

# Tap Social Movement

Impact Report 2024

## Going on a journey with OxLEP Business

Since 2016, Tap Social Movement has been transforming lives and fostering a more inclusive labour market by creating over 80,000 hours of paid employment for prisoners and prison leavers. Remarkably, around one-third of our staff across five Oxfordshire hospitality venues and our production brewery have been involved with the UK's criminal justice system. In 2023 Tap Social earned the 'Purposeful Business' award at the Oxfordshire Business Awards, 'Best Community Food Endeavour' recognition at the Ox In A Box Food Awards, and was runner up in the 'Consumer-Facing Social Enterprise of the Year' category at the nation-wide UK Social Enterprise Awards.

Despite facing numerous challenges, including the cost of living crisis, fluctuating alcohol duty taxes, and increased prices of essential ingredients due to geopolitical events, we have remained resilient. We adapt by forecasting sales well in advance and making strategic adjustments in response to market changes



## Expanding Community Spirit and Craft Beer in Oxford's Historic Covered Market

A milestone achievement for us was the opening of The Market Tap by Tap Social on 4 May 2023, a café, bar, and bottle shop in Oxford's historic The Covered Market. This venue was made possible with the support of an OxLEP Business Visitor Economy Grant, which funded essential construction, materials, and equipment. The Market Tap has not only boosted our sales but also contributed to the success of the 'Covered Market Nights' initiative, allowing traders to stay open late from Thursday to Saturday.

Looking ahead, we are thrilled about our plans to expand in 2024, including the launch of an alcohol-free beer and increased distribution of our award-winning craft beers across the UK. We will also strengthen our local ties through community events like yoga sessions, pub quizzes, and markets spotlighting independent traders.