



A2Dominion
Strengthening Communities
Community Investment
Impact Report 2023/2024

Food hub and Big Impact Day delivered
in partnership with UK Harvest in Crawley

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Introduction

Welcome to our A2Dominion ‘Strengthening Communities’, Community Investment Impact Report, 2023/2024.

We are proud to have been able to support communities through the challenges of cost of living pressures. We are equally proud to have been by their side as they recover and rebuild from the impact of the pandemic. A2Dominion Community Investment’s three key objectives are **strengthening communities, cost of living/financial capability, and health and wellbeing**. Through these objectives we prioritise support for our most vulnerable customers and invest time and resources in neighbourhoods of greatest need across our areas of operation. See opposite.

This years’ participation numbers reflect the incredible work our volunteers, partners, funders and Community Investment staff have carried out to make a difference to the lives of A2Dominion customers; to improve the neighbourhoods they live in and show progress against the neighbourhood and community standard of the new housing consumer standards.

Hotspot areas	Priority local authorities
Northlands development Stanwell Stanwell	Spelthorne Borough Council
Britannia Road Elmsbrook	Cherwell District Council
Feltham Town Centre Wood Lane Earl Haig	London Borough of Hounslow
Toplocks Green Man Lane Smiths Farm	London Borough of Ealing
Swanfield Chichester	Chichester District Council
Coleridge Drive Hillingdon	London Borough of Hillingdon
The Boulevard Crawley	Crawley Borough Council

A Year in Numbers Community Investment 2023/2024 Key stats

£12.3m

Social Value

£480,029

External funding

£347,451

External Income
Community Centres

42

Number of community projects delivered

884

Number of volunteer hours
contributed to projects

5,500

Number of customers engaged

8

Number of Big Impact Days delivered

70

Number of community projects and groups
benefitting from funding delivered

38

Number of A2Dominion Customers
into full time or part time Work

85

Number of A2Dominion Customers
receiving employment support

150

families each week

600

individuals

£1,200

saved per year per family

5

tonnes of surplus food distributed to date

**Impact of food projects delivered in
partnership with the Felix Project
and UK Harvest**

18

Number of Community Events

Externally funded projects 2023/24

Project	Target beneficiaries	Number of Partners contributing	Funders	External funding achieved	Number of community organisations benefitting	Number of residents benefitting
Black History Month 365 (BHM 365) A2Dominion lead the G15 BHM 365 partnership and coordinate the fund	Black and minority communities	5	Clarion Futures, Sovereign Network Group Peabody, MTVH, Hyde	£33,999	39	780
West Ealing Grants Programme	Cost of living support and young people		Clarion Futures	£131,430	18	540
West Ealing Digital Fund. In addition A2Dominion received 20 laptops and 15 phones	Digitally excluded		Clarion Futures	£20,000	2	100
West Ealing Food Partnership	Customers and community facing food poverty and insecurity		Clarion Futures	£20,000	2	300
Mind Ealing	Residents access to mental health support		Peabody	£10,000	1	50
Mind Spelthorne x 18 months	Social housing residents access to mental health support		Surrey County Council	£166,000	1	300
Future Met - Metropolitan Police	Black and minority communities		Mayor's Office Police and Crime	£18,000	1	160
Holiday and Food Projects	Young people on free school meals		London Borough of Westminster	£4,400		30
Holiday and Food Projects	Young people on free school meals		London Borough of Hounslow	£2,700		30
Holiday and Food Projects	Young people on free school meals		London Borough of Ealing	£5,000		30
Social Prescribers x1 delivered by Mind. A2Dominion already employ x 2	Ealing GP referrals - social isolation and well being		Ealing Primary Care Network	£35,000	1	100
Under 30s - funding pays for x 1 full time Under 30s tenancy sustainment officer, £155,000 over 3 years. <small>*Last year of funding, National Lottery. Submitting application to continue project, including additional staff member to meet demand</small>	Under 30s A2Dominion tenants in arrears		National Lottery	*(£51,667)		190
West Ealing Food Partnership £120,000 over 4 years, plus £60,000 grants to projects	Customers and community experiencing food poverty and insecurity		Clarion Futures	£200,000		0
Total				£646,529	65	2,610

A2Dominion Funded Grant Programmes

Grant Fund	Amount Contributed 2023/24	Number of community groups benefitted	Number of A2Dominion Customers benefitting
Kick Start Fund – Grants up to £1,000 for A2Dominion Community Groups	£1,500	2	30
Health Entrepreneur – Grants up to £1500	£3,000	3	30
Bursary – Grants up to £300 for A2Dominion Customers 14-25 – supporting careers pathways	£12,000		38
Springboard – Education Grants up to £5,000 A2Dominion customers 16 plus	£55,420		15
Business in a Box – Business skills courses for A2Dominion customers	£21,000		80
Total	£92,920	5	193

Strengthening Our Communities through Customer Engagement and Customer Voices

Enabling our customers and communities to shape the neighbourhoods they live in is core to everything we do. As this section demonstrates, customers have the skills and motivation, and know what is needed to improve the lives of local residents; all we need to do is listen.

As part of our three-year Community Investment plan, we host the annual Community Awards to celebrate the hard work and positive impact our customers make towards their communities. At the end of last year our judges, including our CEO Ian Wardle, had the difficult task of narrowing down 30 nominees to just four winners.



A2Dominion staff and customers at a community Big Impact Day at the Orchard Cafe, Green Man Lane, Ealing.

Good Neighbour Award

The Good Neighbour Award was presented to Lisa Fielding for her inspiring efforts throughout the Covid-19 pandemic. Lisa provided the community with social support, offering an ear to those who needed one, and organised socially distanced events to keep up morale.

Sadly, Lisa recently passed away, and her community wanted to remember her dedication and asked that she receive the award as a way to show their appreciation for her work. We have also awarded the community £100 in honour of her memory.



The Good Neighbour Award – Lisa Fielding

Specialist Housing Champion Award

We presented the **Specialist Housing Champion Award** to Leo Vaughan for his work at Audrey Needham House, combatting isolation in male residents. He recognised the need for a Buddy Club to offer support for those living alone in the area and to support one another going through difficult times. Although he has since taken a step back from running the club, Leo has set a strong foundation for the community.

We have also awarded him with £500 to fund ongoing and future Buddy Club activities.



Specialist Housing Award winner, Leo Vaughan

Community Champion Award

A grant of £500 was awarded to Lucy Jones, an A2Dominion resident who runs a school uniform project, collecting unwanted uniforms, in good condition, for several Spelthorne Schools which many of our customers' children attend. In her own words: *"In some way, the school uniform project takes away some of the financial burden on parents and any stigma around providing a uniform, as they don't have to ask for support from the school."*

Our Tenancy Sustainment and Community Investment teams make referrals into the project.



Community Champion Award winner Lucy Jones

Young Heroine and Hero Award

The judges found this category the hardest to narrow down due to the countless efforts of our young residents. The award was, therefore, presented to two inspiring people.

Aaliyah Ali, 16, from Tower Hamlets was presented with this award for the great work she has done in our Gun Wharf development. She has helped to organise various events within the community and has motivated residents to come together to build a sense of unity.

Musa Gumaneh Singhateh, 14, from Tottenham was also given the award for his support in the local Jellot Youth Football Club. Musa was nominated by Errol Grant, Director and FA Coach of the club, as he recognised Musa's dedication to his community and, in particular, his great leadership skills.



Young Heroine Award winner
Aaliyah Ali



Young Hero Award winner
Musa Singhateh with coaches

Community Organising Training for A2Dominion Customers

When communities work together, the possibilities for positive change are endless. Community organising is the work of bringing people together to take action around their common concerns. Community Organisers reach out, listen, connect and motivate people to build their collective power. This is why A2Dominion has teamed up with Community Organisers UK, who have delivered accredited training covering the principles of community organising with a focus on how to run community projects, build local partnerships and engage the local community in delivering projects.

Achievements

3

Half-day community organising sessions for A2Dominion customers have been delivered

15

A2Dominion customers have completed training

10

A2Dominion customers are applying skills to volunteer or deliver community initiatives in their area

A2Dominion's Young Customer Voices

The question we asked ourselves this year is how we, as a landlord, can engage young customers particularly to increase standards of safety as a priority within the new housing consumer standards. To address this gap, Community Investment teamed up with Wellnorth Enterprises to establish a new A2Dominion Young Customer Forum targeting 18-30-year-olds.

The Young Customer Forum has agreed a set of priorities which we will work on together over the next 6-12 months:

1. Feeling safe within their community
2. Managing finances
3. Opportunities to get involved in improving their communities
4. Support finding work.

For more information contact **Esson.Barnes@a2dominion.co.uk** and **Sandra.Hippolyte@a2dominion.co.uk**

Enabling more customers to get involved generally has improved our relationships at a local level and helped Community Investment increase participation in cost of living, health and wellbeing and community projects. Involving residents in running their own projects builds resilience for the future and strengthens the communities A2Dominion works in.

A2Dominion has updated its community organisation policy; groups will be able to apply for £300 funding to set up and run a resident association, and can apply to up to £1,000 to deliver community initiatives through our Kick Start Grant.

For more information go to <https://a2dominiongroup.grantplatform.com>

Achievements	
2,000	Number of young people who were sent a consultation survey
2	Number of Young Customer Forum sessions delivered
7	Number of active Young Customer Forum members

Testimonies from our youth forum members

"The youth forum is a very insightful group discussion point. A great way to engage with A2Dominion residents. It empowers me to place my opinions forward and learn from others. Thank you Esson and Sandra for setting up a youth forum."

Almaas, Young Customer Forum member

"The session was fantastic and very engaging. I believe my voice was heard. It's good to meet other young people in the forum and gain insight on concerning issues."

Ayama, Young Customer Forum member

Tackling the Cost of Living through our New Food Partnerships

The demand for food-related support is at an all-time high across London and the South East. Throughout the year, the Community Investment team worked alongside the Felix Project, our 2023/24 charity of the year, and UK Harvest our new 2024/25 charity of the year, to provide A2Dominion customers experiencing food insecurity access to free food from A2Dominion community centres and our partners' local community hubs.

We are now delivering food hubs at the following locations:

1. The Beethoven Centre, Mozart Estate, London Borough of Westminster. Surplus food distribution by the Felix Project. Weekly, during the holiday period.
2. The Orchard Café, Green Man Lane Estate, London Borough of Ealing. Surplus food distribution by the Felix Project. Weekly, all year round.
3. The Lido Centre, Ealing. Surplus food distribution by the Felix Project, with access to advice and support agencies on site. Weekly, all year round.
4. The Havelock Centre, Southall, London Borough of Ealing. Surplus food distribution by the Felix Project. Weekly, during the holiday period.

5. Weekly food hubs all year round in partnership with Clayponds Estate Residents Association from the Clayponds Centre, Brentford, London Borough of Hounslow. Surplus food distribution by the Felix Project and advice and support agencies such as Citizens Advice and Hounslow Community Solutions attending sessions.
6. Fortnightly food hubs all year round, Swanfield Community Centre, Swanfield Park, Chichester. Surplus food distribution by UK Harvest.
7. Funding and partnership support to St Saviours, foodbank, Sunbury, Spelthorne Borough Council.

In addition to this we have also:

- delivered weekly Warm Hub sessions at Swanfield Park Community Centre where customers are able to come together to socialise and connect. Food and drinks are provided at the Warm Hub, some of which is provided by the local food bank.
- provided free holiday sports activities, including free lunches and surplus food to help families is provided at Swanfield Park Community Centre.



The Warm Hub at Swanfield Park Community Centre

- delivered our annual Christmas Gift-Giving project where we have sent out £20 supermarket vouchers to 730 vulnerable customers. Vouchers were paid for through donations from A2Dominion's contractors.

This year we will be establishing two new weekly food hubs located close to hot spot areas in the London Borough of Hounslow:

1. Cranford Community College, London Borough of Hounslow. Supporting A2Dominion customers from Feltham and Cranford. Surplus food distribution by the Felix Project
2. Southville Community Centre, Age UK, London Borough of Hounslow. Supporting A2Dominion customers from Feltham. Surplus food distribution by the Felix Project.

Overall Impact of Food Hubs

- 150 families a week – approximately 600 individuals receive food and cost of living support.
- Each household saved £1,200 a year on food bills.
- Through our projects we have redistributed 5 tonnes of surplus food in our communities.



Resident volunteer, Adama, alongside Community Investment staff and Felix Project's Head of Partnerships, Damien Conrad, at the weekly food hub. Orchard Café, Green Man Lane, Ealing.



Holiday food provision at A2Dominion's Havelock Community Centre, Southall.



Gillian Keegan, Chichester MP and Secretary of State for Education, joined A2Dominion's Community Investment Team at a Cost of Living event, which provided A2Dominion customers with the opportunity to speak with their local representative and organisations about a range of matters, including finance and wellbeing.



Brentford & Isleworth MP, Ruth Cadbury, had words of praise for residents and volunteers at Clayponds Community Centre after a recent visit to the weekly food hub.

Summary and the Summer Lunch Project

2023/24 stats: 4.3 million children in relative poverty after housing costs (30% of all children in the UK) 100,000 more than last year (Save the Children). These stats show why it is so important to work with partners such as the Felix Project and UK Harvest to help those families that need it most.

We know that the summer holidays can be a challenge for struggling families, especially with extra food costs and finding free or affordable activities for children to do. In partnership with the Tenancy Sustainment team, we ran a weekly summer lunch project over a four-week period for families that had been identified needing extra support. Twelve families were referred to the project, which ran at the Stanwell Rose community centre. Free activities and lunch were provided for the children whilst the parents received one-to-one support. They received

benefit checks and advice on budgeting, £30 Tesco vouchers each week to go towards food shopping, help towards school uniform costs and eligible residents were referred to our Bursary programme. Feedback from the families was very good, the children really enjoyed the activities and lunch, and the parents were very grateful for the help and support they received.

In addition to our network of food hubs, we have fundraised approximately £15,000 to run holiday 'Fit and Fed' schemes for children in Hounslow, Ealing and Westminster, with over 90 attendees.

A2Dominion Big Impact Days, Delivering Social Value in our Communities

The Big Impact Day (BID) is an important customer engagement initiative which enables us to strengthen communities in our Hot Spot Areas, Priority Local Authorities and A2Dominion's new Patch Areas.

Community Investment has led on BIDs for twenty years. The project began as part of the volunteering project, painting residents' properties and gardening for vulnerable residents, but has evolved and now involves a range of internal and external partners including:

- Local MPs and Councillors
- Estate Services Contractors
- Pyramid Plus
- Community Investment
- Employment Support
- Food partners
- Tenancy Sustainment
- Neighbourhood and Leasehold teams

On the day, A2Dominion's Repairs services, Estate Services contractors, Neighbourhood and Leasehold teams, Tenancy Sustainment team and an Employment Advisor attend, giving residents a chance to meet staff.

Estate Services Contractors

- Estate Services are there to meet with customers; they will remove bulk rubbish and help with residents' gardens.

Pyramid Plus

- Pyramid Plus will carry out minor on-the-spot repairs, ranging from leaking taps to broken cupboards, and if something cannot be fixed on the day, a return appointment will be booked in.

Big Impact Days 2023/24

Key stats

- There have been **8** Big Impact Days
- Three in the south region and five in London.

In 2023-2024 the total number of people attending events was

448

347

were A2Dominion residents

218

minor repairs have been carried out in homes

50

communal repairs

The Estate Services Contractors have removed bulk rubbish from

73

properties



Brentford East and West Ward Councillors at Big Impact Day, GWQ Estate, London Borough of Hounslow.



Cllr Nawaz and Community Investment Team, Crawley Big Impact Day.

Comments from residents have included:

- *“There should be more events like this”*
- *“When are you coming back?”*
- *“It nice to put a face to a name”*
- Staff have even said we should do these more often; as one member of staff commented: *“We only get negative comments, it is good to give something back.”*



Cllr Burgess, Crawley Council, Donna Martin, UK Harvest and Community Investment staff at The Boulevard, Crawley, Big Impact Day.

Cllr Brenda Burgess said:

“I thought you were all amazing and I was so taken by Julie Brooker, Communities Partner, who was telling me how she reaches out to young people. We could certainly do with more like her in the community. I want to thank her for all that she does. Keep up the good work.”

Business Skills, Apprenticeships and Jobs

With high rates of economic inactivity across London and the southeast and record high inflation affecting household budgets, our focus has been on providing education and training grants, wellbeing support and one-to-one employment advice to upskill our customers so that they can access better paid and more sustainable jobs.

Apprenticeships

A2Dominion has an Early Talent Programme where we promote training, work placement and job opportunities to interns, graduates, and apprentices. Community Investment contributes to A2Dominion’s Group scheme and funds the salaries of 4 full-time apprentices over the length of their training.

We have supported apprenticeships in:

- Human Resources
- Neighbourhoods (housing management)
- Property Services
- Business Development.

Achievements

- **80** customers completed either a beginner, intermediate or masterclass in our Business in a Box programme
- **38** A2Dominion young customers aged 14 – 24 received a bursary grant to support them on their career pathways.
- **38** A2Dominion customers secured full-time or part-time employment
- **85** A2Dominion customers received Employment and Training Support
- **4** full-time apprentices funded

This year, Natalie Morris, an A2Dominion Customer and one of the winners of A2Dominion’s 2023 Enterprise Programme, went on to win Best New Start-up at Spelthorne Business Award in November 2023 for her company, Doodle Kids. The company supports children with special needs through art, fostering creativity, positivity and wellbeing.

Natalie went on to win Spelthorne’s Business Plan Competition and was awarded £3,500 and a year’s package of business support.



Natalie Morris with Denise Da Silva, Community Investment’s Enterprise Coordinator at Spelthorne Business Awards.



Natalie Morris receiving cheque from Kwasi Kwarteng MP and the Mayor of Spelthorne Cllr Denise Saliagopoulos.

Standing by Your Side – Employment Support Case Study

David Kingsley, 28, a customer from Hounslow, made a request for employment through the A2Dominion website. Yasmeen Ali, our Employment Training and Project Lead has worked with David over the last four months.

Yasmeen also encouraged David to apply for a grant from A2Dominion's Springboard fund to further his career aspirations. David's application was successful, and he was awarded funding for courses in youth advocacy and working with gangs and youth violence. David said this:

"Your assistance helped me gain confidence in my interview skills through practice sessions. You also helped me condense my CV to highlight key skills and relevant work experience effectively.

The programme is truly remarkable, and more residents should be made aware of its existence. Employment is crucial for sustaining homes and maintaining a positive outlook and wellbeing."



A2Dominion resident, David Kingsley

Tenancy Sustainment, Supporting Customers with the Cost of Living and Financial Capability

Social housing tenants are some of the hardest hit by the cost-of-living crisis, with 4.4 million households – one in six – now estimated to be in serious financial difficulties.

Tenancy sustainment pressures on housing associations are increasing and have been exacerbated by the pandemic and then the cost-of-living crisis. A2Dominion's Tenancy Sustainment team plays an essential role supporting customers facing financial difficulty by preventing tenancy failure and potential homelessness.

Mental health issues feature prominently among those most in need of support and access to external partners and funding, particularly local authority can be very limited.

A2Dominion's internal grant funding, fundraising support, emotional wellbeing project, Mind partnership, under 30s, furniture project, food hubs and employment/digital support ensure that tenancy sustainment has in place the wraparound services to enable A2Dominion customers to overcome adverse life events, stay in their homes and thrive.

Achievements

- The Tenancy Sustainment team has provided support to more than **2,245** customers, who were experiencing financial difficulties.
- More than **£9.5m** of financial support provided.
- The cost-of-living crisis has continued to impact our customers – referrals to the Tenancy Sustainment team for 'money management' assistance have increased by **44%**.
- The team have assisted with over **1,000** benefit claims, including Housing Benefit, Universal Credit, Council Tax Support and Pensioner benefits.
- The team have assisted to successfully claim over **80** Disability benefit claims.
- The team have a **100%** success rate at Benefit tribunals – this year securing benefits totalling over **£42,000 (an average of £6,000 per customer)**.
- Over **100** successful applications to the in-house Tenancy Sustainment Fund – more than **£28,000** of funding to purchase white goods, furniture, school uniform, assistance with debts and lots more.
- Local Authority Household Support funding to assist customers at risk of losing their homes due to rent arrears – 30 households supported - with an average award of **£1,500**.
- Accessed grants and charitable funding of more than **£104,000** – including furniture, white goods and food banks.
- **350** energy top up and supermarket vouchers issued to assist our customers in need.
- **42** customers in Spelthorne area received assistance with furniture and flooring from the Furniture and Flooring project.
- Delivered Under 30s support to **115** customers in the Spelthorne area.

A2Dominion’s Under 30s Project, Supporting Customers with the Cost of Living

Under 30s in the UK have borne the brunt of the financial crisis, with lower wages, a lack of financial knowledge and higher expenses to contend with. Young people are among those groups disproportionately affected by the cost-of-living crisis; in addition, they have fewer opportunities to gain access to well-paying jobs and struggle with housing costs.

To get our under 30s tenants the specific help they need, we launched Project Breakthrough in April 2022. Funded by the National Lottery Community Fund, the service offers a bespoke package of support to both A2Dominion customers and the wider community, aged 18-30, who reside within the Spelthorne Borough Council area.

This year we commissioned the Housing Association Charitable Trust (HACT) to independently evaluate the Under 30s Project.

Summary of findings:

- **Early intervention.** New customers reported receiving a call from the support officers within a month (usually – a week) of moving in. For many young customers, this is the first tenancy they manage, having

moved from the family house or temporary accommodation. They are often unaware of all their responsibilities as a customer, putting them at risk of falling behind with rent or bills.

- **Proactive nature of the service.** Customers appreciate receiving the call before accruing rent arrears or a tenancy breakdown. Many new customers who have received support noted that without support they would probably be homeless or with high rent arrears.
- **Consistency.** Many interviewed customers were still in touch with the support worker, either working on specific issues or via less regular check-ins. Customers mentioned that it is important for them to know support is available if they need it.
- **Clear communication.** Young customers value that someone clearly communicates complex processes and their responsibilities.
- **Personable and qualified support worker.** The quality of the service largely depends on the support worker. Customers noted that the current support worker goes the extra mile and has an appropriate communication style.



Social Value Impact of Under 30s Programme

Social Value Measure	Numbers achieved / supported	Total social value
Able to obtain advice locally	194	£489,545
Financial comfort	242	£2,858,364
Able to heat home	2	£12,238
Total		£3,360,147

A2Dominion's Furniture and Flooring Project, Supporting Customers with the Cost of Living

In response to the growing demand on our Furniture and Flooring Project, A2Dominion commissioned HACT, The Housing Association Charitable Trust, to carry out an independent evaluation of the project so that we can attract more funding and partners.

A2Dominion's Furniture and Flooring Project emerged in response to an identified need to support new customers with furnishing their new homes. It also addresses key issues around void related costs and the amount of waste that is being sent to landfill when tenancies have ended. The project is in line with A2Dominion's three core values, as it helps give a sense of home, sustains tenancies, is proactive in the cost-of-living impact and reduces the organisation's carbon footprint.

During pre-void inspections, A2Dominion colleagues are able to make a judgement on the flooring left at the property and whether it is suitable to remain for the incoming customer. Colleagues can also review furniture and white goods left behind by the outgoing customer and identify what could be re-used by other customers. As a result, A2Dominion are able to reuse furniture left during voids and

allocate them to customers that are unable to afford these items new or are unable to source such items. As part of the project, A2Dominion colleagues collect, store and allocate items to those customers in need.

Aim and objectives: The project aims to provide new customers with access to furniture and flooring that they may not have otherwise been able to afford and improve their financial comfort and health and wellbeing as a result. A2Dominion also aims to have a positive impact of the carbon footprint of the local area, contribute towards less landfill and reduce void costs internally.

Target audience: The project is open to new customers moving into A2Dominion properties. Many social housing properties are let unfurnished and with no flooring including (e.g. carpets) and furnishing a new home from scratch can be expensive.

Referrals: Referrals are via a dedicated email address. Between April 2023 and March 2024, 75 applications were made for furniture items and flooring.

The following items have already been provided for incoming customers, helping them to create a home:

- Flooring solutions such as carpets and underlay
- Dining Table and chairs
- Beds
- Bedside tables
- Wardrobes
- Coffee tables
- Drawers
- Desks
- Mirrors



Reclaimed items for the Furniture and Flooring Project

Social Value Impact: Furniture and Flooring Project

The key features of the Furniture and Flooring Project that generate positive impact for customers include:

- Service exceeds expectations. Customers reported that the furniture available was better than expected in terms of availability and condition. Since a house move is sometimes unexpected, customers may not have time to source furniture. One resident noted that moving from temporary accommodation, she did not have anything; “it was a shock” and added a lot of stress and pressure to an already stressful time.
- Creates opportunities to enhance quality of life. The interviewees consistently mentioned that A2Dominion staff went the extra mile to provide their services.

Overall, after engaging with the services, all customers reported increased levels of independence.

Everyone would recommend services to family or friends. Importantly, they are now aware of the support available and know who to contact if they need support.

Creating an affordable and environmentally focused start to a tenancy, has tangible effects on ability to pay rent and other vital costs, whilst also adding to a connection to place, and a home to be lived in, rather than purely an empty property.

Outcome	Indicative number achieved	Wellbeing value	Total social value
Able to obtain advice locally	77	189,329	£194,304
House well decorated	77	832,011	£838,879
		1,021,340	£1,034,183

Resident testimony: *“I am able to buy food and keep it in the fridge, instead of spending £15 on takeout, [I was able to] sleep on a proper bed, on the carpeted floor.” Another customer indicated that this support helped them to make their “new flat into a home” and “without this help I don’t know where I would have been! And better still, I don’t have to pay it back”.*

Finally, the Felix Project have opened up a new depot in Greenford, Ealing, as part of their new Multibank offer. Every week, in addition to surplus food, A2Dominion now receives a supply of surplus bedding, household appliances, toiletries, clothes and hygiene products which we distribute to our Tenancy Sustainment team and main food hubs to support customers most in need.



Dele Ryder, A2Dominion Partnership and Funding Manager, and Alice Patchett, Project Manager, Felix Multibank

Supporting A2Dominion Customers with Health and Wellbeing

Our Emotional Wellbeing team, Tenant Welfare service and partnership with Mind are helping more A2Dominion customers and communities to live well and live better.

Customers are training as Health Entrepreneurs and volunteering their time to set up and run local health and community projects. We deliver a Social Prescribing Service for communities in Ealing in partnership with Ealing Primary Care Network and Mind.

Community Investment fund our Specialist Housing Services £46,000 annually to provide an emotional wellbeing service for our customers. In 2023/4 the team supported **912** referrals.

Through our Tenant Welfare Service Provider **70** customers received one-to-one welfare support.

Funded by the Ealing Primary Care Network, A2Dominion provides three full-time social prescribers in Ealing; two employed by A2Dominion and one employed by Mind. Social Prescribers have supported over **390** referrals from West Ealing GP Practices and Food Hubs at the Lido Centre.

Through our partnership with Mind Hammersmith and Fulham, Ealing and Hounslow, we provide Safe Spaces at the Lido Centre, Ealing. Safe Spaces, provides a drop-in service for Ealing and Hounslow residents, experiencing mental health crisis. The drop in is open to customers from 3pm – 11.30pm, seven days a week.

Funded by Surrey County Council, Mind Hammersmith and Fulham and Hounslow and Ealing have established Mind My Home in Spelthorne which provides up to six free counselling sessions specifically for Social Housing residents living in the borough.

Mind have supported **70** customers this year and have established drop-in locations offering face to face counselling sessions in St Saviour's Church in Spelthorne and the Youth Centre in Staines with the option to have face-to-face meetings on Spelthorne Council premises.

Feedback from a Mind, service user, *"It had a positive impact on me. I would recommend it to everyone...You need to speak to somebody, keeping it inside isn't going to help you...I would rather speak to someone I don't know, and they aren't going to judge."*

Service outcomes

- 83% of Mind service users self-reported improvement in mental wellbeing
- 67% of Mind service users self-reported increased resilience. (Measured by Connor-Davidson Resilience Scale).



Strengthening Communities, A2Dominion Community Spaces, Facilities and Centres

At A2Dominion’s Community Centres, local communities and customers can enjoy activities, clubs, social events, and access support such as food hubs, warm hubs, employment support, debt advice and guidance. They’re also a great place for customers to meet neighbours, make new friends and take up new hobbies. Our centres and community spaces can be used or hired for a range of activities such as exercise and dance classes.

The Beethoven Centre, Queens Park, Westminster

Located on the Mozart Estate, Queens Park in the London Borough of Westminster, this grade 2 listed building is A2Dominion’s largest community centre. It has seven charities located at the centre, including Carers Network, Age UK and Paddington Development Trust, all of which provide advice, support and community activities for our customers. The centre puts on a range of arts, culture and sport activities and is particularly busy in the run up to Notting Hill Carnival. **There were 15,984 visits in 2023/24.**



Yoga class at the Beethoven Centre



Children’s summer activities at the Beethoven Centre

The Lido Centre, West Ealing

Managed in partnership with the advice charity, Nucleus, the Lido Centre is in West Ealing. The centre operates as a Citizen's Advice hub, providing a range of advice for Ealing and Hounslow residents, including debt, housing, employment, food hub, benefits, legal, employment and health. These services are delivered by several charity tenants, including Mind, Nucleus, Mencap, Ealing Centre for Independent Living and HADEA, a Somali-based charity. **There were 7,500 service user visits in 2023/24.**



The Lido Centre, West Ealing



The Lido Centre, Reception

Stanwell Rose Community Centre, Stanwell, Spelthorne

The Stanwell Rose Community centre is located in the heart of our properties and next to one of our retirement living schemes in Stanwell, Spelthorne. Its location means that most of the users are A2Dominion customers. There are a whole range of activities, including a dance school, Let's Get Moving – an exercise class for the over 50s - and a children's homework club. **There were 6,792 visits in 2023/24.**



Stanwell Rose Community Centre – half term Lego and craft session



Dr Bike at Stanwell Rose Community Centre

Swanfield Park Community Centre, Chichester

Located on Swanfield Park in Chichester, Swanfield Park Community Centre is very much at the heart of the local community. The centre has a sports hall, a youth hub that was refurbished in 2017, a kitchen and number of community rooms. Delivery partners include St Gerard's Boxing Club, Nuffield Health, UK Harvest, Everyone Active, and Spring, a residents' group that organises, manages and fundraises for local activities at the centre. The centre provides walking activities for the local community, fortnightly food hubs, a weekly warm hub and advice services.

There were 15,462 visits to Swanfield Park Community Centre in 2023/24.



Swanfield Park Community Centre



Easter sports event at Swanfield Park, young resident, Aria Cecil



Swanfield Park Coronation celebration

The Havelock Centre, Southall, Ealing

Located on Toplocks Estate, Southall, Ealing, the Havelock Centre provides a children's centre, funded by the London Borough of Ealing, and a private nursery during the daytime. During the evenings and holidays, A2Dominion coordinates youth activities, a food hub and karate group. There is also a disabled sports club, PACE, who were granted the Queens Award for their services to the community. The centre benefits from a multi-use games area (MUGA) refurbished with funding from Heathrow. **There were 6,950 visits to the Havelock Community Centre in 2023/24.**



Havelock Community Centre



The MUGA, Havelock Community Centre

The Orchard Café, Green Man Lane, Ealing

Located on Green Man Lane Estate, West Ealing, the Orchard Café is a fully kitted out kitchen and café on the ground floor, and community space and office space on the first floor. A weekly food hub now operates from the café, which benefits from being located on one of our schemes, and A2Dominion customers regularly volunteer with the food distribution. During the evenings the YMCA have recently established a youth session, and Tutors United, run a homework assignment club for children and young people on the estate. **There were 780 visits to the Orchard Café in 2023/24.**



Orchard Café, West Ealing



Summer food distribution at the Orchard Café, West Ealing



The food hub at the Orchard Café

Lord Knyvett, Stanwell, Spelthorne Borough Council

Lord Knyvett Hall is a grade 2 listed building located in Stanwell. The centre is mainly used by The Local Conversation in Stanwell, who are a grass roots initiative, funded by the People's Health Trust. Supported by the Surrey Care Trust, it is led by local people to create a well-connected, healthy and active community. **There were 1,000 visits to Lord Knyvett Hall in 2023/24.**

Bicester Community House, Elmsbrook

Bicester Community House is located on our Elmsbrook Scheme, in Bicester. The house is used by the local community group ECO, Elmsbrook Community Organisation, and provides office space for Community Investment staff and neighbourhood managers. There were 1,000 visits by local people to Bicester Community House in 2023/4.

A2Dominion has built a brand-new community facility on Elmsbrook which will be taken on by Cherwell District Council. The house will then return to affordable housing stock.

In total there were 54,002 visits to all our community centres in 2023/24.

Conclusion

This report shines a light on how we are making a positive difference to the lives of thousands of A2Dominion customers and communities. The case studies showcase the breadth of community investment services that we provide. Through partnership working we are addressing society's most complex and entrenched issues; from food insecurity and tackling poverty to improving mental and physical health; helping people into jobs and training to providing targeted advice support. Partnership working is central. We work side-by-side with our customers and communities, putting their needs at the heart of all that we do. We work side-by-side with the community and voluntary sector, local authorities and public health to ensure initiatives and projects reach those customers who need it most.

Next Steps

Our focus for 2024-25 includes the following:

1. Complete review of our Community Centres
2. Launch Social Value Project
3. Expand Food Hub and Cost of Living Provision
4. Secure funding for Under 30s Project and Furniture Project
5. Grow Young Customer Forum Membership and Community Organiser training
6. Increase number of Big Impact Days across priority schemes and neighbourhoods

For more information, please contact:

Dele Ryder

Partnership and Fundraising Manager
dele.ryder@a2dominion.co.uk



Summer food hub delivered in partnership with the Felix Project from A2Dominion's Havelock Community Centre in Southall