



If you're looking to collaborate on partnerships, funding, or community investment in London and South of England, get in touch with the Community Foundation Team.

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Community Impact Report 2025

Thriving and resilient communities over generations, where everyone can reach their full potential

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Empowering people and community partnerships to enable them to thrive over generations

Introduction

At SNG, our commitment to building thriving, resilient communities is central to everything we do.

We're proud to share the Community Impact Report 2025, highlighting the transformative work we've done to improve environmental and social outcomes for our customers and the communities we serve.

In a time of growing challenges for our social housing customers facing rising living costs, we remain true to our social purpose: we are more than just a landlord.

Our mission, "Empowering people and community partnerships to enable them to thrive over generations", shapes our approach to community investment, collaboration, and long-term change. We believe everyone deserves the chance to reach their full potential, and our vision of "Thriving and resilient communities over generations" drives our strategy and actions.

This year we're preparing to launch the SNG Community Foundation – a bold step in deepening our impact. It reflects our renewed commitment to investing in communities, supporting innovative projects, strengthening local partnerships, and responding to evolving customer needs. Built on empowerment, sustainability, and inclusivity, the Foundation is a platform for lasting change.

We understand the challenging climate our customers face. Rising costs, economic uncertainty, and social inequalities continue to affect daily life. That's why our work goes beyond housing – we're tackling these issues through targeted initiatives that build financial resilience, support mental wellbeing, create employment opportunities, and promote environmental sustainability.

Together, we've generated an impressive £140 million in social value, a powerful reflection of community-led solutions and strategic investment. This includes tangible benefits like better health, education, and employment access, as well as the deeper impact of hope, dignity, and opportunity.

We're proud of what we've achieved, but there's more to do. This report shares the stories, data, and partnerships that have shaped our journey over the past year. It highlights the real-world impact of our work and the lives we've touched – while setting the stage for what's next: a future where every community we serve can thrive, adapt, and grow for generations to come.

With our customers, partners, and stakeholders, we're building a lasting legacy of resilience, empowerment, and progress. Thank you for being part of the journey.



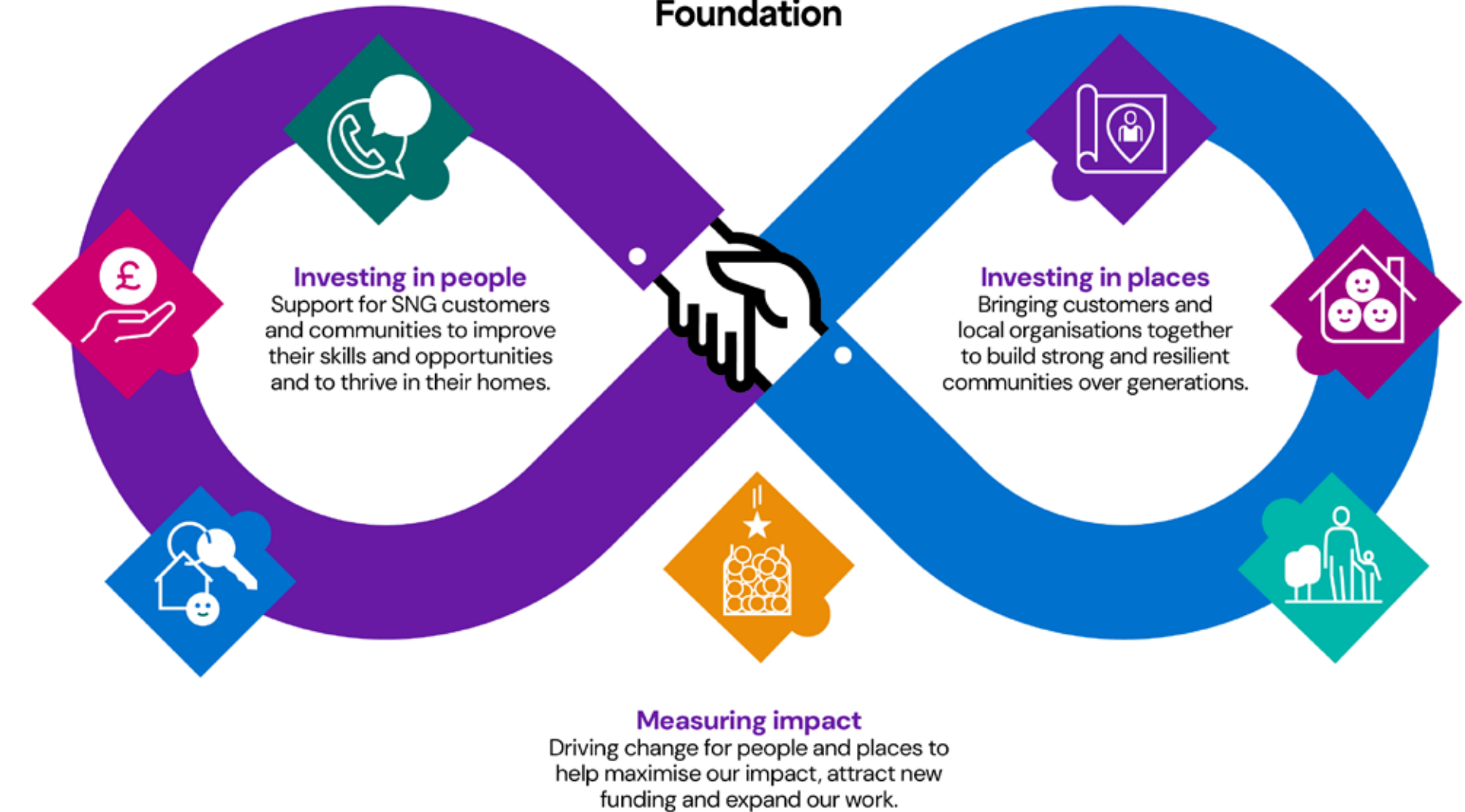
Matt Buckham
Managing Director – SNG Community Foundation

Driving change through the SNG Community Foundation

The SNG Community Foundation is a powerful platform for creating lasting, positive change – not just for our customers, but for entire neighbourhoods and communities. Through our inclusive and wide-reaching offer, we bring together customers, colleagues, and partners to unlock opportunities and build stronger, more resilient communities.



Thriving and resilient communities over generations, where everyone can reach their full potential



Investing in people

Through our offer for all, we connect our customers, communities and colleagues. We provide support that's open to SNG customers regardless of their tenure, helping people gain skills and confidence to access meaningful work, manage their finances, get online, and reduce debt. We also create opportunities for volunteering and invest in local projects through community grants, making sure our offer reflects real local needs and delivers lasting impact.

Investing in place

We're working in partnership with local people and organisations to shape places that reflect community priorities. By investing in local economies, shared spaces, and long-term regeneration, we aim to build stronger, fairer neighbourhoods. We support community-led change by empowering customers, encouraging local leadership, and ensuring that everyone has a voice in shaping the future of their area.

Measuring impact

We're focused on creating lasting benefits for communities by making the most of our resources and attracting new funding to grow our work. By aligning our efforts with social investment and evidence-based approaches, including measuring our social value, we aim to support healthier, more connected lives. Everything we do is guided by a clear understanding of what works, helping us deliver real impact where it matters most.



Together, we're creating places where people can thrive – economically, socially and emotionally



Key highlights

Here are some highlights we've achieved as a team, making a real difference in our communities. Throughout this report, you'll find many more examples of the work we've done in practice through our customer impact stories.



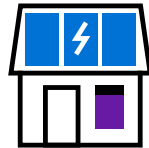
£2.6m

in external funding secured to benefit SNG customers and communities



424

community organisations strengthened through funding and capacity-building support



4,206

fuel poverty interventions delivered to keep homes warm, and families supported



382

people supported into employment, opening doors to brighter futures



965

individuals gained digital skills and access to essential digital tools



£1.34m

savings to customers through expert debt advice and financial guidance



117

aspiring entrepreneurs empowered to launch their own businesses



10,122

financial inclusion outcomes delivered, helping customers take control of their finances and build financial resilience



31,171

community engagements, building stronger, more connected neighbourhoods



£140.6m

in social value generated across our communities



737

young people engaged in youth-led social action, becoming changemakers in their communities



2,569

training outcomes achieved, boosting skills and confidence across our communities

Prevention and partnership:

Creating safer, stronger communities

At SNG, we're committed to building communities where everyone feels safe, supported, and empowered. Our work to reduce anti-social behaviour, hate crime, and domestic abuse goes beyond bricks and mortar – it's about fostering trust, resilience, and long-term change.

We know that safer communities aren't created by enforcement alone. While clean streets, better lighting, CCTV, and visible policing play a role, real change comes from collaboration, prevention, and community-led action. That's why we invest in education, cultural awareness, health initiatives, and active resident participation – because when people feel confident and connected, communities thrive.



“ASB, knife crime, and serious violence can have a devastating impact. SNG is committed to early, joined-up action that offers meaningful support and real alternatives for young people. We’re excited to see this programme evolve and to share our learning with others in the sector.”

Spotlight: Positive Pathways Programme – Basingstoke, Hampshire

Launched by SNG, the Positive Pathways Network brings together Hampshire and Isle of Wight Constabulary, Hampshire and Isle of Wight Fire & Rescue Service, Basingstoke and Deane Borough Council and local community groups to tackle serious anti-social behaviour, violence, and youth crime.

In partnership with the Basingstoke Violence Reduction Unit, the programme takes a joined-up, preventative approach – combining early intervention, shared learning, and targeted support to create safer spaces and brighter futures.

Key highlights include:

- **Positive Pathway small grants** launched by SNG to support youth activities, family programmes, skills training, and specialist services in priority areas.
- **School-based sessions** across five areas, helping young people build resilience, explore identity, and develop positive behaviours.
- To date **ASB and Knife Crime workshops** have been delivered in nine schools.
- Plans to establish a **youth panel**, ensuring young voices shape the programme's direction.
- **Multi-agency training and shared resources** to strengthen frontline responses and embed best practice.

“The team is thrilled to be a part of the Positive Pathways Programme. We are fully committed to tackling anti-social behaviour and crime in the district and this programme enables us to work closely with our partners to ensure Basingstoke remains a safe place to live, work and visit.”

Police Sergeant Callum Bushell
Basingstoke Town Neighbourhood Policing Team

Stronger connections:

How nature supports community wellbeing

At SNG, sustainability isn't just about the environment – it's about creating spaces where people and nature thrive together. Across our schemes, we've seen how small changes to outdoor spaces and community activities can spark meaningful transformation. From restoring gardens to hosting shared meals, these initiatives help build stronger bonds, improve wellbeing, and create lasting social value.



The revitalised garden at Notre Dame House was awarded 1st place in the In Bloom Thriving Community Garden Award 2024. It was brought to life through environmental workshops and customer collaboration.

Turning quiet places into vibrant spaces

Notre Dame House, Stonehouse, Plymouth is one of SNG's housing schemes for older people. Before spring 2024, the community was quiet, with little neighbour interaction and neglected outdoor spaces. The lack of social connection was affecting customers' wellbeing but there was clear potential for positive change.

Working with customers, SNG co-developed a plan and partnered with two local organisations. Plymouth Environmental Action (PEA) led workshops to restore flowerbeds, remove weeds, and plant donated flowers. Fair Table CIC ran cookery sessions, helping customers connect through food and shared experiences.

The results were transformative:



32 customers took part in PEA's activities, generating £442,704 in social value.



15 customers joined Fair Table's workshops, contributing £252,435 in social value.



Customers reported improved diets, greater confidence, and relief from depression and anxiety. The once-underused garden became a vibrant, welcoming space.

"More people than ever are using the garden, sitting in it regularly and commenting how it looks and smells so nice."

Resilient communities:

Our response to the rise in living costs

Our financial inclusion service provides free, confidential support to help customers take control of their finances and improve their overall wellbeing. Delivered by SNG in partnership with trusted specialists, the service is designed to open up access to sustainable, long-term solutions, from managing money and reducing debt to building confidence.

By breaking down barriers and boosting resilience, we're helping individuals and communities thrive in an increasingly financially complex world.

Angela's journey to stability and empowerment

Angela self-referred to the debt team in crisis, struggling to pay rent and utility bills, with no money left for food. Her Personal Independence Payment (PIP) had stopped, leaving her financially vulnerable while she awaited a mandatory reconsideration (MR). She was also facing delays in a mutual exchange application to move homes, adding to her stress.

Tailored support and immediate relief

Angela's goals were clear: move to a more suitable property and regain financial stability. Our team focused on income maximisation and short-term debt solutions to ease her burden during the MR process.

Immediate interventions included:

- foodbank and fuel vouchers to address urgent needs
- warm pack to help with heating costs

Ongoing support included:

- reduced water bill from £40 to £10 per month via Wessex Water
- guidance on free bank accounts post-bankruptcy, saving £10.95 per month
- referral to Pocket Power for further financial support

Turning point

Three weeks later, Angela's PIP was reinstated, resulting in a £3,500 back payment. She used this to clear arrears and catch up on bills.

We then supported her in exploring bedroom tax exemption due to care needs and helped her complete a successful mutual exchange. She now lives in a new home where she feels happier and financially secure.



"The help I received was exceptional. I was made aware of things I had no idea existed. If it wasn't for SNG, I'd still be struggling – or worse, homeless. This support has taken so much stress away from me and my son. We're now looking forward to a brighter future."

Placemaking through partnership:

Transforming Aldermoor Park

At SNG, we believe thriving communities are built through collaboration, not just construction. By listening to customers, working with local partners, and investing in shared goals, we help turn everyday spaces into places of pride, connection, and wellbeing.

One such example began with a simple request in Lordshill, Southampton – proof that when community voices lead the way, meaningful change follows.



This project is an example of placemaking through partnership – where community voices, collaboration, and investment come together to help communities thrive.

It all started with a simple request from residents attending a resident consultation at Lordshill, Southampton: “We’d love better facilities in our park.” Young families and children shared their hopes for a space to play, stay active, and connect.

Working in partnership with Southampton City Council, and supported by local organisations, SNG helped secure £75,000 from the Veolia Environmental Trust, with an additional £7,500 contributed by SNG. This enabled the transformation of Aldermoor Park into a vibrant, multi-use space.

The new facilities include:

- a multi-use games area (MUGA) with football and basketball goal ends
- fresh court markings and secure fencing
- an outdoor gym

The park was officially unveiled at a celebratory event attended by business leaders, city councillors, SNG staff, and local residents – many of whom were already enjoying the new space.

To build on the momentum, SNG funded a local youth organisation, Youth Options, to run summer holiday activities, encouraging healthy, positive engagement.

“Spaces like these are so important for families in the local area and beyond. The new games area will promote a fun and active lifestyle, and I hope people continue to enjoy the games area and outdoor gym whatever the weather.”

Councillor John Savage,
Cabinet Member for
Environment and Net Zero at
Southampton City Council

Closing the gap:

Creating digitally connected communities

In the UK, over one in three people aged 65+ (around 4.7 million), lack the basic digital skills needed to navigate the online world, and 2.3 million don't use the internet at all (Age UK). This digital exclusion can lead to isolation, missed opportunities, and financial disadvantage.

Our Tea and Tech project is changing that.

"I personally regained confidence that I had lost and also learned to do things I'd not known about or hadn't tried before. Thanks for all your support!"

Tea and Tech is more than a training programme – it's a movement for inclusion, independence, and community connection.

Launched in October 2024, in partnership with trusted digital inclusion experts Work Advisor Ltd, the project empowers older customers across our communities to build confidence and develop essential digital skills. It helps them unlock the benefits of being online, from managing finances and accessing services to staying connected with loved ones.

We've delivered over 800 hours of support, across 90 workshop sessions, and helped more than 80 older people take their first or next steps into the digital world. Support is tailored to each individual – whether through relaxed group sessions or one-to-one coaching – ensuring everyone learns at their own pace in a friendly, welcoming environment.

But the impact goes beyond digital skills. Participants have formed new friendships, strengthened community ties, and some have even become Digital Champions, helping others in their schemes or neighbourhoods to get online too.

800
hours of
support

90
workshop
sessions

80
older people take
their next steps
into the digital
world



Connecting communities:

Building healthier, happier lives

At SNG, we recognise the powerful link between housing and health – and we’re committed to investing in the wellbeing of our older residents. We help people live healthier and more connected lives and, through our work with Intergenerational England, have promoted the value of intergenerational connections in communities.

“I’m surprised at myself. I’ve not been able to stand on my own for some time.”

John, Eddie Court customer, aged 81



Stronger, happier, more connected

This initiative shows how listening to communities and investing in place-based solutions can lead to lasting change, helping older people feel healthier, more empowered, and more connected.

In March 2024, we secured £83,000 from the Hampshire Active Health Programme to deliver a targeted health and wellbeing initiative in communities facing health inequalities.

This programme was shaped by the voices of residents. In December 2023, we visited 293 households across eight Housing for Older People (HOP) schemes, where residents shared how the pandemic and cost-of-living crisis had deeply affected their physical and mental health – leaving many isolated and unable to take part in positive activities.

In response, we partnered with Age Concern Hampshire to co-deliver a 10-month wellbeing and physical activity programme across seven HOP schemes in Basingstoke and the New Forest. The programme focused on:

- boosting confidence to take part in physical activities
- increasing participation in regular movement and wellbeing sessions
- improving overall health and wellbeing
- training and supporting resident Wellbeing Champions to sustain the programme and inspire others

The impact has been profound. Over the course of the programme, residents have not only gained strength and confidence – but they’ve also built new friendships, reconnected with their communities, and rediscovered joy in movement.



“The physical activity we do here is as a group, which is lovely and brings us together.”

Scan the QR code below to watch how SNG, in partnership with Age Concern, is building an active residential community designed to help customers stay mobile, connected, and supported.



Building brighter futures:

Investing in skills, confidence and careers

Our Employment and Skills team offers a personalised service of guidance, support and practical help to customers looking to access training, placements, or work that's right for them.

We help our customers who are looking for their first job; want to start, maintain, or grow their own business; would like to gain a qualification; or take the next steps on their career.



From struggle to strength: Amy's journey

When work becomes a source of stress and unhappiness, it can take a serious toll on your mental health. That was the case for Amy, who was referred to our Employment and Skills team after being signed off work due to depression.

Amy knew she needed a fresh start – but she didn't know where to begin. That's when she met Kirsty, one of our dedicated employment and skills coaches. Together, they explored Amy's strengths, experiences, and aspirations. Kirsty helped Amy craft a CV that reflected not just her skills, but her resilience and potential.

Having survived domestic abuse, Amy felt a strong desire to support others facing hardship. With Kirsty's guidance, she began to see how her lived experience could become a powerful asset. They worked together to build Amy's confidence, identify meaningful career paths, and prepare for interviews.

Amy set her sights on a role where she could make a real difference – supporting women involved in the criminal justice system. With support from the team, she completed a Trauma Awareness Certificate through the New Skills Academy, further strengthening her readiness.

Today, Amy is thriving in her new role as a criminal justice keyworker, helping women affected by addiction and disadvantage. Her transformation has been life changing.



"I don't know where I'd be without the Employment and Skills team. Having someone there to keep me on track really helped. I don't get down days any more, and I've even come off antidepressants. I couldn't ask for a better job."

Empowering the next generation:

Investing in young people

At SNG, we believe in the power of young people to shape the future of their communities. That's why we've committed £1.5 million to youth social action through the SNG #iwill Fund – creating meaningful opportunities for young people to lead, influence, and inspire change.

Launched in 2022, the fund is part of a £66 million national investment from The National Lottery Community Fund and the Department for Culture, Media and Sport (DCMS). It supports grassroots organisations to deliver projects that build confidence, develop leadership skills, and promote wellbeing among young people aged 10–20.

Through this fund, we've enabled a diverse range of programmes. From environmental campaigns to creative arts initiatives, these programmes give young people a platform to raise their voices and act on issues that matter to them. Eligible organisations can apply for grants to deliver projects aligned with the fund's mission: to unlock youth potential and drive community impact.

Proudly supporting
youth social action



Department
for Culture
Media & Sport



Oliver at the unveiling of the
Save Our Future mural



737
young people
engaged in youth
social action

£3,189,390
of social value
generated

34
youth engagements
shaping the SNG
#iwill programme

Oliver's journey – building confidence through Youth Social Action

Independent Arts received £9,943 funding from the SNG #iwill Fund to deliver SNG's Wellbeing Champions Programme, aimed at equipping young people aged 10–20 with tools to support their mental health, advocate for their peers, and lead youth social action projects. The programme included the Arts Lab, a weekly creative space where participants explored wellbeing through collaborative art.

Oliver's transformation

Oliver, aged 12, joined the programme as a shy participant with limited confidence. Through the Arts Lab, his artistic talent quickly emerged. He contributed to public-facing projects, including window displays for the Biosphere Festival, and created an expressive piece, inspired by Matisse, that sparked group discussions around emotional wellbeing.

Over time, Oliver's confidence grew significantly. He began sharing ideas, engaging more openly, and inspiring his peers to do the same. He played a key role in shaping the group's youth-led campaign focused on beach clean-ups and ocean conservation – demonstrating leadership and a strong sense of social responsibility.

Impact

- Increased confidence and wellbeing for Oliver and his peers.
- Youth-led environmental action initiated by the group.
- Creative engagement used as a tool for mental health awareness.
- Community visibility through public exhibitions and festivals.

Oliver is one of 3,270 young people supported through the SNG #iwill Fund. Of those, 826 were new to youth social action, and 740 expressed a desire to continue their involvement beyond the programme.

Sustainability and future plans

Given the programme's success, Independent Arts is exploring ways to sustain the Arts Lab beyond the current funding cycle. The goal is to continue empowering young people to become confident advocates for change within their communities.

Oliver's journey highlights the transformative power of creativity and youth-led action in building resilience, confidence, and community impact.

Driving local solutions:

Investing in community grants that make a difference

Our Community Grants programme invests directly in local people and places, supporting projects that improve wellbeing, boost quality of life, and help communities thrive. We fund grassroots organisations that share our values and deliver locally-led solutions shaped by the voices of our customers and communities.



“The funding has been transformational. Together, we’ve created a space where everyone belongs and where young people can see a future full of possibility.”

Landsdowne Community Café: Empowering young people

With a £5,000 grant from our Thriving Communities Fund, the Landsdowne Community Café in Stockwell, Lambeth, has become a vibrant new space where inclusion, learning, and connection thrive.

Run by pupils from Landsdowne School, the café was born from a simple but powerful idea: young people with additional needs wanted more opportunities to connect with their local community. The café now serves as a welcoming hub where students gain real-world experience, build confidence, and develop vital life and employability skills – while also meeting a local need for inclusive, community-led spaces.

Over 20 weeks, the café welcomed more than 300 residents and supported 20 pupils to grow their skills, independence, and aspirations. The impact has been felt on both sides of the counter.

This initiative is more than a café, it’s a model for how small investments in the right places can unlock potential, build resilience, and bring communities closer together.

Driving social value through partnerships and responsible supply chains

By working closely with our supply chain and partners, we create meaningful opportunities that improve lives and strengthen the communities we serve.



“It literally saved my life. I’m 65 years old and was living and sleeping in one room as I couldn’t afford to heat any other rooms.”

SNG customer

We use the Housing Associations’ Charitable Trust (HACT) Wellbeing Valuation to measure social impact across our activities. In 2024/25 we generated over £140m of social value – from supporting customers into employment and training to promoting financial and digital inclusion, providing a debt advice service and community grant giving.

- £140.9m social value generated
- Over £122,000 donated for social value activity from suppliers
- £80,000 donated for SNG Energy Support
- 22 Community Partners supported
- 19 suppliers delivering Social Value
- 121 hours of volunteering time delivered

One notable partnership is with Jewson, a trusted building supplier. Over the past year, Jewson has actively supported a range of initiatives, including:

- judging a customer business training course as a ‘Dragon’ and providing vouchers to all participants
- joining a community litter-pick day
- donating 10 wheelbarrows for a community clean-up
- supplying toolkits for apprentices

This hands-on involvement deepened when Jewson spent time with our financial and digital inclusion team. Inspired by what they saw, they chose to invest in our ‘Heating and Eating’ initiative – funding an £80,000 programme to tackle food and fuel insecurity.

Guided by local insights and data, the funding enabled SNG to:

- deliver free, impartial energy advice to over 500 households
- strengthen community partner capacity to share energy-saving knowledge
- provide crisis support, including emergency fuel vouchers, energy-efficient appliances, and energy-saving kits

“Jewson Partnership Solutions are proud to partner with SNG and support communities. Harnessing the power of our supply chain allows us to contribute to meaningful legacy projects and see tangible outcomes for people.”

Julie Alder, Partnerships Account Manager at Jewson Partnership Solutions





DESIGNED WITH
INSPIRATION FROM
THE LOCAL
COMMUNITY