

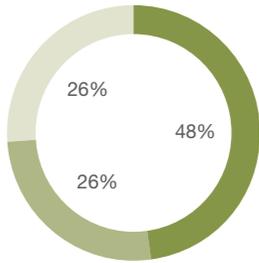


Community Our Social Investment Strategy

About Social Investment at Guinness

During 2019/20, Guinness and our partners supported well over 4,000 beneficiaries through 27 projects delivered across the country.

Social Investment beneficiaries by theme 2019/20



- Education, Employment, Training
- Alleviating Hardship
- Inclusive Communities



We would like to thank our Partners, Funders, Delivery Agents, Associates and Affiliates for their work with us in our communities.

Active Community Network | Big Life Group | Binti
Bromford Housing | CITB | Clarion Housing
Caring for Communities and People | Cartwheel Arts
Communities that Work | Chance | CIH
Copenhagen Youth Project | CPC | DAHA | Emmaus
Equity Housing | Engie | Fusion21 | Great Places
Hackney Wick | Henry Construction | HEART
Hesters Way Partnership | Keepmoat | Kier
Leeds College of Building | LGBT Foundation
Manchester Youth Zone | Mace | M&Y Maintenance Ltd
MD Group | NHMF | NHF | Novus | Park Community
Action | Petrus | Platform Housing Group | Pop Up
Business Schools | Procure Plus | Regenda
Rochdale Connections Trust | Rochdale Youth service
Rochdale Borough Wide Housing | Sal's Shoes | Savills
Sheffield Park Community Acton | Sports Inspired
Southern Housing | St Giles Trust | Stockport Homes
Sure | TLC | Trowers and Hamlin | Tutors United
Upturn | VCP | Wates | Vinci | Women in Construction

Also the many local authorities we work with to make a difference in our communities.

Introduction

Our fundamental purpose

Providing affordable homes for people who need them represents significant social investment, as does providing care services to help people live independently and well. Both are core activities for Guinness. But housing associations have always done more than bricks and mortar. This strategy sets out our commitment to going further, and how we do that in the communities in which we work. It all supports our overall social purpose: to improve people's lives and create possibilities for them.

What we mean by Social Investment

Social investment is about investing in people and communities. It means activities and programmes designed to strengthen people's skills and capacities such as helping people to find work, start a business, or boost their career with qualifications and training. It also means being there for our customers by providing support when they need it most to help alleviate acute hardship.

Social investment is about investing in people



Going further - what we do

Guinness can have a significant positive impact in communities

We invest in communities mainly by providing homes, services and care to people who need them most. That is what our customers and stakeholders expect us to do and where we focus.

But we need and want to go further, because we can have a significant, positive broader impact. The pandemic has had a disproportionate impact on households on lower incomes, many of whom are our customers. We have a responsibility to help those affected by helping to stave off the worst effects of the economic consequences of the pandemic, as well as helping people to find new opportunities. We want to support opportunity and aspiration, and strong communities. We do this by focusing on themes informed by our customers' and partners.

- 1. Alleviating Hardship – addressing food and consumables poverty**
- 2. Education, Employment and Training – through a range of work experience opportunities, developing and supporting career aspiration and direct funding**
- 3. Inclusive Communities – to improve health and wellbeing**

How we do it

We work with a network of partners with aligned values keen to support our communities and deliver best practice. By working with and through them we will deliver focused initiatives with clear measurable positive impacts. In some cases activity will be about supporting what we do through funding, through the inclusion of social value provision in our contracts or through the donations of time or other support. In others it will be about commissioning expertise and services to focus and develop the work of organisations who work closely with our communities.

And where?

We focus on our top ten local authorities as a priority and work with partners to provide support elsewhere, making the most of our resources.



Alleviating Hardship

We want to provide practical support to support stable tenancies to ease the most severe circumstances

We have an extensive range of activities to help customers who are experiencing hardship. Our Customer Support Team helps them access the full welfare benefits and support they are entitled to, an additional £12m in 2019/20. With partners, we have established 5 food pantries, supported holiday hunger campaigns, collected and distributed hygiene products and provided financial support to enable customers to attend job interviews or purchase school uniforms. Our Hardship Fund directly helps people when they experience difficult circumstances by providing access to emergency food, furniture and vouchers to pay for utilities.

We will:

- Grow our Hardship Fund including by securing donations and target support using data as well as feedback from our customers.
- Continue to help our customers to access the benefits and support they are entitled to.
- Review lessons from our support of food pantries, and continue to invest in additional food pantries in our core areas where the benefit is demonstrated. We will partner with others to support our communities in other locations.
- Invest in alleviating consumables poverty, especially those relating to fuel, school uniforms and young people.
- Use our Aspire Awards to support our customers to develop stable careers.



Education, Employment and Training

We want to help people go further, be inspired and achieve

We support our customers to pursue their aspirations and to extend career horizons by providing opportunities that often are not otherwise readily available to them. We will continue to develop and promote work readiness programmes, work experience, placements and mentoring, as well as apprenticeship and permanent job opportunities across Guinness and our business partners.

We will:

- Continue to be strong advocates for a diverse workforce by supporting the Women into Maintenance & Construction and the Men into Care initiatives.
- With our business partners, schools and colleges, provide insight in the breadth of housing careers available to young people through careers fairs, work experience, apprenticeships, entry level, graduate and permanent roles across our businesses.
- Expand our support for people seeking to start their own business by providing access to training and advice.
- Ensure youth diversionary work on our estates includes education, employment and training activities.
- Develop our work programme at the Sheffield Foyer, engaging local employers and our business partners to support the aspirations of our residents.
- Use our new building programme to offer career opportunities, promoting diversity especially in the trades and building great relationships with local partners.
- Promote our Aspire Awards – Your Career, Your Degree, to enable customers to pursue their aspirations.
- We will establish new partnerships focussed on planning, designing and delivering a more comprehensive programme of support for our customers seeking employment.



Inclusive Communities

we want to make our neighbourhoods pleasant, safe and thriving places in which to live

Inclusion, health and wellbeing across our communities are important to us. We have a range of initiatives focusing on dementia, diversity, youth diversion, mental health and domestic abuse. Guinness Care runs programmes and events to reduce isolation and exclusion for our most vulnerable customers. We want to extend our work on disability inclusion and will develop an integrated approach to sustainability over the course of this strategy, particularly in relation to net zero carbon.

We will:

- Develop our links with community voice organisations to inform best practice in relation to community investment.
- Ensure our dementia-related activities are more inclusive by funding a two year Bring Dementia Out programme, with the LGBT Foundation.
- Build on our Domestic Abuse Housing Alliance (DAHA) accreditation and publication of our sector-wide best practice DA toolkit through new, dedicated internal steering and operational groups for domestic abuse, supporting women's refuges, and through local partnerships.
- Use our Aspire Community awards to support youth diversionary work including sports, education and employment experience, and intergenerational and loneliness projects.
- Develop our digital inclusion activities with our care customers.
- Develop our disability initiatives to inform customer service.
- Support mental health initiatives across our communities.
- Support community activities that best use our community centres to support customer and community needs in our core areas.



Measuring and reporting our impact

We will publish an annual social investment review

It is important to measure our progress and impact as we implement our social investment strategy. We are continuing to improve our data collection so we understand our performance and have a baseline for future years of the strategy.

We will:

- Record how many customers and people in the wider community who we have engaged with, have benefited from our social investment.
- Capture the volume of initiatives and the associated projects, activities and events related to each of our three strategic themes.
- Measure the outcomes and achievements from our various initiatives, projects, activities and events using recognised social value methodologies.
- Work with sector peers and leaders to establish a shared approach to measuring social investment in order to successfully benchmark what we do and present a compelling narrative to stakeholders about the value of social investment.
- Understand how we can better develop, grow and use our partnerships to support our communities including in terms of the volume, funding value and purpose.
- Promote our work so it is recognised across our stakeholder groups, including our customers, colleagues, local authorities, business partners and sector.



Some of what we do

Our North West

Homes	8,241
Customers	18,400
Customer satisfaction	82%
Homes under development	421

- Partnered with Cheshire East Council and Wates to create a purpose-built apartment for adults with additional needs to use safely and give them a chance to learn vital life skills.
- Continued to support the Crewe food pantry.
- Our customers contributed to the design and installation of an award-winning garden at the Royal Horticultural Society (RHS) Flower Show at Tatton Park.
- Hosted an event for advocates for women into manual trades which was attended by delegates from 17 organisations.

Our North Central

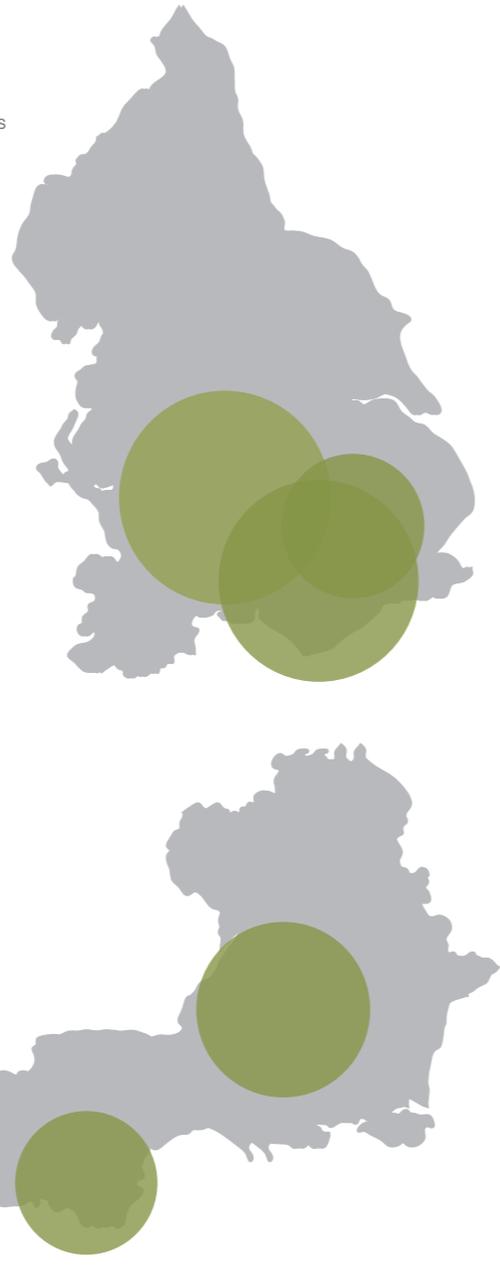
Homes	10,622
Customers	20,000
Customer satisfaction	79%
Homes under development	1,314

- Continued to support the Park Centre Food Pantry and Community Library in Sheffield.
- Partnered with Park Community Action to feed local young people during the summer holidays as part of Guinness' Holiday Hunger Initiative.
- Supported our Sheffield Foyer residents by: providing extensive benefits advice; helping 71 to register with a GP; supporting 52 into work, 45 to enter college and 39 to start some form of training; and helping 86 to get formal identification documents.

Our South West

Homes	10,143
Customers	21,000
Customer satisfaction	79%
Homes under development	667

- Opened Cheltenham food pantry in partnership with local charities and other housing associations.
- Established intergenerational initiatives with 'Good Gym' made up of local runners who also volunteer. They have been regularly visiting our two Swindon schemes to help customers with their allotment project and take part in activities.
- Provided grounds maintenance services for a local college and school through Brambly Barn day service.
- Ran a community fun day in Mid-Devon to highlight the work of our care services.



Greater Manchester

Homes	11,211
Customers	20,900
Customer satisfaction	81%
Homes under development	300

- Partnered with local outreach organisations in Rochdale, Salford and Manchester to provide over 1,500 meals to 806 young people as part of Guinness's Holiday Hunger Initiative.
- Started supporting Sal's Shoes to distribute recycled shoes to children living in two of our key communities – one in Greater Manchester (Salford) and the other in the North West (Crewe).
- Supported Salford Food pantry.
- Partnered with Keepmoat and Regenda Homes on a kick start programme promoting careers in construction.
- Ran construction entry skills sessions with Engie, securing CSCS cards for residents.

Our South Central

Homes	9,008
Customers	22,200
Customer satisfaction	75%
Homes under development	1,170

- Partnered with Engie to improve the Heelands park in Milton Keynes.
- Partnered with Vinci on the Great British Clean Up in Milton Keynes.
- Acquired land to build 500 new homes in Stevenage.
- Partnered with PopUp Business School to deliver training to Milton Keynes residents on how to set up their own business.

London

Homes	5,749
Customers	12,700
Customer satisfaction	71%
Homes under development	1,117

- Partnered with local outreach organisations to feed 125 young people in Islington and Hackney as part of Guinness's Holiday Hunger Initiative.
- Began working with Tutors United to provide tuition for primary school children.
- Supported Kier with their Bring Your Daughter to work event, where girls and young women were given the opportunity to find out what it's like to work in construction.
- Worked in partnership with an outreach organisation in Hackney to deliver a range of youth services.
- Supported Copenhagen Youth Project's football for life scheme which uses football as the magnet and vehicle to build responsibility, responsiveness and resilience within a group of young people.

Our South East

Homes	9,212
Customers	18,200
Customer satisfaction	71%
Homes under development	362

- Partnered with Engie to support Women's Refuge in Hampshire with renovations to improve the children's playroom.
- Supported Active Communities, a charity for young people in Havant.
- Refurbished communal facilities at three housing for older people schemes in Havant to make them dementia-friendly.
- Delivered 500 care hours per week in Havant area.

**great service
great homes
a great place to work
and a great business**



30 Brock Street, London NW1 3FG
www.guinnesspartnership.com

The Guinness Partnership Ltd is a charitable
Community Benefit Society No. 31693R
Registered in England and is Registered
Provider of Social Housing No. 4729.