

Community Impact 2022

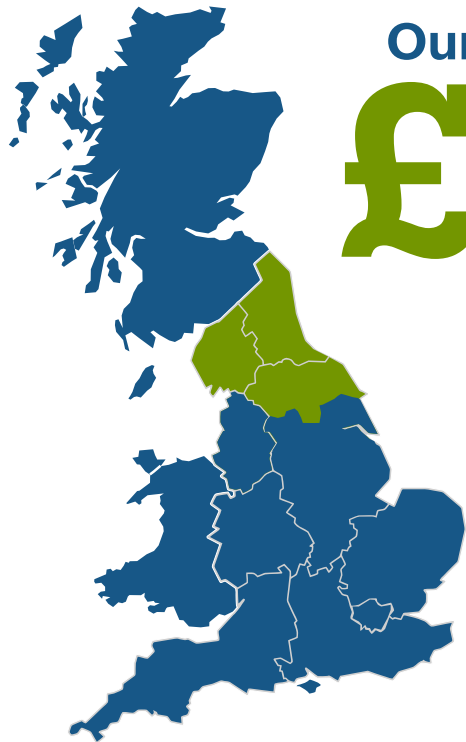


Sunderland Bangladesh
International Centre
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Community Impact 2022

Introduction



Our total community contributions in 2022:

£544,807



Which positively impacted more than:



71,000

people in the North East, Cumbria and North Yorkshire

We're committed to the people and places that make up our heartland

For more than 160 years we've helped people from all walks of life to own their own homes, save for the future and receive trusted financial advice. Providing these essential services to generations of members is why we exist.

As the region's building society, our role is about much more than just financial products and services.

We're committed to the people and places that make up our heartland, and across our whole Society we work hard to help deliver positive change and bring our Purpose to life; to connect our communities with a better financial future.

Community Impact summarises how we've continued to deliver on our purpose during 2022. Our total community contributions in 2022 totalled £544,807, which positively impacted 71,587 people across the North East, Cumbria, and North Yorkshire.

Our colleagues have also shown incredible generosity with their time, skills, and money. In 2022, they delivered more than 900 days of volunteering and helped raise £18,500 for our Community Fund at the Community Foundation serving Tyne & Wear and Northumberland, through fundraising activities and Give As You Earn contributions.

Community Impact 2022

How we support our communities

Community grants

The Newcastle Building Society Community Fund at the Community Foundation is designed to provide a long term funding legacy to help charities and community groups in our region.

In 2022, our Fund grew to £2.3m and we supported 77 organisations with tailored grant giving, worth more than £215,000. We continued to support the specific needs of our communities, focusing on tackling issues around social isolation, food poverty, employability and debt management, alongside our long-standing support for cancer charities, while also introducing a new strand to our grant giving – the environment.

We focused our support for issues around:



Social Isolation



Food Poverty



Employability



Homelessness



The Environment



Debt Management

By widening the remit of our Community Fund to include the environment, we supported causes aiming to insulate buildings, protect wildlife, promote nature conservation and enable community groups to improve their physical and mental wellbeing through horticulture-based activities.



Addressing social isolation

With the impacts of Covid-19 still being felt in our communities, we recognised a clear need to help bring people back together.

In March we awarded grants to a variety of organisations across the region to help them celebrate the Queen's Platinum Jubilee and tackle the growing issue of social isolation, which had increased as a result of the pandemic.



Scan the QR code to view our Jubilee grants film

Community rooms

Our extensive network of branches are also well placed to play a small part in helping community groups maintain contact with their social networks. We have a total of 14 community rooms and these are well used by groups from a diverse range of backgrounds. Our community rooms are free to use and provide welcoming facilities – perfect for getting together with others in a warm space.

Community Impact 2022

How we support our communities

Partnerships and collaboration

Our active charity partnerships are guided by our mission to build and strengthen our region's prosperity through investment in the development of workplace readiness, skills, and meaningful careers.

The North East has a higher than average rate of unemployment and the highest rates of child poverty in the UK.

We work collaboratively with our partners to find talent and build opportunity and brighter futures for those who might otherwise be overlooked and left behind.

Relationships with Newcastle United Foundation, The Prince's Trust, and Walking With The Wounded are directed to realising the potential that sits in our region. As part of these partnerships we deliver work introduction sessions, help build work readiness, and even provide a supported route into apprenticeships and permanent roles in our organisation.



Prince's Trust



Celebrating a milestone with the Sir Bobby Robson Foundation

Having first formed our relationship with the Sir Bobby Robson Foundation in 2012, contributions made by our Society surpassed all early expectations, and is now standing at well over £3m.



Scan the QR code to view our 10-year anniversary film with the Sir Bobby Robson Foundation

Community Impact 2022

Regional employability

Newcastle United Foundation

With the opening of NUCASTLE powered by Newcastle Building Society in March 2022, we helped to deliver a brand new, state-of-the-art community facility, providing extensive employability, skills, sports and fitness activities in the heart of the community. The building enables the delivery of wellbeing and education programmes for the wider region, supporting people to become fitter, healthier, and more active.

In partnership with Newcastle United Foundation, our colleagues have delivered an extensive programme of activities, which have been attended by 7,752 young people.

We actively support the delivery of an extensive programme of:



Work experience opportunities



Mock interviews



Career skills sessions



Employability workshops

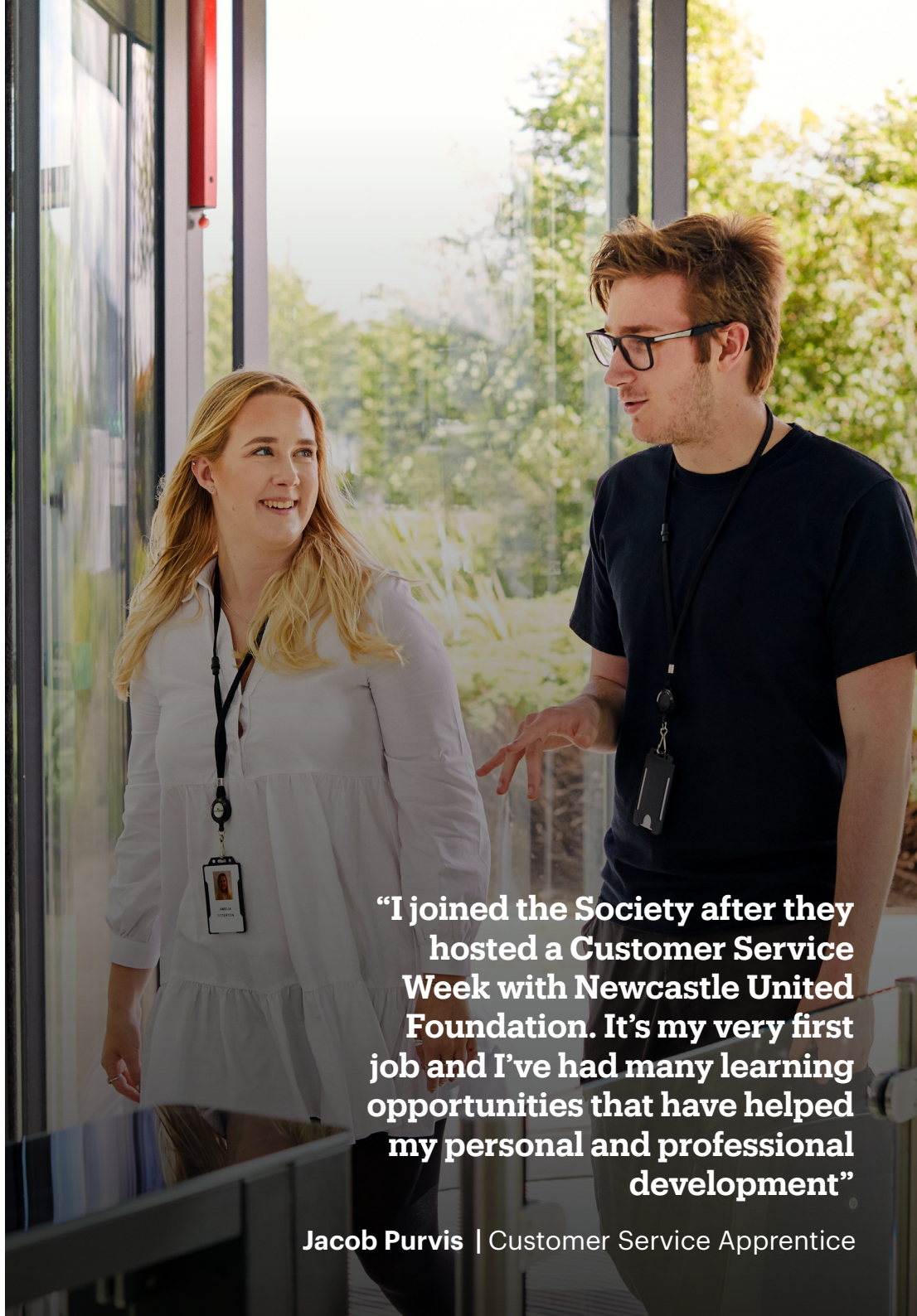


Money management workshops

Over the last year, colleagues have volunteered 540 hours with the Foundation, and have delivered 18 school workshops.

Beyond this, a bespoke apprenticeship recruitment programme that offers a Level 1 qualification in Customer Service to all participants resulted in six young people joining our Society employed on a full-time apprenticeship.

Our Society's £1.1m investment will enable the Foundation to continue to deliver its life changing work for generations to come.



“I joined the Society after they hosted a Customer Service Week with Newcastle United Foundation. It’s my very first job and I’ve had many learning opportunities that have helped my personal and professional development”

Jacob Purvis | Customer Service Apprentice

Community Impact 2022

Regional employability


Walking With The Wounded

Also in March 2022, we announced a five-year partnership with the military charity Walking With The Wounded to ensure that armed forces veterans and their families in the region are able to access employment and long term career development opportunities at the Society.

Our partnership involves a donation of £30,000 every year for five years to support the charity's employment programme, and create veteran employment opportunities, tailored to our Society.

It is expected that around 100 veterans will secure sustainable, meaningful employment with our Society.

Darren, ex-army, joined us in August 2022 through our partnership with Walking With The Wounded. Following his six month placement, he accepted a permanent role with us.

A photograph of Darren, a middle-aged man with glasses, wearing a grey textured zip-up sweater. He is sitting on a dark wooden bench and smiling broadly, looking slightly to his right. He is holding a white mug with the Newcastle Building Society logo on it. The background is a plain, light-colored wall.

“Newcastle Building Society has helped me grow and build my confidence. The support and guidance of colleagues has enabled me to use and adapt the skills I learnt in the forces to help the business achieve its goals.”

Darren | Customer Advisor

Community Impact 2022

Cost of living support

Food poverty grants

In 2022, food poverty was one of the key focuses of our grant giving, with £46,500 awarded to causes helping to address hunger.

In addition to funding, our colleagues volunteered time to support many of their local food banks and community cafés. Teams throughout our Society have given time to Angel Trust, Key2Life, Wansbeck Valley, Chapel Denton and Westerhope and Pets Pantry food banks, as well as FoodCycle and FoodShare to support with the delivery of food parcels and meals to those most in need.

Total food poverty grants given across our region:

£46,500

Including:

County Durham

£3,000

Cumbria

£3,000

Newcastle

£16,500

Northumberland

£10,500

North East region wide

£6,000

Tyne & Wear

£7,500



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Our colleagues and members

Colleague and member involvement

Following the outbreak of war in Ukraine, colleagues and members expressed a desire to support those impacted by the developing humanitarian crisis.

In April 2022, we made a donation of £25,000 to the Disasters Emergency Committee's Ukraine appeal and we supported colleagues who chose to participate in the Homes for Ukraine scheme, providing an additional two days' paid leave and a grant of £500 to help with settling in costs.

Colleague volunteering is another key way in which we support our local communities. With the help of volunteering-friendly policies, including two days of paid volunteering leave, our colleagues volunteered more than 900 days in 2022.

Activities they have supported with include: packing goody-bags for NHS staff, building workplace employability and skills through coaching and mentoring; cleaning beaches and maintain parks and woodlands, delivering food parcels, supporting food banks, and making hot meals for those in need.

Helping Hand

As the rising cost of living began to take its toll, a whole new group of people found themselves facing financial challenges for the first time, or on a scale they may not have encountered before.

Delivered in partnership with Citizens Advice Gateshead, our Helping Hand scheme was set up to provide practical help to members and colleagues facing serious financial hardship as a result of the rising cost of living.

A dedicated helpline provides financial guidance and emergency support for those most in need, and in total more than £130,000 in support over the next 12 months has been committed to the partnership.

This is the first step in a partnership that will provide real and meaningful support to help those that need it most to improve their financial situation.



Community Impact 2022



To stay up to date with our latest community activity, follow us on:
@NewcastleBSoc on Facebook and Twitter, and
@newcastlebuildingsociety on LinkedIn and Instagram.

For more information about our community work, visit:
www.newcastle.co.uk/powering-communities

**Connecting our communities
with a better financial future.**