

Change Please – “Good Coffee Doing Good”

Change Please are an award-winning coffee company with a difference; a social enterprise supporting people out of homelessness through Life Changing Coffee. 100% of their profit goes towards ending homelessness.

Founded by Cemal Ezel in 2015, in partnership with the Big Issue, Change Please provides the training needed for a previously homeless person to become a successful barista, whilst also teaching them the skills and opportunities to further their careers and regain their financial independence. The idea is not to provide people with a “Barista job for life” but to equip them to be able to move on into full-time employment. In this way there is a constant flow of people through the scheme enabling more people to be helped and supported.



Change Please trainees are trained to become speciality baristas at their state-of-the-art Training Academy in Peckham, London by an in-house SCA Certified training team. After their initial training they begin their new barista roles at one of the Change Please sites throughout London, supported by a Mentor Barista. They learn all aspects of managing and working in a coffee shop/cart including customer service, quality control and management.

Whilst employed with Change Please the trainees are paid the London Living Wage and are provided with housing via partnerships with housing associations and homeless charities, the rent being paid direct by Change Please from the employees’ wages. Further they also receive help with personal finance and therapy support.



Change Please are also keen to do their bit for the environment; the coffee carts provided to the baristas are solar-powered, while the leftover coffee grounds are converted into biofuel pellets.



Since launching with just one coffee cart in Covent Garden they have gone from strength to strength and shop to shop, all whilst serving great tasting coffee. Change Please continues to grow dramatically, partnering with global businesses such as Virgin Atlantic, WeWork and David Lloyd to deliver further social impact across the country. They have also launched their first site in Perth, Australia with others around the globe including Paris and Dublin following their lead.

Since its humble beginnings Change Please has changed a lot with millions of coffees sold, opening dozens of new sites, developing an online shop and working with a wide spectrum of partners supporting their mission. In the words of one of their brilliant Change Please trainees, Liam: “I feel part of a movement, part of a change in society. Everyone is part of a bigger thing. I am not just someone who makes the coffee, we are Change Please.”

Cemal Ezel said in an interview that; “we have had many successes with individuals that we have supported on their journey out of homelessness and this has been extremely fulfilling to see. If we can

just get a small proportion of coffee drinkers to simply change where they buy their coffee, we could really change the world."

Change Please has won recognition across the UK, as Ezel was awarded Lloyds Bank Social Entrepreneur of the Year in 2017, whilst Change Please was named one of the 'Top 100 most disruptive brands in the world' by Marketing Week in 2017. Recently they were recognised in 2019 by The Queen's Award for Enterprise: Promoting Opportunity. Their coffee is continuously recognised as "excellent" having won "Great Taste" awards on an ongoing basis.



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The SSEN is a virtual, community-based, voluntary network of like-minded individuals and organisations who are here to:

- **Support** existing Social Enterprises 's to grow and flourish and those contemplating starting one
- **Assist** charities who wish to create a new trading revenue stream
- **Encourage** existing, profitable businesses to deliver social/environmental impact for market advantage