

Positive Impact Report 2025

Seagulls Re-use Limited



Who we are

Seagulls is a nationally recognized, award-winning social enterprise built on the recycling and reuse of paint. Over the last 21 years, we have built Seagulls into a Leeds 'institution' that is respected locally, regionally and nationally as a pioneer in paint re-use.

However, we are more than that!

Whilst paint is our lifeblood, people are our beating heart. We provide care and support to staff and volunteers and are passionate about providing our customers with an opportunity to share in our mission to improve our planet and society.

People, Planet and Profit' is our Mission statement and encapsulates our aims to impact

- ❑ **Social Mobility and Inclusion**
- ❑ **Climate Change and the resultant environmental crisis.**

We will continue to work to those outcomes as long as there remains inequality in society and ignorance around climate change. The need for Seagulls to impact those key outcome areas is more acute today than ever.

Taking paint to a waste recycling centre or buying paint at Seagulls means that every citizen contributes to our mission whilst also benefiting from good quality, cheap paint. In turn that allows many customers to improve their living environment with resultant positive impact on their sense of pride and self esteem.

Seagulls is an important resource for the City of Leeds and we will always contribute to city-wide projects and initiatives that further our mission.

No one is left behind and every one of our staff, volunteers, workshop attendees and customers is part of the Seagulls family. We take that statement very seriously and this report outlines some specific 2025 initiatives that evidence the difference we make to individual lives.



What we do

Our activities can be split into 3 distinct areas:

Paint – We have a contract with Leeds City Council to collect waste paint from recycling centres across the City. Unusable paint is ethically disposed of and the rest is re-used and sold to the public in the Seagulls paint shop. The usable collected paint is combined, re-mixed alongside the sale of new, discounted basic emulsion and decorating accessories.

‘We grow people’ is a volunteering project offering an opportunity for people furthest from employment to develop employment and social skills. We have designed a tailored programme that, alongside working within the paint operation, provides life skill training, including cookery and DIY.

Projects – We offer decorating, arts and craft workshops, to the public and other organisations but also offer workshops free of charge to more marginalised groups, such as care leavers, ex-offenders and people living with disability. We also undertake specific projects, such as our ‘Fledglings’ course, providing skills and employment training to vulnerable and disadvantaged young people.

Through our paint operation, Seagulls offers employment to those who would find jobs hard to come by, often recruiting staff after a period of volunteering. We provide practical support that other statutory agencies are unable to offer.



In 2025 we promised to:

People

- Offer at least 1 job opportunity to someone furthest from employment in 2025
- Use our new larger facility to increase volunteer numbers to over 14 in 2025
- Embed Fledglings and HMP projects. And appoint a volunteer manager.
- Colour and collaboration in Holbeck with Holbeck Together
- Aim to transform the lives of everyone who we connect with
- 20th Anniversary celebrations
- Board enhancements

Planet:

- Educate all our staff, volunteers and customers to positively impact the environment
- Refine the disposal of our waste paint to ensure maximum environmental impact
- Influence the Cities and Regions outside Leeds to adopt the Seagulls approach
- Reinforce our place as the most transformative social enterprise in the minds of the people of Leeds
- BCF Paintcare initiative to influence national policy

Profit:

- Find a new premises and community hub
- Maximise collections
- Always provide a fair priced product that allows lifestyle improvement to those who would not normally be able to afford it
- Work with the local business community to increase social and environmental impact through collaboration

2025 - Business highlights

We are proud to report that we exceeded the majority of our aims in 2025.

Particular highlights are:

We increased customers using our shop by 35%, with 12952 customers buying paint.

Continued to work with BCF and their 'Paintcare' project to develop a nationwide model for the re-use and re-manufacture of waste paint.

Built on the 'Fledgling's project with funding from NPower, supporting 16 young people on the fringes of society to increase their chances of employment as well as teaching decorating skills. The impact of this project is assessed later in this report.

We collected over 464 tonnes of waste paint. An 18% increase on 2024

We attracted increased numbers of volunteers, and because of our new premises, now offer new volunteering roles. In total an average of 18 volunteers attended each month in 2025.

We developed the Board of Directors and financial function. Our new Directors offer new skills and experience. We also said goodbye to other directors, some of whom have been with us since the early days. We thank them all for their guidance and support, especially our former financial director, Ashley Rose.

We welcomed Nicola to our team as our new Financial controller.

We celebrated our 20th anniversary with a celebratory event in the summer of 2025. This in turn has sparked further discussion as to how we can improve social and environmental impact in Leeds.



2025 – Facing Building Reality



After 19 years at our home in Kirkstall, in 2024 we moved to our new headquarters in Water Lane, Leeds. We now have over 20000 sq feet available to us and have an expanded retail space for our customers.

As well as housing Seagulls, we have been able to offer substantial storage space to other businesses, community organisations and social enterprises, notably The Book People who work from our premises.

We expect to be here for a few years and thank our landlords for their foresight and support in offering us a massive opportunity to scale our business alongside our social and environmental impact. During 2025 though, we became aware that our landlords faced issues of their own and that we, in turn, could face a risk to our own existence unless action is taken.

The reality is that the Water Lane area will be redeveloped and that our tenure on Water Lane may come under threat more quickly than we envisaged. We are now actively looking at sites or buildings to allow us to build or redevelop a bespoke and long-term home for Seagulls.

Our vision is to establish a retail and warehouse space that incorporates a community centre, perhaps to help fledgling businesses establish or for community organisations to come together. We want this vision to be accomplished in the next 12-24 months.



People

- We remain committed to providing our volunteers and employees with a safe place where they can feel comfortable and be meaningfully engaged.
- All volunteers and employees are part of the Seagulls family and whilst we can not employ everyone who volunteers with us, we will always look to employ volunteers first, if it is right for the individual and for the business. In 2025, we employed 3 volunteers to full or part time posts at Seagulls.
- We are committed to treat all of our people fairly, we offer quality training, a productive experience and an opportunity for each individual to progress at their own pace if they want to.
- Our Values and Behavioural Framework underpins that commitment and was designed by our staff team.



People

Our volunteering scheme, '**We grow people**' offers work experience within the Seagulls paint operation as well as support through sourcing TV's, beds, cooking equipment and other basic essentials.

Volunteering with Seagulls is often the first rung on the ladder towards employment and independence. We can provide a reference, boost confidence and assist in job searching, application and preparation for interviews.

In 2025 we supported 2 volunteers who were previously in prison. We assisted them in finding accommodation and provided purpose where it was lacking. Our support in their rehabilitation is assessed in this report.

We work with people living with short and long-term mental health problems and have evidence that our caring and supportive approach improves confidence, communication and resilience.

The next few pages of this report provide personal insight into the profound outcomes that volunteering and working at Seagulls delivers. We call them 'Stories of Change' and they represent what it means to be a social enterprise much more than the figures we produce.



6 people, 3 of whom were previously volunteers, now employed

Stories of Change – Isa (2025)

Isa joined the team as a volunteer in 2024 after a referral from his mum.

Prior to coming to Seagulls Isa was very much isolated and spending too much time in his bedroom. As Isa himself admits he was extremely shy and lacking in confidence. He needed support and encouragement to come out of his shell. Andy found a way in by talking about films and Isa slowly began to talk. He needed support to become 'work ready' and we could see his potential.

Isa is extremely hard working and dedicated to the paint! In June 2025 we were able to offer Isa a job. I asked what it means to him and his words were 'very pleased and thank you for giving me a job'. To which I replied you earned it and are a valued member of the team.

We are all very proud of how he has grown.



Volunteer
numbers
increased from
an average of
12 in 2024 to
over 18 in
2025

Stories of Change – Support of Women Ex Offenders

In 2025 we have supported 2 female ex offenders, giving both practical and emotional support. Both women have been in and out of prison much of their adult lives and now in their 40's they are determined to turn their lives around. Both have been rehomed and we have helped decorate their homes and moved their belongings. If you don't have family when you come out of prison it is extremely hard to get settled and move on with your life. Helping these women has given us the idea to develop our Fledglings work and in 2026 we intend to deliver a women focussed decorating and home improvement project.

One of the women is on an IPP license. If you don't know what this is please take some time to visit this website and educate yourself. This type of license is a miscarriage of justice and national scandal. Through our work we have become campaigners to abolish this license for those still on them. Life's have been ruined and will continue to be ruined whilst they still exist.

www.ungripp.com



Stories of Change – Andrew

Andrew (aka Drewie) started at Seagulls on a work experience placement. He was referred to us via Swarthmore College. Swarthmore works with young adults with learning disabilities.

Andrew is hard working, kind and always happy. In 2025 we offered him a job as a driver's mate. Andrew says 'he loves his job and is very happy'.

Big Up Andrew, we think you're great!



Fledglings Project

In 2024, we were successful in our application to NPower for the funding of our 'Fledglings' project.

2025 saw us deliver skills and employment readiness sessions to 16 attendees from Leeds Youth Justice Team. A total of 175 hours of teaching and support. We also saw one of the attendees start his own painting and decorating business.

All attendees who completed the course achieved AQA accreditation in the skills that they had learned that will add to their CV's.

Some feedback from attendees:

'Fledglings provides an opportunity for 'hard to reach children' to give something back to their community while gaining lifestyle skills'.

'I enjoyed the course because it was not like school and I was able to learn new skills by doing them. I liked working with my hands'.



We trained
16 young
people on
our
Fledgling
course

People

We are person-centred in our approach to our volunteer programme as well as in the presentation of our various community focused workshops.

We are non-judgemental, understand the issues that volunteers and attendees face, listen and treat everyone as an equal. We recognize the needs of each individual and take time to allow them to find their own solutions.

Volunteers and workshop attendee feedback confirms that anxiety is reduced and mood improved as a result of their interaction with the team at Seagulls.



14 Fledgling
attendees
achieved
AQA
accreditation

Workshops

2025 saw us pause many of our workshops, but we did host a number of opportunities for people to have fun with paint.

We developed our 'Play with Paint' events that are described as transformative and sooooo much fun!

These events gave people of all ages the ability to be creative and pget messy. The events are all about the process thus empowering all attendees to explore their creative side.

As well as family events we delivered several corporate team building events and plan to do more of these in 2026.



608 tickets
sold for our
'Play with
Paint'
events in
2025

Planet

It has become clear that Seagulls is the leading organization involved in paint reuse across the UK.

We would love other cities to do what we do, and it is credit to Leeds City Council that their contract for us to collect waste paint from recycling centres across Leeds supports our work and delivers such massive impact on the environment.

Over the 21 years of existence, we calculate that we have saved over 6000 tonnes of waste paint and over 10000 tonnes of Carbon. Using our formula and acknowledging that we cannot use around 41% of paint collected, we calculate that our social impact over those years can be calculated at more than £5m!

Cat has continued to work with the 'Paintcare' taskforce in 2025, which is led by the British Coatings Federation (BCF). Paintcare aims to create a circular economy for leftover paint in the UK, increasing the re-use or re-manufacture of waste paint from 2% to 75% by 2030. We are trying hard to move the paint re-use agenda on, and this will remain a key aim in 2026.



We saved over 464 tonnes of paint from going to waste in 2025

Planet

The Seagulls paint collection and reuse activity is available to everyone in Leeds. It is not aimed at any particular group or demographic and everyone in the city returning paint to recycling centres contributes to our environmental benefit.

Through our social media and retail operation, we strive to educate and engage people in the value and importance of recycling and reuse. We hope our positive message encourages people to think about their impact in other aspects of their life.

The Seagulls model is viewed as a beacon of success and is leading the way in third sector paint reuse.

We are also working with consultants to explore how consistent measurement of social and environmental impact can be utilized by other organisations and as a catalyst to better collaboration across all sectors.



Profit

Our Leeds City Council Contract provides stock and income for Seagulls. The processing and resale of waste paint provides income through the shop,

A major cost for us is in the disposal of unusable paint, which is around 41% of the total paint we collect. It costs around 30p a litre for us to dispose of unusable paint.

All profit is invested in the social and environmental programmes that Seagulls deliver.

Seagulls provides value to every customer who passes through the doors of the paint shop and to the local economy.

On average, the price of paint bought through Seagulls Paint shop is 70% cheaper than large DIY stores. This ensures that money is kept circulating within the local economy as well as allowing people who would not normally be able to afford to, the opportunity to improve their living space, with positive impact on self esteem and pride of place.

We also give paint away to those most in need. This was through our Paint Packs and through our 'Giveaways' in 2025.



We gave
away 11520
litres of paint
in 2025

2025 Highlights

331791 litres of paint
saved from waste

18 volunteers worked
3314 hours

100% of volunteers
said confidence i
mprovedg

11520 litres of paint
given away

3 volunteers
employed who were
previously unemployed

21.12 tonnes of
scrap metal sent
for recycling

12952 customers saved
70% on prices compared
to established DIY stores

Paint Packs worth £1340
donated to individuals
and organisations

16 attendees
to our Fledglings project
for 525 hours

739.95 tonnes
of carbon saved

Aligning with UN Sustainable Development Goals

We are proud of our social and environmental purpose.

We have a unique business model that either directly delivers against each of the UN SDG's or at least supports other organisations that influence those SDG's not directly impacted.



Social Value Calculation

As we did in 2023 and 2024, we like to illustrate the difference that we have made in 2025 through allocating a monetary value.

Subjective data is difficult to compile and value. It also takes time that we feel is better used on delivery. In 2025 we have concentrated on the objective data, which can be easily evidenced.

We have adopted a Social Return on Investment approach as part of our evaluation of 2025 which requires judgements to be made and proxies to be used to provide a value. Where possible we have used the The National Themes, Outcomes and Measures (TOMs) Social Value Measurement Framework to provide proxy values.

Judgements made include how much of the impact can be attributed to us and how much would have happened without our activities (Deadweight and Attribution).



Social Value Calculation

Quantitative Data

We collect daily totals of paint collected, and all collected loads are weighed before sorting and reallocation takes place. We also record hours of volunteers and staff members. Sales records are taken from our accounting systems. All quantitative data is verifiable and where conversions have been adopted, they have been sourced from credible and accepted sources, including the conversion of waste paint saved to carbon equivalent (see notes).

Qualitative data

We accept that this data is subject to interpretation and that proxy's adopted may be challenged. However, we work on the theory of 'near enough is good enough', take a pragmatic approach and always err on the side of caution. We have reduced the amount of subjective data used in this year's report and have concentrated, instead, on the personal testimonials and stories of those most impacted by the work we do.



Social Value – volunteers & employment

Activity measured	Calculation	Judgements	Social Value Result
'We Grow People'	3314 volunteer hours x £16.09 per hr.	100% attributed to Seagulls. No drop out allocated as all retained. TOM's NT8 proxy	£53,322
Improved Mental Health	Overall, all volunteers surveyed confirmed improved mental health (applied to all 18 volunteers x £50 per hour/wk**)	50% reduction as family and other influence. Also accept that 25 % volunteers would have volunteered elsewhere, with similar results. Overall reduction 75%. Proxy used, average cost of counsellor per hour.	£11700
Full time employment	3 persons employed, previously long-term unemployed.***	100% attributed to Seagulls £20481pp TOM's NT3 proxy used	£61443
Improved confidence to achieve employment	All surveyed volunteers improved confidence x £50 per hour.**	50% reduction as other influences. 25% reduction acknowledges that proportion would volunteer elsewhere with similar results. Proxy used, average cost of counsellor per hour.	£11700
Total 2025 Social Value			£138165

Social Value – Fledglings and special projects

Activity measured	Calculation	Judgements	Social Value Result
Employment Training (Fledglings)	16 attendees attended* Total 525 hours x £16.09 (TOMS)	100% attributed to Seagulls. TOM's NT8 proxy	£8447
Pathway to employment (Fledglings)	1 attendee started their own business (self employed)	100% attributed to Seagulls. £20481 – TOM's NT3 proxy used	£20481
Pathway to further education (Fledglings)	1 attendee attending college	50% attributed to Seagulls. £14782 – TOM's NT4a	£7391
Ex-prisoners supported to rehabilitation from prison	2 ex-prisoner volunteers not returning to prison in 2025 with specific support plans.	Cost to Society of imprisonment £53801 pa (Ministry of Justice stats April 2025) Vol A – 50% attributed to Seagulls support Vol B - 90% attributed to Seagulls support	£75321
Total 2025 Social Value			£111,640

Environmental Value

Activity measured	Calculation	Judgements	Social Value Result
Amount of Paint saved from landfill	331791 litres of paint (464.5 tonnes)**** is saved from waste x 30p	41% of waste paint is sent to waste as no alternative and has been subtracted.	£58726
CO2 emissions saved	59% of 464.5 tonnes of paint saved x 2.7 CO2 saving = 739.95 tonnes of CO2***** Proxy of tree carbon saving average of 10kg per year for first 20 years of life = 73995 trees. Cost of tree planting £5 per tree.	100% attributed to Seagulls. Using conversion multiple of paint saved to CO2 of 2.7 Community Repaint report. Also, data of CO2 saved from the 'One Tree Planted' website and cost of tree planting from Forestry England	£369975
Waste metal recycled	21.12 tonnes of metal sent for recycling @ £96.70 per tonne	Using TOM's proxy NT72	£2042
Total 2025 Environmental Value			£430543

Economic Value

Activity measured	Calculation	Judgements	Social Value Result
Amount of money recirculated in the local economy	12952 customers recorded x Average £22.47 spend = £291031 Average saving compared to large DIY chain prices = 70% (Homebase comparison)*****	We have assumed that 30% of the customers would shop at 'sales' at other outlets if Seagull didn't exist. Also, average person in UK saves 16% of income and we assume would save that amount of the saving. Total adjustment 46% of total	£110009
Paint given away to families unable to afford Seagulls prices as part of the 'Paint Pack' and Paint Giveaway programmes, with impact on self esteem and pride in place	11520 litres given away in Paint Giveaway campaigns. Average cost to Seagulls £5.40/litre = £62208. Paint Packs donated to individuals and organisations value £1340	Reduced by 25% as impact not fully attributable to free paint.	£47661
Total 2025 Economic Value			£157670

Notes to the Calculations

*. Whilst the numbers on the Fledglings course varied during the period, our data confirms that we delivered at least 175 3-hour sessions to 16 attendees.

**Overall, the volunteers surveyed confirmed that their mental health had improved by an average of 80% over the year. Surveys were undertaken at the start and end of their volunteering period asking for ratings out of 10. We have applied Deadweight and Attribution reductions that recognize the other influences on mental health improvement outside Seagulls and that we are not the only organization offering volunteering opportunities.

***Whilst we employed 6 new members of staff in 2025, only 3 were previously unemployed.

**** On average, 1 litre of paint weighs 1.4 kg. So, 331,793 litres = 464,510kgs = 464.5 tonnes.

***** Conversion of paint saved to CO2 saved at 2.7. See <https://communityrepaint.org.uk/wp-content/uploads/2021/03/How-to-calculate-your-scheme-s-CO2-savings.pdf>

***** Price comparison for like for like products made with Homebase and average saving taken across the range.

Overall Social, Environmental and Economic Value 2025

- Using the calculations outlined, total Social, Environmental and Economic value in 2024 is evaluated at **£838015**
- For each £1 spent by customers at Seagulls in 2025, the Social, Environmental and Economic return is **£2.88** using the measures outlined.
- We are proud of our achievements in 2025 and look forward to adding greater value in 2026



Onto 2026

2025 saw Seagulls increase our numbers of customers, the amount of paint collected and sold and as a result, a leap in the value of our environmental impact.

Our social media stats show that awareness of Seagulls has increased in 2025 and we are certain that we will see incremental improvements in our collections and sales in 2026.

We still need to refine the disposal of unusable paint, and if successful will further improve our environmental impact.

Our Fledglings project has been successful in 2025 and will be expanded in 2026. We acknowledge that the attendees were male dominated and intend to redress that balance by attracting more girls and women in 2026.

We continue to work with the most vulnerable and disadvantaged and will look to attract volunteer numbers at least matching the 18 that attended on average in 2025.



Onto 2026

We commit to maintain our prices at a level which offers at least a 70% discount on more commercial outlets. We will also look to run 'giveaway campaigns' where we see a surplus, and to provide pant packs to the most in need.

We could so so much more with a warm, bespoke building. We have compiled a taskforce to assist in our search for a building to provide us with security of tenure and a foundation on which we can increase our impact even further.

We want 2026 to be a year of influence. We want to see our impact replicated across the UK and hope to see the 'Paintcare' initiative progress at a speedier pace.

We are collaborating with partners to develop a system of Impact recording and distribution and will host an event in May 2026 to present our intentions and gather opinions.



In 2026 we will

People

- Grow the number of volunteers to 20
- Develop our Fledglings project with an emphasis on women
- Employ at least one volunteer into a full time post
- Build on our collaboration in Holbeck with Holbeck Together to complete at least one project together
- Build the roles and responsibilities of people within the business

Planet

- Continue to refine the disposal of our waste paint to ensure maximum environmental impact
- Influence the Cities and Regions outside Leeds to adopt the Seagulls approach
- Continue to press BCF to implement the 'Paintcare' initiative
- Concentrate on increasing collections per week and numbers of customers to 15000 per annum
- Find a new building to ensure that we have sustainability of tenure for the foreseeable future

Profit

- Consider transfer to CIO constitution to protect profits and ensure maximum investment into our community
- Develop the idea of Social Impact Credits to reward more businesses for investment in community projects
- Continue to offer our products at a minimum discount of 70% against established DIY outlets