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SUPPORTING
COMMUNITIES

Celebrating our Customers
and Communities

Community Investment
Impact Report 2024/2025

media



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Foreword

Our community investment and support services coordinate local partners and activities to help bridge local gaps in services and strengthen our communities. With long-term involvement in our neighbourhoods, we have a deep stake in their prosperity and wellbeing.

While our commitment is strong, we cannot do this work alone. That is why projects delivered by customers and community organisations like those featured in this year's report are so vital and urgently needed. I am proud to celebrate the unsung heroes who quietly get on with the job of making communities better, fairer, and more equitable places to live.

Dawn Wightman

Director of Customer
and Communities



Introduction

A2Dominion's commitment to social impact and community investment has never been more important. Maximising our positive impact is part of our DNA as a social purpose housing association. As this year's Community Investment Impact Report shows, we are dedicated to driving meaningful change, addressing social challenges, and improving people's wellbeing. By listening to residents and acting on their priorities, we provide tailored support for those facing complex and disadvantaged situations.

The Better Social Housing Review highlights that housing associations have responsibilities beyond providing a home – we play a vital role in enabling residents to live their lives to the fullest. The new consumer standards reinforce this, requiring local area cooperation, tenancy sustainment support, and a deep understanding of residents' diverse needs.

It is important to acknowledge that many households are at the sharp end of the cost-of-living crisis, with growing poverty and a crisis in mental health and wellbeing support. Community Investment helps us deliver on national policy, removing barriers, and creating opportunities so residents and communities can fulfil their potential.

Helping people gain confidence and take greater control of their lives is hugely important; therefore, Community Investment's three key objectives outlined in its long-term plan are to:

1. strengthen communities
2. improve residents' health and wellbeing
3. build financial capability by addressing on-going cost of living.



Community Investment highlights: a year in numbers

1,066

Residents engaged in community investment projects and events.

9,279

Total residents and local people supported

£8,230,590.87

Social value generated

35

Community projects delivered

27

Community events facilitated

12

Big Impact Days delivered in priority neighbourhoods

£560,000

External funding secured to support cost of living, mental health, and wellbeing

£50,000

Grant funding distributed to community groups

35

Community groups supported with grants

Food Distribution

6,500

Individuals supported

4,542

Households supported

45,743kg

Total food distributed

36

Residents supported through the Bursary programme

12

Residents supported through the Business in a Box programme

Customer involvement and engagement: Making a Difference Community Awards 2025

In this section of the report, we want to highlight the contribution that A2Dominion customers and community organisations have made for individuals and within the community.

The Making a Difference Community Awards celebrate the extraordinary individuals and groups whose dedication has created meaningful, lasting impact in our communities.

At A2Dominion, our mission is to build strong, inclusive, and connected communities. These awards are an important way to recognise and thank those who go above and beyond to improve the lives of others. Now in their fourth year, the Community Awards continue to grow.

This year, we received a total of 40 nominations across all categories, demonstrating just how many inspiring people are working tirelessly to support their neighbours and neighbourhoods. An internal judging panel, led by Chief Customer Officer Kate Gascoigne and colleagues from across the organisation, had the challenging task of reviewing the nominations and selecting the winners. Their efforts ensured that each award truly reflected outstanding contributions to community life.

We're proud to celebrate the outstanding individuals and groups whose dedication and passion have made a real difference in our communities this year.



Community Contribution Award winners

Recognising individuals who have made a meaningful impact across their community

Jason and Chrissy Perritt – for their dedicated volunteering at Audrey Needham House in Oxford. Jason and Chrissy Perritt have been dedicated volunteers at Audrey Needham House in Oxford since 2023, providing invaluable support to both staff and residents.

Despite being visually impaired, Jason actively assists with organising events, preparing documents, and supporting the weekly Buddy Club. His enthusiasm and reliability have made a lasting impression on everyone involved. Having recovered from ill health, Chrissy offers one-to-one and group support, conducts customer surveys, and advocates on behalf of residents to ensure their voices are heard. Both Jason and Chrissy are committed and hardworking – often covering their own travel costs to volunteer their time. Their dedication, compassion and positive impact make them outstanding candidates for the Community Contribution Award.



Communities Together Award winners

**Celebrating collaborative efforts
that bring people together**

Rose Hunt and Jeannie Neal have been the heart of Elmsbrook's Pop-up Café, which has run every Friday morning since 2019 at the Eco Business Centre. Despite a number of challenges over the years, they have kept the café going through their commitment, creativity and resilience. Rose is known for her delicious homemade bakes – her Victoria Sponge is especially popular – while Jeannie ensures the space is safe, welcoming and inclusive.

The café has become a cherished weekly highlight, bringing together residents, parents and professionals and creating a unique sense of community. Always ready with a smile, a scone, or support in times of crisis, Rose and Jeannie are truly deserving of recognition for the warmth and connection they bring to Elmsbrook.



Great Neighbour Award winner

Honouring those who make a difference right next door

Karen Page has been a vital part of the Viscount Court community since moving there in 2017. Naturally kind and sociable, she quickly became a driving force in building a strong sense of community among residents. Karen has organised a wide range of regular events, trips and weekly activities such as bingo and quizzes, fostering connection and reducing isolation among residents. She actively connects with local organisations—including schools, the Salvation Army and GP surgeries—to bring services, support, and joy into the scheme. Karen regularly assists residents with medical appointments, demonstrating exceptional dedication and care.

Both residents and staff deeply appreciate Karen's efforts. She is truly the heart of the Viscount Court community, embodying compassion, initiative and community spirit.



Great Neighbour Award winner and A2Dominion Overall Impact Award winner

Anne Murray has been an A2Dominion resident for over 40 years. Throughout this time, she has been a passionate, dedicated volunteer and tireless community advocate. Now 83, Anne continues to make a significant impact through her work at the weekly food distribution at Clayponds. She helps with deliveries, organises food and ensures residents receive the support they need.

Anne offers warmth, conversation and emotional support to residents, particularly those who are isolated or vulnerable. Her kindness, energy and dedication have helped foster a strong sense of community and connection among residents. Anne is an invaluable presence in her community and a true inspiration to all. Her commitment and compassion embody the spirit of volunteering and neighbourly support.



Young Unsung Hero Award winner

Recognising young people under 25

Since 2017, **students from Chichester College** have actively supported the Swanfield Park community gardens. Their involvement has had a lasting and positive impact on the local area. The students designed and built wooden planters for both the Jubilee Garden and the community vegetable garden, contributing to the space's functionality and appeal. After the original Jubilee planters were vandalised, the students returned to redesign and rebuild them, demonstrating pride, ownership, and commitment to the project. Many of the students were previously involved through St Anthony's School and have continued their support through college, showing sustained dedication to community improvement.

The Chichester College Students have made a meaningful and lasting difference to the Swanfield Park community. Their creativity, resilience and ongoing commitment make them truly deserving winners of this category.



G15 Community Champions Award

The G15 housing associations recognised **Lyn Hutchinson** at the 2025 Community Awards for her exceptional work in addressing food insecurity and supporting vulnerable families in Southall. Lyn's advocacy for food security began when she noticed the increasing struggles faced by local residents due to rising living costs. Recognising the urgency of the situation, she began volunteering with a local church's food distribution service.

During her time there, she played a key role in providing essential groceries and meals to families in need. Lyn and A2Dominion now work in partnership with The Felix Project, a charity specialising in redistributing surplus food, and have established a holiday food hub at the local community centre. The service is now fully operational and has become a lifeline for many families during the holiday periods. To date, over 1,000 families facing food insecurity have accessed nutritious and much-needed food supplies.

Lyn Hutchinson's work exemplifies the power of one person acting with passion, persistence, and a deep commitment to improving the lives of those around her.

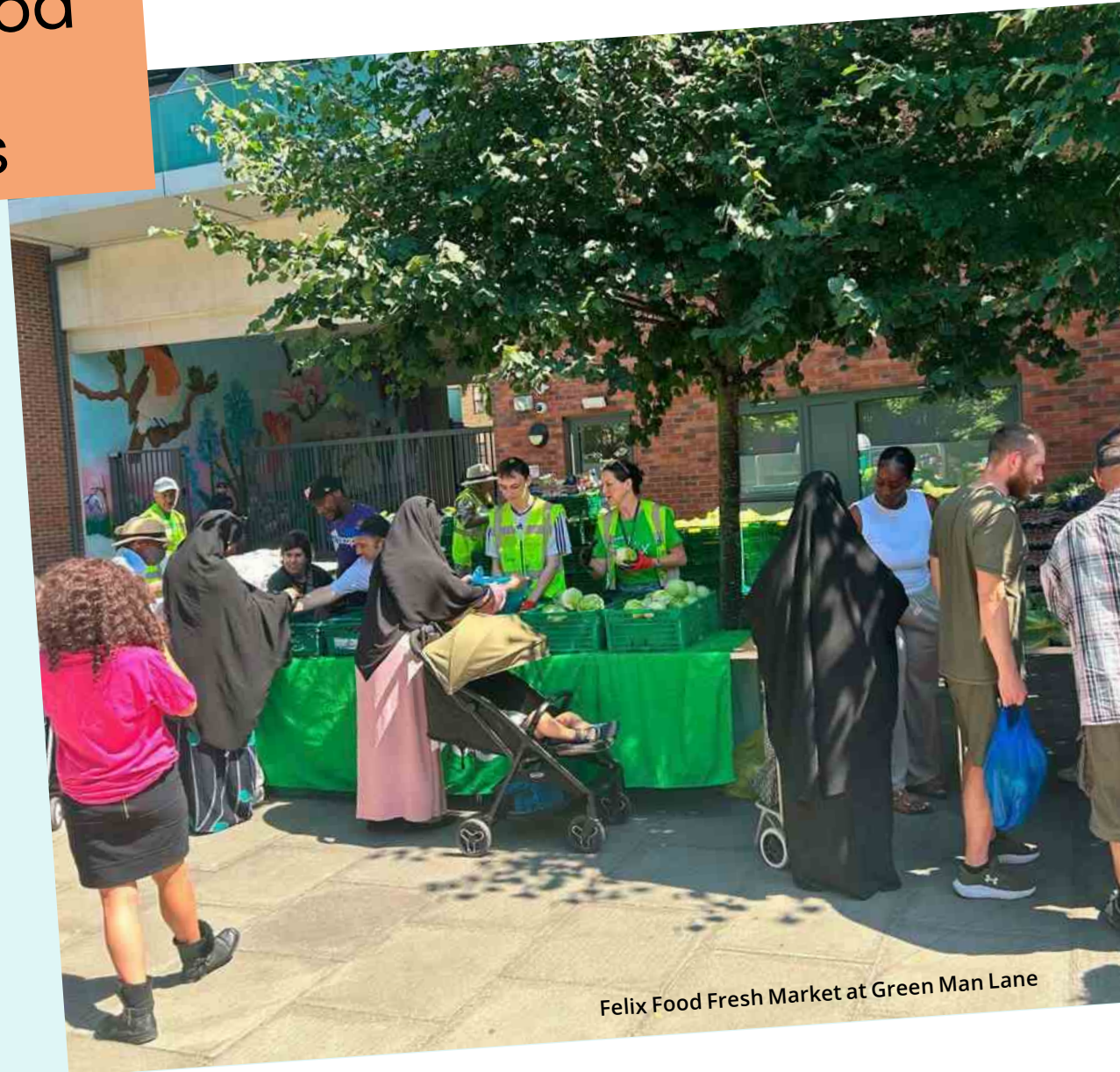


Cost of living: tackling food and hygiene poverty in priority neighbourhoods

Demand for food support is at an all-time high across London and the Southeast. In response, our Community Investment Team has stepped up like never before. Throughout the year we partnered with The Felix Project and UK Harvest to ensure A2Dominion customers facing food insecurity and hygiene poverty could reliably access free, nutritious food and hygiene products. Working together, we've made surplus food available both at A2Dominion community centres and local hubs run by our partners.



Food distribution at the Lido Centre



Felix Food Fresh Market at Green Man Lane

Cost of living: tackling food and hygiene poverty in priority neighbourhoods continued

Food hubs delivered in 2024/25:

- **The Beethoven Centre, Mozart Estate, Westminster:**
Weekly holiday-period surplus food distribution by The Felix Project.
- **The Orchard Café, Green Man Lane Estate, Ealing:**
Weekly, year-round surplus food distribution.
- **The Lido Centre, Ealing:**
Weekly, year-round distribution alongside on-site advice and support services.
- **The Havelock Centre, Southall, Ealing:**
Weekly holiday-period surplus food provision.
- **Clayponds Centre, Brentford, Hounslow:**
Weekly, year-round food hubs with The Felix Project, Citizens Advice, and Hounslow Community Solutions offering wraparound support.
- **Swanfield Community Centre, Chichester:**
Fortnightly, year-round food hubs in partnership with UK Harvest.
- **St Saviours Foodbank, Sunbury, Spelthorne:**
Funding and partnership support to strengthen local provision.

A2D food projects in 2024 have:

- Given out **45,743kg** of food at 7 locations
- Equates to **141,030** meals delivered
- Estimated support of **6,500** individuals

Thanks to the success of our weekly food and hygiene products distribution, we've been able to introduce new initiatives that have had a positive impact on our communities. This has led to a significant increase in engagement, with more customers becoming aware of and accessing the various projects and services available to them.



Cost of living: support provided through our Tenancy Sustainment Team

Our tenancy sustainment service provides short-term, intensive support to customers with multiple needs, some of whom may be at risk of losing their tenancy if intervention is not provided. The team works alongside existing services offered by A2Dominion and external agencies to ensure customers receive a holistic approach to their needs.

Impact 2024/25

The Tenancy Sustainment Team have helped **2,396** customers this year – an increase of 151 from last year – which includes helping 536 customers to manage their new tenancy.

- **£11,471,333** of financial support – an increase from £9.7 million last year.
- Assisted 7 customers to attend benefit tribunals – resulting in backdated benefit awards of **£36,853.85** (still maintaining 100% success rate)
- Assisted over **1,100** customers to make benefit claims (including Housing Benefit, Universal Credit, disability benefits, Child Benefit and Carers Allowance).
- More than **£124,000** worth of funding obtained from local authorities to assist with prevention of homelessness – including Household Support Fund and Discretionary Housing Benefit.
- In-house Tenancy Sustainment fund supported 111 customers with nearly **£33,000** of funding to help buy white goods, furniture, school uniform, payment of debts and more.
- **107** food bank referrals made.
- **220** food vouchers and 366 energy top up vouchers issued.
- The Under 30's officer in Spelthorne delivered support to **123** customers in the local area.
- **163** local people from Oxford supported with debt, benefit, housing advice through our charity partner Agnes Smith, 50% of cohort disability or long-term illness.



A2Dominion Tenancy Sustainment Officer with resident

Cost of living: employment and training pathways

Our Employment Pathways Programme offers a free employment service for A2Dominion customers aged 16 and over. The service provides one-on-one support to individuals early in their careers or facing challenges re-entering the workforce, helping to bolster their confidence and giving them access to training and employment opportunities.

The service includes help with job searching, CV writing, interview skills, and access to training and apprenticeships. And our partnership with Purple CV has enabled us to assist even more customers to write and update their CVs.

Impact 2024/25

1. **108** customers received 121 employment and training support on the Pathways programme.
2. **20** people supported into full- time employment.
3. **15** people supported into part- time employment.
4. **79** people supported into vocational training.
5. **61** people supported by Purple CV.

Case Study: Fatimah Pasha's journey to a career-starting apprenticeship

Fatimah Pasha, a 21-year-old Ealing resident, had completed her A levels in Psychology, Mathematics and Economics. Despite her qualifications, she faced challenges in securing a role aligned with her career aspirations. Determined to gain hands-on experience while continuing to learn, Fatimah began exploring apprenticeship opportunities.

She was referred to our Pathways Programme and began working with Yasmeen Ali, Employment Advisor, to identify the support she needed and discover apprenticeships that matched her skills and interests.

With Yasmeen's tailored guidance and encouragement, Fatimah successfully secured a Customer Service Apprenticeship with Ealing Council.



Reflecting on her experience, Fatimah shared:

"I am incredibly grateful for Yasmeen's support and guidance. Her personalised approach, expert advice, and unwavering belief in my abilities were instrumental in helping me secure an apprenticeship. She not only helped me find a job but also helped me grow as an individual. I am excited to embark on this new chapter thanks to the invaluable support I received."

Fatimah's story highlights the impact of dedicated, person-centred support in helping young people build brighter futures.

Cost of living: business start up skills

Helping our customers develop business start-up skills has never been so important.

Our new Business in a Box programme provides three core modules, support with business plan, bespoke coaching and business start-up grant up to £1,000. Our Enterprise Coordinator also reviews requests from customers to who want to run a business from their homes.

The programme helps customers take control of their income rather than relying solely on employment opportunities, which may be limited. For those customers with multiple needs, long-term unemployed, self-employment offers a pathway to improved financial security. Most importantly participants on our Business in a Box programme gain a sense of purpose and achievement.

Impact 2024/25

1. Over **30** customers gained business skills.
2. **12** A2Dominion customers successfully completed the Business in a Box programme.
3. **£3,000** grant awarded to three enterprise initiatives.
4. **3** customers were helped to run a business from home.



Launch party – A2Dominion resident Merline Mederick's business enterprise, Ready Rum Punch



Cost of living: Sal's Shoes

Last summer, alongside our usual food distribution and children's summer camps, a new partnership with Sal's Shoes allowed us to further support families in our communities as they prepared for the new school year.

Recognising the financial challenges associated with back-to-school shopping, Community Investment, in collaboration with Sal's Shoes, launched two Sal's Shoes Pop-up Shops, providing families in Stanwell and Ealing with free school shoes, trainers – and backpacks filled with essential school supplies donated by the Young Ealing Foundation.

The Sal's Shoes Pop-Up Shops were designed to provide families with a realistic and enjoyable shopping experience, offering brand-new and school shoes and trainers, completely free of charge. Families could choose from a variety of sizes and styles, ensuring that their children were well-prepared for the upcoming school year.

Impact 2024/25

1. At Green Man Lane, West Ealing, a total of **71** pairs of school shoes and trainers were distributed to local children
2. In Stanwell, 30 pairs of shoes and trainers were given out as part of Stanwell Events' annual School Uniform project
3. Initiating a new partnership with Sal's Shoes, and bringing together existing partners, Stanwell Events and Young Ealing Foundation increased the range and impact of our offer to residents
4. The success of the pilot pop-up shops exceeded our expectations, bringing relief to many local families; as a result, the project is being replicated this year.



Strengthening communities: Respect and Connect Week

The **Neighbourhood and Community Standard**, part of the broader set of consumer standards for social housing providers, outlines how housing associations should work collaboratively with tenants, partner agencies and the wider community to prevent and address anti-social behaviour (ASB). As part of the wide-ranging interventions A2Dominion delivers to tackle ASB, our Community Investment Team launched its first-ever Respect and Connect Week. This series of targeted events took place at Geraint Thomas House – an area identified as needing intensive, cross-team support to address anti-social behaviour and promote community cohesion.

From 17–20 March, our first Respect and Connect Week brought together staff from Enhanced Housing, Tenancy Support, ASB Resolution Team, Employment & Training, and Community Investment, alongside local partners, to offer support and strengthen connections.



Police Community Support Officer with resident and A2Dominion staff member – Respect & Connect Week

Strengthening communities: Respect and Connect Week Continued

Highlights:

1. Big Impact Day: Minor repairs, advice sessions, and opportunities to share concerns.
2. Community Safety Day: Free bike security marking and crime prevention advice from local police.
3. Advice and Wellbeing Day: Drop-ins with Crawley Wellbeing Hub, Change Grow Live, NHS, and Crawley Council ASB Team.
4. Residents' Meeting: Updates on repairs, safety and ASB, with strong engagement and support from Councillor Brenda Burgess.

Residents were entered into daily prize draws for £25 vouchers and shared ideas for community projects, with Neighbourhood Watch emerging as a priority.

Outcomes:

- 47 residents participated, with many more engaging informally.
- Top reasons for attending: meeting neighbours, accessing advice, and joining activities.

Respect and Connect Week has laid foundations for stronger relationships and safer communities.

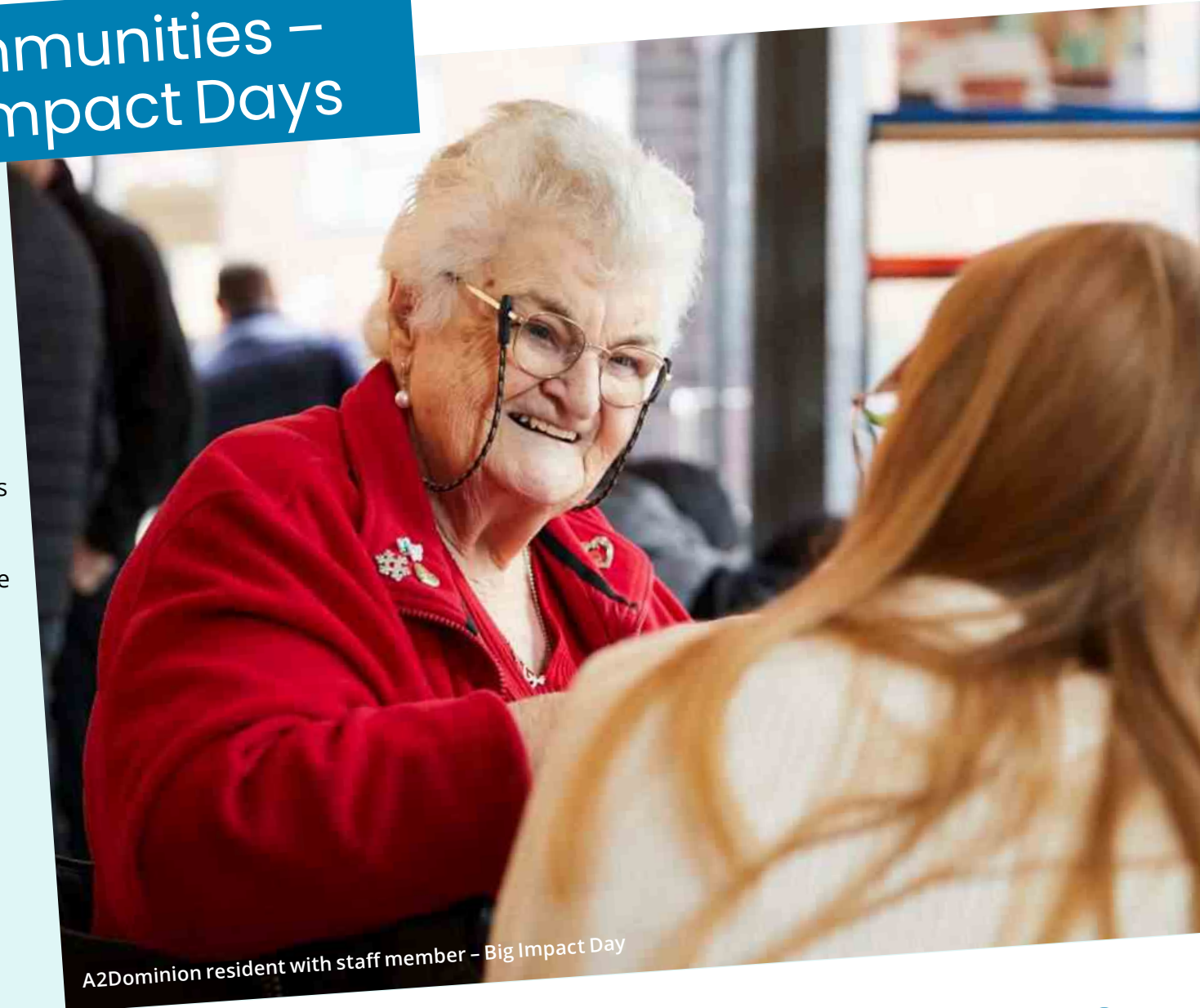


Strengthening communities – A2Dominion's Big Impact Days

A2Dominion's Big Impact Days are dedicated events held on priority estates or in neighbourhoods where extra support, visibility, and engagement are needed. We bring together different A2Dominion teams – like Neighbourhoods, Community Investment, Tenancy Sustainment, and the Anti-social Behaviour Resolution Team – alongside contractors and partner organisations. In short, Big Impact Days are about making a visible difference in one day, tackling problems, and giving residents a sense that their community is valued and supported.

At each event we provide the following:

1. Offer face-to-face advice and support.
2. Help residents raise issues and get them resolved quickly.
3. Deliver practical improvements, such as minor repairs, cleaning, or safety measures.
4. Access to services, from employment support to wellbeing advice.
5. Build trust and stronger relationships between customers and staff.



A2Dominion resident with staff member – Big Impact Day

Strengthening communities – A2Dominion's Big Impact Days Continued

Impact 2024/25

- We delivered **12** successful Big Impact Days engaging **450** customers.
- **854** high needs priority customers received vouchers. Total spent **£17,140**, donated by A2Dominion suppliers.



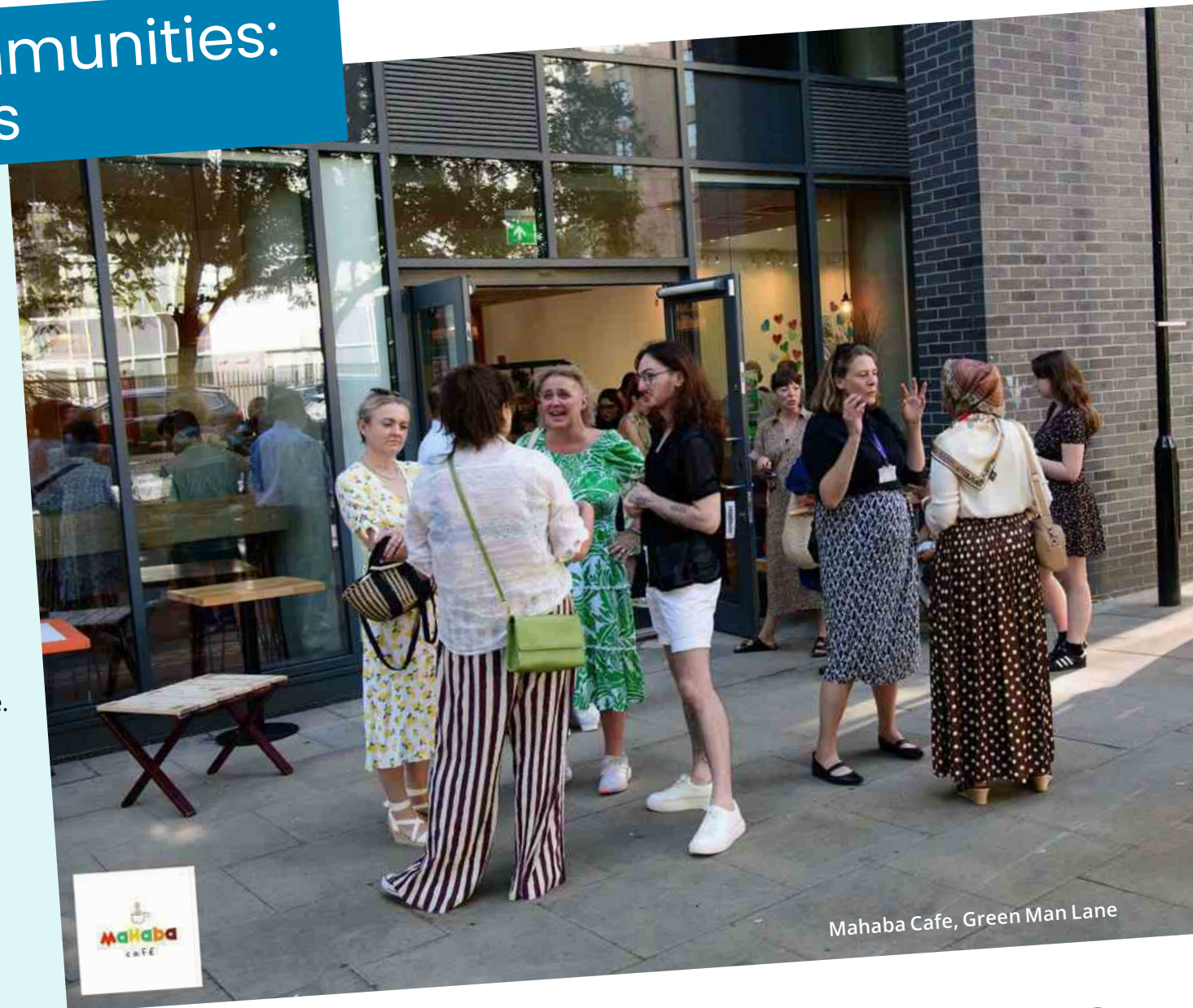
Scheme/Neighbourhood	Borough
Toplocks	Southall, Ealing
Emerald Square	Southall, Ealing
Green Man Lane	West Ealing
Smith Farm	Northolt, Ealing
Geraint Thomas House	Crawley
Earl Haig	Hounslow
Wood Lane	Isleworth, Hounslow
Gunmaker Lane	Tower Hamlets
Central Stanwell	Stanwell, Spelthorne
Stanwell, Northlands	Stanwell, Spelthorne
Bracklesham Bay	Chichester
Swanfield	Chichester



Strengthening communities: community centres

At A2Dominion's community centres, local communities and customers can enjoy a wide range of activities, clubs and social events. Our centres also provide access to valuable support, including food hubs and warm hubs, employment and training advice, debt and money guidance. Our centres can also be used or hired by customers and community groups for many activities, from exercise and dance classes to meetings and celebrations.

Importantly, we have a number of specialist advice, counselling and support charities as well as nurseries and a children's centre co-located within our centres, providing vital services for local people.



Mahaba Cafe, Green Man Lane

Strengthening communities: community centres Continued

Impact 2024/25

1. This year we had over 60,000 visits across seven community centres, including:
 - Beethoven Centre, Queens Park, Westminster
 - The Lido Centre, West Ealing
 - Green Man Lane, Ealing
 - Stanwell Rose, Stanwell, Spelthorne
 - Lord Knyvett, Stanwell, Spelthorne
 - The Havelock Centre, Southall, Ealing
 - Swanfield Community Centre, Chichester
2. Our Development Team have completed the building of a brand-new community centre in Elmsbrook, Bicester. The community centre will be leased to Cherwell District Council and managed by ECO, Elmsbrook Community Organisation.
3. We launched Mahaba Café on Green Man Lane, Ealing.



Strengthening communities: Mahaba Café, creating a community hub, Green Man Lane, West Ealing

Mahaba is a social enterprise that aims to tackle the inequity faced by young people with learning disabilities and autism, who often do not have access to meaningful work opportunities.

Inspired by successful examples worldwide, Mahaba Café, now located in A2Dominion's community space on Green Man Lane Estate, West Ealing, provides a true work setting to help young people with Special Educational Needs and Disabilities (SEND) foster independence and pave the way for permanent employment. The training program is designed to increase confidence and independence in the retail and food service environments. Mahaba Café is also providing volunteering opportunities and a range of activities for local A2Dominion customers to get involved in.



Mahaba Café – Graduation



Health and wellbeing: supporting good mental health and emotional wellbeing across our communities

A2Dominion is committed to helping our customers and communities live well, stay connected and build resilience. Through our Emotional Wellbeing Team, Tenant Welfare Service, and partners such as Mind, we are delivering vital mental health and emotional support where it's needed most.

Impact 2024/25

- **300** local people accessed our Social Prescribing Service connecting people to non-clinical support tailored to their needs. This service has continued but our staff are now employed directly by Ealing GPs and Mind.
- **£46,000** annual investment in our emotional wellbeing service, which supported 249 A2Dominion customers.
- Our Tenant Welfare Service provided intensive, one-to-one support to **61** customers, helping them manage complex challenges.
- **600** local people accessed Mind's Safe Spaces at the Lido Centre. Open seven days a week, from 2pm–10pm, Safe Spaces provides immediate access to qualified counsellors for local people experiencing mental health crisis.
- **98** local people from Spelthorne received counselling from Mind, part of a **£166,000** grant funded by Surrey County Council. Over the lifetime of the grant Mind has supported **180** local people.
- **100** young people supported through Miindfulness, a local community organisation that supports young people with their physical and mental health, through sports, music, workshops and 121 sessions. Miindfulness were a successful nomination at the G15 Community Awards.



Conclusion and next steps

This year's impact report highlights the incredible contribution residents, local groups and partner organisations make to the communities A2Dominion serves. From addressing the cost of living to empowering young people, tackling food insecurity and improving the health and wellbeing of thousands of individuals, their impact is immeasurable. The voices and involvement of our customers are essential in creating thriving, sustainable communities and ensuring people are connected to vital services which, as many of these projects illustrate, have transformed people's lives.

Community Investment is now part of a new A2Dominion Intensive Customer Support Team, alongside Safeguarding and Anti-social Behaviour, therefore our focus has become more targeted to priority customers and communities. Our plans for 2025:

1. Develop and expand initiatives such as Respect and Connect Week to bring communities together and reduce anti-social behaviour
2. Develop and expand our food, furniture and hygiene distribution to soften the impact of cost of living on priority communities and customers
3. Secure new partnerships and funding to increase and expand our employment support
4. Work with our social purpose teams to increase social value
5. Increase awareness with customers, communities, partners and funders on the impact community investment is making in the communities it serves.



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