshell' closing event.

From a music perspective, we partnered with **Beats&Eats**, a Croydon-based social enterprise tackling social exclusion, to organise music events with some of their emerging musicians and singers, and hosted the **final concert** of the **Ruzickova Composition Competition**, a contest for emerging New Baroque composers. MM also houses the Temple of Art and Music (TAM), a one-of-a-kind music venue hosting daily live music events. TAM's mission is to nurture new artists and give deserving musicians the exposure they may not receive elsewhere.



SPOTLIGHT

'In an artshell' - An exhibition space for emerging artists in support of XLP

P-Art Factory is an under-30 curatorial duo helping emerging artists gain exposure whilst supporting charitable initiatives addressing societal issues, outside conventional art spaces. In 2024, p-Art Factory partnered with MM to launch 'In an Artshell', a four-month art project situated in MM E&C's Piazza, as well as a pop-up exhibition at Mercato Mayfair for the Art in Mayfair Festival in June. Starting on 27th April, the project was conceived to support XLP, a London-based charity dedicated to fostering positive futures for young people at risk of gang crimes and homelessness.



HERE'S WHAT P-ART FACTORY HAD TO SAY ABOUT THIS COLLABORATION:

What was the main objective of this project?

Our ultimate goal was to bring art to local communities and provide a platform for young artists to showcase their work in a less 'ordinary' location.

Why did you choose to do it at Mercato Metropolitano?

MM played a pivotal role in supporting this initiative, as the Community Team opened up their network and co-organised four beautiful events throughout the Summer, alongside our team. These events have been incredible, as they brought together people through art, music, food and philanthropy.

What was the impact of this initiative?

The impact we had was beyond expectation, and was observed at multiple levels:

Funds raised: Our art events collectively attracted an audience of over 1000 attendees, with a total raised of £1,701. The financial success was driven by the sale of 23 artworks, as well as individual donations, and the sale of prosecco glasses, generously donated by MM and BeBeMe.

Artist visibility: 'In an Artshell' provided a unique platform for twenty UK-based young and emerging contemporary artists, with most of them being exhibited for the first time and garnering exposure in London's artistic scenes. Five emerging musicians were also invited to play at one of our events, supported by Beats&Eats, a Croydon-based social enterprise that aims to bring local communities together to tackle social exclusion, all through the love of live music, food and DJs.

Charitable Support: the two of the artists showcased were young adults supported by our charity partner, XLP, and 50% of the revenue and all donations were given to the charity.

What did you enjoy the most about this collaboration?

The collaboration with MM was made special by the exceptional teamwork and support we received. The contributions of Jasmine, Serena, Letizia and the marketing team were instrumental in bringing to life our shared vision for this project.

What are your key takeaways from this experience?

This collaborative venture between p-Art Factory and MM showcases the power of art beyond traditional boundaries, and fostered collective creativity engagement, and philanthropy. The impact of 'In an Artshell' went beyond just numbers: for us, it was the perfect example of a successful synergy between a business, a charity, and a start-up.



Cultural Representation

London thrives with the creative expression of its diverse communities. Through music, art and performances, people of all backgrounds are able to share their talents and traditions, contributing to an inclusive creative landscape that celebrates our differences.

MM has continued to serve as an inclusive space where groups come together, share their culture and inspire others. Our teams and Trading Partners proudly hosted several small-scale workshops and large-scale events, including **Carnaval del Pueblo's** festival in January, **Jig and A Swig's** Irish Dances exhibition on St Patrick's Day, a **Bullerengue** workshop sponsored by the Colombian Consulate, a market-wide celebration of Dia de Los Muertos, **WeRoad's** weekly travel meetups, **Babylon Migrants Project's** one-year anniversary celebration and workshops, as well as **Migrateful's** cookery classes and screening of **Can I Live?** - a Complicité production narrating the intimate relationship between the environmental crisis and the global struggle for social justice.

"Thank you so much for having us! It was honestly a dream to dance Irish dances to live music in one of my favourite venues! It also meant a lot to all the dancers to be able to share what they love doing! Thank you for all of your support!"

We've grown so much since the event, and we have been able to recruit new members because our show at MM!"

JESSIE, FOUNDER OF JIG AND A SWIG



Children's Opportunities - Broadening Horizons



561

NUMBER OF CHILDREN WHO
ATTENDED OUR HAF HOLIDAY
CLUBS

108

NUMBER OF MUSIC CLASSES
FOR BABIES AND TODDLERS

183

NUMBER OF HOURS OF
CHILDREN'S ACTIVITIES AND
WORKSHOPS

101

NUMBER OF DEAF CHILDREN
FROM REMARK WHO ATTENDED
OUR WORKSHOPS

Children have always been a top priority in MM's community work. We provided free meals during school holidays, ran cookery and creative workshops. As more children's organisations and families joined our events, we reflected on how we could **evolve our programmes to meet their growing needs.** This included designing with them new projects that addressed issues facing today's youth.

Researching Food Culture during our Holiday Clubs

The Holiday Club is at the core of MM. Since 2018, we have delivered this programme in collaboration with Southwark Council, community partners, and our valued Trading Partners.

The programme provides **free activities and meals for children in Southwark during school holidays**. The main goal is to fight childhood food insecurity - an issue that affects children during holidays. Southwark has the highest rates of childhood food poverty in the city.

Over the years, we have welcomed thousands to enjoy free meals spanning flavours from dozens of world cuisines.

This allowed us to observe **how children interact with and eat food**: when sharing a meal with peers, children from diverse cultural backgrounds often talk about their food traditions. These traditions serve as a way for them to express their identity - who they are, where they come from, and how they see themselves in society.



Drawing on these valuable observations, we worked with other community partners to evolve our holiday programmes in a thoughtful manner. Our shared goal was to keep providing a wider choice of meals that would allow them to celebrate the diverse cultural traditions that shape who they are.

Guided by Tyffany Choi, an intern and Food Anthropology graduate student from SOAS, we developed a research project for our Summer Holiday Club. The study centres on the food habits of second-generation immigrant children, who constitute the largest group amongst our young attendees.



Self-identified ethnicities of Holiday Club participants from 2018 to 2023.

ETHNICITY	PERCENTAGE OF PARTICIPANTS
Black	40%
Asian	16%
Arab	6.2%
Mix	18.6%
Latino/a	8%
White*	11.6%

*most identify as Ethnic/ Other White.

Project-Based Learning

Childhood food insecurity is still a challenge for many families in the UK today. **21.6% of households with children reported that their children had directly experienced food insecurity in the past month, affecting an estimated 3.7 million children. This is compared with 11.6%.**

This is not the only challenge they face. Vulnerable households struggle to provide their children with the same educational opportunities and out-of-school learning experiences other families may have access to. This disparity can have long-term effects on children's educational and professional prospects.

With this in mind, we added more education to our workshops and made them project-based. This two-week format allowed children to explore new themes, learn together, and inspire each other through hands-on projects.

We worked with artists, teachers, and other professionals to design workshops for different ages. This allowed us to expand our offerings to match various needs and interests.

For example, our children learnt boxing basics (**Peckham A.B.C.**), yoga, skateboarding and kung fu; joined a football tournament with our HQ and Operations teams; attended over 30 hours of graffiti workshops with artists **Rice, Nicky Deux** and **Abraham Osorio**, learnt how to cook food from different countries (**Nureen Glaves**, Sajni Shah), explored their creativity through pottery, photography, videomaking and DJing (**JW DJ Academy**). These represent some of the diverse projects we facilitated.



"What you're doing here for the local community is amazing. [...] Everyone needs to know what you're doing because there are so many people who would love to be part of this!"

PARENT OF A SUMMER CAMP ATTENDEE

Promoting Diversity & Inclusion

To make our programmes as inclusive as possible, we created opportunities for children to learn about diverse cultures, languages, and disabilities. We always do this in a warm and judgement-free environment where everyone feels valued, included, and motivated.

During our Summer Camps, we welcome children from all walks of life with some not being native english speakers. we welcome children from all walks of life with some not being native english speakers. However, language barriers did not impede them from enjoying the activities and creatively expressing themselves through other forms of communication such as art and games.

We also hosted **35 deaf children** from our charity partners at **Remark**, who joined every activity along with their translators and educators. This proved an enriching opportunity for children and volunteers to be immersed in sign language and non-verbal communication.

To celebrate diversity, we also partnered with a charity supporting young refugees, **Babylon Migrants Project**, which delivered three workshops exploring the themes of diversity, identity and inclusivity through art and group games.

In the weeks leading up to Christmas, our Community Space at Mercato Mayfair hosted The Night Before Christmas, a Santa's Grotto experience with dancing and acting performances, light shows and presents run by Rise London. The project, attended by 401 children over the course of 45 hours of performances, was initiated by a local resident with the idea of making Christmas activities more accessible to children of all backgrounds. To help fulfil this vision of inclusivity, we donated half of the event tickets available to low-income families, children from the Evelina Hospital and children with special educational needs (SEN), working closely with local charities to reach out to those who needed the most support.



SPOTLIGHT

Bringing the Christmas Experience to Vulnerable Children: interview with Chaz Lehal, founder at Rise.Ldn

We asked Chaz about his experience working with MM on the Santa's Grotto initiative, which started as a vision to provide an affordable and unique Christmas experience for children in Central London, and quickly turned into a heartfelt project with a significant impact on the community.



How did the idea come about?

The inspiration for this initiative struck after a conversation with a mother and her special educational needs (SEN) daughter in a local coffee shop. It became apparent that many parents of children with SEN faced challenges attending traditional Santa's Grottos. Determined to make a difference, I decided to undertake this project, offering as many free tickets as possible to children with SEN and those from disadvantaged backgrounds.

How did the collaboration with MM start?

I reached out to various institutions with my concept, and I was fortunate enough to receive a positive response from Joanna Lea at Grosvenor. Her enthusiasm and support paved the way for a collaboration with MM. I had the pleasure of working closely with Jasmine, Serena, and the entire Operations Team at Mercato Mayfair, who generously offered their Community Space for this community non-profit project.

What has been the impact of this initiative?

The Grotto project made a significant impact on the community by providing 233 children from 96 families with free tickets. It created a safe space for SEN children and their families, offered affordable tickets to the general public for a unique and entertaining experience, supported four individuals within the community who got involved in the project, and contributed to an increase in footfall within the Mercato Mayfair retail area, supporting local businesses.

Working on this project at Mercato Mayfair has been an absolute pleasure. I extend my gratitude to the entire team for their unwavering support. I am hopeful for future collaborations on projects that continue to uplift and support our community.

Leaders of Tomorrow - Nourishing Local Youth



19

NUMBER OF UNDER-30 MM AND TRADERS' EMPLOYEES INVOLVED IN COMMUNITY PROGRAMMES

16

NUMBER OF MM CHARITY PARTNERS SUPPORTING YOUNG PEOPLE

108

NUMBER OF BOXING CLASSES FOR YOUNG PEOPLE HOSTED AT MM

One of our long-term objectives is to create a programme entirely dedicated to vulnerable youth, aimed at providing them with the skills and opportunities they can't always access through their schools or families.

For us, 2024 was about gaining more knowledge and understanding of young people's needs and aspirations, and building a network of partners who have considerable experience working with youth.

Here are some key initiatives we embarked on, both in collaboration with and for young people, along with the learnings we gained along the way.

Employability and Youth Entrepreneurship

One Southwark is a local coalition formed with the goal of equipping underprivileged youth with the knowledge, networks and resources they need to take advantage of life opportunities.

In August, we hosted the final event of their *Week of Purpose*, a programme designed for young participants to learn about employment and career development.

We created a full day of **interactive sessions and workshops** focused on communication, business planning and funding opportunities for young entrepreneurs.

MM's young colleagues and business partners hosted informative sessions, including one on marketing led by Badiani's team. We ended the day with a work experience opportunity, providing our guests with a firsthand look into the operations of MM's Trading Partners.



"I wanted to thank you all so much for hosting One Southwark last week Friday. It was honestly such an invaluable experience, and the young people took so much from the day and enjoyed every minute of it. It was by far the most engaging activity we've had this week!"

EBONY ONWUBOLU, PROGRAMME COORDINATOR AT ONE SOUTHWARK



Mentoring & Wellbeing

We launched a new collaboration with **Unfold**, based on our shared mission to empower vulnerable youth.

Unfold provides **1:1 mentorship and life coaching** to young people including refugees on topics such as self-growth and mental wellbeing. Since Unfold encourages in-person meet-ups in informal Westminster venues, we invited their mentors and mentees to gather at Mercato Mayfair. Badiani offered each mentor-mentee pair a complimentary coffee or gelato in an inspiring environment.

This has begun a long-term partnership where our teams will work closely together in 2025. We will combine our expertise to provide more opportunities for vulnerable Londoners.

Self-Expression through Arts and Sports

The 'In an Artshell' exhibition in collaboration with p-Art Factory and XLP exemplifies how we can help youth connect with art for self-expression. Inspired by its success, we opened the exhibition space to the young artists among our MM staff and Trading Partners. Their artwork is now displayed in a new exhibit called **'Out of the Shell – unveiling the hidden talents at Mercato.'**

In July 2024, we launched a partnership with Peckham A.B.C. boxing club. Iain Perriss and his team built a fully equipped boxing ring and gym inside MM E&C market. Since then, Peckham A.B.C. has hosted free boxing classes for the local community, focused on women, girls, and youth from less privileged backgrounds. Our MM teams have also participated in the classes.

In 2025, we'll be expanding our collaboration with Peckham A.B.C. to work with organisations helping those recovering from addiction, individuals affected by Parkinson's disease, and children with SEN diagnosis.

This project aims to empower young people through boxing, supporting their personal growth and providing a way to express emotions while connecting with their bodies.

SPOTLIGHT

Boxing Glasses with Peckham A.B.C.: it's all about physical health, consistency and ambition!

We had a chat with Iain Perriss, founder of Peckham A.B.C. to find out more about how this project started and why he chose to become part of MM's community network. Here's what he had to say about it:

What's Peckham A.B.C.'s story?

We opened our boxing gym in Peckham just before the pandemic, but we struggled to stay afloat due to lack of funding and general support from public institutions. However, we knew we needed to carry on with our mission - we just couldn't leave behind all our young boxers who had already put so much effort and commitment into this project. So, we kept running our training sessions wherever we had the chance, including parks and community hubs, until we managed to secure a new venue in Peckham to set up our first boxing club.

How did the partnership with MM come about?

I live locally to MM E&C. When we learnt about MM's community work, we realised this could be a great opportunity for us to carry on supporting local youth whilst opening our classes to more people free of charge, including our thriving group of women & girls boxers and the students from SILS (Southwark Inclusive Learning Service).

What's the impact of boxing on young people?

At its most basic level, this is a great sport to improve health and have an active lifestyle – something children and young people often struggle with. But there's a lot more to this: to achieve good results in boxing, you need to listen to your body and respect it, feed it and rest it, and be kind to it. Once you understand what respect is, you inevitably start to extend it to everything in life, including – and most importantly – other people. Boxing also requires a certain amount of self-discipline, commitment and consistency. Combined with young people's ambitions, these create the conditions for them to achieve several goals in life - be them personal, educational or professional. Finally, boxing is a great way to help channel energy and stop it from turning into self-consuming anger, frustration, or violence.



How have your young boxers changed after starting your classes?

The most beautiful transformation we've witnessed was a kid who was experiencing issues both at home and with money, but was completely unable to ask for help. After a few months training with us, he felt that he could trust us and he slowly opened up about his issues, so we were able to help him.

Many of our boxers are achieving excellent results both in life and on the ring at the same time: one set up his own business at 25 years, another one has become a mentor. We also support kids with SEN diagnosis, and we've observed that boxing has really helped them focus and improve their communication skills.

Overall, boxing is a great opportunity for people to build meaningful connections and develop a positive sense of belonging, helping and supporting each other not only in the gym, but also in life.

OUR APPROACH TO POSITIVE CHANGE

What sets our work apart is how we approach projects and partnerships. Our social and environmental impact comes from the locations where we operate , the people we meet and other learnings.

These strategies guide all our work, no matter the nature of the project.



• Community starts from inside MM

Our impact is not limited to our non-profit partners and the communities around us. Rather, it starts from within our markets. Our MM teams and Trading Partners are our primary stakeholders, and their input and creativity are what makes our projects possible. We want to give everyone a platform to express themselves, whether they have an idea for an event they want to deliver, or a skill they'd like to teach. In the last year, our people engaged in cookery classes, skateboarding and football with our community partners; their artistic work has been displayed in the 'In an Artshell' spin-off exhibition; they have been involved in food hunts for the children attending our holiday camps; they set up an internal football team with our Trading Partners; and provided valuable feedback about the sustainability initiatives we implement across our markets. Ultimately, they create the everyday magic and make our markets what they are – with each of their unique, creative talents.

• Our spaces are accessible to all

Our markets stand as key assets, serving as a hub where traders sell their food, our staff collaborate on new projects, and external stakeholders make a meaningful impact. This past year, we opened our doors to more local community groups and non-profits than ever before. They ran free workshops and meetups for people in the community. These groups included *Southwark's Chess Club (which started off at MM E&C)*, *Ivy's yoga and meditation group*, *Babylon Migrants Project*, *Peckham A.B.C.'s Boxing Club*, *Santa's Grotto*, *QSEEA support Group*, *Girls Gone International*, *Mayfair's Scrabble society*, *the Feel Good Club*, *Feed Me Good*, *Frogprince music classes*, *Baby Broadway's theatre classes* - and more.

SPOTLIGHT

Mercato Mayfair Community Space: A Hub for Connection and Collaboration

Nestled within the historic St Mark's Church, our dedicated community space serves as a hub for community groups and not-for-profit organisations to gather, connect, and cultivate a strong sense of inclusivity and support.

In collaboration with our landlords, Grosvenor Estate, and the Community Space Committee (with representatives from local businesses, residents, and community-interest groups), we manage this space to encourage social bonds, and foster the exchange of ideas.

In 2024, the Community Space was busy with a wide range of activities and events: lively Scrabble matches, rejuvenating yoga classes, poetry readings, and hands-on art workshops. We witnessed the power of gathering.

We want to thank all the wonderful organisations that hosted their workshops, events and meetings in the Community Space

Santa's Grotto, Mayfair Scrabble Club, Alcoholic Anonymous, The Feel Good Club, Girls Gone International, Babylon Migrants Project, Unseen Tours, p-Art Factory, Grosvenor Square community consultations, Wigmore Hall, QESEA support group, Lead Together, Drinking in a Picture, Group Meditation with Ivy, Impact100, Eat Club, Central London Outdoor Group, Friends of the Mayfair Library, Young Westminster Foundation, Our Time, Young Roots, OT Frontiers, and Women for Refugee Women.



• Community is about connections

As a sustainable community market, we take pride in our expansive network - constantly encouraging people to come together and collaborate with us and one another. Our proactive community engagement sparked new partnerships, joint social impact projects, and sustainable business ventures. Examples include the creation of the 'In an Artshell' exhibition with p-Art Factory to create opportunities for all the artists and curators involved; the women in philanthropy networking event series with Impact100 London; our collaboration with Peckham A.B.C. and the connection it unlocked with the Met Police and Southwark schools, including SILS; our relationship with Young Westminster Foundation and all the new connections established with charities supporting young people in the local area; our membership at Heart of the City, a network of small and medium-sized enterprises (SMEs) trying to improve their social and sustainability impact practices by learning from experts and from one another; and our collaboration with Handelsbanken, a Swedish bank whose employees enjoyed spending their CSR day volunteering at our Summer Camp.

• We're all about mutual learning

We further enriched our long-standing collaborations with experts, institutions, and universities. By deepening these partnerships in areas of shared purpose, we unlocked new levels of collective insight that led to new community programmes. These experiences are always mutually rewarding, as we share our knowledge, experience - *and food* - with our partners—we also learn a lot from their detailed research, fresh perspective and creative input.

The most remarkable initiative this past year involved our ongoing collaboration with King's College's marketing and communications MA students, who were tasked with creating a Communications & Digital Marketing strategy for MM. The launch day, held at Mercato MM Elephant and Castle, also included insights from the King's alumni team at German Kraft Brewery.

SPOTLIGHT ON KING'S COLLEGE

We worked with over 100 students from King's College doing their **MSc Digital Marketing, consultancy project**. We worked with the students for over 3 months, giving them the challenging project title of:

At the heart of MM is **sustainability and community building**. We are committed to ensuring that all parts of our community are able to access our markets and activities. Develop a digital marketing strategy to drive citizen engagement and awareness of MM by focusing on sustainability and community.

This topic was selected in the wake of the cost-of-living crisis as we believe that a change is needed to ensure MM's wider message remains relevant and current in the face of complex times of wider economic downturn. We worked with these students for over 50 hours over the three months, supporting them in their groups. The projects that came out of the consultancy groups were fantastic and it was enriching for both the MM team and the students to partner together.



Our brand-new partnership with SOAS University gifted us three talented interns over the summer, with backgrounds in international development, international relations and food anthropology.

We maintained our ongoing collaboration with UAL and their creative students and professors, who conducted creative workshops during our Holiday Camps.

Additionally, our exciting partnership with Imperial College Business School, which started with a full day of talks and workshops for 60 students, focused on the achievements and challenges of MM as a sustainability-led business.

We are also engaged in an ESG learning and evaluation process with Tecno Consulting, supported by Karla, one of our summer interns specialising in Sustainability at Middlesex University.

- We make things fun

Our vibrant markets exude an energy where all feel welcome to have a fun, relaxing time. We want every visitor – including charity partners and their service users – to leave uplifted after enjoying food, music, sports, or making connections. Regardless of individual circumstances, challenges and barriers, we seek to inspire lasting confidence, nourishment and joy for everyone. We believe moments of togetherness within our community make a difference.

- No need to 'reinvent the wheel'

When we collaborate on a project, our shared goal is to apply our unique strengths, creating synergy through cooperation—together, we can build something more impactful than any one organisation could achieve alone. We do this with our Trading Partners, who bring the know-how and multicultural approaches to food and hospitality; with our non-profit partners, who share their unique expertise and community networks and are open about their needs; and with sustainability leaders such as Tecno, who work alongside our operations teams to help us achieve our ambitious environmental goals and improve our ESG practices.

THANK YOU TO OUR PARTNERS

Finally, we want to thank all our partners who contributed to making this year a huge success. It wouldn't have been possible without every single one of them.

Abraham Osorio	King's College
AgeUK	LendLease
Babylon Migrants Project	Migrateful
Baroque Music Concert	One Southwark
Baytree Centre	P-Art Factory
BB Broadway	Peckham A.B.C.
Beats&Eats	Peckham Soup Kitchen
Berkeley	Remark
Carnaval del Pueblo	Rice (Eduard)
Chefs in School	Rise.Londn
Community Southwark	Sevenhills
Feed Me Good	SOAS
Frogprince Baby Class	Southwark Council
Grosvenor	Springboard
Handelsbanken	Tecno
Heart of the City	The Feel Good Club
Impact100	Tried & Supplied
Imperial College	UAL
Jig and Swig	Unfold
(St. Patrick's dances)	WeRoad

