



B CORP TARGET IMPROVEMENT REPORT

March 2025



Purpose
Social Homes

LEADERSHIP LETTER

Dear Purpose Community,

I am incredibly proud of the strides we have made so far in building a business that not only provides quality Specialised Supported Housing for some of the most vulnerable people in society but also prioritises environmental sustainability at every opportunity. At Purpose Social Homes we believe that housing should be more than just bricks and mortar - it should be fit for purpose - a force for good, a home.

Becoming a Certified B Corporation is not just a milestone we achieved in September 2024; it is a commitment to continuous improvement over many years. The B Impact Assessment has provided us with a framework to measure what matters - our social and environmental impact - and use it as a catalyst for long-term strategic improvement. This journey has reinforced the importance of embedding purpose into every aspect of our operations, from the way we engage with our Commissioning Managers from NHS Integrated Care Boards and Local Authorities, our Funders, Housing Associations, Support Providers and Suppliers, through to how we support the residents and the broader community.

Looking ahead, we remain dedicated to pushing the boundaries of responsible housing development. Our focus will remain on enhancing our environmental responsibility by adopting greener building practices, thereby reducing our carbon footprint, strengthening community partnerships to drive meaningful social impact and maintaining accountability by consistently measuring and improving our impact in alignment with B Corp standards.

We know that real change doesn't happen in isolation. It requires the collective effort of our dedicated colleagues, suppliers, investors, and our broader community. That is why we are committed to leading with purpose, fostering innovation, and championing sustainability across the Specialised Supported Housing sector. This report outlines our key goals for 2025 and our commitment to achieving them, ahead of our first B Corp Impact Report in April 2026 to all stakeholders.

Thank you for being part of this journey. Together, we are proving that business can, and should, be a force for good.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Philip Wan', with a stylized flourish at the end.

INTRODUCTION

ABOUT US

Purpose Social Homes is a demand-led and purpose-driven organisation dedicated to empowering and supporting individuals who have learning disabilities and/or autism. Our commitment to positively impacting people's lives has been the driving force behind our success.



VISION

A valuable contribution to society



VALUES

Respect, Trust, Balance



MISSION

Raising the quality bar
of Specialised Supported Housing



PURPOSE

To provide 2,000 sustainable,
specialised supported homes

SUB SECTOR

Specialised Supported Housing (SSH) refers to housing specifically designed to cater to the needs of individuals with complex needs, disabilities, or mental health conditions. The primary objective of SSH is to provide individuals with a safe and secure environment that fosters independence, social inclusion, and a high quality of life.



OUR SUPPLY SIDE RESPONSE



01. Demand

Receive demand from Local Authority or NHS ICB and source a suitable property according to person specification.



02. Design

Develop a need-led bespoke design in accordance to the Safe Home Environment Assessment (SHEA) tool specification and feedback from stakeholders.



03. Purchase

Sales contract is agreed and Investor purchases property at investment value with a 20 year lease.



04. Build

Building works complete and property is handed over to the Housing Association and Support Provider.

PROGRESS SO FAR



52 Projects successfully delivered with an average 9.2 Net Promoter Score



95% Business Travel done using Electric Vehicles powered by renewable energy



100% of residents housed still in-situ with none returning to hospital and no voids



14 Projects delivered with Solar Panels



20+ Partnerships with LAs and NHS ICBs



17 Projects delivered with an EPC rating B and 35 with C

Purpose Social Homes envision a global economy that uses business as a force for good to deliver Specialised Supported Housing for people with Physical Disabilities and people with Complex needs. This economy is comprised of a new type of corporation - The B Corporation which is driven by purpose and creates benefits for all stakeholders, not just shareholders. As B Corporations and Leaders of this emerging economy, "WE BELIEVE THAT WE MUST BE THE CHANGE WE SEEK IN THE WORLD".

We are part of a growing community of over 8,000 businesses globally that have been certified as B Corps. The B Corp community in the UK is one of the largest and fastest-growing in the world, with over 1,700 companies spanning a range of different industries and sizes. Purpose Social Homes is also part of the Better Business Act - a coalition made up of over 2,000 businesses campaigning for a change to the law that would see all companies in the UK align their long-term interests with those of wider society and the environment.

Business as a force for good

"WE ENVISION A GLOBAL ECONOMY THAT USES BUSINESS AS A FORCE FOR GOOD WHICH IS PURPOSE-DRIVEN AND CREATES BENEFIT FOR ALL STAKEHOLDERS, NOT JUST SHAREHOLDERS. AS B CORPORATIONS AND LEADERS OF THIS EMERGING ECONOMY, WE BELIEVE THAT WE MUST BE THE CHANGE WE SEEK IN THE WORLD".

Certified



Corporation

This company is part of the global movement for an inclusive, equitable, and regenerative economic system.

Our B Corp Strategy

To create long-term Specialised Supported Housing solutions for vulnerable individuals that are environmentally friendly, economically sustainable and socially impactful while fostering an inclusive community and improving the quality of life for everyone.

We will continue to uphold the rigorous social and environmental performance standards, accountability and transparency. Our strategy should focus on maximising the positive impact in all 5 areas:

Governance: Enhance policies and practices about our mission, ethics, accountability and transparency in business operations.

Environment: Minimise environmental footprint in Single-service and new-build developments.

Workers: Fair and equitable treatment for all team members and partners by contributing to financial, physical, professional, and social well-being.

Community: Positive impact on local communities and social well-being of the residents where we operate.

Customers: Improve value for NHS ICB, Local Authority Commissioners, Funders and enhance the well-being of residents.



B Corp Score

Purpose Social Homes is proud to receive an overall score of 93.4 in 2024 and will continue to improve it going forward.



Key Indicator	2024 Score	2025 Target
Governance	14.1	15
Workers	24	25
Community	25.6	30
Environment	24.8	30
Customers	4.5	5

Looking ahead in 2025

01. Governance

As per B Corp legal requirement, we will amend our AOA to incorporate the company's objectives that require consideration of all stakeholders.

We will measure KPIs/metrics that we have identified to determine if we are achieving our social and environmental objectives.

The Board of Directors will meet at least quarterly, including one independent member to provide strategic direction to the company.

02. Employees

We will create an Employee Progress Review conducted at least annually, including Peer and subordinate input, clearly identified and achievable goals and will provide A 360-degree feedback process.

We will monitor and evaluate worker satisfaction and engagement every year.

03. Community

We will work with local suppliers to strengthen the local community.

We will create a Supplier Code of Conduct to ensure that suppliers enforce safe working conditions, that their workers are treated with respect and dignity, and that their manufacturing processes are environmentally responsible.

04. Environment

We will encourage good environmental stewardship in how employees manage their virtual offices and create a policy encouraging environmentally preferred products and practices in employee virtual offices.

We will monitor and responsibly dispose of hazardous waste and create a Safe e-waste/hazardous waste disposal policy.

We will aim to deliver 25-49% of our SSH projects that are located in brownfield, contaminated, blighted, or infill sites.

We will ensure all our projects completed in the last 24 months receive an energy performance certificate. All new-build schemes must target the highest possible energy performance rating of "A". A minimum acceptable rating of "B" shall, however, be considered following the provision of an explanation as to why an "A" rating is not possible.

We will aim to deliver 24-49% of our SSH projects located in low or moderate-income neighbourhoods.

We will implement the requirements of the Royal Institute of British Architects (RIBA) Climate Challenge 2030, and the Architects will provide a statement if the project meets this requirement.

We will aim to deliver 24-49% of our SSH projects to support or create street designs that accommodate safe and convenient pedestrian and bicycle requirements. We will also monitor whether all our projects meet the Sick Building Syndrome.

We will ensure all the construction and demolition waste is recycled.

05. Customers

We will create a Supplier Code of Conduct to collaborate with our service delivery partners on sustainability aspects.

We will work with our building contractors on sustainable practices in the built environment.

ACKNOWLEDGEMENT

We are B Corp certified leading provider of Specialised Supported Housing for people with learning disabilities and/or autism. We create bespoke internal and external environments for vulnerable individuals that meet the needs of both the support providers and residents.

GET IN TOUCH



+44 (0) 1202 699177



purpose@purposehomes.co.uk



<https://purposehomes.co.uk>



<https://linkedin.com/company/purpose-homes>



Purpose

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RAISING THE QUALITY BAR OF SPECIALISED SUPPORTED HOUSING