

**2026 PARTNERSHIP PACK**

# Partner with purpose.

MEM Academy CIC is a new social enterprise training and placing ex-offenders and at-risk young people into careers in fitness. We're looking for early CSR partners to help us build the pipeline.

**PREPARED FOR**

Corporate gym partners · NHS trusts · Local authorities · Social impact funders

**ISSUED**

January 2026

[memacademy.org](http://memacademy.org) · [enquiries@mem.fitness](mailto:enquiries@mem.fitness)

## THE CHALLENGE

# A broken cycle — and a clear way out.

Reoffending costs the UK an estimated £18 billion a year (Ministry of Justice). Employment after release is the single strongest protective factor — yet the pipeline from prison and at-risk communities into UK gyms barely exists.

MEM Academy was founded to close that gap: train lived-experience coaches to industry standard, and connect them with employers who want both reliable staff and a verifiable social impact story.

## WHAT THIS MEANS FOR PARTNERS

- Access to a motivated, qualified workforce as we grow.
- A documented social impact story you can report on.
- Early-partner status with a new CIC building from day one.

*Source: Ministry of Justice, Economic and social costs of reoffending (2019, updated estimates).*

**ABOUT MEM ACADEMY**

# A new Community Interest Company.

MEM Academy CIC is a registered Community Interest Company. We're early-stage — building delivery, course content, employer partnerships and our reporting framework in 2026.

We are not yet funded by major foundations and do not have national delivery contracts. We're seeking founding partners who want to shape that journey with us.

**WHAT WE'RE BUILDING**

- Level 2 / Level 3 fitness qualifications for lived-experience candidates.
- A vetted coach pipeline for partner gyms and NHS / local authority sites.
- Quarterly impact reporting against agreed outcome metrics.
- An employer-facing platform for placements and ongoing support.

**EVIDENCE**

# Honest reporting from day one.

We have not yet completed a full delivery cycle, so we won't quote outcomes we can't yet evidence. Here's what we will track for every partner from the start:

- Candidates referred, started and qualified.
- Placements into paid employment or self-employment.
- Retention at 3, 6 and 12 months.
- Re-contact with the justice system (where consent allows), benchmarked against published baselines.
- Community sessions delivered and people reached.

Each partner receives a quarterly PDF report covering their share of the above, plus narrative case studies and ESG-ready citations.

*Public baselines we benchmark against: MoJ Proven Reoffending Statistics; Sport England Active Lives; CIPD Health and Wellbeing at Work.*

**HOW WE PARTNER**

# Bespoke, not off-the-shelf.

We're deliberately not publishing fixed Bronze / Silver / Gold tiers. As a new CIC, we'd rather scope each partnership against real goals — your hiring needs, your CSR / ESG reporting cycle, and the regions where you operate.

**EVERY PARTNERSHIP INCLUDES**

- A signed MOU with agreed outcome metrics and reporting cadence.
- MEM Verified badge and Impact Partner listing on memacademy.org.
- Pre-vetted candidate referrals to your roles before public release.
- A quarterly branded impact PDF you can drop into ESG reports.
- A named MEM relationship lead and direct line into the team.

Costs are agreed up front based on scope. Talk to us about what you need and we'll come back with a proposal within five working days.

**PROCESS**

# From first call to first report.

- 01 Discovery call**  
30 minutes. We understand your hiring goals, CSR objectives and reporting needs.

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- 02 Scoped proposal**  
We come back with a written partnership proposal — outcomes, cadence and cost.

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- 03 MOU and onboarding**  
Sign the MOU. We badge your listing, brief candidates and set up reporting.

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- 04 Delivery and referrals**  
Pre-vetted candidates are funnelled to your roles. Community sessions begin.

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- 05 Quarterly review**  
A branded impact PDF every quarter. Annual review to refresh and renew.

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**BECOME AN EARLY PARTNER**

# Help us turn hiring into lasting social change.

If you'd like to explore partnering with MEM Academy, get in touch and a member of the team will book a discovery call within two working days.

**CONTACT**

enquiries@mem.fitness

[memacademy.org/csr-partnership](https://memacademy.org/csr-partnership)

MEM Academy CIC is a registered Community Interest Company in England and Wales. All figures used elsewhere on [memacademy.org](https://memacademy.org) are cited to public sources (CIPD, Sport England, Wellhub, Ministry of Justice). We do not publish unverified outcome statistics.