

How do we create places where people don't just live - they move forward?

B Corp Annual Impact Report 2025-26
Purpose Social Homes

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A note on images: To protect the confidentiality of the people who live in our homes, photographs of people in this report are illustrative stock images. They do not show residents or the individuals quoted.

Welcome to Purpose Annual Impact Report

To our partners, colleagues, commissioners, investors, and the people who live in our homes -

2025 has been another year of clarity, learning and purpose. It has been a year where we saw, again and again, the difference that the right home can make, not just in the first few weeks, but years later. Across Guildhall, Coombe, Little Wonder, and the historic schemes we revisited, the message was consistent: when people finally have a home that fits their needs, everything else becomes possible. We saw young people taking their first steps into independence, adults who had lived in restrictive settings rediscovering dignity and confidence, calmer routines replacing crisis, and families reconnecting with a sense of relief and pride. Perhaps most powerfully, we saw homes we built years ago still delivering the outcomes they were designed for. These are not small things. They are the foundation of a good life.

This year also required resilience. Like many organisations in our sector, our growth was impeded by national funding constraints. Despite this, we delivered high-quality schemes, strengthened our partnerships, and built the foundations for sustainable expansion in 2025. We chose to prioritise quality over speed, impact over volume, and long-term value over short-term activity. That decision has made us stronger, more focused, and more aligned with our purpose.

At the same time, we have been working hard to bring responsible private investment into the SSH sector. The national demand is clear, and the need for modern, fit-for-purpose homes continues to grow, but public funding alone cannot meet this challenge. Our role is to bridge that gap - to attract values-aligned capital, to give investors confidence through transparency and evidence, and to ensure that every pound invested delivers meaningful social value. We believe that high-quality supported housing deserves long-term, ethical investment, and we are committed to helping shape a market that is stable, accountable, and focused on people.



Philip

Philip Warr DL

Chief Executive

Purpose Social Homes

“Thank you for being part of this work”

The national context reinforces why this work matters. Demand for Supported and Specialised Supported Housing continues to rise, with the SSH Demand analysis highlighting a significant shortfall in provision, increasing pressure on health and social care, and a growing need for modern, fit-for-purpose homes. Housing shortages have contributed to thousands of additional mental-health bed days and delayed discharges, costing the NHS £millions and limiting people’s ability to return to their communities. According to the National Housing Federation, as many as 1.7 million* people may need supported housing by 2040. It is clear that supported housing is not simply a service; it is essential national infrastructure. This is not a challenge for any one organisation. It is a shared priority, and our work this year demonstrates how we can contribute meaningfully to that effort.

In 2025, we strengthened our governance, deepened our impact measurement, advanced our environmental commitments, and embedded resident voice more deeply into our work. We also made meaningful progress on our B Corp journey, moving from being purpose-led to being purpose-proven. In 2026, we will scale our impact where need is greatest, deepen partnerships with local authorities, ICBs, and support providers. We will continue to expand our Specialised Supported Housing pipeline, strengthen our data and evidence, prepare for B Corp verification, and share learning to help raise standards across the sector. We will grow, and we will grow responsibly, transparently, and in alignment with national priorities.

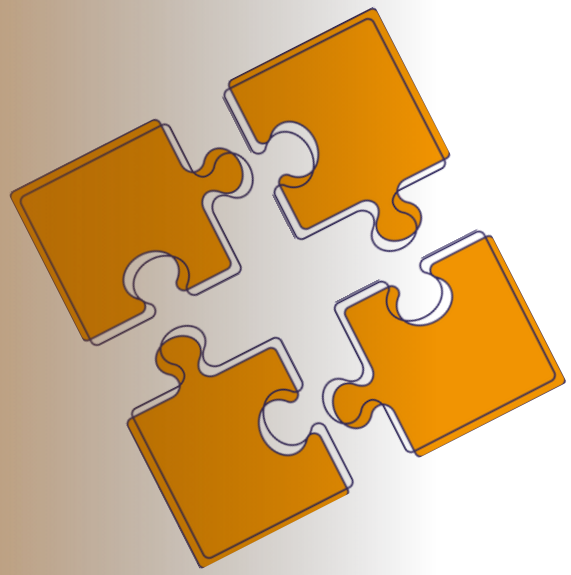
Every time I visit one of our homes, I am reminded why this work matters. It’s in the pride someone feels, showing you their kitchen. It’s in the calm of a space designed to reduce anxiety. It’s in the relief of a family who finally sees their loved one settled. It’s in the confidence of a young person discovering independence for the first time. These moments are the real impact. They are why we exist.

To our partners, thank you for your trust. To our commissioners, thank you for your collaboration. To our investors, thank you for believing in long-term social value. To our team, thank you for your commitment, integrity, and care. And to the people who live in our homes - thank you for letting us be part of your journey.

Here’s to the work ahead...

*housing.org.uk

01 SECTION ONE · THE CHALLENGE



What was missing was a model that could change it...

THE CHALLENGE

Vulnerability Is Showing Up in Places It Was Never Designed to Be Held

Across the country, people with learning disabilities, autism, mental health issues, people with complex needs are being placed in environments that escalate the very risks they're meant to reduce.

Homes that are too fragile.
Homes that are too chaotic.
Homes that are too far away.
Homes that are too temporary.
Homes that are too institutional.
Homes that are too unsafe.

And when the environment fails, Everything else follows. Staffing ratios climb, crises intensify, placements break down, families lose hope, systems absorb the cost.

The truth is simple:

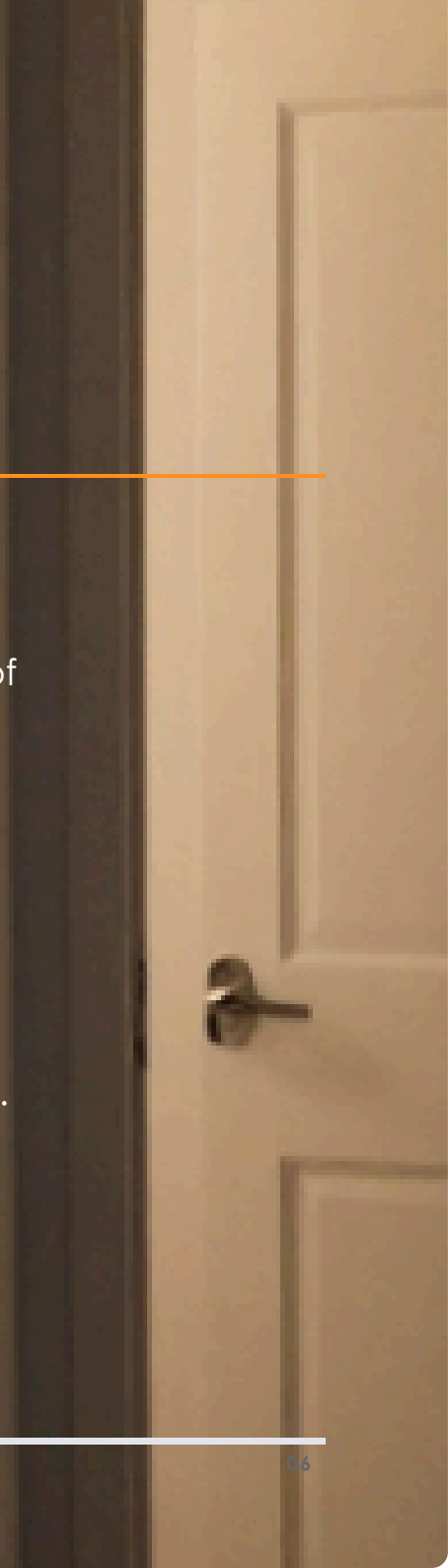
You cannot build stability on top of instability.

The system knows this.

Commissioners know this.

Families know this.

And Residents feel this in their bones.



Our Intervention

Design as a Form of Support

Purpose Social Homes exists for one reason – to create homes where independence isn't an idea or an ambition, but something people can live practically, every day, with dignity and consistency.



Our homes are

- trauma-informed
- risk-reducing
- dignity-led
- co-produced with commissioners and support providers
- built around the real lives of the people who will live there



We design for

- sensory regulation
- privacy and autonomy
- safe staff presence
- community connection
- long-term tenancy
- predictable, calm environments



We build for impact

A place where anxiety softens

A place where skills grow

A place where a community forms

A place where independence doesn't feel impossible anymore

Another Year We Built More Than Homes

There are years when progress looks like numbers on a spreadsheet.

And then there are years like this one where progress looks like a front door that finally locks.

A mother who can sleep again,

A young person cooking their first meal,

A commissioner saying “this is what good looks like”

And a system quietly exhaling because something that was broken is finally being repaired.

2025 was not the year we grew fast. It was the year we grew right.

It was the year we proved again and again that a home is not a backdrop to support.

A home is support and A home is the intervention.

Every project we delivered this year carried the same quiet revolution: safety, dignity, independence and design that holds people rather than overwhelms them.

These outcomes mark important turning points.

Where Safety Begins...

Possibility Follows...



Our Partners put it this way

"You can feel the difference the moment you walk in."

"As her parents, we never imagined she would live in her own home."

"For the first time in many years, she can make choices about how she lives her life day to day."

"I now live a healthy and active life. I have lost 24 kg in weight since moving. I am no longer diabetic and have a full, active life in the community. I love my new life."

"Her house is a real home, the carers love working there, and friends and family visit."

These voices capture what the data alone can't - the quiet, steady transformation that happens when design, support and trust align.

But the real impact is not the numbers. It's the moments.

A young man who said, "This is the most beautiful home to have."

We Don't Build Units.

We Build New Beginnings.

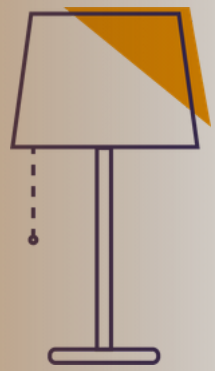
This is what we do.

This is what we will keep doing.

This is what the system needs more of.


Because when the environment works, everything else can work.
Together, we are building more than housing.
We are building possibility, dignity and stability.

02 SECTION TWO · OUR PROJECTS



A Demand-Led Model.
A Proven Housing Response.

Project Little Wonder

A First Step Into Independence.



The Challenge

For many young people with learning disabilities and autism, the transition from living with family to living independently is one of the most vulnerable moments in their lives. It is a moment filled with excitement, uncertainty, and the need for reassurance.

But too often, the environments available to them are:

- unsuitable
- isolating
- overstimulating
- poorly designed for their needs

Little Wonder was created to change that to give young people a first step into independence that feels safe, supported, and genuinely theirs.

Our Vision - "Independence Should Feel Like Belonging"

Little Wonder was designed around a simple belief: Independence is not a test. It is a transition. The scheme provides:

- 6 self-contained SSH apartments
- a calm, modern, domestic environment
- staff accommodation discreetly integrated into the building
- communal areas that encourage connection
- a layout that feels predictable, safe, and homely

This is not a "placement." It is a first home - a place where young people can learn, try, grow, and build confidence at their own pace.

Human Impact

Independence That Feels Like Belonging.

They don't just cope.
They thrive.

They become:

- more confident
- more responsible
- more socially connected
- more self-advocating
- more independent



A STORY OF CHANGE

A first home that feels like a community.

The resident story from Little Wonder captures something important about this project: the moment independence stops feeling intimidating and starts feeling enjoyable. Within a week of moving in, one young person shared:

"I would recommend Supported Housing to others; it's fun, I like being independent."

RESIDENT STORY

Staff were described not as authority figures, but as:

- extra parents
- extra friends

This is independence experienced with confidence, not fear - a first home that feels like a community, a transition that feels like a beginning, not a break.

SYSTEM IMPACT

Little Wonder is not just a building. It is a launchpad - a place where young people take their first step into adulthood and discover that independence isn't something to fear. It's something to enjoy.

Little Wonder proves that when young people have the right home, support, community, and environment, the whole system moves from managing risk to enabling flourishing.

PARTNER VOICE

"A Much-Needed Service Already Making a Tangible Difference."

This represents their very first transition from living with families to stepping into independence. It is essential to build confidence at this stage. Facilities must be designed around individual support needs. We have delivered exactly that in Harrogate. Young people are reporting that they feel happy, settled, and thriving.

Julia Moor, Interim CEO, HS4LC

In partnership with

HARROGATE Skills 4 Living · Portus Supported Housing · NORTH YORKSHIRE COUNCIL

Project Coombe

Where Design Excellence
Becomes Human Impact.



COOMBE

A building designed for complexity

Project Coombe began as a technical challenge: a four-storey, 40-apartment development including 10 Purpose Social Homes SSH units designed for people with learning disabilities, autism and individuals with long-term mental health needs. But Coombe became something more. It became the place where design excellence met human possibility. Because a building is only as good as the lives it enables. And Coombe enabled lives to change.

Planning Excellence - "A Scheme Built for the Community, Not Just in It"
Coombe was delivered under a Section 106 Agreement, ensuring:

- investment in local healthcare
- investment in education
- investment in public open spaces

Kent County Council formally endorsed the scheme, recognising:

- a critical gap in local provision
- the absence of suitable alternatives
- the urgent need for high-quality, independence-enabling homes

Technical Delivery - "Precision in Every Layer"
Ground works & Structure, Acoustic & Environmental Engineering, Connectivity & Infrastructure, Sustainability

Coombe is not a standalone development. It is a community-anchored asset. This is not minimum compliance. This is future-ready, resilience-led design.



Human Impact

A first meal cooked alone.

"Smiling the whole time"

Residents spoke about feeling settled and safe.



A STORY OF PERMANENCE

Coombe's design unlocked possibility.

The true test of Coombe's design came when residents moved in and the outcomes mirrored the transformation seen at Aspens. This development is a powerful example of what can happen when organisations come together with a shared vision.

RESIDENT STORY

Coombe's design didn't just house people. It unlocked them.

A sense of home for the first time. A resident stood in her new kitchen, cooking independently for the first time.

Coombe stands as a reminder that the technical decisions we make, the foundations we pour, the materials we choose, the acoustics we engineer, the landscapes we plant - all shape the lives lived inside.

SYSTEM IMPACT

This development shows what is possible when housing and care are designed together.

For the people living at Coombe, permanence is not an abstract idea - it is felt in everyday moments. After years of uncertainty, these spaces offer something many residents have never truly had before: a place that is theirs for the long term.

PARTNER VOICE

Ten individuals now have not just somewhere to live but somewhere they can truly call home.

This stability reduces the risk of crises and placement breakdowns, while giving individuals the time and space they need to grow. It ensures that some of the most vulnerable people in our community are not just supported - but truly settled.

Aspens Charities

Coombe was engineered for exactly these outcomes and the Aspens' feedback provides evidence of the contribution made by appropriately designed housing.

In partnership with

aspens Care • Support • Empower

Kent County Council

EHSL Supported Housing

Project Guildhall

A system struggling to hold the people who need it most.



The Challenge

Before Guildhall existed, the local authority was facing a familiar and escalating problem -

High-needs individuals living in unsuitable environments, behaviours intensifying because the home was working against them, staffing ratios spiralling, families losing confidence, commissioners firefighting instead of planning and rising costs without improving outcomes. The council had a clear three-year Specialised Supported Accommodation strategy, but no delivery model that can reliably implement it.

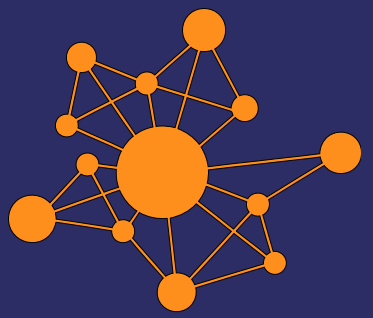
As the commissioner put it, "We had people with complex needs living in environments that made their needs worse."

Guildhall was created to change that.

Our Vision - A Home adapted for people with complex needs.

Purpose Social Homes proposed a different approach - not more support. Not more control. No more crisis management. But a home designed so well that support could finally work.

Guildhall didn't just improve lives. It improved the system around them.



Human Impact

Real tenancies.
Real difference.

A tangible difference.

Reduced need for one-to-one support.



FEEDBACK THAT BUILDS TRUST

A model worth replicating.

The feedback we received:

“The home aligned directly with the council’s strategic plan.”

HUMAN IMPACT

“The finished article is fit for purpose and allows people to have real tenancies.

The environment has made a tangible difference. The care model became more cost-effective.”

CareTech

SYSTEM IMPACT

Local provision strengthened, reducing reliance on out-of-area placements. The dedicated staff space enabled a core care model, reducing the need for 1:1 support and creating direct savings for the local authority.

The Guildhall became a model that the council wants to replicate.

PARTNER VOICE

Purpose Homes consistently delivers what they say - they deliver. The collaboration between Purpose, the care provider, and the developer has been excellent. The environment is fit for purpose.

A recommendation Net Promoter Score (NPS) of 10/10 was received.

CareTech

In a sector where trust is earned slowly and lost quickly, this matters. The Guildhall became a model that the council wants to replicate.

In partnership with

CareTech · Kent County Council · EHSL Supported Housing

Project Anchor

For adults transitioning from inpatient care.



The Challenge

For people moving on from inpatient hospital care, the transition into the community is rarely straightforward. Routine, familiarity and safety have often been shaped by institutional environments, and stepping into a new home can feel uncertain.

Two individuals were identified as requiring bespoke accommodation that could meet their specific needs more effectively than institutional settings. Key challenges included:

- Ensuring each resident could live independently and safely, without contact with one another
- Addressing safeguarding, transition and environmental risk considerations
- Delivering accommodation that was robust and manageable for the support provider, while remaining non-institutional
- A design that translated clinical and occupational therapy input into practical housing solutions
- Repurposing an underused bungalow that was not fit-for-purpose in its existing form

Project Anchor was designed to soften that change. Each of the two homes has been created as a place where individuals can begin to settle in their own time - without shared spaces, without unnecessary complexity, and without feeling observed.

Private entrances, calm internal layouts, and dedicated outdoor areas give residents the space to establish routines, unpack belongings, and begin to reconnect with everyday life.

Highly targeted housing can support wider system goals around discharge, prevention, and long-term stability.

Intended outcomes

Change can happen at the right pace.

This is not about fast change. It is about creating a place where change can happen at the right pace.



A STORY OF STABILITY

A home designed for the next chapter.

Although the scheme has only recently been completed, its intent is clear: to provide the conditions for stability. Safeguarding requirements have been carefully designed into the environment, reducing the likelihood of crises, placement breakdowns, or repeated transitions. Project Anchor shows that when housing, health, and care are aligned early, it is possible to create solutions that work not only for individuals but for the system as a whole . It provides a sustainable alternative to institutional care while maintaining dignity, privacy, and independence.

INTENDED IMPACT

A setting where people can feel secure enough to pause, to recover, and gradually rebuild confidence outside of the hospital.

Here, safety is present but unobtrusive, allowing the focus to move away from risk management and towards living.

A calm, secure place to call home.

SYSTEM IMPACT

By converting an underused bungalow the scheme adds capacity without new build and creates viable community options for individuals who might otherwise remain in inpatient settings due to a lack of appropriate housing.

For commissioners and support providers, the scheme offers reassurance that accommodation is robust, manageable, and designed to safely support very different needs within a single property.

PURPOSE PERSPECTIVE

Although the scheme is newly completed, the design has been shaped to give each resident a calm, secure place to call home - one that supports them to settle quickly and begin the next chapter of their lives outside of hospital."

Shelley Davies,
Construction Director,
Purpose Social Homes

In partnership with

NHS Gloucestershire Health and Car NHS Foundation Trust

First Priority Housing Association

PRIDE Health & Social Care — Respect | Independence | Dignity | Excellence

FLAGSHIP CASE STUDY: Homes That Keep Working



A combined story of Project West Street, MM & Parkfield

FLAGSHIP CASE STUDY

Impact That Doesn't Fade

We designed West Street, we transformed MM, we created Parkfield - now we measure what lasts.



Homes That Keep Working

Some homes deliver impact in year one, ours delivers in year five. This year, we revisited three earlier projects - MM delivered in Jan 2022, Parkfield delivered in Mar 2023 and West Street delivered in Jun 2024 and found that they are still transforming lives. The strongest proof of our model isn't what happens at handover. It's what happens years later.

Re-engagement showed something rare. Our homes are still doing exactly what they were built to do.

We didn't go back to audit. We went back to learn. What we found was powerful - the homes are still working. The environments are still enabling. The outcomes are still strong. The partners are still proud.

THIS FLAGSHIP CASE STUDY COMBINES THREE HISTORIC PROJECTS

Project West Street

A home for people with complex needs.

Project MM

NHS ICB Discharge Pathway

Project Parkfield

A Mother's Peace of Mind

Historic projects aren't just part of our story. They are proof of our consistency, durability and long-term value.

FLAGSHIP CASE STUDY /
WEST STREET

A Home That Calms the Storm



West Street

West Street was designed for people whose anxiety made daily life unpredictable. The goal was simple - create a home where calm was possible and sustainable.

> "This home continues to make people feel settled."
>
> -SUPPORT STAFF

WHAT WE FOUND ON RE-ENGAGEMENT

Residents are still experiencing fewer escalations, better sleep, predictable routines, reduced anxiety and greater emotional stability.

VALUE DELIVERED

- Long-term reduction in crisis interventions
- Lower staffing intensity
- Fewer reactive support episodes
- Sustained placement stability

This is not short-term success. This is design doing its job, year after year.

FLAGSHIP CASE STUDY / MM

A Safe Way Home

From the NHS ICB: "The environment remains exactly what was needed - safe, stable, enabling".

Staffing ratios reduced from 6:1 to 3:1

Not because needs changed, but because the environment reduced risk and the escalations.



MM - NHS ICB Discharge Pathway

Project MM was created for an individual who had been stuck in a hospital for months because no suitable home existed. The home we delivered enabled a safe, supported discharge, something the system had struggled to achieve for a long time.

What we found on re-engagement - years later, the resident remains stable, safe, connected, supported and living in the community, not a hospital ward.

Weekly cost of care was reduced substantially and this is the kind of impact that changes the way the system functions.

Before	After
£52,000 per week	**£14,000** per week

A saving of c.£2 million per year.

Partner Voice: Still Working, Still Trusted

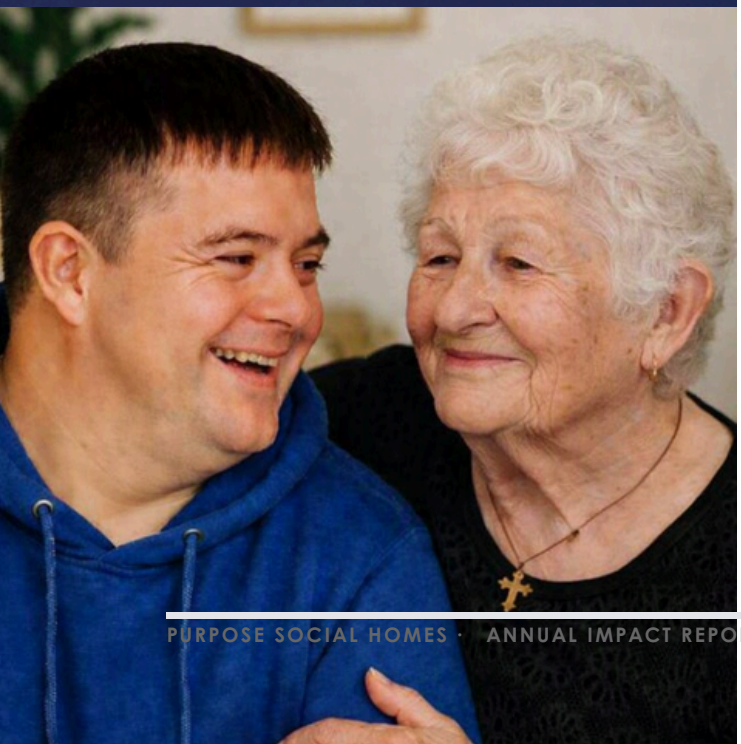
"The individual had behaviours that challenge across the domains of environmental damage, self-harm, and assaultive behaviour. Purpose Homes ensured that the adaptations undertaken minimised the risks presented across these domains. This in turn enabled the individuals to be safely cared for in the community and therefore allowed their discharge from hospital". *- BNSSG ICB*

This is rare in Specialised Supported Housing. Environments become less effective. Support becomes harder. But not here. Years later, the design still holds.

FLAGSHIP CASE STUDY / PARKFIELD

After more than

1,000 days and nights



A STORY OF CHANGE

Project Parkfield - A Mother's Peace of Mind

When AD moved into his new home in 2023, it marked far more than a change of address; it was the beginning of a life defined by stability, dignity and belonging.

As his mother, I had always carried a quiet but constant worry about his future. AD lives with autism and learning disabilities and for many years, he was simply - 'one of many' in environments that could never fully meet his complex needs. Finding a place where he could truly feel safe, understood and at home felt like an impossible task.

Today, I can say with complete certainty: we got it right. AD loves his home. He has the space he needs, the right environment around him and just as importantly, the freedom to live a more independent and fulfilling life.

Being located close to the town has opened simple but meaningful opportunities: walks to the park, trips to the shops, moments of normality that bring him great joy.

In the same place, this house is no longer temporary; it is his home.

Design and Continuity

A Mother's Voice.

For someone like AD, change can be unsettling.

Even now, he sometimes worries about being moved again.



A MOTHER'S VOICE

Throughout the design process, I felt listened to. Every detail, from space and layout to accessibility, was shaped around AD's needs. Looking back, I honestly wouldn't change a thing. The result is not just a suitable property, but a perfect fit for him.

The impact goes beyond AD himself. The staff who support him love working there and it shows. We have had remarkable continuity, with the same team supporting him from the very beginning. That consistency has built trust, understanding and a genuine sense of teamwork between everyone involved in his care.

For me, as a parent, the greatest impact is peace of mind.

At 81, I naturally think about the future. Like any mother, I would want to be there forever, but I know that isn't possible. What this home has given me is reassurance: when I am no longer here, AD will still be safe, supported and truly at home.

Looking back on the journey - the challenges, the adjustments, the determination to get everything right - I would describe the outcome in one simple way: A complete success.

What makes this even more special is how thoughtfully the home was created.

Why These Historic Projects Matter Today?

These historic projects are proof of our enduring impact.

Proof of a Model That Lasts

Guildhall, Coombe and Little Wonder show what we delivered this year. While the historic projects show what we delivered years ago and how those homes continue to deliver today.

Together, they tell a bigger story:

- Our model works immediately.
- Our model works consistently.
- Our model works long-term.

This is the foundation on which our current-year impact stands.

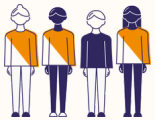
A well-designed home doesn't just change the first year of someone's life. It changes every year that follows.

These historic projects are not just part of our journey. They are proof of our enduring impact, our consistency, and our commitment to building homes that keep working - long after the ribbon is cut.

03 SECTION THREE·THE IMPACT



What happens when the home finally works?



A Model that partners trust

Partners described Purpose as “clear and reliable”, “easy to work with” , and “delivering exactly what was promised.” They spoke of calmer environments, reduced incidents, and support staff able to focus on skill-building rather than crisis management.

In a sector where trust is earned slowly, that consistency matters. It shows that the impact isn’t only in the buildings, it’s in the way they’re delivered.

Impact that shows up across the system

Across all projects this year, partners reported:

- ✓ fewer escalations
- ✓ smoother transitions
- ✓ more stable placements
- ✓ reduced staffing intensity
- ✓ environments that make independence feel possible
- ✓ significant fiscal savings for the public purse

These outcomes weren’t tied to one location or one resident group. They were tied to the model itself - the design principles, the co-production, the attention to detail, and the belief that a home is not just where support happens; it is part of the support.

04 SECTION FOUR·BCORP PROGRESS

Certified B Corporation

Accountability, Progress & Learning

Where we started

Purpose Social Homes began its B Corp journey in early 2024 with a clear commitment to demonstrating that Specialised Supported Housing can be delivered with integrity, transparency, and measurable social impact. This commitment was recognised when the organisation achieved B Corp certification in September 2024.

We are reinventing how business is done for the benefit of all people and our shared planet. Our strategy aims to create long-term Specialised Supported Housing solutions for vulnerable individuals with complex needs that are environmentally friendly, economically sustainable and socially impactful while fostering an inclusive community and improving the quality of life for everyone.

OUR FIRST ASSESSMENT HIGHLIGHTED STRENGTHS IN

- our mission
- stakeholder governance
- community impact
- customer stewardship

This year was about turning those opportunities into action.

B Corp Score

Certified B Corps must achieve a minimum score of 80. Purpose achieved a score of 93.4 in our B Impact Assessment, compared with the current median score of 50.9 for ordinary businesses that complete the assessment.



...AND OPPORTUNITIES TO STRENGTHEN

- data maturity
- environmental impact measurement
- formalised policies
- supply chain transparency
- structured impact reporting

What we achieved this year

We strengthened our governance foundations

We formalised and embedded:

- ✓ clearer accountability structures
- ✓ improved board-level oversight of impact
- ✓ strengthened risk and safeguarding governance

This ensures that our social purpose is not just stated, it is structurally protected.



We advanced our environmental commitments

Across new developments, we embedded EPC A and high EPC B where achieving A is not possible as standard, alongside sustainable materials and biodiversity-aligned landscaping in project planning.

We also began building the foundations for carbon measurement, embodied carbon tracking and supply chain environmental mapping. This is early-stage work but it is real, measurable progress.

We improved how we measure and evidence impact

This year, we introduced:

- ✓ a consistent impact-reporting framework
- ✓ structured case study methodology
- ✓ partner-validated outcomes
- ✓ resident-voice integration
- ✓ long-term follow-up on historic projects

This report itself is part of that progress: a more rigorous, more transparent, more evidence-driven approach.

We strengthened our approach to workers & partners

We improved supplier due-diligence processes, ethical procurement standards, contractor onboarding and expectations around safeguarding, quality, and resident dignity. We also deepened relationships with NHS ICBs, Local Authorities, Housing Associations and Support Providers.

The feedback from partners this year, especially in Guildhall, Coombe, and Little Wonder, reflects a high-trust, high-integrity way of working.

We embedded resident voice more deeply into our model. This year, the resident voice became:



- a design input
- a commissioning asset
- a quality-assurance tool
- a measure of success

From young people at Little Wonder to adults at Guildhall to long-term residents in historic projects – their voices shaped this report and our future direction.

What this means for our B Corp journey?

1

We are building a repeatable, evidence-based impact model

Our case studies show consistent patterns across independence, stability, dignity, belonging and system value. This consistency strengthens our B Corp scoring potential.

2

We are maturing from "purpose-led" to "purpose-proven"

B Corp rewards organisations that can demonstrate impact, not just claim it. This year, we moved decisively into that space.

3

We are aligning with the new B Corp standards

The 2025 B Corp framework places greater emphasis on governance, worker wellbeing, environmental performance, community impact and customer stewardship. Our progress this year directly supports these pillars.

Where we're going next

01	**Environmental Measurement**	We will focus on carbon baselining, embodied carbon tracking and supply chain environmental mapping.
02	**Data Maturity**	We will strengthen outcome measurement, system-impact quantification and long-term resident follow-up.
03	**Governance & Transparency**	We will continue to formalise board oversight, ethical procurement, safeguarding governance and impact reporting cycles.
04	**Resident Voice**	We will embed structured feedback loops, co-design opportunities and lived-experience insight.
05	**B Corp Reassessment Preparation**	We will prepare for reassessment in 2027 under new B Lab standards, evidence submission, policy alignment and impact verification.

Purpose, Proven.

This year, we didn't just move closer to B Corp recertification. We moved closer to the organisation we want to be: transparent, accountable, evidence-driven, and relentlessly focused on human dignity. Our B Corp journey is not a badge-chasing exercise. It is a framework that strengthens our mission, and this year, we made meaningful, measurable progress.

As B Lab transitions to its new certification framework, the emphasis is moving away from cumulative point-based scoring towards meeting requirements across seven core social, environmental, and governance impact topics. Our focus will therefore be on strengthening performance, transparency, and continuous improvement across all areas of impact rather than increasing a single overall score.

Purpose
Social Homes

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
B
Corporation

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

AT A GLANCE – PURPOSE KPIs



180+

Residents housed



53

Projects successfully delivered



9.2

Average Net Promoter Score on a scale of 1-10 where 10 represents the highest level of satisfaction and likelihood to recommend.



100%

Occupancy of all homes delivered to date



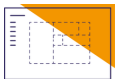
20+

Partnerships with LAs and NHS ICBs



98%+

Business travel by EV, powered by renewable energy



Solar

Most projects now delivered with solar panels



EPC B

Minimum rating on all projects now delivered

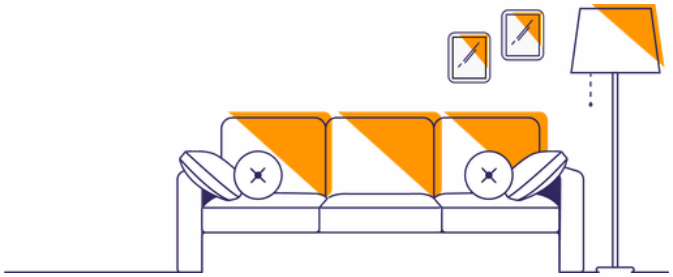
What matters most is what happens next

As we close this year's Impact Report, one thing is clear: the work ahead is as important as the progress behind us. This year showed what becomes possible when people have homes designed around their needs – calmer days, stronger relationships, greater independence, and long-term stability. It also showed the value of partnership, with Commissioners, Support Providers, Families and Residents shaping environments that genuinely change lives.

The national demand picture reinforces this direction, and while funding constraints slowed growth across the sector, they also sharpened our focus. We have continued to bring responsible private investment into Specialised Supported Housing, strengthening a market that urgently needs long-term, values-aligned capital.

Looking forward, our commitment remains steady. We will keep building homes that work and keep working for the people who need them most. We will deepen collaboration, strengthen evidence, and grow responsibly. And as a company committed to the highest B Corp standards, we will continue to act on the belief that business should be a force for good: accountable, transparent and driven by purpose.

The work is far from finished, but the direction is clear, and we move into the year ahead with confidence, clarity, and a renewed sense of responsibility.




“From living to thriving, our journey continues,
creating homes with purpose”