

A photograph of two elderly women sitting on a grey sofa, engaged in knitting. The woman on the left is wearing glasses and a white shirt with a red floral pattern. The woman on the right is wearing a blue and white striped shirt. They are both smiling and focused on their work. In the background, there are several potted plants on a metal stand, and a window with a view of the outdoors. The overall atmosphere is warm and community-oriented.

Adra

# Social Value Report

2023/24



## Foreword by Hywel Eifion Jones and Iwan Trefor Jones

We are delighted to introduce this year's Social Value report, which showcases the vast amount of work that has gone on across the business and with our partners over the last 12 months and the social value that work has generated.

This is the second report for us to produce and reflects our commitment to making sure that there is social value in everything that we do as an organisation.

We want to have a positive impact on people's lives, as well as the wider community. That commitment has been reflected in our Corporate Plan which highlights the guiding principles of our work. We want to build quality homes that people can be proud of; to support our communities and people to thrive; to decarbonise our homes, to improve the customer experience and to strengthen our business.

We are more than just a provider of homes. We play a significant part in regenerating our communities, working with partners to improve the quality of life for all our residents.

We want to provide opportunities for people to access quality jobs and training through our flagship Academi Adra programme.

We want to make sure that contractors that we employ to carry out works provide added benefits through investment and initiatives in our communities.

We want to make sure that we continue to play a part in regenerating the regional economy, providing local opportunities for local people, whilst continuing to protect and enhance our rich heritage, culture and the Welsh language.

One of the key developments over the past year has been the creation of Tŷ Gwyrddfai,



our decarbonisation hub in Penygroes. We are working closely with our partners to create opportunities to train our current workforce and students on processes involved in decarbonising homes, to make our homes energy efficient and to ensure the strength of the local supply chain.

Another highlight in our busy year was our presence at the National Eisteddfod in Boduan – a great opportunity to speak with residents and visitors about the work we do in communities across North Wales.

We are delighted to be working in partnership with a range of organisations and individuals right across North Wales to make a real difference to people's lives and ensure that communities thrive.

We have a wide range of partners that we work with on a daily basis and in all kinds of fields, from dealing with poverty to developing new homes, from creating training opportunities to community based projects linked to the environment.

We took the opportunity at the National Eisteddfod in Boduan to celebrate our partnerships and recognise the valuable contribution they make.

And this report looks at how contractors working with us have the opportunity to provide social value to the communities in which they work.

By working together with our tenants, staff, partners, and wider communities, we are making a difference and having a positive impact on people's lives.



**Hywel Eifion Jones**  
Adra Board (Chair)



**Iwan Trefor Jones**  
Chief Executive



# Partnerships



# About Us

## What does social value mean to us?

At Adra, we want to make the most of our spending, investing and activities to create additional, long-term value for the people within our communities.

### Our Social Value Priorities

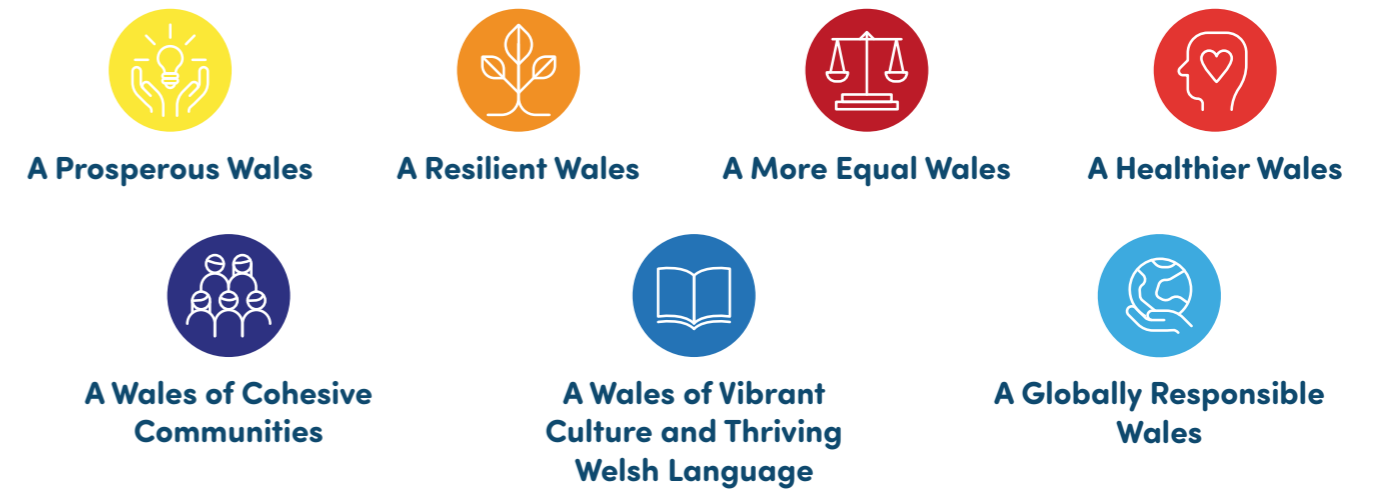
- Keeping our spend local
- Creating work opportunities for our tenants and the people who live in our communities
- Protecting and promoting the Welsh language
- Reducing our carbon footprint

### Our Corporate Priorities

- Provide an excellent customer experience
- Provide quality homes to be proud of
- Decarbonising our homes
- Supporting people and communities to thrive
- Strengthening our business

## The 7 Wellbeing Goals

As a Welsh Housing Association, we also consider our contribution towards achieving the 7 Wellbeing Goals identified within the Wellbeing of Future Generations (Wales) Act 2015, and the Five Ways of Working outlined within the Act.



## The Five Ways of Working





# Total social value 2023/24 = £9,582,635

As a business, we are now three years into our social value journey. We started looking at how we could capture our social and added value in 2021. We mainstream social value across the business and embed it into everything that we do. Our aim is to continue this journey and improve the way we capture the added benefit that our activities create for our tenants and partners, year on year.

**86%** of our tenants feel safe or very safe in their communities

**20,433** repair requests completed in our homes

**231** people supported into employment and training

**£20,300** of grants given to local community groups

**£706,902** invested on adaptations within our homes

**95%** of our tenants are satisfied with the way we repair and maintain their homes, including gas servicing and rewiring

**94%** of our suppliers in Wales are based in North Wales

**105** of our homes received energy efficiency work\*

**152** people supported via our Tenancy Support service

**427** of cases supported through our hardship fund

**250** new homes built

**£15.2 m** invested in major works and improvements to properties

**£432,382** of social value generated through contracts with our sub-contractors

**493** victims of anti-social behaviour and domestic abuse supported

**518** Fuelbank vouchers issued

**671** number of adaptations completed within our homes

**81** vouchers for Discretionary Assistance Fund issued

\*External wall insulation, new windows, new doors, new roof

# PEOPLE

Our social purpose as a landlord means we need to look at how we can support people to find and take opportunities to improve their lives.

One of our key focus is the health and well-being of our tenants and we are striving to provide support to address social issues, including loneliness, low level mental health, unemployment and poverty. We strive to contribute to initiatives that focus on prevention, early intervention and working in partnership to create safer communities.





# Financial Inclusion



A Healthier Wales



Collaboration



Long-term

## Cost of Living Support



We have a Financial Well-being Co-ordinator in place.

They work closely with colleagues to provide information and guidance to help support tenants with all finance related matters. This is done through newsletters, information sheets, support guides and through social media and the press.

This is a varied role and includes working with other organisations to make sure that tenants are aware of the financial support, grants and benefits that are available.

The Co-ordinator also supports Cost of Living events and sharing information on issues such as Universal Credit, fuel and food banks.

Over the past year, we have supported **427** cases through the hardship fund; issued **518** fuel bank vouchers and made **228** referrals to food banks.

## Cost of Living sessions

We have taken part in a host of Cost-of-Living events.

Partners included Grŵp Cynefin, North Wales Housing, Citizens Advice, Barnados, Dŵr Cymru, Age Cymru and Cyngor Gwynedd (energy and recycling/waste teams), as well as local foodbanks.

These events were arranged to provide support around all kinds of issues that have arisen as a direct result of the Cost of Living crisis.



## Citizen's Advice Referral Service

We have had an agreement with Citizens Advice since 2021, that allows us to refer tenants on to them if they needed debt, budgeting, or benefit advice.

In the last 12 months **124** tenants were referred to Citizens Advice by our officers.

- Adra's investment for the service = **£16,000**
- Total Social Value generated = **£1,459,164**
- Income gains = **£202,060**
- Total debt written off = **£249,125**

citizens advice

## Tenant Support Service

Our Tenant Support Service provides support for vulnerable tenants in need. Our goal is to help individuals to maintain their tenancy by developing their life skills. This service is funded by the Welsh Government Housing Support Grant and is supplied to us via Cyngor Gwynedd.

The Tenancy Support Team received **152** new referrals for the service during 2023/24, with a total of **1,683** hours of support delivered.

## Sarah's Story

Sarah was referred to the tenancy support services by the homelessness officer. She needed help in getting white goods, carpets for the property and assistance with finances. After a difficult time, she had gone into some debt and hardship.

Steffan Jones, our tenancy service officer applied for white goods through the Discretionary Assistance Fund (DAF) and the application was granted.

He also applied to the hardship fund through our Financial Well-being Co-ordinator to help pay for carpets. Due to her children's health conditions, Sarah needed adequate flooring, they requested special circumstances for an extra payment, and this was also granted.

Sarah was also referred to Citizens Advice to get some budgeting advice, to help cover some debts and see what other benefits for which she would be eligible to apply. They were able to apply for HelpU with Welsh Water and applied for free school meals/clothing for her eldest child.

Citizen Advice Bureau have assisted with some debts, most of it has now been cleared. Sarah is now looking at applying for Disability Living Allowance (DLA) towards her children's health conditions. Free school meals/ uniforms have been granted.

Sarah said "My mental health has improved and I'm feeling optimistic about the future now. The house feels more like a home after getting what I needed."

Steffan Jones the tenancy support officer said: "Sarah was very engaging with the support from myself and from Citizen Advice Bureau, and we were glad that we could make a difference."

\*Sarah is not her real name



# Supported Housing



A Wales of Cohesive Communities



Prevention



Involvement

Our supported housing service has been set up to support the health and wellbeing of tenants, to reduce the impact of loneliness and mental health, to promote social inclusion, develop new skills and create volunteering opportunities.

**228** tenants have regularly taken part in our activities in supported housing sites across north Wales.

Here are some examples of initiatives and events in our supported housing schemes.

**10** tenants took part in art sessions run by Adult Learning Wales in Bangor. They got involved in a water colour painting courses. There was some great feedback from tenants. Neuadd Glanadda, a community run facility was hired for the sessions.

Meanwhile tenants at Cysgod y Coleg in Bala have been getting healthy through armchair aerobics. These sessions have been arranged in partnership with Byw'n Iach and other locations have expressed an interest in similar sessions in the future.

**20** tenants took part in a session creating Christmas wreaths. Joanne Chamberlain, Supported Housing Assistant in South Gwynedd, said: "A lot of the tenants had created a wreath for the graves of family members. After the session, everyone stayed behind to have lunch with each other and to discuss their wreaths. Everyone enjoyed the sessions."

Following the renovation works at the Old Palace, St Asaph, contractors W.F.Claytons contributed **£250** towards tea boxes for **50** tenants, as part of their commitment to social value. The boxes were purchased from Age Cymru in Bontnewydd. It is great to support a local charity that carries out so much good work for our tenants.

Social Value generated **£324,390**



## Cooking home comforts at Hafan Elan

One of our sheltered housing schemes is Hafan Elan in Llanrug.

Bev Allsup is the Sheltered Housing Officer there and her role is to visit the tenants weekly, make sure everything is ok, that there are no problems in the home and have a chat with the residents.

Recently a few single men moved into the complex and were not very keen on socialising with others at Hafan Elan. So, Bev put her thinking cap on and came up with the idea to open a Community Café.

It is open every Monday to Hafan Elan residents only. The menu is quite simple but offers home-cooked, comforting and tasty food at a fair price.

Mike is one of the tenants at Hafan Elan. He has been there for 15 months. He volunteers at the cafe weekly and the Community Team has arranged for him to go on a food hygiene course.



The hope is that the cafe will go from strength to strength, and it will be possible to open the cafe to people outside Hafan Elan and work with Cyngor Gwynedd and other partners to identify vulnerable or lonely individuals who would benefit from coming over to the café for a chat over lunch every Monday.

## Knitting at Cysgod y Coleg

A group meets every fortnight at Cysgod y Coleg, our sheltered housing scheme in Bala to learn how to knit.

The kindhearted individuals have previously knitted for baby basics, who send boxes of goods to new mothers who have difficult circumstances.

They have knitted hats, gloves and scarves for the homeless as well as lap blankets that were donated to a local residential home.

Ladies from the local community have also joined in these sessions.





# Spotlight on people



A Wales of Cohesive Communities



A Healthier Wales



Collaboration



Prevention

## We have been working closely with a range of partners to make our communities safer.

The level of tenant satisfaction with how we deal with anti-social behaviour is among the best in Wales. **93%** felt their homes were safe and secure; **86%** were happy with the neighbourhood as a place to live and **73%** felt we were dealing with reports of anti-social behaviour. In a regulator's report about tenants' opinions, we were the only social landlord in North Wales to appear in the top 10 out of 44 landlords.

Geraint Jones, Neighbourhood Services Manager, said: "The police, fire and rescue service, youth services, voluntary organisations, health board, courts of law, local councils and services that deal with substance misuse are among the growing number of partners that we work with in this field."

Solving anti-social behaviour problems is equivalent to **£1.25 million** of social value.

"I am extremely proud of the hard work of all the service staff dealing with this challenging area and the performance statistics show that tenants are appreciative of what is being done to protect communities."



## Providing homes for Betsi Cadwaladr University Health Board overseas nursing staff

More homes for key nursing staff in north Wales have been made available in a first partnership scheme of its kind between us and Betsi Cadwaladr University Health Board.

This scheme provided overseas nursing staff and key workers with high quality, comfortable homes. The first four staff members moved into accommodation in Abergele.

Betsi Cadwaladr Health Board nursing staff will live in to high quality, safe, affordable homes close to where they work. The availability of accommodation like this within the areas the Health Board works in has traditionally been very limited.

When working in difficult circumstances, a comfortable home is valuable and important. We are happy to be able to provide this to overseas nursing staff and key workers who are playing a vital role in supporting our local NHS hospitals.





# Employment, Skills and Training



A More Equal Wales



Collaboration

**Our goal is to support 500 people into employment and training between 2022 and 2025.**

**231** people were supported into employment and training in 2023/24: **138** of those were supported via targeted recruitment and training through our contracts; **59** were supported through Academi Adra.

## Academi Adra

Academi Adra brings together a range of opportunities that we are able to provide with the help of our partners to support people to develop their skills and find employment.

We offer work experience, work placements, apprenticeships, traineeships, volunteering opportunities and much more.

Highlights:

- **10** courses ran in 2023/24 (5 x construction, 3 x customer services/admin, and 2 x supporting people)
- **56** people received vocational training\*
- **3** entered full time employment (2 within Adra, and 1 within another housing association)
- **2** were given apprenticeships (1 within Adra's electrical team, 1 with an external contractor)
- Adra financial investment in Academi Adra 2023/24 = **£6,706**

Total Social Value = **£440,515.87**

\*Recognised construction tickets and customer service training

Academi Adra Partners were Gwaith Gwynedd, GISDA, Wynne Construction, Procure Plus, Richmond Bright, Môn CF, Maximus, DWP, Probation Service, Cyngor Gwynedd, GH James, DU Construction, WF Clayton, Williams Homes (Bala), North Wales Training, North Wales Recovery Communities, Youth Justice Service, Welsh Contact Centre Forum and Welsh Government.



## Chloe's story

"I'm Chloe. I'm 21 years old, I work in the call centre. I'd definitely go for Academi Adra. It's a great way to enter a business as big as Adra, it's also a great experience.

"I followed training for a week in Parc Menai, learning a few of the necessary skills and knowing exactly what customer services was. At the end of the week we had an interview to get a permanent job.

"I learned how to deal with the different types of questions you get and how to deal with customers.

It has given me the confidence to know what to say to customers, how to go about telling people what you want to say."



## Marcus's Story

"My name is Marcus Williams and at the moment I'm labouring on an Adra project but for THW. On the course we did a PASMA course to make high tower scaffolding and we did a first aid course which was quite challenging. It was worth doing and the health and safety course opens your eyes - you see things differently, things you didn't see before.

"I got a placement with THW through Adra. Then an interview and I was offered a place, so I was happy with that.

"I have gained confidence, it's worth doing, especially if you're looking for a trade. It's hard to find jobs where you need a trade but this is the only way for us to get a trade."



People

adra.co.uk @adrataicyf

15



7 individuals started an apprenticeship or traineeship with Adra in 2023/24.

The total Social Value generated was **£97,587**

### Trystan's Story – Plastering Apprentice

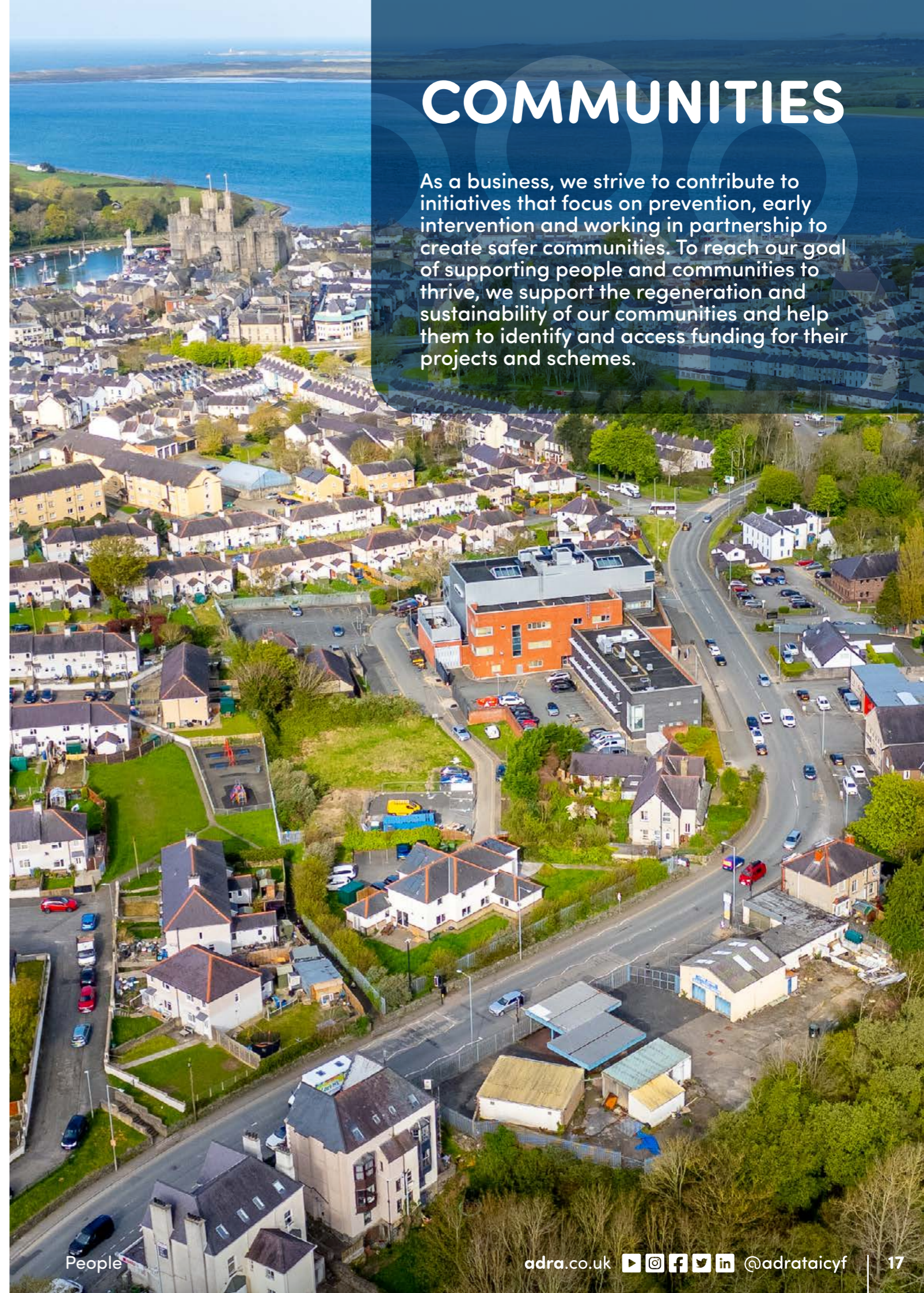
"I had just finished my GCSEs when I took part in the Academi Adra construction course last summer and was working as a labourer for a local plasterer before starting college in the September. Adra offered me a 4 week trial and because I'd made a good impression, they offered to keep me on to complete my apprenticeship – I am very grateful for this.

"Since starting the apprenticeship, my life has changed for the better. There's structure to my days. I'm going to bed earlier which means that I get up earlier in the morning and I'm more productive. I've made new friends and I'm learning new skills. Having a steady income also means that I can do things that I enjoy, such as travelling abroad to watch Wales playing football and follow my local team, Caernarfon Football Club. My goal is to stay with Adra and get a full-time role as a plasterer."



# COMMUNITIES

As a business, we strive to contribute to initiatives that focus on prevention, early intervention and working in partnership to create safer communities. To reach our goal of supporting people and communities to thrive, we support the regeneration and sustainability of our communities and help them to identify and access funding for their projects and schemes.





# Investing in our Communities



A More Equal Wales



A Prosperous Wales



A Wales of Cohesive Communities



Involvement

## Keeping our spend local

A significant element of our work is around investing in communities and creating opportunities for local businesses and making sure the pound is kept local.

**54%** of our suppliers are based in Wales

**94%** of our suppliers in Wales are based in North Wales

**£2.1 m** Social Value generated through our procurement activities with contractors

**£55.5 m** in total spent with local\* suppliers

**370** local\* people employed by Adra

\*Local = North Wales

We work closely with our contractors to help fulfil our social purpose within our communities. Our contractors commit to supporting the delivery of social value initiatives as part of their tender submissions when they applied for contracts.

## Innovative framework goes live

Ffrâm24, an innovative all-Wales Framework is set to revolutionise the way organisations buy building materials and associated products.

Ffrâm24 has been set up to offer comprehensive solutions for building materials and associated services. It stands out for its significant social impact, directing investment into Welsh companies and making sure that the social value generated remains within Wales. It will help support local communities and the local economy.

The Framework will support the circular economy by keeping the spend locally. The success of Ffrâm24 will not only help the organisations taking part but also have significant positive social impact.

Ffrâm24 can be accessed by a range of public sector bodies and charities within Wales.



## Music makers at Miri Melyd

Youngsters at a Meliden playgroup and primary school have been hitting the right notes after receiving a donation of an outdoor musical instrument.

Castle Green Homes donated a free standing cow bell to the Miri Melyd playgroup at Ysgol Melyd near Prestatyn, as part of their social value commitment.

Castle Green Homes were the contractors working on our Plas Newydd Farm development in Prestatyn where 102 brand new homes have been built.



## Staff Spread Christmas Cheer



Our staff have brought Christmas cheer to hundreds of people in need this year through their Santa Squad campaign. The initiative saw staff donate toys, wrap them, and deliver them to four local charities: Gorwel, Stori, Y Bont, and the Children's Ward at Ysbyty Gwynedd.

Gorwel provides support services to people suffering from domestic abuse or at risk of losing their homes. Stori helps adults and children to build the positive life they deserve. Y Bont is a safe refuge for orphaned children or those unable to remain at home with their families, and the Children's Ward at Ysbyty Gwynedd cares for sick children from across North Wales.

Our staff not only brought in a mountain of toys, but also received a helping hand from local businesses:

W F Clayton & Co Ltd contributed a fantastic **£500** worth of Argos vouchers, ensuring even more presents could be purchased and THW Construction Ltd filled a car boot full of toys, adding to the festive bounty.



## Adra Launches Tendra



We launched our latest initiative aimed at fostering growth and development within the local construction sector. Called “Tendra,” this innovative project has been supported by the ARFOR Challenge Fund, a joint venture by Carmarthenshire, Ceredigion, Gwynedd and Anglesey Councils to explore solutions strengthening the relationship between the Welsh language and the economy and is funded by Welsh Government.

Recognising the challenges faced by small construction firms, particularly regarding administrative hurdles in the application processes, Tendra aims to break down these barriers. With the strapline “Building the future, one tender at a time,” the project aims to empower small businesses, helping them navigate paperwork and gain confidence to bid for work, including larger contracts through platforms like Sell2Wales.

The launch event held by Tendra at Tŷ Gwyrddfai in Penygroes, which saw an impressive turnout of over 30 small business owners, served as a testament to the enthusiasm and support for this initiative within the local community. Attendees seized the opportunity to gain insights, network with peers, and engage with Adra staff, fostering a collaborative environment aimed at driving collective growth.

## Roadshow visits Maesgeirchen



We worked with a range of partners on arranging an information event on the Maesgeirchen estate in Bangor to engage with tenants about poverty.

A number of agencies were there to provide advice and information to families, including North Wales Housing, Welsh Water, Cyngor Gwynedd, Grŵp Cynefin, Cambrian Credit Union, Crimestoppers/Fearless, Youth Services (Cyngor Gwynedd), Gwynedd Digidol, Papyrus, Energy Saving Trust, North Wales Fire and Rescue Service, Tlodi Tanwydd and Warm Wales.

## Breaking down barriers for young women

We proudly hosted our second annual Women in Construction event for year 9 pupils at our decarbonisation hub Tŷ Gwyrddfai in Penygroes.

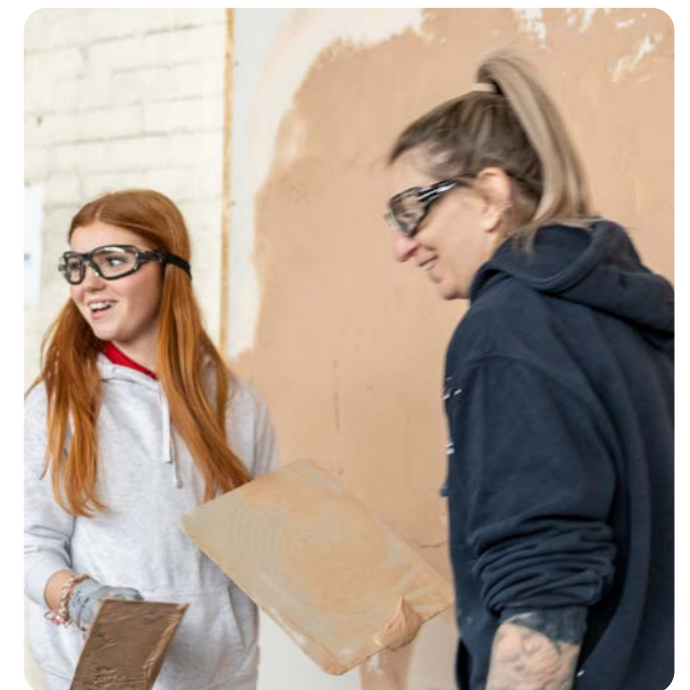
This year, pupils were selected from Ysgol Syr Hugh Owen in Caernarfon. This event, designed to break down gender stereotypes and encourage young women to explore opportunities in the construction industry proved to be another outstanding success.

The event included a series of engaging activities, including carousel sessions, informative workshops, and ‘give it a go’ sessions, all aimed at introducing 60 girls to the diverse and exciting world of construction. We are committed to fostering inclusivity, to attract more women into social housing and demonstrating that the industry offers a wide variety of opportunities for everyone.

Participants included Travis Perkins, Altro Flooring, Griffiths Construction, TrueWool, and Saint-Gobain Interior Solutions, with Grŵp Llandrillo Menai promoting apprenticeship opportunities within the construction industry.

Ceri Ellis-Jackson, Academi Adra’s Programme Lead, said “It was a dream to see 60 young women receiving these opportunities and experiences on their doorstep. Academi Adra was established to give young people a leg up into the world of work, and I’m really proud to bring more diversity into the construction industry by hosting events like these.”

Social Value generated = **£17,076**







## Urdd's Fund for All



Adra is delighted to be supporting a scheme by the Urdd to support **250** of the most deprived children and young people to experience a holiday at one of their residential centres during 2024.

The Urdd's Fund for All was established to offer a holiday to children and young people living in poverty or under difficult circumstances, and since 2019 the scheme has sponsored hundreds of youngsters' summer holidays at the Urdd's residential centres.

Successful recipients of the Fund for All scheme are able to experience a holiday at one of the Urdd's Residential Centres – either in Glan-Ilyn near Y Bala, Llangrannog in Ceredigion, Pentre Ifan in Pembrokeshire, or Cardiff Bay.

## Tai Craigle - Buy to Let



Long-term



Collaboration



Prevention

**We have been working with Cyngor Gwynedd on the Council's Buy to Let scheme to provide more affordable housing for the county's residents.**

Since 2021, the Council has been buying and upgrading houses to be let to local people through the Buy to Let scheme. This plan is a key part of the Council's £140 million Housing Action Plan, which aims to address the county's housing shortage and ensure that the residents of Gwynedd have access to affordable and high quality housing in their own communities.

The aim of the Buy to Let scheme is to buy 100 properties to let to local people over the six years of the Housing Action Plan. Through this partnership, we have taken on the role of managing the properties on behalf of Cyngor Gwynedd and together, both organisations will make the best use of their expertise and resources in order to tackle the housing crisis.





# Welsh Language and Culture



A Wales of Vibrant Culture and Thriving Welsh Language

## Cymunedau Cymraeg (Welsh Communities)

The Welsh language is very important to Adra, while operating for North Wales, Gwynedd and Welsh-speaking communities continue to be a priority for our work.

Adra has completed several recent affordable home developments in Gwynedd, in a number of communities. Over the past two years the following communities, Rachub, Caernarfon, Dinas and Pwllheli have benefited from seeing **127** new quality affordable homes built to support local housing needs, in response to the housing crisis. Of the developments 75% of the residents have confirmed to Adra that they have Welsh skills.

We are very proud to be able to act and play our part to contribute to the national campaign by Welsh Government to reach one million Welsh speakers by 2050.

## Defnyddia dy Gymraeg (Use Your Welsh)

We have launched a campaign to encourage tenants and the public to use our Welsh language services. The 'Defnyddia dy Gymraeg' (Use Your Welsh) campaign is an extension of the national campaign by the Welsh Language Commissioner to encourage more people to use Welsh language services and ensure that people know their rights when accessing services.

The campaign focusses on promoting Adra's Welsh language pages online, as well as the services available over the phone. The campaign also promotes our social media channels. We are proud of the fact that we can offer our services through the medium of Welsh. A large number of people access our services online and over the phone in the language, but we wish to promote these channels to encourage more people to use them.

Providing first class Welsh language services is an important part of our culture and ensuring that our residents and customers can access information of their choice language. Over **96%** of our staff speak Welsh and we have committed in our Language Scheme to increase use of our services.



## Adra celebrates partnerships at the Eisteddfod



Many of you attending the National Eisteddfod in Boduan near Pwllheli last summer may well have come along to our marquee on the Maes. We launched last year's Social Value report and celebrated the work of our various partnerships. It was great to get everyone together to recognise how joint working benefits our tenants and communities and to recognise the social value of all our efforts.

We celebrated the role of women in the housing and construction sectors, as well as a focus on Academi Adra and the training and development opportunities offered by the programme. We also focussed on our community development work and shared information about a number of our community schemes and initiatives.



# HOMES



A Healthier Wales



A Prosperous Wales



Long-term

At Adra we believe that everybody has the right to have a roof above their heads and we can make that a reality.

A safe and secure home is the foundation for a fulfilling life, and we strive to provide homes that people can feel proud of, for both existing and new customers.

## New Build

### Adra celebrating 7,000 homes

We were thrilled to reach the milestone of reaching 7,000 homes.

The 7,000th property was in Treborth, near Bangor which is part of a four property development on the site of old garages. The property has been specially designed and adapted to meet the needs of the new tenant.

The home features widened doors, ceiling hoists, wet room with closomat toilet and a hydraulic kitchen worktop.

In addition to the adaptations, the property boasts an EPC rating of A, with solar panels, air source heat pump, high efficiency insulation and high efficiency windows.

Sarah Schofield, our Director of Customers and Communities said: "We were delighted to reach this significant milestone of 7000 homes.

"This achievement is a testament to the hard work of everyone at Adra and our ongoing commitment to addressing the housing challenges in our communities and providing a secure foundation for local people to thrive.

"The 7,000 home milestone reflects not only Adra's dedication to providing quality homes but also our role in supporting the well-being and stability of people and families across the region.





# Our Trwsio Workforce

## Wynne Road, Blaenau Ffestiniog

Following their success in building two houses in Bro Pedr Fardd in Garndolbenmaen near Porthmadog, our Trwsio workforce, Adra's have been working on their second development on Wynne Road, Blaenau Ffestiniog. The exciting new development is called Llygaid y Moelwyn.

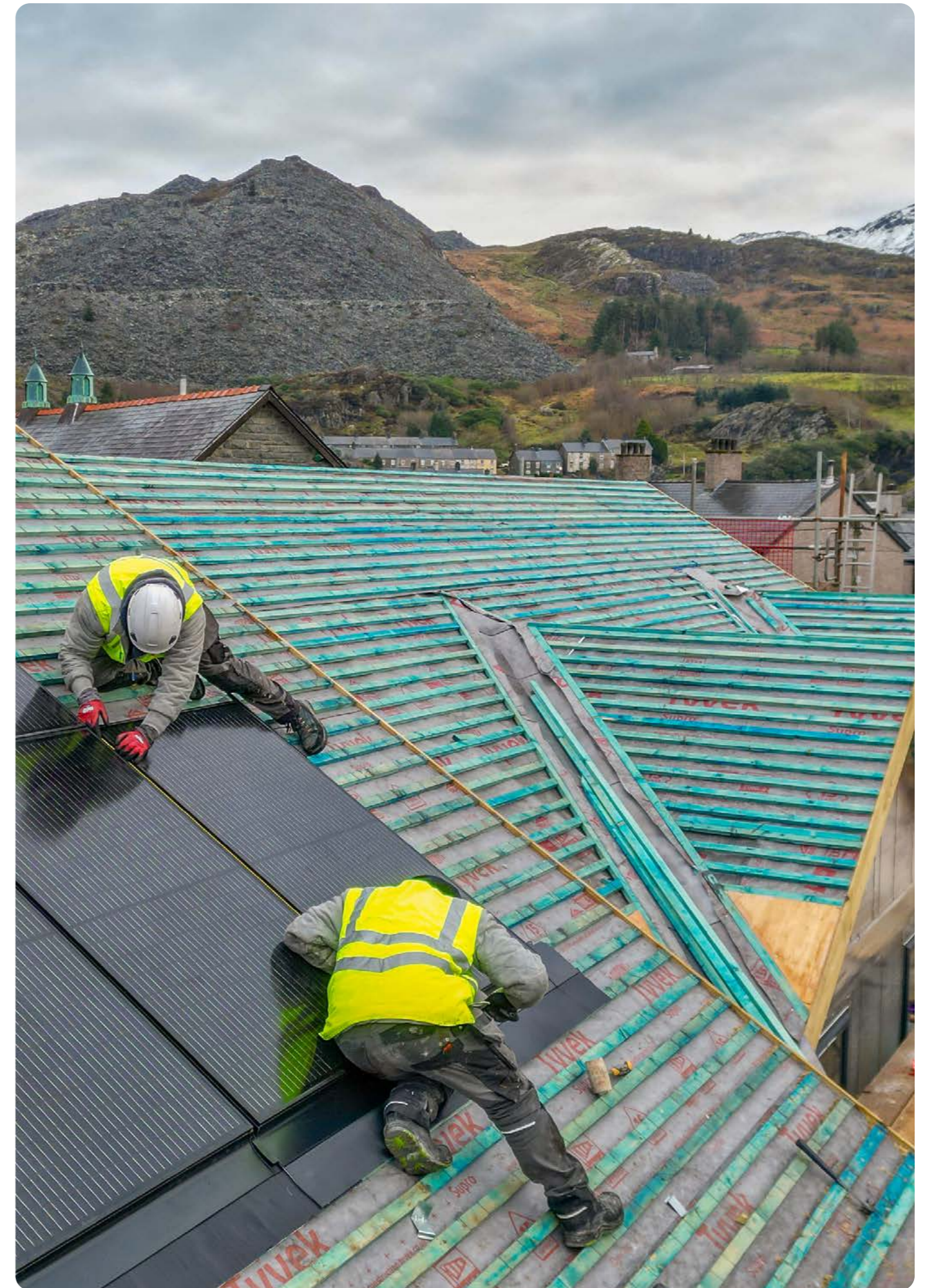
The development comprises 5 homes for local families, with three of the homes being adapted to the specific needs of the families. The development team have been supported by contractor Tom James Construction Services Ltd from Blaenau Ffestiniog.

The development is located in the heart of the close-knit community of Blaenau Ffestiniog, and students from Ysgol y Moelwyn were invited to see the homes being built.

Half of them took a tour around the site in their safety helmets and hi-viz vests, while the rest engaged in practical activities and discussions about the various jobs available in the industry.

It is important for local young people to see that there are opportunities for them to work in the construction and social housing sector, as well as the chance to have a quality home without having to move away from their area.

The project has been partially funded through the use of the Welsh Government's Social Housing Grant through Cyngor Gwynedd's Affordable Housing Development Programme.





# ENVIRONMENT



A Globally Responsible Wales



A Prosperous Wales

We are committed to minimising our impact on the environment and reducing carbon emissions from all our business activities, putting sustainability at the forefront of all we do.

We are acting on climate change to decarbonise the company and the homes we provide, to drive sustainable futures for our communities across North Wales.





# Tŷ Gwyrddfai



A Globally Responsible Wales



A Prosperous Wales

## One of our key projects over the past year has been the development of Tŷ Gwyrddfai, our decarbonisation hub in Penygroes – and the first of its kind in the UK.

Tŷ Gwyrddfai is a collaborative project between us, Busnes@LlandrilloMenai and Bangor University and has already transformed the former industrial site into a decarbonisation hub that will ensure that north west Wales will be at the forefront of the decarbonisation agenda, working with communities and businesses to retrofit homes over the coming years.

The site also includes a Travis Perkins depot which provides Adra and its contractors with equipment for the repair and refurbishment of existing housing stock and the construction of new housing.

In the longer term, Tŷ Gwyrddfai will lead to a more qualified and skilled workforce, which will support the local construction sector and ensure that any value generated through decarbonisation and related capital investment will be retained locally.

It will also contribute towards reducing carbon emissions in our homes, which in turn will reduce the impact of increasing fuel and energy costs by making our homes more energy efficient and improve the quality of life for our tenants.

There is genuine excitement among the partners and in the region about this project and the social value and positive difference it can achieve to local communities and the local economy.





# Environmental Days



A Globally Responsible Wales



A Resilient Wales

We have worked with partners to carry out clean ups on a number of our estates over the past year. The environmental days were held in Pentre Helen (Deiniolen), Peblig (Caernarfon), Parciau (Mynytho), Maesgeirchen (Bangor) and Heol Llewelyn (Barmouth). A total of **32** skips were filled during these events, which meant over 30 trips to the Council's recycling parks. A number of agencies and partners supported these events. They included North Wales Housing, North Wales Fire and Rescue Service, North Wales Police, Probation Service and Cyngor Gwynedd.

Gwenllian Roberts from Cyngor Gwynedd said: "By working together with Adra and other key stakeholders we are able to target areas and communicate with and educate residents who need and benefit from the work promoting the importance of disposing of rubbish responsibly, correctly and to reduce waste in general, and increase recycling."

## Tree planting to promote biodiversity in Bangor

Our tenants on housing estates in Bangor who receive refurbishment work on their homes and now benefit from environmental work as **40** trees were planted to promote biodiversity.

We have invested in homes on estates in Cilcoed, Penywern, Coedmawr and Ffordd Hendre in Bangor to improve the energy efficiency and quality of the homes. GH James Ltd were appointed to do this work. The work includes:

- installing new roofs on the houses
- insulation and rendering of external walls
- install new windows
- install new gutters
- improving paths and fences and more

As part of the work, the contractors have planted 40 trees on our behalf behind the site in Penywern. These are a mixture of different trees, which add to the biodiversity of the site.

Sara Fon Williams, Project Manager of the work in Penywern, said: "Adra received these trees through a free programme from the Government, 'My Tree, Our Forest', where we were able to apply for trees on behalf of customers. As part of our decarbonisation strategy, we are keen to find more green spaces to plant trees in the future.

"It's great to see GH James Ltd contributing back to the community and the environment as part of their work".

## Energy Warden Referral Service



**188** customers have received direct support via our Energy Warden referral service.

The service is run by Grŵp Cynefin, with contributing partners including Anglesey County Council, Tai Môn and North Wales Housing.

Our contribution was **£14,000** for 2023/24.

## Abi brings energy to role

Abi Roberts has joined Adra as an Energy Warden. She is the first of a number of energy wardens being employed in the Gwynedd area.

The role is shared between us and Cyngor Gwynedd and has been funded through the UK Government's Shared Prosperity Fund and is managed by the Council.

The role involves providing advice and support on energy efficiency for Gwynedd residents, helping them to understand their bills, helping them to find money saving deals, support with grants, saving energy in their homes and using smart meters.



## Energy referrals - Feedback from Tenants

DEG is a social enterprise that supports communities across north-west Wales to cope with the rising cost of fossil fuels and improve our natural communities. We contribute £3,000 a year towards the Warm Wales project through DEG. Where our tenants are referred and are given in-depth advice and support, enabling them to reduce their energy consumption. Here's what some of our tenants had to say about the support they have received.

"I couldn't be more grateful for the help I have received, especially when I was unable to leave the house. You all went above and beyond to take care of me in my time of need. I can't thank you enough."

"I'm truly grateful for the help. I feel like we matter to someone and I will know where to turn next time."

"I really appreciate the help from DEG and Gwynedd Council. The fuel voucher will help me a lot. I had no idea this type of service was available. Thanks for helping people like me"



# Social Value Results Table

2022/23		2023/24	
Activity	Social Value (£)	Activity	Social Value (£)
Academi Adra	£297,529	Academi Adra	£440,516
Adaptations	£500,916	Adaptations	£1,030,731
Apprenticeships and traineeships	£125,469	Apprenticeships and traineeships	£99,608
Aros Adra service	£48,165	Citizens Advice Referral service (CAB)	£1,459,165
Citizen's Advice Referral Service	£1,906,329	Local contracts (assets & new build)	£3,145,269
Local contracts (assets and new build)	£208,167	Women in Construction	£17,077
Nefyn football project	£137,526	Mental health referrals	£673,244
Not Just for Boys event	£17,059	Preventing homelessness	£164,806
Preventing homelessness	£156,576	Repairs and maintenance service	£526,112
Repairs and maintenance service	£1,101,948	Resolving anti-social behaviour	£979,260
Resolving anti-social behaviour	£1,251,391	Environmental days	£7,820
<b>Total</b>	<b>£5,751,074</b>	Energy wardens	£507,976
		Summer activities	£126,144
		TENDRA	£2,846
		Tenancy support	£77,672
		Supported housing	£324,390
		<b>Total</b>	<b>£9,582,636</b>

## References

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