2025/26 IMPACT REPORT

SUMMARY

Queens Cross Housing Association









INTRODUCTION

Queens Cross Housing Association's Social Regeneration Team delivered a high-quality programme that strengthened communities, tackled poverty, improved wellbeing, and built confidence, skills and connections across our neighbourhoods.

In 2025/26, the programme supported residents at every stage of life—from early years and youth work to social connection and wellbeing support for older people. It also generated measurable social value, attracted external resources and created thousands of positive interactions between residents and QCHA.





IMPACT IN NUMBERS

811 Residents participated regularly in activities, up from 769 the previous year.

700 Residents attended events, including community consultations, open days , festive activites and fundraising events.



2500 People attended QC Gala Day, a record level of participation and an expression of community pride.

£209,000 Over £209,000 of grant funding secured to deliver community action, reducing pressure on resources and increasing local benefit.

£25,293 Community benefits secured from contractors and partners £11,125 in donations and £14,293 in-kind service.

£30,163 Awarded to more than 300 local people by Queens Cross Community foundation, through bursaries and grants.

£1,013,982 Social value calculated using the HACT Social Value Bank methodology for qualifying regular activities.



OUTCOMES FOR TENANTS

People became more connected.

Activities such as Chat and Chai, Ageing Well Men's Group, Brunch and Blether and Craftertoons gave community members the opportunity to learn new skills, meet neighbours, make friends and increase support networks. These connections are among the programme's strongest outcomes; participants increasingly support one another beyond organised sessions, reducing isolation and strengthening community resilience.

People gained confidence, skills and independence.

ESOL, digital inclusion, sewing, beauty therapy, coding for children, employability activity and the First Jobs Programme helped residents and young people develop practical skills that support independence, employability and participation. Around 90 people received digital inclusion support, helping residents access online services, apply for benefits, search for employment, manage devices and stay connected.

Children, young people and families accessed opportunities.

Youth work and holiday programmes supported around 200 young people, providing safe spaces, quality activities, healthy food and positive relationships. Free holiday activity provision helped families facing cost pressures, while the new First Jobs Programme created a pathway from participation to paid work, building confidence and raising aspirations for local young people.

OUTCOMES FOR TENANTS







Residents expereinced Queens Cross positively.

The programme created frequent positive interactions with residents. For many households, Queens Cross was experienced not only as a landlord but as a trusted partner investing in people, neighbourhoods and communities. This helped strengthen trust, goodwill and customer relationships.

Neighbourhoods become safer, greener and more attractive.

The team coordinated physical improvements that directly support wellbeing, including restoring play areas, preparing and allocating 14 new allotment plots while supporting community growing.
Garden sites were maintained by our community gardener who organised corporate volunteer days and supported community-led litter picking. These projects contribute to safer neighbourhoods, pride in place and more opportunities for outdoor activity.





SPOTLIGHT

SUPPORTING FARAH TO REDUCE ISOLATION AND GAIN INDEPENDENCE

The starting point

In 2021, Farah arrived in the UK and moved to the Queens Cross area to live with her husband and mother-in-law. With limited English, she felt socially isolated and found it difficult to build connections.

Chat and Chai at QCHA

Farah joined Chat and Chai group, built friendships and learned about wider support through the Community Opportunities Project.

Learning & building confidence

Farah attended QCHA ESOL classes and Digital literacy sessions, gaining confidence to speak English and use online platforms.

Giving back&gaining skills

Farah volunteered in a local charity shop, gaining work experience and growing in confidence

Moving forward into work

Farah attended employment workshops and secured a paid role at her local supermarket.

“ When I first came here, I didn’t know anyone, and I was too scared to speak in English. Joining Chat and Chai made me feel welcome, like I belonged. Now I have friends, a job, and I feel confident in myself “

The Impact

Stronger belonging

Farah built friendships and feels part of her community

Greater Independence

Farah uses English and digital skills with confidence in every day life

Employment

Farah uses her new skills to secure local employment.

Improved Wellbeing

Farah feels happier, more connected and positive about life.

CONCLUSION



The Social Regeneration Team delivers more than activities; it delivers meaningful outcomes. The programme reduces isolation, improves wellbeing, creates routes into learning and employment, strengthens neighbourhood pride, deepens customer connections and attracts significant external investment into Queens Cross communities. It demonstrates that community investment is a strategic tool for delivering the Business Plan—not a discretionary add-on.

As the association progresses through the 2025-2030 Business Plan, the team is well positioned to support the next phase of delivery: stronger customer engagement, greater tenant participation, targeted neighbourhood improvements, youth opportunity, wellbeing and partnership-led investment. The evidence from 2025/26 is clear: when Queens Cross invests in people as well as homes, communities become more connected, resilient and vibrant.

