



Fresh Visions Charity Plan 2025-28

Creating Opportunities; Changing lives; Transforming futures





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FOREWORD:

The Chair and Fresh Visions Team

Every day in our communities, domestic abuse survivors rebuild lives with their children; young people are trapped in cycles of vulnerability; and elderly individuals face their days in solitude. We work tirelessly to support survivors, reach out to vulnerable youth, and bring warmth to isolated seniors.

As you read this plan, remember that behind every initiative lies a simple truth: together, we can transform lives.





2.1 million

people aged over 16
experienced domestic abuse in
the year ending March 2023



1 in 7 adults say
wellbeing is on the decline with
bad mental health, or the worst
it's ever been



23% of people aged
16-24 are affected by **mental
health struggles**, describing
their mental health as poor



more than **1 in 5**
people in the UK (22%) are
living in poverty

We are

- ✓ Creating opportunities for people to fulfil their potential and removing barriers for people facing disadvantages and vulnerabilities
- ✓ Helping many local residents most in need in our local communities by providing extra charity support, delivering opportunities to improve people's lives.

We've co-created and consulted widely on our plans for action. We'll campaign, fundraise, and support beneficiaries. Working to address key issues and barriers faced by people in our communities.

We see people facing challenges and being held back by

- Trauma because of domestic abuse or anti social behaviour
- Crisis in wellbeing and mental health
- Households struggling to manage financially, including those experiencing child poverty.

Our renewed focus is to help those people feel safe and supported, gaining enhanced wellbeing and skills to address their challenges.

As Southern Housing's charity, we contribute to strengthening communities and improving places. Going the extra mile for vulnerable and disadvantaged residents. We're here to support people at the local level and play our part in local place-based approaches to meeting what are national challenges.



**Please join us in our mission to
create opportunities, change
lives, and transform futures.**



OUR VISION, MISSION AND PURPOSE

We're determined to **help change lives and transform futures** for the most disadvantaged and vulnerable residents in our local communities.



Our Vision

Everyone across our communities should have the opportunity to thrive and reach their potential. It's unacceptable if domestic abuse, fear of violence, loneliness, isolation, or negative health and wellbeing gets in the way.

We're here to act and provide support where it's needed most. Everyone deserves a happy and fulfilled life, and we're here to provide the opportunities to make that happen.

Our Mission

We support people who face extreme disadvantage because of poverty, domestic abuse, lack of education, and social exclusion.

We work to support people in some of the poorest areas in the UK. Our projects help people gain what they need to build successful lives by developing the confidence, motivation, and skills to achieve their potential.



ABOUT FRESH VISIONS

We're dedicated to opening doors and creating opportunities for you. Our mission is to be a catalyst for **positive change**, helping people transform their lives and build brighter futures.

We've taken the time to hear from our neighbours in local communities. By understanding both your experiences and the data, we've identified the key challenges you face on your journey.



What we're working on

Our next phase of work with, and for, vulnerable or disadvantaged people in our local communities sees us helping people to address:

- Trauma from Domestic Abuse or Anti Social Behaviour (ASB)
- Crisis in wellbeing and mental health
- The challenge to get by financially.

Where we work

We focus on meeting local needs in key communities across London, Kent, Sussex, Berkshire, the Isle of Wight, Surrey, Hampshire, and the West Midlands. We run activities in areas where individuals and communities face extreme disadvantage, poverty, and social exclusion.

What we do

We want to plug the gaps in support for those we work with. We'll co-create with residents to design and deliver community action and activities based on local needs and priorities. We'll co-design activities with and for beneficiaries, listening to their needs. We have a key role to play in delivering joined-up actions for residents spanning housing, health, and wellbeing agendas.

Our HEART Values

We know the way we go about our work is important. We'll follow our HEART values in our approach to the work we do. We are:



Honest

Efficient

Accountable

Respectful

Trustworthy

We'll display our charitable principles in our approach; co-creating, being sustainable, inclusive, fair and ethical.

Who we help

Our help and support are focused on removing barriers and creating opportunities for those facing extreme disadvantage or vulnerability in our local communities:

- People at risk of, or facing trauma in surviving domestic abuse, or threats of violence, intimidation, or anti social behaviour
- Isolated, lonely, or vulnerable people, especially those leaving care or in social housing
- People needing help with life skills to break away from poverty.



We've a track record and expertise in

- ✓ Domestic abuse and trauma recovery counselling
- ✓ Supporting young persons' development
- ✓ Reaching and supporting isolated senior residents.

We want to build on this work and develop activities for more communities and people in need. We're focused on activities that both address the symptoms and causes of people's disadvantage.

We seek to be an ally for beneficiaries and groups of disadvantaged people, building local social capacity and connecting people together.

Promoting innovative solutions and opportunities for our people. We'll harness the positivity of diversity in all levels of our work.

Creating opportunities where everyone can thrive. We're value driven in the way we work, the activities we do, and what we expect from our partners.

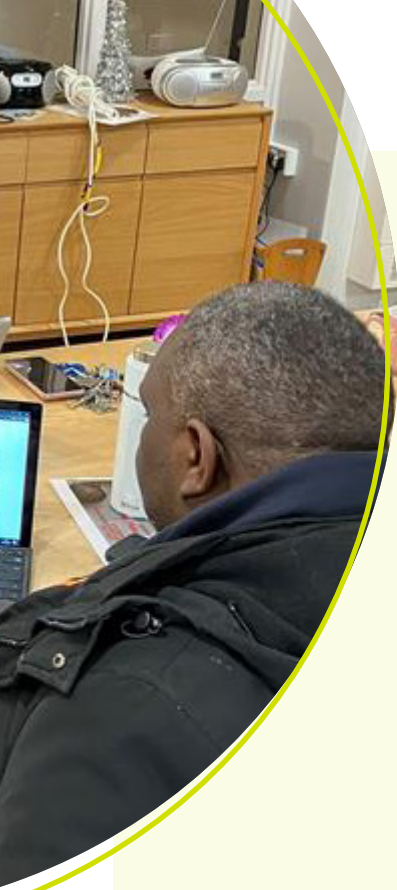


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If it wasn't for the support I've received from Fresh Visions and these counselling sessions, I would not be here today. I've been able to move on with my life and **I like who I am, I like me**

Domestic abuse survivor





“

There's always someone there, and it's easy to talk to you, **it's my safe place to come**

Midge, age 14, who experienced the extreme trauma of losing 2 of her friends to suicide and a further in a car crash.

Our youth workers have helped her to make sense of her feelings and overcome self-harming.



“

You give support and advice if we're feeling down and **bring us back up again**

Kasey, aged 15, experienced a massive impact on her mental health due to a very traumatic bereavement, resulting in a PTSD diagnosis.

She's developed trust in our youth staff to support her over her difficulties and find coping strategies.



We seek to fundraise and secure charitable donations and sponsorships to support our work. (see section 5)



OUR OBJECTIVES AND PRIORITY ACTIONS

Over the next three years, we aim to address the challenges and barriers people face. Helping people to:

1. Feel safe and supported
2. Enhance wellbeing and mental health
3. Manage financially.



Priorities for action

We will deliver on our objectives with priority workstreams and tasks supporting beneficiaries to:



Feel safe and supported

- ✓ Delivering trauma counselling and recovery support for domestic abuse survivors and those suffering trauma from anti social behaviour
- ✓ Promoting positive family relationships and support
- ✓ Establishing and providing peer group support networks.



Enhance wellbeing and mental health

- ✓ Delivering development and progression activities for isolated vulnerable young people
- ✓ Connecting isolated seniors, keeping people in touch
- ✓ Establishing and providing wellbeing and mental health support networks and resources.



Manage financially

- ✓ Securing and providing hardship funds assistance
- ✓ Supporting young people with life skills to combat poverty
- ✓ Developing and encouraging life skills, activities, confidence, and aspirations.



CO-CREATING THE PLAN

At Fresh Visions, we work alongside colleagues, beneficiaries, residents, and stakeholders to co-create the best activities that meet local needs. Together we're shaping our plans, activities, and projects.





Supporting clear actions

Beneficiaries and residents are at the heart of what we do. Shaping our plans, they tell us our charity actions require:

- ✓ Great marketing and clear communications
- ✓ Accessible and inclusive personalised support
- ✓ Maximised numbers of people supported
- ✓ Focus on those most vulnerable to strengthen communities.

We've consulted widely with input from over 500 people during 2023-24.

They've told us for them, the issues for us to address are:

- ✓ Having safer communities
- ✓ Keeping people connected, addressing isolation
- ✓ Addressing trauma
- ✓ Improving mental health and emotional wellbeing
- ✓ Better life skills
- ✓ Financial security and money worries
- ✓ Anxiety and stress
- ✓ Physical health
- ✓ Ability to achieve their goals
- ✓ Ability to ask friends for help
- ✓ Activities for age groups or those less heard (seniors and young residents, isolated people such as those with English as a second language).

Feedback came from



Online multichannel consultation



Focus groups and workshops



Beneficiaries' and local residents' surveys



Service users' feedback

We consulted and listened to young people, senior residents, and diverse service users to understand what's important to them and the barriers they face.



TRACK RECORD, PERFORMANCE AND IMPACT

We're proud to be an effective charity supporting over 1,000 beneficiaries each year. We aim to deliver value for money in how our charity funds are used.

Seeking to minimise charity administration costs, most funds (89p of every £1 raised in 2023/24) go directly to support activities for our beneficiaries.

Investment impact



£900 transforms lives, providing 6 months **therapeutic post-domestic abuse counselling** for a child and mum



£364 supports a **disadvantaged child** for 6 months at a weekly after-school club



£398 helps us **connect and transform life** for a vulnerable, isolated senior resident



In delivering our strategy, we'll set annual success measures and report on progress.

Work to annual
Key Performance
Indicators

Analyse and report
on the Social Impact
Value Assessment

Report to
beneficiaries,
supporters, residents,
and stakeholders

We aim to work efficiently with annual fundraising work plans. Evidencing strong annual social impact value (HACT/Fujiwara analysis).

In 2023/24

Fresh Visions funds supported activities making
£5.56m in **social impact value** on wellbeing in local communities.



With a ratio of £1 charity investment to £7 impact value

We expect to continually innovate in our work. We aim to heighten impact and benefits for residents, seeking to be efficient with investment and our impact.



Fundraising and support

We welcome pro bono efforts to support Fresh Visions and keep administration costs down. Our fantastic volunteers help us across a wide range of activities from fundraising through to providing professional support to the charity and even running projects.



Climate emergency

We're alert to our charity impact and the need to minimise our carbon footprint.

We believe sustainability is the holistic link underpinning the connection of environmental, social, and economic wellbeing. Achieving sustainability involves considering the long-term effects of our actions in everything we do. By adopting sustainable practices, we'll help safeguard our beneficiaries, mitigate climate change, and preserve biodiversity. We'll also promote social equity, health, and wellbeing while fostering economic resilience and innovation.

In our work with beneficiaries, we'll focus on minimising fuel poverty and cost of living challenges, providing sustainability learning and skills opportunities.



Our people and governance

Our Board of Trustees runs the charity, setting the strategy, assessing risk, and leading the drive and direction of work.

We recognise the value of strong, high-quality governance standards.

It's important for us to maintain a high degree of transparency on governance, fundraising, and program delivery for vulnerable beneficiaries. We develop our work with these issues in mind.



Equality, Diversity and Inclusion

Equality, diversity, and inclusion are central to the work we do.

We recognise diversity gives us strength. It helps us better engage and support our diverse community and beneficiary groups. We hold importance in working inclusively as a charity ally, both to those we support and as an inclusive employer. We aim to make a significant contribution to making change for excluded under-represented groups.

We want the people we support to be respected for who they are. We'll work in an inclusive way to create opportunities and help to maximise the potential of people from all cultures and backgrounds. We believe that by working in this way we can support lasting change.

Our values and strong credentials also set us apart as a priority for investors and supporters.



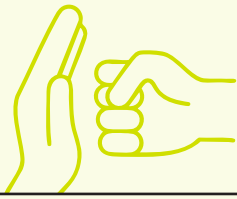
WHAT THE DATA SHOWS

Our main priority areas are based on clear evidence of need within our communities. The housing teams and partners we work alongside are regularly in contact with vulnerable people in our communities. Many are lonely, isolated, and suffering in silence, living in chaotic households and frequently victims or witnesses of domestic abuse.

The cost-of-living crisis has taken its toll, and we see families and households struggling to afford even the basics. With an absence of local services, they often have nowhere else to turn to. Fresh Visions aims to help fill this gap in local support. Nationally collected data backs up the desperate need for local support.



Feeling safe and supported



2.1 million

people aged over 16
experienced domestic abuse
in the year ending March 2023,
estimated by The National
Crime Survey for England

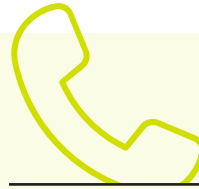


In Southern Housing locations
during 2023/24, the association

received **1,713**
reports of Anti Social
Behaviour, with over

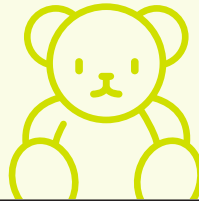
500 relating to verbal
harm, intimidation, or
physical violence. We saw

276 domestic abuse
safeguarding reports in just 12
months 2023/24



In 2023 alone, **reports of**
domestic abuse made

up almost **1 in 6**
crimes reported to the
police (Domestic Abuse
Commissioner, Govt office)



There's a lack of services
available to children who've
been exposed to domestic

abuse, with just **29%**
of survivors able to
access support for their
children (Domestic Abuse
Commissioner, Govt Office
2022)

“

We believe everyone
should feel **safe and**
supported. We aim to
deliver trauma counselling
and recovery support for
domestic abuse survivors
and those suffering trauma
because of anti social
behaviour



Enhancing Wellbeing and Mental Health



Young people aged 16-24 are the most **affected by mental health struggles**, with almost a quarter of the group,

23.5%, describing their mental health as poor (Mental Health 2024 survey, Forth with life)



We've identified over

2,000 isolated, lonely, local residents, aged over 70, without any family or friends' support



1 in 4 people will experience a mental health problem of some kind each year in England, with

1 in 6 people experiencing a common mental health problem like **anxiety and depression** in any given week



Over **361** cases of **neglect or self-neglect** were flagged to Southern Housing during 2023/24



Tenant wellbeing is in decline,

with **1 in 7** adults currently saying their mental health is either bad or the worst it's ever been



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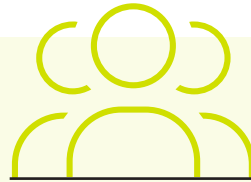
We aim to **enhance wellbeing and mental health** across our communities



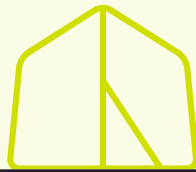
Addressing household poverty



4 in 10 people were in **deep poverty** in 2022-23, with an income far below the standard poverty line



Certain groups face particularly **high levels of poverty**, including larger families, minority ethnic groups, people living with a disability, people living in rented accommodation, and those claiming income-related benefits

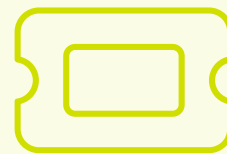


Poverty is increasing and deepening, with more than

1 in 5 people in the UK, **22%** living in poverty in 2021/22 (8.1 million working-age adults, 4.2 million children, and 2.1 million pensioners)

“

By securing and providing hardship fund support and supporting people with life skills, we hope to go some way to **helping people** manage financially and combat poverty



In the last year, **4,854** local Southern Housing residents in an **acute cost of living crisis** sought the association's financial support,

with **4,996** emergency food and fuel vouchers issued



PARTNERSHIP WORKING

Developing successful partnerships

Successful partnerships are essential to delivering our mission for young people. We're working collaboratively with:

- ✓ Local authorities
- ✓ The community
- ✓ The voluntary sector
- ✓ Community safety partnerships
- ✓ Health partners and integrated care boards
- ✓ Other housing associations and contractor businesses.



Adding value for us and our partners

We're a charitable subsidiary of Southern Housing (housing association). We have special links into supporting residents. 63% of the association's residents are reliant on benefits support. 54% of social housing households have members facing long-term health challenges. Among Southern Housing households, 18% of residents have a disability, and 35% have a household member with ill-health challenges. 42% of these with mental health conditions.

Our work supports the wider Southern Housing Social Impact objectives. We're regularly approached by residents who are keen to develop support projects.



Housing associations are increasingly stretched, prioritising resources for housebuilding and community initiatives. Where associations face gaps in delivering support, there are opportunities for us to explore new means of delivering community programs. We can help with volunteer opportunities and self-help groups.

We offer a strong 'business in the community' approach for local firms. Working with us, business partners can show strong community leadership in charitable work and ethical values.

WHAT SUCCESS LOOKS LIKE

We'll set a strong performance framework with ambitious targets, outputs, and outcomes.

- Encourage external partners, funders, and sponsors to co-invest in our work.
- Deliver activities and results by mobilising supporters and benefactors, campaigning, and fundraising for our cause.



From 2025, over three years, we will

See **high levels of satisfaction** from the beneficiaries we support

Over **£1.8m** secured towards **beneficiaries' activities and programmes**

More than **£850k** grant and foundation sector **support achieved**

Encourage **£750k** donations via **corporate sponsorship**

Raise **£200k** from **individual sponsorship and events fundraising** income

Deliver annual work plans supporting **3,000** people, an average of **1,000** plus beneficiaries **progressing** per year

Complete a **leading national research and innovation project**

How we'll make this happen

- ✓ Working with beneficiaries to co-design a range of high-quality training and support programs, delivered in communities with high levels of need
- ✓ Pursuing fresh support and fundraising campaigns
- ✓ Working with residents and partners locally, strengthening communities
- ✓ Reporting on our expanding social impact.



We will establish our new work plan from 2025, aiming to achieve a new ceiling level of activities by 2028.



JOIN THE CAMPAIGN, DONATE, VOLUNTEER AND CONTACT US

We've got lots of great opportunities for you to support our charity and help us to make a difference to so many lives.

Our work only happens with the efforts of the amazing people who support us. There are lots of different ways to raise money for Fresh Visions and have a great time doing it! Find out more on our website:

Get involved **freshvisions.org.uk**



Call us: **0800 121 60 60**

Fresh Visions is a sister organisation to Southern Housing. Please ask for Fresh Visions when you call.



Donate: You're donating to The Fresh Visions People Ltd
enthuse.com



Write to us:

Fresh Visions charity, Fleet House, 59 – 61 Clerkenwell Road, London, EC1M 5LA



Volunteer: Get involved
freshvisions.org.uk



Charity Registration Number:
1091627



Contact us:
freshvisions.org.uk/contact-us





FRESH VISIONS

Creating Opportunities; Changing lives; Transforming futures