

# Social Value

## Spotlight on 2024-2025



# The impact of social value

Social value is the positive impact an organisation has on people, communities, society and the environment – over and above its usual business. Over the past few years, we've been working hard to get a good understanding of the social value we create.

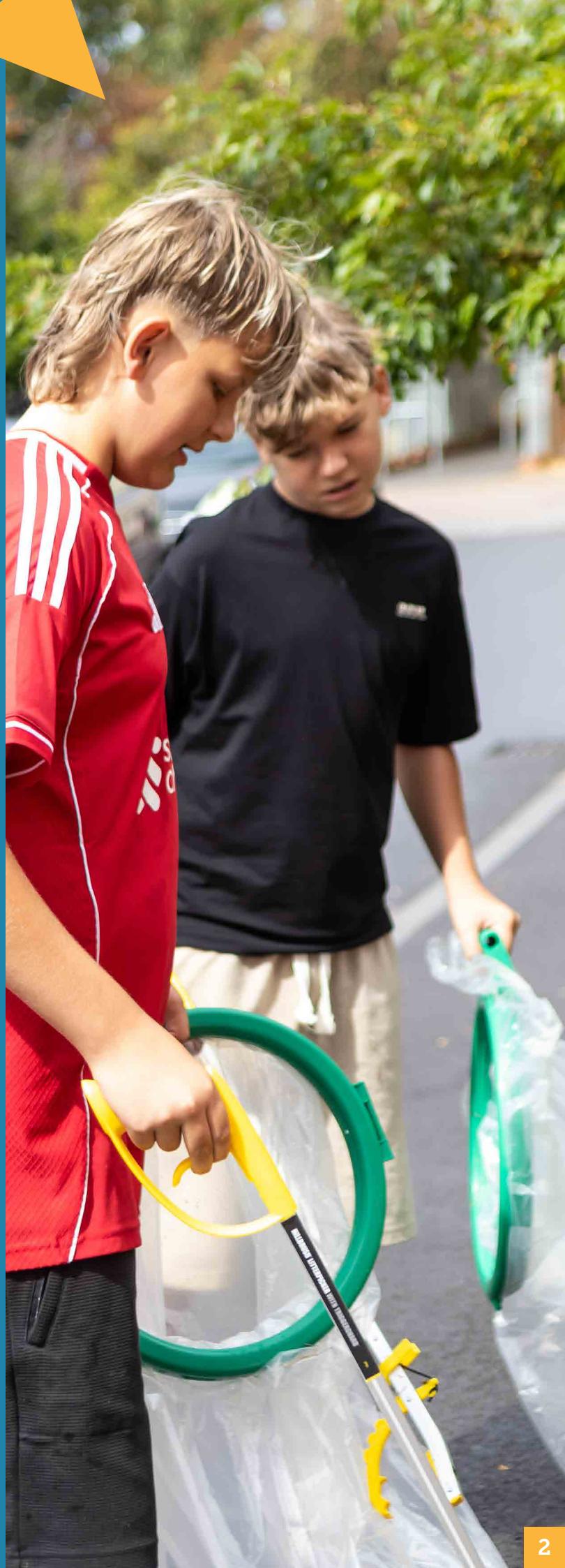
## Social value matters because it:

- Builds stronger communities**
- Supports local economies**
- Protects the environment**
- Improves wellbeing**
- Creates opportunities for those who need them most.**

As our approach to social value has changed, so has the way we measure it. We've listened to customers and moved to a more structured approach that reflects the positive impact we're having on customers and communities.

So, this year - for the first time - we've measured new areas that we know are important to our customers, such as satisfaction with our repairs service and how well we resolve damp and mould cases. Including these things helps us to understand how and where we create value. It also helps us to identify which things we need to improve.

We're committed to reporting social value in a way that's easy to understand, and we're proud of the progress we've made. We want to make sure that our work continues to make a positive difference to the people we serve.



## Total figures 2024/25

Area	2022/2023	2023/2024	2024/2025	Total
Community Investment Grants	£1,237,888.0	£1,459,277.0	£1,416,002.0	£4,113,167.0
Neighbourhoods	£8,568.0	£376,301.0	£1,835,391.0	£2,220,260.0
Tenancy Management and Sustainment	£2,093,332.0	£5,163,556.0	£9,910,835.0	£17,167,723.0
* Customer Engagement	£123,446.0	£366,598.0	£7,428,338.0	£7,918,382.0
Employability and Volunteering	£106,125.0	£360,530.0	£104,693.0	£571,348.0
Retirement Living	£18,075,547.0	£8,555,377.0	£3,053,033.0	£29,683,957.0
Supported Living	£1,585,101.0	£1,323,817.0	£2,071,487.0	£4,590,723.0
Lettings	£1,317,951.0	£1,202,036.0	£1,723,400.0	£4,243,387.0
Domestic Abuse Services	£335,582.0	£1,283,748.0	£1,473,701.0	£3,093,031.0
Homes Operations		£12,833,003.0	£13,459,820.0	£26,292,823.0
Development	£998,004.0	£3,287,004.0	£2,820,048.0	£7,105,056.0
Commercial Services and Home Ownership	£1,104,696.0	£448,599.0	£543,040.0	£2,096,335.0
Sustainability and Environmental - Retrofit	£5,852.0	£184,980.0	£411,185.0	£602,017.0
<b>Total</b>	<b>£26,992,092.0</b>	<b>£36,844,826.0</b>	<b>£46,250,973.0</b>	<b>£110,087,891.0</b>

\*This uplift is because we're reporting on more of our regular volunteer activities, and annual financial support to customers

# The outcomes we're most proud of

## A note on how we measure social value

We use the **HACT** (Housing Associations' Charitable Trust) Social Value Tool. It's a leading framework used by housing providers and community organisations to measure the social impact of their work. The tool uses the **wellbeing valuation approach**, which gives financial values to outcomes that improve people's lives. These outcomes include employment, health, financial inclusion, education and community engagement.

**We created a total social value of over £46 million in 2024-2025**

## What this means for our customers

### Income and lettings

We secured £199,636 in **Discretionary Housing Payments** which supported 310 customers.

We offered **secure homes** for 367 customers who were rough sleeping or living in temporary accommodation.

### Tenancy sustainment and support

We secured **advice** for 600 customers by referring them to Cleanslate for debt, budgeting and employment advice, which created a financial gain of £92,792.

We supported 34 households with **food and fuel vouchers** through our partnership with Wates and Evouchers.

We delivered six **employment workshops** in partnership with our contractors to help with CV writing, interview skills and career advice. We also helped a customer to get a job and increase their income by nearly £18,000 by signposting them to the Cleanslate Quids In! employment programme.

### Commercial service and homeownership

We helped 32 **shared** owners to buy more shares in their shared ownership homes, and we guided nine customers to **buy** their existing homes through Rent to Buy or Right to Acquire. We supported them through the process to make sure everything went as smoothly as possible.

### Development

We built 184 **new homes** which have **smart home technology** such as solar panels, charging points for electric cars, and self-learning systems that track people's routines and then adapt lighting, heating, hot water and security systems to save energy.

### Neighbourhood Partners

We've been out and about in our neighbourhoods more. We've completed 11,462 **neighbourhood visits**, including 3,652 estate inspections and 1,867 tenancy checks.

### Customer engagement

Our **customers helped us get things right** by reviewing 32 policy, guidance and communications documents.

Our Customer Scrutiny Panel made 42 recommendations which led to **service improvements**.

# Spotlight on... Neighbourhoods

We created social value of  
**£1.8 million**  
in our neighbourhood services

## What we did

We resolved 1,753 cases:

We investigated 541 **communal issues** and environmental nuisances and worked with local agencies and customers to resolve them.

We addressed 495 **fly tipping** incidents.

We reviewed our approach to dealing with parking issues and resolved 429 **parking cases**.

We worked closely with customers to bring 94 community improvement ideas to life.

## Community days

We visited 10 local communities to understand local issues so we could tackle them. Since then, we've revamped and redesigned bin stores, created additional storage, and re-painted parking areas. These community days have helped us to build stronger partnerships with our customers, local authorities, and the voluntary sector.

## Guide to being a good neighbour

This year we launched a new leaflet 'Your guide to being a good neighbour'. It has clear information on how to tackle common problems, who to contact, and how customers can proactively get involved in improving the neighbourhood.

## Improving mental health

In a national first for housing providers, we led on a pilot project with Red Umbrella to support our customers with their mental health. The Care Coins project provided six sessions of free counselling to our customers, which they could book online at a time to suit them.



## Spotlight on...

# Tenancy sustainment and support

We created social value of  
**£9.9 million**

in our tenancy sustainment and support services

We've improved the lives of our customers through practical help, guidance and support to maintain their housing, helping them to have a safe place to live that they can call home.

## What we did

We secured £292,653 in **grant funding** for customers.

We completed 2,522 **tenancy support** cases.

We helped 805 customers with issues relating to the condition of their property.

We gave advice on fuel to 338 customers helping them to secure grants and lower energy bills.

We helped customers to complete 352 **mutual exchanges** moving into a home that better suits their needs.

## How we've helped people

We referred customers for **mental health support** and counselling.

We helped with **grant applications** and referrals for food, household items, and clothing.

We gave **advice** on budgeting, financial support and debt management.

We **connected customers** with local authorities, support agencies and charities.

We **worked together** with customers with complex housing needs to help them secure a home.

## Customer feedback

★ Trustpilot



I'm deeply grateful to both Stonewater and the Longleigh Foundation for providing this kind of meaningful help to tenants—and especially to Tracey, whose dedication truly stands out.

Thank you again!"

## Case study

Following the death of his mother, a vulnerable customer facing health and financial challenges was supported through a complex tenancy succession and downsizing process. With coordinated efforts from Stonewater colleagues and external agencies, he received safeguarding support, financial assistance, and was successfully moved to a bungalow. This significantly improved his housing situation and wellbeing.



# Spotlight on... Domestic abuse services

We created social value of  
**£1.4 million**  
in our domestic abuse services

We have over 20 years' experience in delivering refuge, safe accommodation, and community-based domestic abuse services, supporting survivors of domestic abuse. We're proud of our unique service offer for people who may be unable to access traditional refuges.

## How we've helped people

We secured £107,465 in **grant funding** for customers

We made 13,930 **welfare checks**

We delivered 626 **activities in our refuges** such as wellbeing, employment, educational and social events

We helped 87 customers get into **employment, training, volunteering** or education

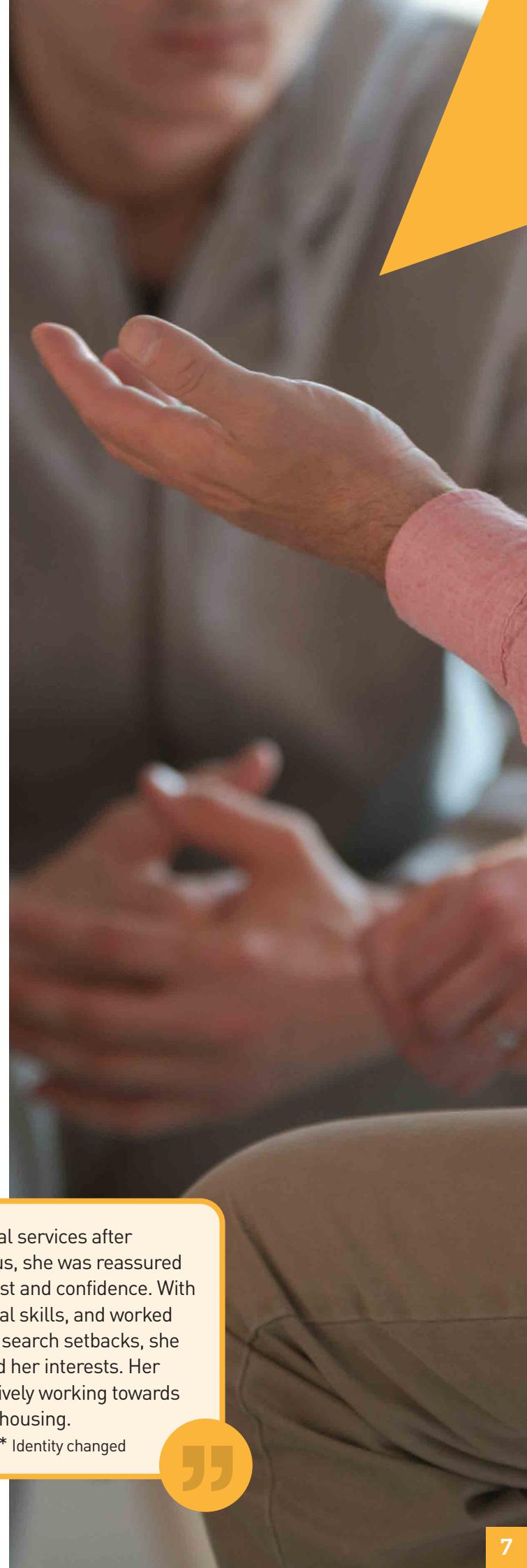
We supported 52 households to move into **secure housing**

We moved 12 households into temporary **accommodation**.

## Case study

Elena\* received vital support from refuge staff and local services after escaping an abusive situation. Initially fearful and anxious, she was reassured that her housing was secure, which helped her build trust and confidence. With encouragement, she began studying, improved her digital skills, and worked on her CV. Though she struggled with low mood and job search setbacks, she stayed determined and completed courses that matched her interests. Her journey shows resilience and growth, and she's now actively working towards new employment goals, independence, and permanent housing.

\* Identity changed



# Spotlight on... Retirement Living services

We created social value of  
**£3 million**  
in our retirement living  
services

We have more than 50 retirement living schemes across the UK, offering safe and accessible spaces for people to live independently. These schemes come with the bonus of support services and friendly communities.

## What we did

We delivered 22,289 scheme **newsletters** containing local information, events and updates for residents.

We completed 12,633 **compliance checks** to help keep our customers safe.

We ran 4,940 coffee mornings, supper clubs, and education, arts, and culture **events**

## Scam Awareness at Abbey Lodge

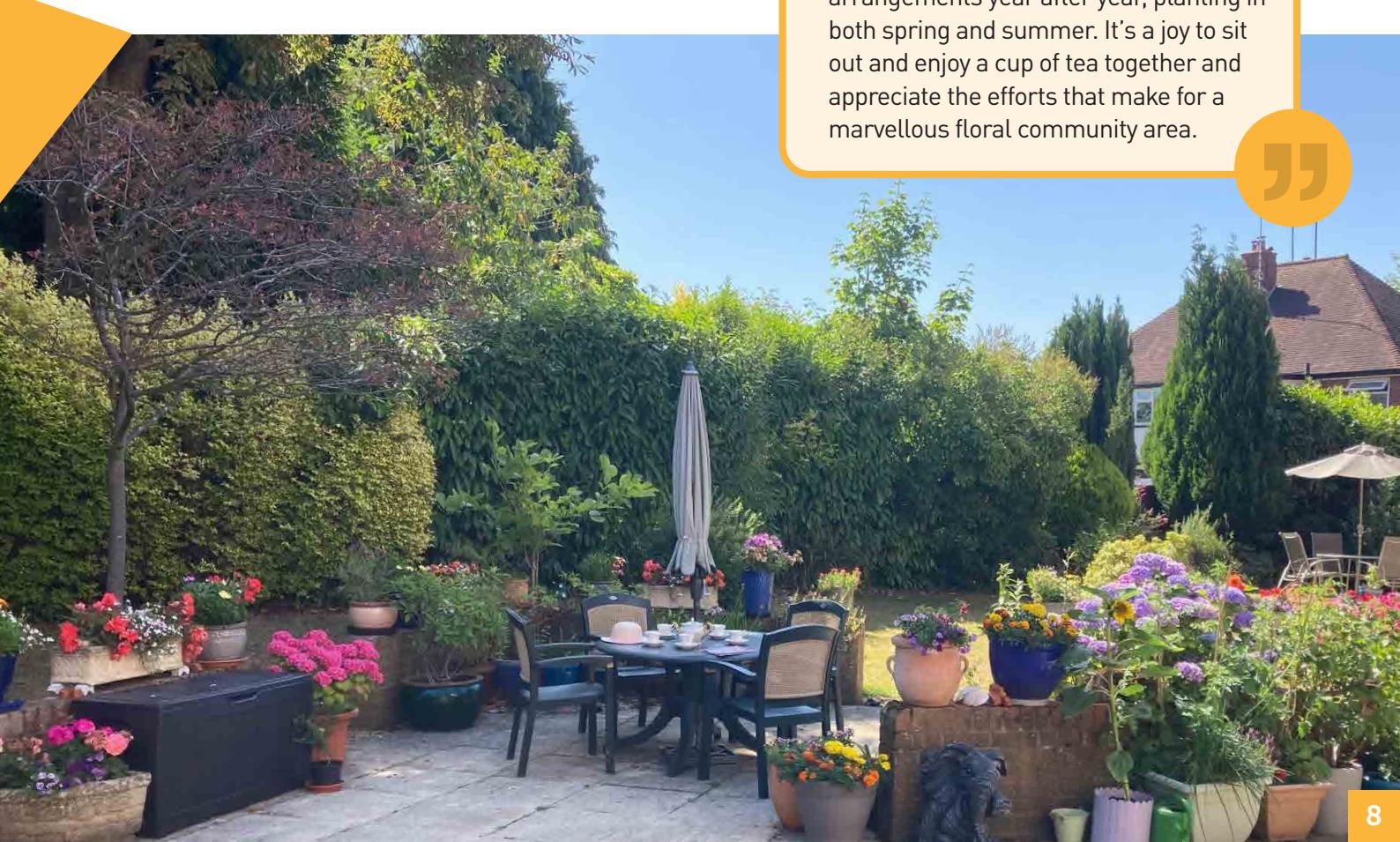
A former PCSO living at Abbey Lodge supported their neighbours with scam and fraud awareness by arranging a workshop with the Nottinghamshire Police Action Fraud team. The workshop created a safe space for customers to share their experiences and learn how to identify and avoid rogue traders, digital scams and financial fraud.

## Malvern Court are winners of the 2025 Gardening Competition

“

Our beautiful, shared community garden is tended and cared for by the residents. The average age of the green-fingered gardeners is late 70s/80s, who supply all the pots and wonderful flower arrangements year after year, planting in both spring and summer. It's a joy to sit out and enjoy a cup of tea together and appreciate the efforts that make for a marvellous floral community area.

”



# Spotlight on... Supported Housing Services

We created social value of over  
**£2 million**  
in our supported housing  
services

Our supported housing offer provides young people, domestic abuse survivors, people with mental health needs and people with disabilities a safe and secure home where they can live more independently.

## What we did

We completed 667 **compliance checks** helping to keep our customers safe.

We made 37,327 **welfare checks**.

We delivered 185 social, educational and cultural **activity sessions**.

We moved 55 customers into **secure accommodation**.



Frederick\*, was struggling to balance his mechanics apprenticeship and housing costs. Frederick faced challenges trying to complete his college work and lacked essential tools for his training. His coach managed to secure funding for tools, a laptop with specialist software, a move to more affordable accommodation and a rail pass to help with travel costs. Frederick received educational support too, allowing him to catch up on coursework. He is now set to complete his apprenticeship. Frederick now feels confident, grateful, and ready to take his next step.

\* Names changed for confidentiality.

Sarah\* moved in to supported housing after a stay in hospital and was apprehensive about engaging with our services. Her keyworker supported her to settle in and slowly she became more involved, and her mental health improved. She was supported with her literacy skills and to apply for benefits she was eligible for. Sarah has increased in confidence and now enjoys volunteering at a local charity.

# Spotlight on... Customer engagement

## We created social value of **£7.4 million** in our customer engagement service

Our customer engagement opportunities give our customers the power to influence and improve Stonewater services. We offer a range of options so customers can get involved in a way that suits them.

### What our customers did

2,066 customers helped shape our services by sharing their views in consultation surveys – a number we hope to increase in 2025-2026.

Our Community Champions completed 130 neighbourhood **walkabouts** helping us to improve local services and implement community investment ideas.

Our Scrutiny Panel made 42 **recommendations** which led to service improvements in the areas that matter most to customers, including anti-social behaviour and damp and mould.

Our customers helped us improve our **communications** by reviewing 32 policies, customer guides and letters for important issues like building safety and rent and services charges.

### Learning from customer complaints

Our Customer Complaints Learning Panel reviewed some customer complaints. This has helped us to communicate better – we now respond more effectively to complaints. It also helped us to improve important services such as anti-social behaviour.

### Keeping customers safe

Our Customer Building Safety Group was set up in 2023 in response to the Building Safety Act (2022). It gives customers who live in our high-rise buildings a clear voice in safety matters. The group works closely with our Building Safety Manager to keep us informed of any local issues. They've helped review safety documents and customer guides and supported the release of our Customer Building Safety Engagement Strategy.

### Improving the services that matter to our customers

To make sure customers have influence throughout our processes, we're involving them everywhere it matters. Feedback from customers told us that we needed to improve our grounds maintenance and our cleaning services, so we got customers involved in marking the tenders for new contractors.

I joined the Scrutiny Panel in July of 2024 because I wanted to make a genuine difference for customers and the wider community. Over the past year, being part of the panel has taught me that collaboration and constructive feedback can lead to tangible improvements. I've learned the importance of speaking up, working as a team, and making sure that different voices are heard in review discussions.

Trevor, Scrutiny Panel Chair



# Spotlight on... Development

## We created social value of **£2.8 million** in our development services

With our new homes development programme, we build high quality homes that meet the needs of the future. We're proud to put a clear emphasis on affordability, sustainability and environmental performance.

### What we did

We've built 1,103 new **affordable homes**.

When the new homes are fully occupied, up to **4,194 people will have a place they can call home**.

We planted 5,165 trees in partnership with Community Forest Trust.

1,005 of our new homes have access to communal **outdoor spaces**, including play areas, and 924 homes have private outdoor spaces.

### South Petherton

We delivered high-quality, energy-efficient homes that promote sustainability and community wellbeing. Built to Passivhaus standards with an EPC A rating, these homes help customers to reduce energy use, lower bills, and shrink their carbon footprint. The development encourages outdoor living and social connection through edible landscaping, wildflower planting, and a communal allotment with seating, herb beds, and a natural play area.

### Wood Fruit Farm, Newick

This development offers a blend of sustainability with local heritage. Each home has eco-friendly features like solar panels, air source heat pumps, electric vehicle chargers, and edible gardens with individual fruit trees. A striking public art installation is the centre piece of the scheme: it's a galvanized metal arch designed by a nearby village blacksmith that pays tribute to the site's fruit farm history. Customers told us that they were delighted with their new homes on this thoughtfully designed scheme.



# Spotlight on... Homes

We created social value of  
**£26.6 million**  
when managing our homes

We're committed to keeping our existing homes well maintained, safe, secure and sustainable. Our Homes Operations team focuses on our repairs service, building safety, planned investments and creating more energy efficient homes. Our retrofit programme is helping us achieve a net zero carbon rating.

## What we did

We're working to improve the **Energy Performance** Certificate (EPC) ratings of our homes. We improved 84 of our D and E rated homes so they achieved a C rating. We improved a further 13 of our D-rated homes to achieve B ratings. One home even went from a D to an A rating.

We helped 3,067 customers who reported **damp and mould**.

Our customer survey showed that **84.5% of customers were satisfied** with our repairs service and 84.8% of our customers were happy with the service provided by our gas contractors.

“It's all been very worthwhile, we've never been more comfortable, the cost of electricity has never been less for us. We reckon for the same period last year (December, January and February) we're saving about 50%.” - Peter and Margaret, retrofit customers



# Spotlight on... Community Investment Grants

We created social value of  
**£1.4 million**  
with our Community  
Investment Grants

These grants provide funding to help people with specific challenges or to fund projects and activities that help transform entire communities. The aim of these grants is to make a positive difference to our neighbourhoods and the lives of our customers.

## What our Community Investment Grants have achieved

504 grant applications were approved, which means 2,212 households benefitted from the funding.

We issued 192 video doorbell cameras to households experiencing anti-social behaviour or domestic abuse.

We helped 81 customers to improve the condition of their home through waste clearance services.

We helped 74 customers to buy white goods or furniture.

We gave sim cards to 32 customers giving them access to free calls, text and data.

We awarded 20 grants to enhance communal spaces such as bin stores, seating, landscaping and cleaning, as well as parking improvements.

We helped five customers to get on the internet.

We gave four grants to supported living schemes to deliver engaging customer activities.

Three customers were supported into training or employment.

Mrs S contacted us at Christmas and was in urgent need of food and a bed for her son who was sleeping on the floor. We issued a Community Investment Grant, that immediately allowed her to feed her family and buy a bed base for her son. Mrs S shared that the support "meant the world". Tracey in our Tenancy Sustainment team continued to work with the family to secure further help and connected Mrs S with Clean Slate for financial support, budgeting, and to make sure her income was maximised.

\* Names changed for confidentiality.



Customers at one of our community days.

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