



CHIC



CHIP

Social Value Annual Report

CHIPCHARITY.ORG.UK

2024/25

Strategic Overview

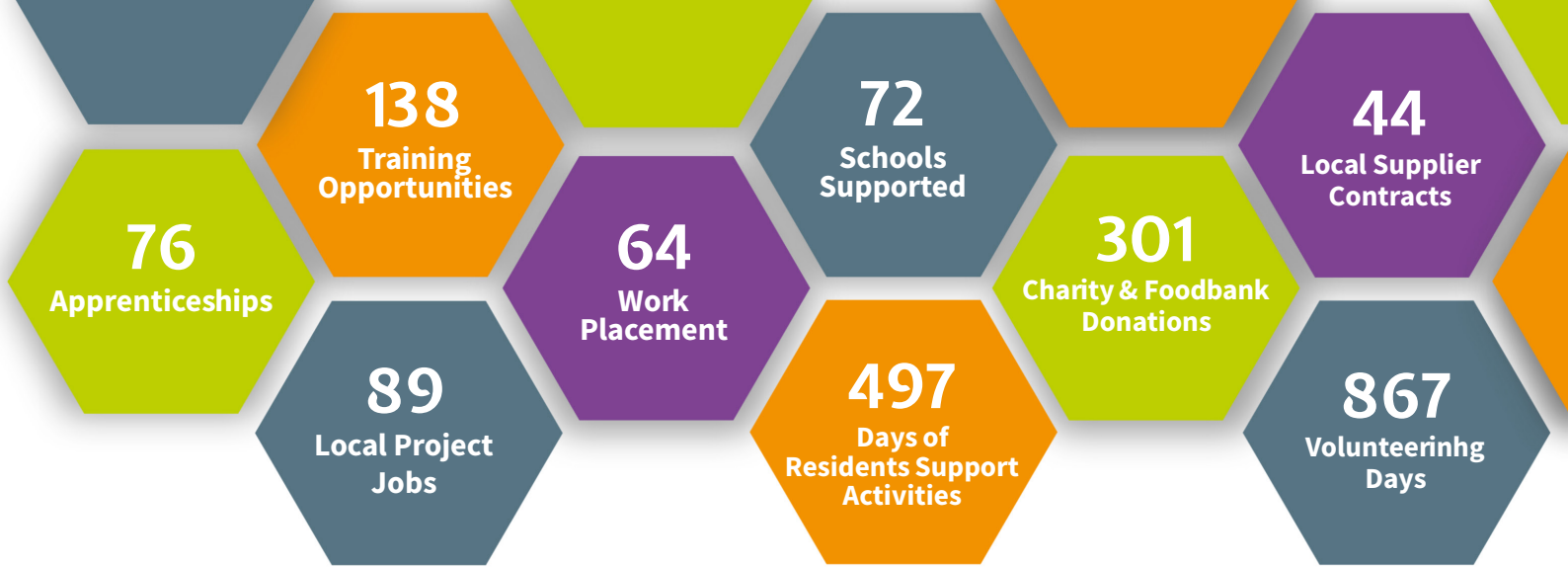
It gives me great pleasure to introduce this years Annual Report, which reflects the significant achievements delivered by CHIC, CHIP and our partners across 2024/25. Once again, the results show the power of collaboration in creating opportunities, improving lives and strengthening communities.

Through our seven Local Employment Group partnerships 290 individuals were supported into training, qualifications and employment pathways. This included 126 people moving directly into jobs and a further 164 progressing into training or qualifications. These outcomes highlight our shared commitment to breaking down barriers for those facing disadvantage, including young people, ex-offenders and individuals at risk of homelessness.

The Community Chest Fund has also played an important role, distributing £50,000 across 15 organisations, enabling grassroots groups to deliver projects that improve wellbeing, tackle inequality and promote resilience where it is most needed.

Equally inspiring is the contribution of the CHIC team and partners, who gave an incredible 1,358 hours through the Corporate Volunteering Programme, supporting local communities in practical and meaningful ways. Alongside this our fundraising events, the CHIP Awards Dinner and Sponsored Walk, raised additional resources to extend our reach and impact. I am deeply proud of these achievements and grateful to everyone who has contributed to another outstanding year.

Tracey O'Brien, Chair of CHIP Trustees



2024/25 Social Value Overview

In 2024/25 CHIC and CHIP delivered £36m of social value.

CHIC Contractual Social Value	£13m
CHIP Local Employment Group	£5.3m
CHIP Community Chest Fund	£17.5m
CHIC Team Actions	£0.5m
Total	£36.2m

CHIC members spent £286m through CHIC procured contracts in 2024/25. Social added value created by this investment of £36.4m equals to 13% of the investment in residents homes. This communities have therefore benefited more widely from their landlords contracts procured through CHIC.

Contractual Commitments

Every contract procured through CHIC is required to reinvest at least 1% of its turnover back into social value within the member's local area. Each year this commitment creates meaningful outcomes through our partners, who deliver a wide variety of initiatives, as summarised above.

To showcase the fantastic results being achieved, we rely on our suppliers to share details of the social value activities they deliver. Without this information we are unable to report fully on outcomes or capture the true impact being made in peoples lives, communities and local economies.

In 2024/25 we received outcome reports from 53% of our suppliers, up from 30.5% in the previous year. These provided feedback for 78% of 858 contracts. Looking ahead, we hope even more of our partners will join us in building on these results, so together we can demonstrate and grow the positive impact of CHIC's work.



This year CHIP has funded seven organisations, all dedicated to helping disadvantaged individuals find pathways into employment. Those who have received support include young people not in education, ex-offenders, jobseekers over 55, ex-military personnel, young people affected by crime or homelessness and individuals experiencing mental health challenges and social deprivation.

BESAS Case Study

This year, CHIP launched a new partnership with BESAS, a consortium of not for profit apprenticeship organisations operating in the built environment sector. The collaboration brings together the expertise of EN:Able Futures, TrAC, CoTrain, Shared Apprenticeships and Evolve, delivering apprenticeship schemes across England.

CHIP wanted to create a programme with a direct impact on the communities where CHIC's members are based. We prioritised enrolment for individuals who either live in our members communities or are the residents of one of our members.

In 2024/25, this funding enabled 19 young people to start apprenticeships, across Level 2, 3, and 4 courses in Horticulture, Joinery, Painting & Decorating, Roofing, Engineering and Countryside Management.

CHIP is proud to support this initiative, celebrating the learners' enthusiasm and commitment across such a wide range of courses. We look forward to continuing our partnership with BESAS in 2025/26.



At CHIP, we are dedicated to supporting the wellbeing of local communities. Through our Community Chest Fund, we offer grants to community groups and projects that make a tangible, positive impact on peoples lives.

The fund is open to local groups connected to CHIC’s members. There is no set project model, what matters is a clear vision and measurable benefits for the community. Grants of up to £10,000 are available.

Applications are reviewed by CHIP’s Trustees who determine what support can be offered. Supporting documents are provided to guide applicants through each step of the process.

Case Study - EACS

In 2024, Mile Rainbow working in London applied for funding to support their East Asian Cultural Salon (EACS), which empowers marginalised communities, particularly those facing high deprivation and unemployment, through cultural and physical activities that promote social inclusion and community engagement.

Their innovative Emotional Vaccine (EV) programme takes a proactive approach, going beyond traditional one on one therapy. Delivered through interactive group workshops, EV helps participants build emotional resilience and immunity, preventing everyday stress from developing into more serious physical or mental health challenges.

EACS aims to boost physical activity and enhance emotional well being among marginalised participants through activities such as dance and calligraphy, with 81% of participants reporting feeling more positive and happier. EACS targeted 7–15 participants per session, reaching a total of 35–75 participants across all sessions, with 8–10 out of 10 expressing a willingness to recommend the programme to others.

Following the project’s success, Mile Rainbow received wide recognition for their social impact and innovation in the health and wellbeing sector.

- Finalist – Excellence in Community Partnership, Inclusive Organisation/Trust of the Year, and Public Health Impact, 6th Annual B.A.M.E. Health & Care Awards 2025
- Finalist – BDO Private Business Awards 2025 (Social Enterprise of the Year)
- Finalist – NatWest SE100 Social Business Awards (Diversity Pioneer of the Year)
- Highly Commended – Spotted Awards 2025 (Outstanding Collaboration and Partnerships)
- Named on the WISE100 2025 List – Top 100 female-led social enterprises in the UK
- Recognised as an Open London Innovator 2024 by Newable

Medway Foodbank

Provide nutritionally balanced food parcels alongside guidance and professional support, empowering individuals to maximise their incomes and reduce future reliance on foodbanks.

Strood, Kent

Upshire Primary

CHIP funded work to create a safe space for children and parents needing additional support, while improving safety, reducing crime, and addressing health and mental wellbeing inequalities.

Waltham Abbey, Essex

Stadium Place Youth Hub

A youth space providing mentoring for 10–18-year-olds to inspire positive change and reduce anti-social behaviour in the community.

Liverpool

Mile Rainbow

Funds support empowerment for marginalised communities, especially those facing high levels of deprivation and unemployment, through cultural and physical activities.

Waltham Forrest, London

Community Chest Fund Recipients

Recycle-It

The project provides ethical solutions for electronic waste, by collecting, refurbishing, and redistributing IT equipment to disadvantaged people.

Bolton

Toryglen Community Base

CHIP funds support a food larder serving disadvantaged communities, helping individuals access essential nutrition, while enhancing self-esteem through personalised 1-1 support.

Glasgow

Team Oasis

Aiming to build a thriving, resilient community in Dingle and Toxteth, where children, young people, and families feel supported and empowered.

Liverpool

Open House Community Group

A project for a girls group dedicated to empowering young women and girls in some of the most deprived estates in the Midlands.

Kings Norton, Birmingham

Construction Youth

Provides a Building Opportunities programme, which helps young people who are NEET access construction courses.

London

Amber Bee CIC

Providing children with quality early intervention education, supporting those who are struggling to engage with their community.

Chester

City Farm

CHIP funded the purchase of equipment for animals habitats, supporting farm expansion and increased engagement with the local community.

Stoke

Cardiff Community Housing

A youth space providing mentoring for 10–18-year-olds to inspire positive change and reduce anti-social behaviour in the community.

Liverpool

Ultra Education

Young Entrepreneurs Taking Small Steps for a Big Change is a 12-week programme empowering 20 young people aged 14–21 from underrepresented communities to develop sustainable businesses.

Wembley, London

ARK at Egwood

Empowering individuals to re-engage with their community by providing access to animals, nature, horticulture, cooking, rural arts and crafts and educational courses and workshops.

Somerset

Housing Support Project

A grant to support vulnerable homeless individuals by funding a cook to prepare free meals, with the application covering the cook’s wages.

Leigh, Manchester

OVERALL CEF FUNDS THIS YEAR

£50k

Added Value

CHIC Team

Every year the CHIC Team contributes directly to social added value.

Volunteering

Staff take time to support projects suggested by our members. This year these included:

- Garden refurbishment at supported housing schemes
- Serving meals to homeless people
- Reading to elderly people
- Mentoring for school students
- Serving as charity trustees
- Supporting the Severn Valley Railway
- Serving as school governors
- Litter picking in Birmingham’s Jewellery Quarter

The team delivered 1,358 hours of volunteering support.

CHIC Team

19 colleagues from the CHIC team walked 15 miles in Warwickshire in May, to raise £1,213 for CHIP.

Volunteering

Haris Habib has now completed his 2 year apprenticeship with CHIC. He has now been appointed to a permanent role in CHIC’s Commercial team.

“I chose an apprenticeship with CHIC to gain hands-on experience and learn about the various business functions within the sector. This role has allowed me to contribute to meaningful projects that improve communities while developing my own skills and career aspirations.”



Social Value Strategy

CHIC Social Value Strategy to 10% of income being recycled through social value activities and investment.

In 2024/25 CHIC delivered £0.53 (10.7% of turnover) in direct social value through:

	% of Turnover
Dedicated Staff Time	5.7%
CHIC Apprentice	0.8%
CHIP Donation	4.1%
Other Activities	0.1%
	10.7%

Awards

In May 2025, CHIP held its third Annual Dinner & Awards after the CHIC Conference in Telford, welcoming 220 guests, including CHIC’s supply chain partners and members. The evening featured a gala dinner, awards presentations and a fundraising raffle and auction.

The event raised a total of £4,120, for CHIP to support individuals in CHIC’s member communities.

Our 2025 Award Winners



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