



Social Impact and Sustainability Report 2025

SOCIAL IMPACT & SUSTAINABILITY REPORT 2025

This Social Impact & Sustainability report is representative of the work Sigma Capital Group (“Sigma” and the “Company”) has undertaken in this area from 1 July 2024 to 30 June 2025. This covers the Company’s own work, its management of Social Impact & Sustainability activity for The PRS REIT plc (the “PRS REIT”) through Simple Life, and the joint venture with EQT Exeter (“EQT”) through Simple Life London.



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>> OUR APPROACH



FOREWORD

We are proud to present our Social Impact and Sustainability report where, as always, we have had a very busy year focusing on helping improve the lives and environment of our customers and making a meaningful impact in the communities in which they live. Our primary focus is on the human element in our business model and making a positive impact directly and indirectly, working with a broad range of good causes and charities that are pertinent to the communities we have built and manage.

This is good business as well as the right thing to do, as the community stability it enhances leads to longer

tenure from families, better social behaviour, better stewardship of our properties while our customers are in occupation all of which leads to more predictable income and lower cost of management. Doing the right thing is also good for business!

GRAHAM BARNET
Founder and CEO
Sigma Capital Group



SOCIAL IMPACT & SUSTAINABILITY DIRECTOR'S REVIEW

As Social Impact & Sustainability Director with Simple Life Homes and Sigma Capital Group, my remit is clear "Make people's lives better or a little bit easier through what we do as a business" with a keen focus on the areas where we operate across the country and a target to support a broad demographic range. As part of my role, I meet the most amazing and inspiring people making an enormous difference to the lives of so many people in our communities. Over the years we have partnered with many incredible people and groups, and this report highlights the work of the past 12 months.

Life is about people and long term partnerships, engaging, talking and striving to make a difference and impact through engagement. It is about listening and not presuming to know or imparting any corporate rhetoric on others. It is simply about doing what we can to support strong and sustainable communities, where people and place are firmly at the heart of decision making. People caring for and about other people - in essence kindness. Kindness is contagious, it has a ripple effect.

It fosters cohesion and promotes a real sense of belonging. It strengthens communities enabling them to thrive, connect and grow. There is trust, togetherness and cooperation. It feels great and everyone benefits, business and people.

Engaging with our residents, and partners across business and communities, is important to us as they know best what is needed in their local communities. Making direct contact, allows one to feel and see the passion, commitment and dedication of all involved, and learn from them what is needed and how we can support. We support because we are in a position to do so, we want to make a positive difference, it is the right thing to do, and it makes sense. It really is that simple. I continue to be in awe of all the charities, groups and clubs we support. Their care, love and support are appreciated by so many, and the impact is far greater than we can ever truly know.

NIAMH WALDRON
Social Impact & Sustainability Director
Sigma Capital Group



>> OUR VALUES

>> COLLABORATION

We believe that strong partnerships lie at the very heart of our success. Relationships are our building blocks and we cannot succeed without them. By marrying the diverse skill sets of our team and working with like-minded partners, everyone benefits. That is customers, investors and local authorities alike.

>> INTEGRITY

Quite simply, we focus on doing the simple things well. With the greater good always in mind, we believe in bettering the standards in the private rental sector ("PRs") while fulfilling the urgent need for new rental homes.

>> RESILIENCE

We recognise that in today's world, challenge and change is constant. However, we are nimble enough to learn, adapt and respond, which we believe is vital for the success of our rental brands, our investors, and employees.

>> INNOVATION

We were one of the very first to market with this model in scale. We have established a reputation for innovation. We seek to solve problems in fresh ways and embrace new ideas. We will continue to tread new ground and aim to be the leader in the industry.

>> PASSIONATE ABOUT PEOPLE

As well as delivering growth for investors, our customers and communities lie at the very heart of everything we do. We truly are a people business. We know that people not only deserve a good place to live, but to be treated well and be connected to critical infrastructure. And this passion for people stretches to those within our business too.

» OUR APPROACH

Recognising, reacting and responding to the sustainability and ethical impacts of all Sigma do is the basis behind social impact and sustainability. As a signatory of the United Nations Global Compact, a voluntary initiative designed to encourage business leaders to implement universal sustainability principles, Sigma has committed to complying and adhering to its 10 core principles, based on human rights, labour, environment and anti-corruption. These are derived from the Universal Declaration of Human Rights, the International Labour Organisation’s Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

Reference and alignment to the United Nations Sustainability Development Goals (“SDG”) in our annual report illustrates our intent and position in relation to specific goals of the 17 that are listed. Identifying our key material issues and therefore which specific SDGs Sigma identify as having positive and negative impacts upon, is key to focusing Sigma’s social impact and sustainability efforts.

Furthermore, Sigma also committed to SDG Ambition guides, which support the UN’s goals. It is particularly focusing on the UN’s target of Land Degradation Neutrality (“LDN”) and its LDN principles. Objectives include zero deforestation and enhanced biodiversity through tree and wildflower planting programmes.

UN SUSTAINABILITY GOALS

1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	

UN GLOBAL COMPACT | CLIMATE AMBITION ACCELERATOR

Sigma is also cognisant of legislative developments relating to the Government’s Biodiversity Net Gain (“BNG”) strategy, which aims to safeguard habitat for wildlife, and its encouragement of the energy performance efficiency of rental homes.

Engagement and professional learning, alongside like-minded global companies, will afford a better understanding of the challenges we face and the impacts of our activities, as well as challenging us to set ambitious and focused goals.

Sigma’s management structure operates with clear policies and practices to identify, address and manage social impact and sustainability issues effectively throughout the lifecycle of managed assets. Collaboration with all partners with whom Sigma operate is key to measuring and developing Sigma’s strategy going forward. Defining value is a challenge and we identify the growing significance of Social Value in real estate, with a strong Company focus on Social Impact. Sigma is committed to monitoring and reporting the impacts it makes on people, communities and the environment.

As part of Sigma’s determination to demonstrate best practice in this area, and appreciation for ongoing learning and collaboration, Sigma’s Social Impact and Sustainability Director and other colleagues are regular panel speakers at regional, national and company conferences.

Recognising our responsibility to all stakeholders, Sigma monitors the changing legislative and reporting landscape, including the EU Sustainable Finance Disclosure Regulation (“SFDR”), the UN Principles of Responsible Investment (“PRI”), the Task Force on Climate-Related Financial Disclosures (“TCFD”), the Taskforce on Nature-related Financial Disclosures (“TNFD”), the EU’s Corporate Sustainability Reporting Directive (“CSRD”), and the recently launched Taskforce on Inequality and Social-related Financial Disclosures (“TISFD”), as well as national and city-level regulations, which are increasing. Sigma does however recognise that there is no magic key, and that one size does not fit all in this area. Points and scores should not and will not direct our strategic journey, rather focusing on materiality is key.

OPERATIONAL APPROACH

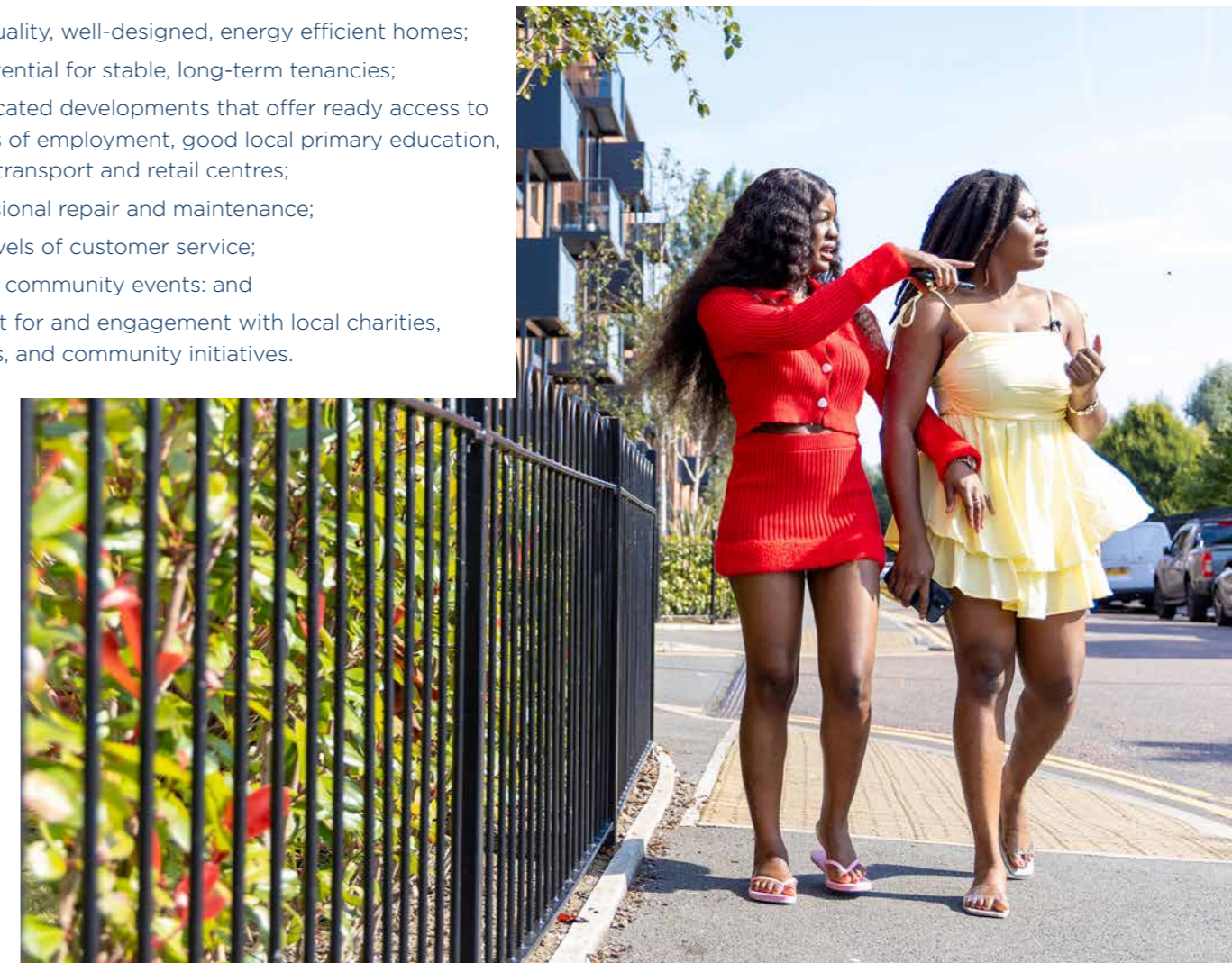
As a leading provider of institutionally invested build-to-rent (“BTR”) housing, Sigma recognises its responsibilities towards the environment and public priorities. The Government’s ‘10 Point Plan for a Green Industrial Revolution’, and “Net Zero Strategy: Build Back Greener” set out pathways to accelerate the UK’s targeting of net zero carbon emissions and encompasses energy, production, transport, innovation and the natural environment, with 2050 set as the endpoint of its net zero goal. In the real estate sector, there is a continuing need for action in areas including energy and water consumption, non-fossil fuel heating provision and biodiversity. In developing Sigma’s Social Impact and Sustainability agenda, the team work closely with supply chain and construction partners to ensure that their policies and activities comply with its commitment to legislative requirements and best practice.

Sigma aims to create residential environments that promote societal and individual well-being through the provision of:

- high-quality, well-designed, energy efficient homes;
- the potential for stable, long-term tenancies;
- well-located developments that offer ready access to centres of employment, good local primary education, public transport and retail centres;
- professional repair and maintenance;
- high levels of customer service;
- regular community events; and
- support for and engagement with local charities, schools, and community initiatives.

Sigma builds homes which are suitable for a wide range of people, levels of affordability and life-stages, offering families and individuals the opportunity to move to larger or smaller homes depending on their needs. In this way, our developments support a diverse demographic profile and help to create sustainable neighbourhoods.

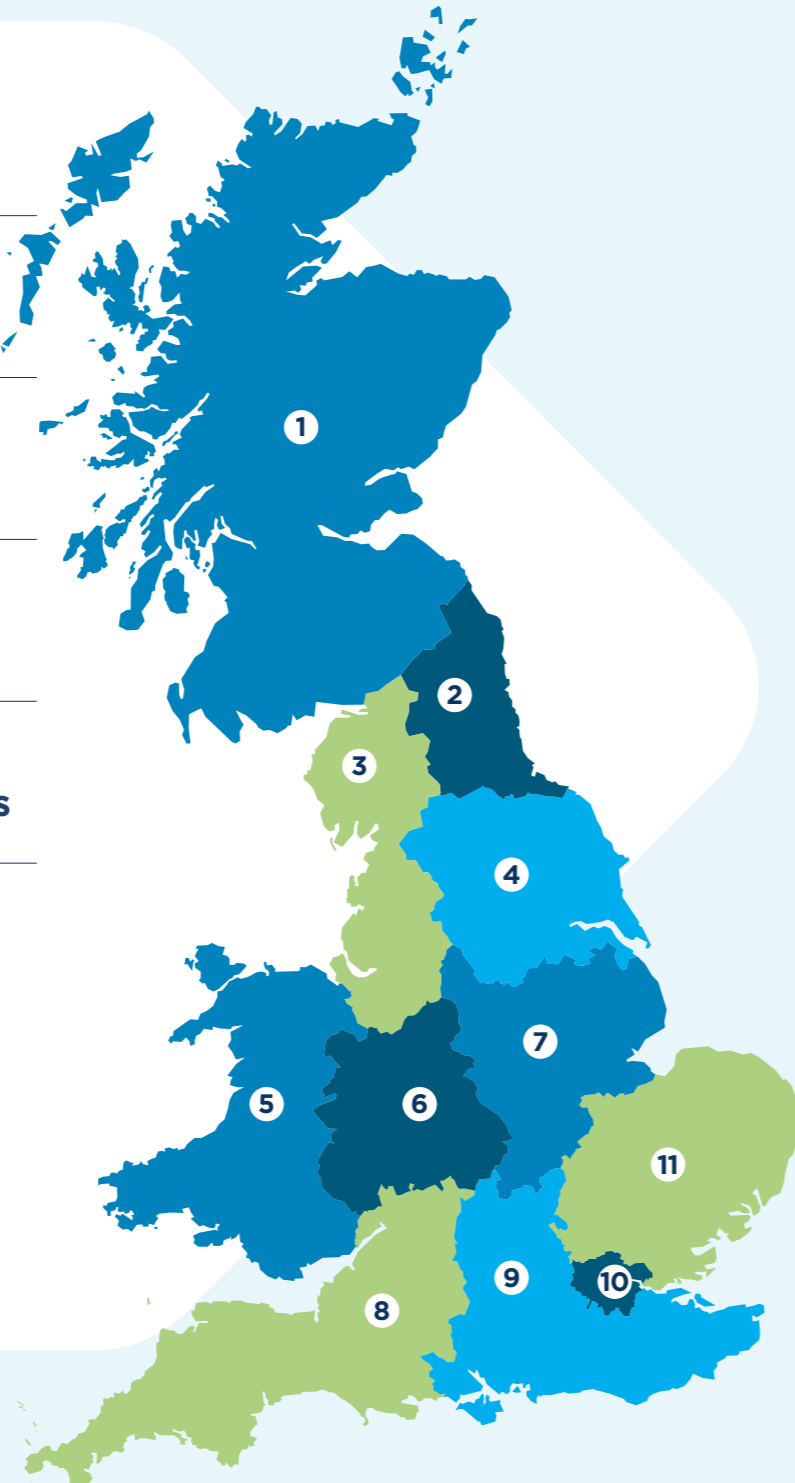
Sigma recognises that the investments, which it undertakes and manages on behalf of its funders, have an impact on the environment and can also affect the lives of our employees, service providers, supply chain, residents and the wider community, indeed all with whom Sigma engages and interacts. The Company therefore incorporates Social Impact and Sustainability factors into decision-making processes and the way in which they operate.



OUR REGIONAL REACH

Beautiful, energy efficient, professionally managed homes to rent across the country, where people and the environment and community in which they are located is a key focus

- | | |
|---------------------------------------|-------------------------------------|
| 1 SCOTLAND
260 homes | 7 EAST MIDLANDS
749 homes |
| 2 NORTH EAST
634 homes | 8 SOUTH WEST
452 homes |
| 3 NORTH WEST
4,687 homes | 9 SOUTH EAST
177 homes |
| 4 YORKSHIRE
1,056 homes | 10 LONDON
1,227 homes |
| 5 WALES
99 homes | 11 ANGLIA
732 homes |
| 6 WEST MIDLANDS
1,335 homes | |



10,228 homes delivered and in progress as of September 2025

>> View our developments online
www.simplelifelifehomes.co.uk/locations/

HIGHLIGHTS

1,917
HOMES COMPLETED FOR SIMPLE LIFE 2024-2025 12 MONTH PERIOD

8,834
TOTAL SIMPLE LIFE PORTFOLIO ASSETS (TO DATE ACROSS ALL FUNDS > 13,100)

22%
INCREASE FOR SIMPLE LIFE HOMES FROM 6,917 IN 12 MONTHS

128
SIMPLE LIFE NEIGHBOURHOODS ACROSS THE COUNTRY (C.150 ACROSS ALL FUNDS TO DATE)

£371k
TOTAL COMMUNITY FUNDS MANAGED

£246k
THE PRS REIT PLC COMMUNITY FUND MANAGED BY SIGMA JULY 2024 - JUNE 2025

ONGOING **£125k**
SOCIAL IMPACT & SUSTAINABILITY COMMUNITY FUNDS SIGMA JAN 2024

100%
EPC C OR ABOVE

92%
EPC B AND ABOVE

4.28
STARS OVERALL SCORE OUT OF 5.00 ON HOMES VIEWS AND 4.2 OUT OF 5.0 ON TRUST PILOT (AS AT END OF JUNE 2025)

OVER **7,300**
USERS OF THE REGIONAL MY SIMPLE LIFE APP / 79% OF ALL OCCUPIED HOUSEHOLDS (AS AT SEPTEMBER 2025)

100%
HOUSES WITH PRIVATE GARDENS

AWARD HIGHLIGHTS



WINNER
Urban Living Impact Awards Deal of The Year (Sigma and Vistry) 2024



WINNER
Property Week RESI Awards 2024 PRS Deal of the Year (The Gateway)

» SUSTAINABILITY

ENVIRONMENTAL IMPACT & DATA

The Company is aware of the impact its activities have on the environment and is committed to minimising and mitigating any negative effects.

A particular focus for the Company is ensuring that the homes in its portfolio are highly energy efficient. Across the portfolios 92% of homes are rated A or B. The balance has an EPC rating of C. The portfolios are therefore in compliance with the Government's proposed Minimum Energy Efficiency Standards (MEES), requiring all rental homes to meet a minimum rating of EPC C by 2030.

UN SUSTAINABILITY GOALS: ENVIRONMENTAL



SUSTAINABILITY HIGHLIGHTS

100% 
EPC C OR ABOVE

92% 
EPC B OR ABOVE

831 
BIODIVERSITY PROJECT
DELIVERED TO 831 YOUNG
PEOPLE TO DATE

arbnco 
ARBNCO OPERATIONAL ENERGY
DATA GATHERING PARTNERSHIP
EXTENDED

ENERGY PERFORMANCE CERTIFICATES (EPC) DATA ACROSS ALL PORTFOLIOS

OVERALL

Rating	Number	%
A	327	4%
B	7801	88%
C	706	8%
Total	8,834	100%

PRS REIT

Rating	Number	%
A	65	1%
B	4735	87%
C	678	12%
Total	5,478	100%

SIGMA PRS

Rating	Number	%
A	262	11%
B	2194	88%
C	28	1%
Total	2,484	100%

LONDON JV

Rating	Number	%
A	-	-
B	872	100%
C	-	-
Total	872	100%





ENERGY

In line with goals to continually improve energy efficiency and futureproof assets in line with government targets and the Future Homes Standard, Sigma is working closely with construction partners to install new technologies. This includes solar photovoltaic panels (“PV”) and electric vehicle (“EV”) charging facilities where possible. Air Source Heat Pumps, District Heating Networks, and Wastewater Heat Recovery Systems are also considered for inclusion in design specifications.

In line with this goal, Sigma collects information across its growing Sigma PRS portfolio, gathering some encouraging high level data:



SOLAR

- 36% of the handed over homes benefit from solar panels
- Of 21 developments with a let from date of October 2024 and after – 90% of the developments have solar panels
- Estimated Annual Generation (kWh) of Communal PV is 89,634 kWh



EV CHARGERS

- 34% of the handed over homes benefit from EV chargers
- Of 21 developments with a let from date of October 2024 and after – 62% of the developments have EV Chargers



AIR SOURCE HEAT PUMP/DISTRICT HEATING SYSTEMS

- 6 developments benefit from either Air Source Heat Pumps or District Heating Systems
- Of 22 developments with a let from date of September 2024 and after 27% have either Air Source Heat Pumps or District Heating Systems.

changes and future specifications. Sigma undertook further operational carbon assessments from 2025 with ARBNCO Ltd on 500 occupied homes, in addition to the 500 homes from 2024, and will use these to make comparisons across assets and with national average data. ARBNCO Ltd, assists businesses in the assessment, measurement and improvement of their Social Impact and Sustainability performance and the capture of ‘real life’ operational data, immensely valuable in establishing energy and carbon calculations for the wider portfolio.

PARTNERSHIPS

Strong construction and supply chain partnerships, engagement, communication and collaboration ensures forward thinking design. It also facilitates challenge, and supports development decisions, ensuring monitoring of and proactivity to future proof assets. Working with like-minded partners is important to Sigma. Statement of intent and commitments from construction partners illustrate this alignment. The Sigma team have benefitted from visits to the Vistry Innovation Centre where there is evidence of Vistry’s commitment to testing innovation and how new technologies can fit within the timber frame, and Omega Kitchens factory in Doncaster illustrating design and production processes, and plans are in place for site visit to Symphony Kitchens, enhancing partnerships in these areas.

Jack Brayshaw, Head of Technical Innovation with predominant delivery partners Vistry Group confirmed the company is targeting:

- A waste efficiency improvement in 2025 over 2024 of over 30% reduction
- 99% diversion from landfill at Vistry Works
- 100% of timber is PEFC certified and recycled
- 100% of OSB (oriented strand board) is PEFC certified and recycled
- Sourcing raw materials close to the factories to reduce carbon footprint
- Driving forward timber frame construction due to speed of scale, increasing offsite manufacturing, and impact on embodied carbon, enables:
- A measured 35% improvement on speed from slab to legal completion over traditional construction
- A measured 29% improvement in embodied carbon over traditional construction
- Recent WLCA’s (Whole Life Carbon Assessment) conducted show Vistry 2021 timber frame house types (typical) have 343kgCO₂e/m² – exceeding RIBA climate change targets for 2025 and 2030.

Sigma PRS continues to work with its supply partners to monitor and understand greenhouse gas emissions and waste produced in the construction and operation of homes, with a keen focus on operational energy use. The data will help to direct future initiatives to reduce carbon emissions through education, behaviour

Operational Energy Consumption & Carbon Reporting with ARBNCO – site example explained

Sigma has partnered with Arbnco on gathering annual actual operational data for 1,000 homes, 500 in 2024 and a further 500 in 2025, across a range of 2, 3 and 4 bed single family home styles and ages.

Data reported electricity and, where currently relevant, gas consumption in kWh, using these measurements to calculate actual tonnes of Carbon Emissions (tCO₂e), and compared these to the National Average Carbon Emissions (tCO₂e), with results illustrating a significant positive performance of Simple Life homes.

National Average carbon intensity of the UK electricity grid is about 0.207 kgCO₂e / kWh. This data is published annually by the UK Government and we are using the most recently available number which is for 2024. For Natural Gas the equivalent number is around 0.183 kgCO₂e / kWh.

The following example is explained below:

Fund	Number of Meters		Consumption (kWh)			Actual Carbon Emissions (tCO ₂ e)			National Average Carbon Emissions (tCO ₂ e)		
	Electricity	Gas	Total	Electricity	Gas	Total	Electricity	Gas	Total	Electricity	Gas
PRS REIT plc-2025 Baberton Grange (2)	46	46	479,050	158,087	320,972	68.18	9.49	58.69	91.44	32.75	58.69
Baberton Grange 2 Bed	10	10	94,883	32,036	62,847	13.00	1.52	11.48	18.11	6.63	11.48
Baberton Grange 3 Bed	36	36	384,167	126,042	258,125	55.18	7.79	47.21	73.33	26.12	47.21

For Baberton Grange data polled in July 2025, the 158,078 kWh multiplied by the carbon factor to give you the carbon at National Average intensity of 32.75 tonnes of CO₂e, and the Natural gas of 320,972kWh multiplies by the gas factor to give you 58.69 tonnes.

Gas does not vary in carbon intensity whether bought from Total Power or British Gas, so the actual or supplier specific is the same as the National Average for all gas data reported.

However the generation mix from different suppliers can make a very significant difference to the carbon intensity of purchased electricity. British Gas are running some gas fired power stations and have significant investment in nuclear. Ecotricity, only and exclusively, purchase all their power from 100% renewable and therefore 0 carbon supplies such as solar and wind. Suppliers for all 46 electricity meters at Baberton Grange are known, with each taken account of their fuel mix declared to Ofgem annually in their generation mix. We added up the 46 elements of carbon from each metered supply exactly as we have the consumption figure for each meter. We can report that the supplier specific carbon emission from these meters is therefore 9.49 tonnes of CO₂e; as the balance of low carbon suppliers takes the figure well below the National Average.

Such data gathering exercises help further our understanding of and learning about the performance and impacts of asset consumption and helps direct future specification and design decisions.

WATER

Water is a precious commodity and ensuring residents use water responsibly is very important. In line with current building regulations we continue to fit water meters, flow restrictors and dual flush systems, in all our homes. Residents are provided with guidance on the basic principles of water conservation, including information on best practice and national Water Days. The addition of Waste Water Heat Recovery systems to some homes has further enhanced our commitment to efficient use of water and energy.



Water meters



Dual flush systems



Flow restrictors



Water conservation



Waste water heat recovery

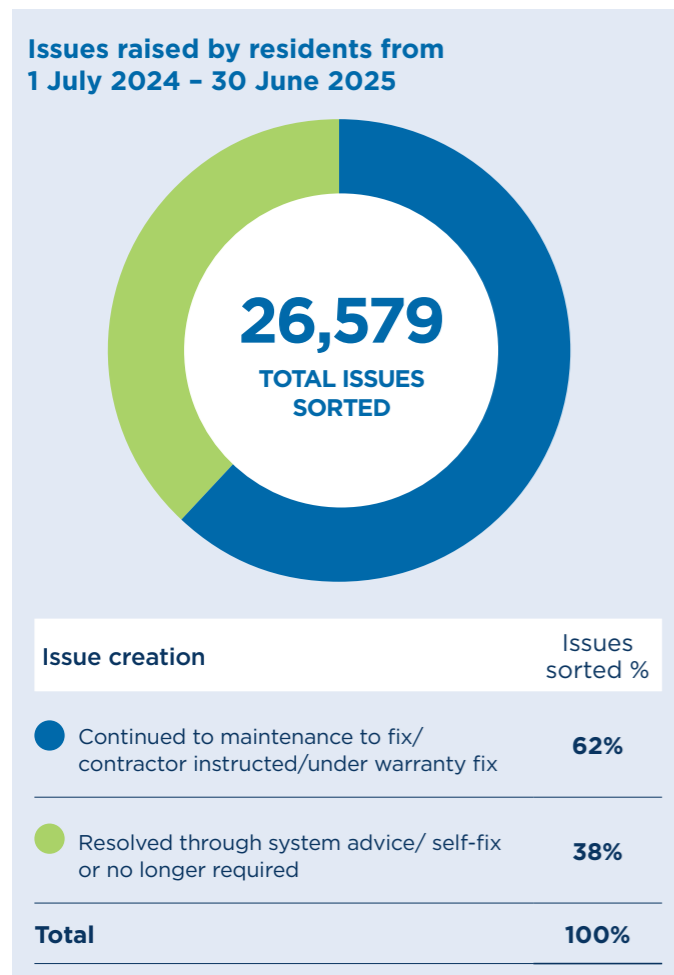
EMISSIONS

Sigma is working closely with its construction partners to understand and monitor the greenhouse gas emissions and waste produced in the construction of homes. Gathering relevant and meaningful data to help direct future design and asset maintenance is important, and the Sigma is in discussion with building partners, Vistry and Countryside Partnerships to develop a strategy and process for data gathering in this area. Discussions and collaboration in this area started in 2024 with Kellen Homes, Lovell Homes, and Persimmon Homes, as Sigma expands its partnership base. Data collection is not an easy task as there is no legal obligation on third parties such as suppliers and customers to provide information. In the absence of relationship and economic leverage, this process is entirely reliant on a voluntary co-operation. Collaboration has involved participation in a sustainability materiality assessment, which will be used to discuss and agree targets.

Scope 1 and 2 emissions are those owned or controlled by a company. Scope 3 emissions are a result of the activities of the company but occur from sources not owned or controlled by a company. Examples of Scope 1 include direct emissions from fuel combustion on site such as boilers and fleet vehicles. Scope 2 emissions relate to indirect emissions generated from purchased energy such as electricity, and Scope 3 emissions relate to emissions created by the products we buy from suppliers and that our customers use. Construction partners are committed to working closely with us to gather relevant information during construction of homes.

MAINTENANCE

Sigma works with residents to assist with self-fix providing easily accessible guided self-help videos and online information, thereby reducing the need for transport to homes. To further understand, monitor and improve maintenance issues in general, more detailed analysis of data including the time taken to resolve issues and the types of issues is planned. Expected pre-tenancy and warranty issues must also be taken into account. Residents receive regular reminders of ways to reduce their impacts and costs, which are particularly important at this time.



5-STAR REVIEWS FOR SIMPLE LIFE HOMES



I've had a fantastic experience with Simple Life Homes! Their rental properties are always clean and well-maintained, which made moving in stress-free. The app is incredibly easy to use, any issues or questions are sorted out quickly and efficiently. One of the things I appreciate most is their prompt service. There are no long waiting times when you call, and everything feels well-organised and professional. They even take care of the front gardens, so that's one less thing to worry about. They're also very reliable when it comes to essential maintenance, like servicing the gas boiler, it's always done on time and kept compliant. Best of all, they respect your space and don't bother you with unnecessary inspections or small issues. Overall, it's been a smooth and pleasant experience. Highly recommend!"

BRIGETA, TRUST PILOT REVIEW



Simple Life homes, the BEST homes! Simple Life offers a dedicated app and 24/7 maintenance, ensuring prompt handling of issues. Across locations like Blackburn and Darwen, tenants praise the fast and reliable maintenance response. Moving into our new build home has been one of the best decisions we've made as a family. From day one, it felt like a fresh start, everything is clean, modern, and untouched. There's something deeply satisfying about being the first to live in a space where there are no wear and tears, no surprises behind walls or floors"

RICE, TRUST PILOT REVIEW

RECYCLING

Over the past 12 months we have continued to provide opportunities for residents to make informed decisions and take positive actions with regard to waste and recycling, through the provision, where possible, of enhanced facilities beyond community provided provision. Partnership with White Rose clothing recycling ensures reduced landfill and related emissions, alongside repurposing and circular economy actions and charity support.

Residents can access household collections through a unique Simple Life QR code with Roberts' Recycling, with a choice of charity support. Further opportunity is provided with links to the British Heart Foundation for used furniture, and Barnardo's for show home items repurposing.

We believe this broad provision offers greater flexibility and choice for residents.



Clothes Bank Location	Avoided Landfill Total kgs	Projected Resale Value £	Offset kg of CO ₂ emissions
Brookside Grange Residents	296	1,630	1,066
Canalside Residents	224	1,232	806
Coral Mill Residents	448	2,465	1,614
Earle Street Residents	305	1,679	1,097
Empyrean Residents	1,616	8,889	5,817
Holyoake Drive Residents	849	4,671	3,057
Fresh Wharf Residents	622	3,421	2,239
Havenswood Residents	256	1,409	921
Hollystone Bank Residents	578	3,180	2,080
Prescot Park Residents	307	1,689	1,105
Reynolds Place Residents	213	1,173	766
Stonefield Edge Residents	273	1,502	982
TOTALS	5,987kg	£32,940	21,550kg

* Data for 1 July 2024 – 30 June 2025 (12 month period)



White Rose thanks Simple Life Property Management for their continued support in accommodating clothing banks at their properties. Their commitment has encouraged residents to recycle unwanted clothing, giving garments a second life while helping to reduce the harmful impact of fast fashion. This valued partnership not only keeps clothing out of landfill but also supports White Rose's mission to create lasting environmental and social benefits."

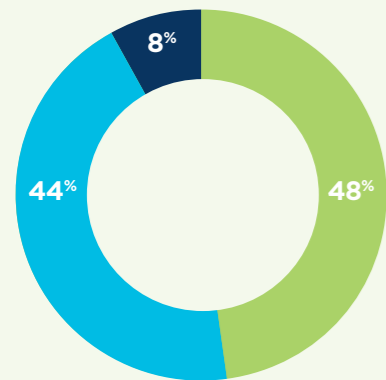
BRENDA ANTHONY, HEAD OF CORPORATE ENGAGEMENT & STOCK ACQUISITION

PRINTING

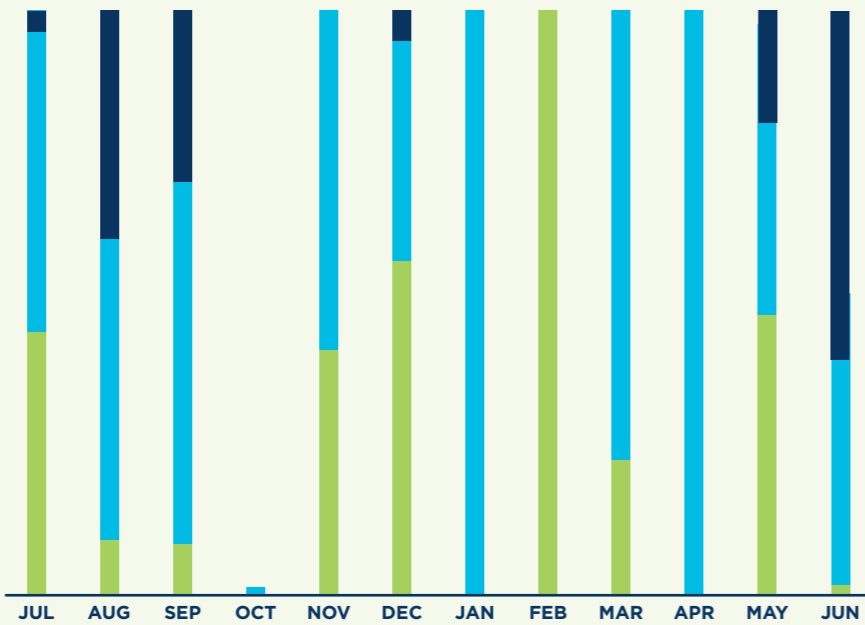
As a business Sigma is aware of the need for responsible paper use and printing. Through continued partnership with Pinksheep and their ORA Sustainability Scheme we have offset our carbon impact in these areas through tree planting and ocean plastic recovery. The decision was taken to share this Social Impact and Sustainability Report digitally rather than print, a very positive action in this regard. The data includes all work undertaken by Sigma.



% OF SUSTAINABLE PRINTING



- Highly Sustainable: 48%
- Partly-Sustainable: 44%
- Non-Sustainable: 8%

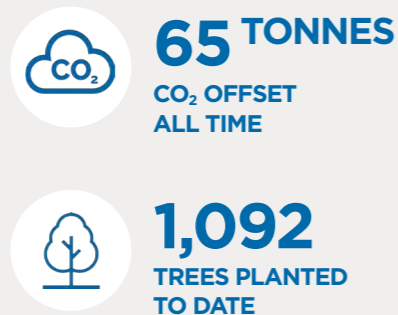


Data reflective of July 24- June 25

OCEAN PLASTIC RECOVERY



CARBON OFFSETTING



OUR 65T CO₂ OFFSET ACHIEVEMENT IS EQUIVALENT TO ONE OF THE BELOW:



WELCOME BAGS

In line with our commitment to encouraging and supporting sustainable actions and reducing our environmental impact, our welcome bags contain local British sourced products, sustainably produced goods, and reduced packaging, which in turn has lowered transport impacts and delivery costs.



BIODIVERSITY PROJECT



Sigma is aware of the Government's BNG policy which became mandatory in January 2024 and requires developers to deliver a biodiversity net gain 10% compared to what was there before development. This positive impact and improving natural habitats has been behind the Simple Life Schools and Communities Biodiversity Project, a countrywide project, which involves communities and schools engaging in activities such as planting trees, vegetables, and wildflowers.

This project demonstrates positive actions in addition to the requirements which development partners will deliver. Sigma has increased its commitment to enhancing nature through its alignment with the UN SDG Ambition Benchmark on LDN, and a commitment to enhance biodiversity and ensure positive land and sustainable timber use, across our communities and portfolio, committing to plant an additional 10,000 trees and accessible wildflower green spaces by 2033.



Our partnership with Green the UK, has seen wildflower and tree planting, supporting nature and wildlife to thrive. Simple Life has taken action to restore one of the rarest habitats in the UK: wildflower meadows and support the planting of trees as part of our UN SDG Ambition targets. They are essential for the protection and survival of insects around the country, thus a cornerstone of our entire ecosystem and food chain.

>> See our Biodiversity Project dashboard greentheuk.com/case-studies/simple-life-homes/



>> BIODIVERSITY PROJECT CONTINUED

7
MEADOW BROWN BUTTERFLIES
SPOTTED BY THE TEAM



PROJECT DESCRIPTION

Simple Life Homes supported wildflower restoration at Foxhill Bank Nature Reserve, near Accrington, where nearly 300 species of vascular plants and over 50 species of birds have been recorded making it an important site for wildlife especially as it is located in the mill town of Oswaldtwistle.

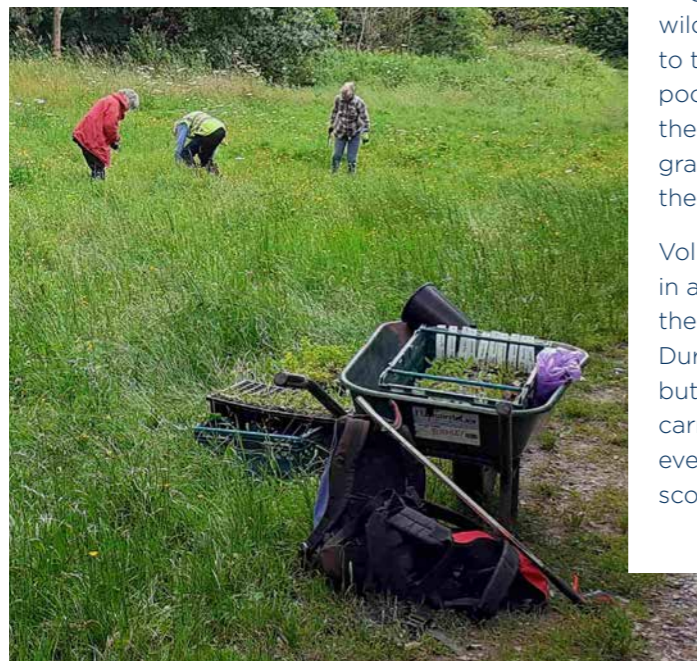
At 7.8ha Foxhill Bank Local Nature Reserve is a small site, it is comprised of former industrial land in a shallow valley in the centre of Oswaldtwistle with Tinker Brook, a tributary of the River Hyndburn, flowing through. The Reserve supports a mosaic of habitats including, two mill lodges, areas of broadleaved woodland, scrub, neutral and semi-improved grassland and amenity grassland. It is surrounded by typical examples of urban landscape: terraced housing, allotments, school, scrapyards, travellers site, recreation fields, plantations, detached houses with grounds.

50 
SPECIES OF BIRDS RECORDED

Simple Life Homes has supported part of the management prescription with Lancashire, Manchester and North Merseyside Wildlife Trust to increase the woodland groundflora and meadow species by planting and sowing. A small team planted wildflowers in the woodlands adjacent to the meadow and grassland wildflowers in the meadow itself, with wildflowers provided by Buglife and Simple Life Homes.

Buglife provided woodland and hedgerow wildflowers, which were planted in copses adjacent to the meadow. The woodlands at Foxhill Bank have poor groundflora coverage and this will increase the diversity in woodland wildflowers and the grassland wildflowers will increase the diversity of the meadow.

Volunteers help cut and rake the meadow annually in autumn to stop the invasion of rank grasses so the wildflowers will have a better chance of survival. During the planting, the team saw 7 Meadow Brown butterflies on the meadow. Grassland surveys are carried out every 3 years and woodland surveys every 5/10 years. This planting will increase the scores of the meadows and the woodlands.



PROJECT DESCRIPTION

Simple Life Homes supported the planting of 2,000 climate resilient trees across the UK in 2024-25.

Simple Life Homes is proud to be working in partnership with GreenTheUK and the Royal Forestry Society (RFS) to plant climate-resilient trees across the UK's woodlands. The RFS is a leader in sustainable woodland management. With deep-rooted knowledge passed down through generations, they understand that healthy, thriving woodlands depend not only on the trees we plant, but how we care for them. Our woodlands are managed with both climate and biodiversity in mind.

This partnership is helping to strengthen the resilience of UK woodlands against pests, diseases, and the accelerating impacts of climate change. Increasingly frequent extreme weather events including floods, droughts and storms are placing additional stress on trees. Weaker trees are far more vulnerable to disease and pests. By planting a broader mix of tree species, including some non-native and naturalised varieties, we improve the overall health and adaptability of woodland ecosystems, giving them a better chance of survival in the face of climate change.



1,000
1,000 TREES PLANTED IN
NORTHAMPTONSHIRE



This woodland was dominated by ash, which has had to be removed due to succumbing to ash dieback, a serious tree disease that kills its host. Native and non-native trees have been replanted to increase diversity within this woodland. Improved biodiversity because of the variety of tree species, along with aquatic habitats can be enjoyed by the public who can walk alongside this woodland and take in the landscape.

250
TREES PLANTED IN
COUNTY DURHAM

Planting across 11 different sites, this project aims to increase urban woodland cover in County Durham. New woodland spaces have been created in public parks, recreation grounds, commons, open spaces and schools. This project has engaged local communities in volunteering tree planting activities, including schools, local residents, community groups and businesses. These activities have provided opportunities for these groups to access and engage with their green spaces and gain knowledge and skills on planting and establishing trees.

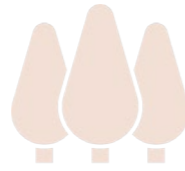
>> BIODIVERSITY PROJECT CONTINUED



500

TREES PLANTED IN MERSEYSIDE

This project demonstrates multi-purpose forestry, managing it for both wildlife and timber production. A felled pine plantation covered with a dense layer of bracken; this project aims to restore the pine woodland and introduce a mix of broadleaf trees and shrub species to create graded edges and understory layer. Having a diverse structure within a woodland offers a wider range of habitats for wildlife and makes the woodland more resilient to pests and disease.



250

TREES PLANTED IN CUMBRIA

This very old woodland experienced storm damage from Storm Arwen back in 2021 and had to be clear-felled which was a difficult task. This project aims to create an appropriate species mix that fits the landscape and develops a biodiverse long term forest stand. The area is managed for red squirrels and red kites and species have been chosen with this in mind to provide food and habitat. Along with the bluebells in the spring, this woodland will enhance the visual impact of the landscape which is enjoyed by local residents and people travelling past on the busy A road.

Sigma continues to expand its work in this area to include individual unique community and school projects. The Hope Green Project in Partington is now a thriving allotment project engaging with local people to grow food and support one another.

Our Lady of Lourdes Primary in Partington completed a replanting project in their reflection garden and plans are in place for further planting in the school grounds to enhance outdoor learning facilities and opportunities for pupils.



Sigma Capital, has been working with us to support some projects on our grounds. The next phase is to plant some established trees so that we can create the beginnings of a forest school area on our field. We are excited about this.”

JULIA BILL, DEPUTY HEAD TEACHER



Without the support of Sigma Capital, we wouldn't have been able to make a start on the allotment. Sigma have been the catalyst for the project, with other companies following their example and coming on board to make our vision a reality.”

**DARREN ENGLISH,
HOPE GREEN PROJECT LEAD**

SIMPLE LIFE HOMES & GREEN THE UK

LOCAL WILDLIFE PARTNERSHIP



22 wildflower gardens

SUPPORTED IN LOCAL SCHOOLS

564 Number of children engaged

Telford, Sheffield, Wigan, Blackburn, Accrington, Bradford, Smethwick

>> [View case study](#)

10,000 m²

OF WILDFLOWER-RICH MEADOWS RESTORED

Accrington

>> [View case study](#)

20,000 m²

OF WILDFLOWER-RICH MEADOWS RESTORED

Shropshire

>> [View case study](#)

2,000 trees

A MIX OF CLIMATE-RESILIENT SPECIES PLANTED

Northamptonshire, County Durham, Merseyside, Cumbria

>> [View case study](#)

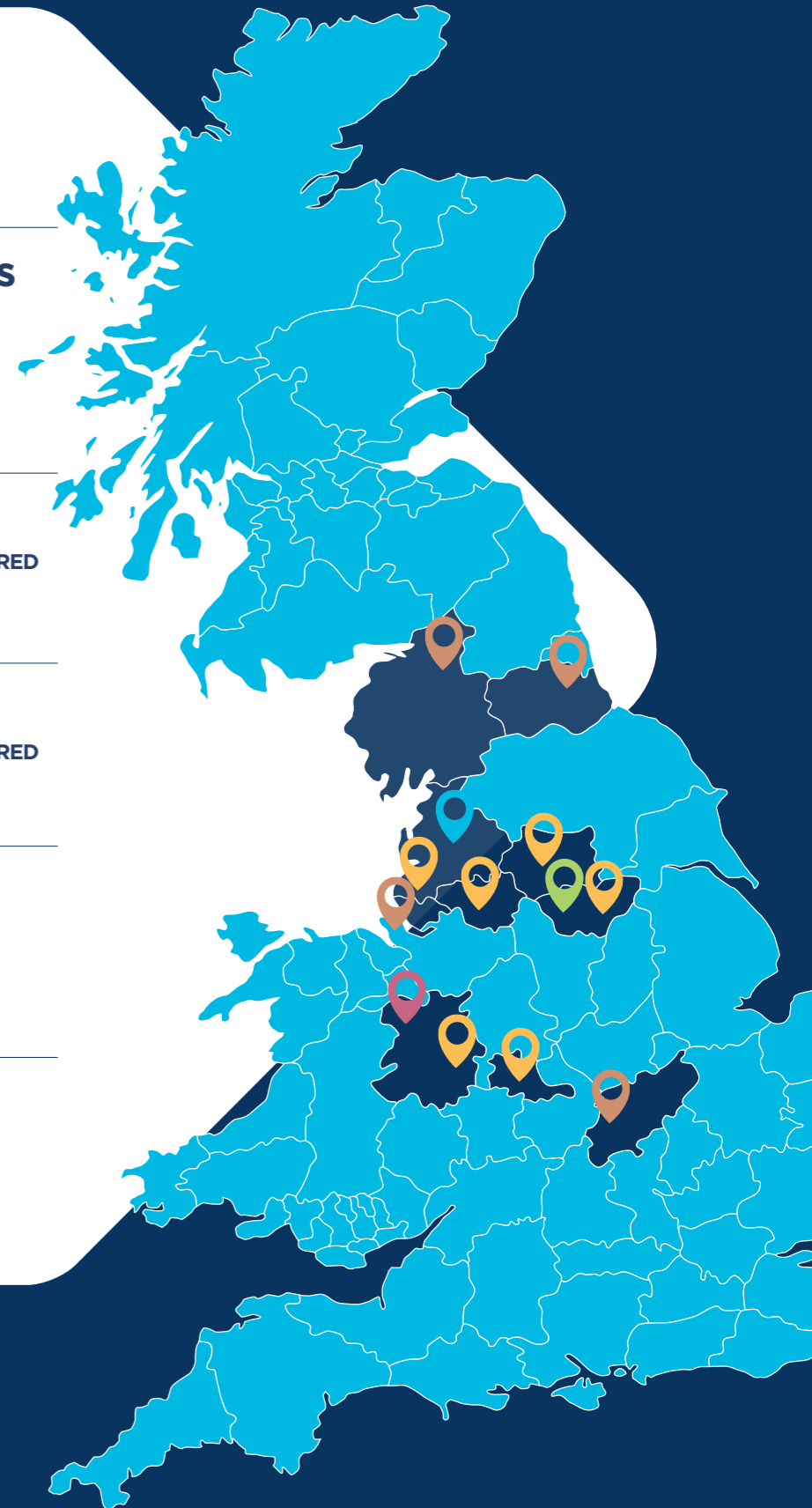
200 trees

PLANTED IN A LOCAL SCHOOL

147 School Children Involved

South Yorkshire

>> [View case study](#)



» SOCIAL IMPACT

SOCIAL IMPACT & DATA

Sigma places great importance on engaging with the communities in which its developments are situated. Over the last twelve months, Sigma has through its work supported over 38 charities, 42 schools and 17 clubs across the country, either financially or practically. We strongly believe that local communities know best what is needed in their areas, and we are committed to collaboration and engagement with communities and our residents who we invite to be involved in selecting good causes to support.

38 CHARITIES

42 SCHOOLS

17 CLUBS SUPPORTED

UN SUSTAINABILITY GOALS: SOCIAL



SOCIAL HIGHLIGHTS



Speed of Sight and Capability Scotland charity partners

120+

DRIVERS SUPPORTED BY FIVE SPEED OF SIGHT TRACK DAYS IN 2025

fiit 100

ADDITIONAL FIIT ONLINE WELLBEING MEMBERSHIPS

SMART WORKS

DANCESING OFFERED TO SMART WORKS NATIONALLY

MYNDUP

ADDITION OF MYNDUP PROVISION FOR ALL RESIDENTS AND COLLEAGUES



£125K

SIGMA SOCIAL IMPACT FUND MANAGED



£249K

REIT SOCIAL IMPACT FUND - SIGMA MANAGED



PODCASTS

>> CHARITY PARTNERS 2024-2025

Sigma places great importance on building strong and lasting partnerships across the communities in which it operates. Through engagement with residents and community members the Company aims to support a broad range of charities, understanding that local people are best placed to identify causes requiring support in their communities.

“Connecting with charities occurs in many ways, a resident or colleague nomination, a chance meeting at a networking or community event, and even a reach out on LinkedIn for small support after disappointment. I am a firm believer that asking prompts action. Such reaching out can create otherwise missed opportunities.” **NIAMH WALDRON**

1 SCOTLAND

- Capability Scotland
- Smart Works Scotland
- Carluke Men's Shed
- ★ Driftland Track
- ★ The Ferry Elves, South Queensferry

2 NORTH EAST

- 4Louis, Sunderland
- Smart Works Newcastle

3 NORTH WEST

- Embassy
- The Bereavement Café
- Smart Works Manchester
- NSPCC Liverpool
- The Joshua Tree Charity
- Lancashire TAAG
- The Hope Green Project
- The Hideaway
- Speed of Sight, Farnworth GMYN
- ★ Three Sisters Race Track
- ★ Mental Health Charter Nantwich
- ★ Olive Pathway
- ★ Once Upon a Smile
- ★ The Crimson Wave Organisation
- ★ Destination Florida Children's Charity

4 YORKSHIRE

- Zoe's Place Middlesbrough
- NSPCC Leeds
- NSPCC Doncaster
- ★ Croft Circuit
- ★ Tiny Tickers, Leeds
- ★ Hope Community Cancer Support Group
- ★ Martin House, Wetherby

KEY

- ★ Speed of Sight

5 WALES

- ★ Llandow Circuit

6 WEST MIDLANDS

- Zoe's Place Coventry
- Burton Albion Community Trust
- Showtime Community Production
- Smart Works Birmingham
- ★ Showtime Community Productions CIO

7 EAST MIDLANDS

- ★ Malory Park Circuit

8 SOUTH WEST

9 SOUTH EAST

- Barnardo's, Ashford

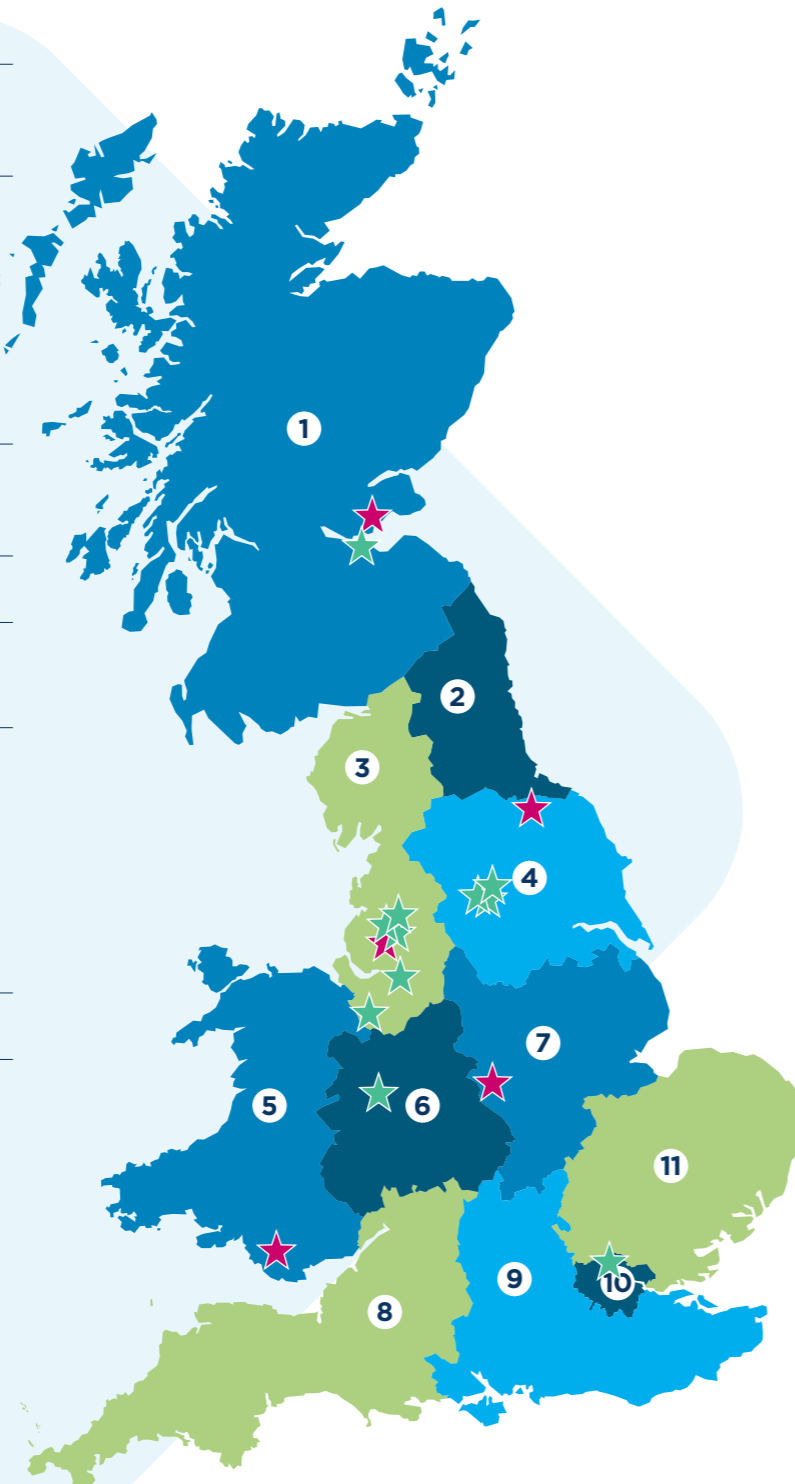
10 LONDON

- Smart Works London
- SPID Theatre
- The Academy of Real Assets
- Barking & Dagenham Youth Dance
- Restart Lives
- ★ Art Against Knives

11 ANGLIA

KEY

- ★ 12 Days of Christmas



SPEED OF SIGHT

Speed of Sight believe in the power of opportunity and the charity work hard to “shatter the barriers that disability imposes”. Their commitment to changing lives through participation in their driving experience aligns strongly with Sigma's social impact goals to support accessibility, inclusion and participation. This our fourth year supporting the charity illustrates the strength of our partnership. Attending track days as a volunteer allows us to see first hand the impacts and their commitment.



Simple Life Homes' support and financial contribution across our 2024 and 2025 seasons, has enabled Speed of Sight to consolidate its reputation as an organisation that provides high quality specialist driving opportunities for people living with complex disabilities. The collaboration that Simple Life Homes has provided means that we have been able to travel around the whole of the UK. Working with many individuals and other charitable organisations Speed of Sight with partners like Simple Life Homes continues to make a significant contribution to people's wellbeing and self-worth.

Sigma Capital has played a huge part in the funding of our first and in 2024 our third new generation of race cars. These cars are designed specifically for Speed of Sight. For a long time, it has been my ambition to provide our drivers with a track car with a real racing connection. Sigma Capital's partnership has made this possible. These cars are a real game changer for Speed of Sight.”

MIKE NEWMAN BEM, CEO



Issac was... “Proud and excited and happy to have done it”



Kiara was... “Nervous, apprehensive but excited” before she drove, “Speechless, overwhelmed – very good experience” after.

120+

DRIVERS

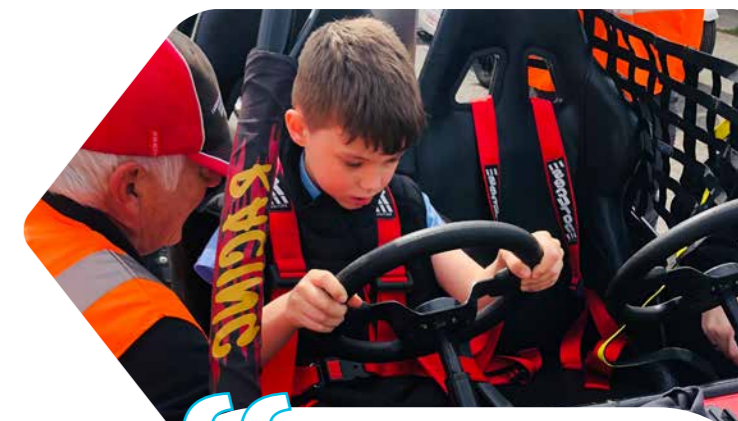
5

TRACK DAYS



Attached is the latest Impact Report — filled with the progress you've helped make possible. At every step it's been a true partnership rooted in shared values. Thank you again for being such an essential part of Speed of Sight's story. Let's keep making change together—with integrity, impact, and maybe even a little fun along the way.”

>> [Link to the charity Impact Report](#)



Alfie said... “Staff are very friendly, funny and helpful”



>> CHARITY PARTNERS 2024-2025



Feedback from **SIGHT SCOTLAND VETERANS** illustrates the impact track days have on participants. These days are also a wonderful opportunity for connecting with new charities and broadening our reach.

DAVID MACLEOD, VETERAN COMMUNITY SERVICES: SPORTING & PARTNERSHIPS, COMMENTED:



I wanted to take this opportunity to pass on a massive thanks to all your amazing team. The way your entire organisation was able to make our 3 Armed Forces Veterans feel so welcome, encouraged and supported throughout the day was unlike anything I have seen in my time working with Sight Scotland Veterans.

From start to finish our participants were treated like family by your team and the non-stop smiles and laughter was incredible to witness. I already have a growing list of names of people who would like to take part next year."



CAPABILITY SCOTLAND returned again this year to enjoy a full day allocated to the charity. Naomi Smith, Co-Production Leader, ensured all available slots were filled.



I feel very privileged to be in a role where I get to witness so much joy! It certainly brings me personal satisfaction. You and the Speed of Sight Team work so hard but so rewarding to so many. I am very aware none of this would have been possible without you and the sponsorship from Simple Life and Sigma so thank you once again."

KAREN NEWMAN EMAILED TO SAY, "Just a quick note to thank you so much for your continued support of our little charity. Last week's track event was amazing with 100% of the participants wanting to do it again and 100% would recommend the experience.

Everyone had a huge smile on their face, drivers and their families or support workers, with more than a few surprises as people with severe cognitive disabilities were engaging and smiling more than expected or seen before. This is what your donation does - empower positive thinking and helps us drive the change."

Feedback from Llandow Track day sponsored by Simple Life:



Well, I just had my first experience with Speed of Sight up at Llandow in the middle of Glamorgan and I can tell you now it was an experience that I will never forget. It was more pleasurable than I expected. The instructors were out of this world - all the staff were unbelievably friendly. There were no raised voices, which made things feel a lot better. Mike, who organises the Llandow event, is unbelievable - as were all the staff. That's all I can say. I'm looking forward to my next experience and thank you all so much for your help and support. Unbelievable."

ALAN MORRIS - LLANDOW, 2025



Arriving at the racetrack and seeing cars lapping at a pretty impressive pace, I couldn't help but feel a frisson of unease... Could my 65 year old brother Steve, with very challenging mental and physical difficulties, really drive a car? The relaxed, friendly, and professional crew at Speed of Sight clearly had no such concerns! ...Years of being told he'd never be given the chance - and here he was, proving them wrong. Steve had the need for speed! With early dementia, his zest for life had started to dim, yet his face lit up with a joy and happiness we rarely see now. We can't express enough our gratitude to the wonderful team at Speed of Sight. It was awesome."

ALISON JONES - LLANDOW, 2025



I would like to thank you for letting my dad have this wonderful experience. Sadly, he passed away seven weeks ago, just twelve weeks after my mother, and I am heartbroken. These memories will help me get through it. Thank you again for your wonderful work."

WONDA BOLTON - 2025



>> [Link to the charity Impact Report](#)



>> CHARITY PARTNERS 2024-2025

ZOE'S PLACE MIDDLESBROUGH

Our partnership with Zoe's Place continues to grow and we are very proud to announce we will be an official Corporate Partner as part of their Building Blocks Partnerships. Supporting the work of this amazing charity aligns perfectly with our social impact goals.



Our partnership with Sigma Capital has continued to be a total joy, they're not just sponsors or donors, we've built a true friendship and they're a huge part of Zoe's Place family. Their support over the past year has been nothing short of incredible, and honestly, we've had so much fun along the way!"

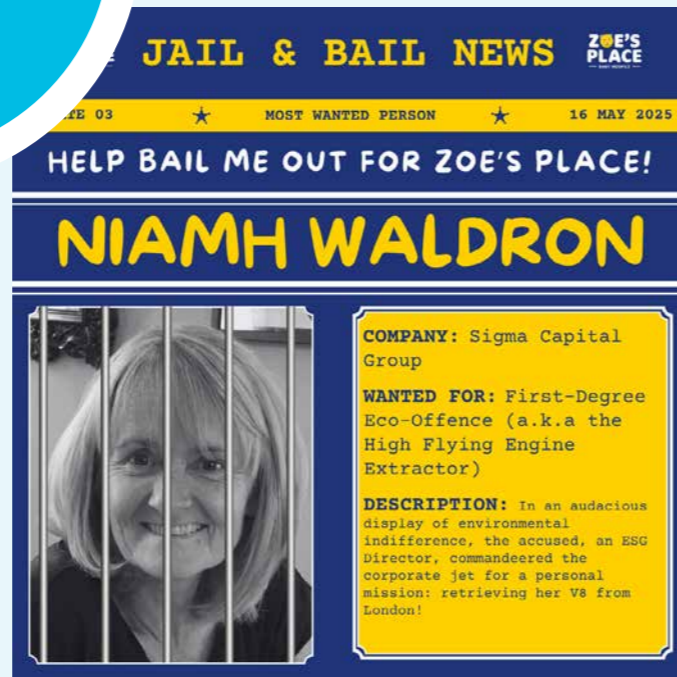
"They've been by our side as a Big Give pledger, Gold and Drinks Sponsor at our Ball (the mimosas were a big hit!), and Prize Table Sponsor at our Golf Day. To top it all off, how could we forget Niamh being 'locked up' for Jail & Bail, bringing in both laughs and life-changing donations.

What makes this partnership so special is that it's not just about the donations (though they've been amazing). It's the energy, heart, and genuine connection the team brings to everything they do with us. They get stuck in, they care deeply, and they help us reach more families who need our care — all while making the journey feel uplifting and full of heart.

We're so grateful for everything we've achieved together this year and can't wait for what's to come!"

ASHLEIGH ENNION - SENIOR CORPORATE & MAJOR DONOR FUNDRAISER

>> [Read more on page 108](#)



SMART WORKS

We are proud to confirm that over the past year Smart Works has completed and successfully delivered our three-year strategy, reaching over 10,000 women in the year 24/25 across our 11 centres. Of these clients, 67% secured a job within a month of their appointment.

The impact of the Smart Works service is also best illustrated through the voices and feedback of our clients. Following their visit to a Smart Works centre:

97%

FELT MORE CONFIDENT IN THEIR NEW OUTFIT



Being 59 and long term unemployed it's been so hard to get back to work or find someone that wants me... I am so lucky, from Lucy at the Job Centre who called you to request this service and your amazing attention and support... So, from the bottom of my heart, I thank you so much for your assistance - I now have a job!!! And my life can start again. All I have been doing is keeping the wolves from the door and treading water but that's all set to change because of people like you helping people like me!"

SMART WORKS CLIENT, LONDON

95%

FELT THEY COULD NOW ANSWER INTERVIEW QUESTIONS MORE EFFECTIVELY AND FELT MORE CONFIDENT ABOUT SUCCEEDING IN THEIR NEXT INTERVIEW

97%

FELT THAT SMART WORKS HAD INCREASED THEIR CHANCES OF GETTING A JOB



SMART WORKS



The demand for our service is increasing, and gender inequality in the workplace remains stubbornly resistant to change. Women are disproportionately affected by caring responsibilities and are more likely than men to take breaks from work, are more likely to be in low paid work and are less likely to apply for promotion at work than men. In this context, the need for Smart Works services is clear, and in an increasingly tough job market, need is currently growing.

We are so grateful for the support from Sigma, which has helped us in our journey to support our clients to unlock their potential and get the job, ultimately transforming the trajectory of their lives."

LONDON SMART WORKS TEAM

94%

FELT CLEARER ABOUT WHAT TO EXPECT AT A JOB INTERVIEW



Thank you so much to Sigma for your generous support! This is such an exciting and pivotal time for our charity having reached our target of supporting 10,000 women in the past year. While this is a huge achievement, the need continues to grow. It is through the support of our incredible partners that we are able to continue providing our transformational service to thousands of women each year.

We are so grateful to have you join us to make this impact possible."

DANI MIELOSZYK, CORPORATE PARTNERSHIPS MANAGER, LONDON

» CHARITY PARTNERS 2024-2025

SMART WORKS BIRMINGHAM IMPACT REPORT

At Smart Works Birmingham we aim to empower women ahead of their interview, so they succeed and get the job, enabling them to transform their lives and the lives of those around them.

The generous funding from Sigma hugely contributed to the core costs necessary to keep the charity operating and supported growth. The total number of women the charity supported in 2024-2025 was 858 (an increase from 576 in 2023-2024). We are delighted that 69% of the women who visited our Centre for the Smart Works Interview Preparation Service got a job within one month, and 96% say they felt more confident about the interview than they did before. Additionally, we moved into a bigger Centre in February, we have increased the number of coaching rooms we have from 1 to 2 and dressing rooms from 2 to 4. We now have the capacity to support even more women that we know need our support.

The women we support have additional challenges as well as navigating an increasingly competitive job market; last year 11% considered themselves to have a disability, 73% were from ethnic minority groups, and 27% were lone parents. We know that younger women, especially



in Birmingham which has the youngest population in Europe, are finding the job market very challenging. They haven't yet had time to develop work experience; they have no networks and are competing for fewer jobs against more people. We focused our outreach activity last year to reach young women; out of the 858 women we supported 388 were under 30 years old.

Due to the complex barriers to employment the women we supported, 48% had been unemployed for over one year and 44% had applied for over 20 jobs. This is why what we do is so vital, the one to one, bespoke approach empowers and lifts the women we support. It is a simple yet effective service that is designed to build confidence along with providing practical support and advice.

“We are a small team of 4 at Smart Works Birmingham, and we simply couldn't have the impact that we do without support. Sigma's generous donations via the Big Give match funding campaigns are incredible and make a huge difference. Last year our Centre was one room which was home to a wardrobe, dressing rooms, office desks, the lot! We made it work but as we saw more and more women needing support it was becoming unsustainable, and we always want to remain giving the highest standard of care and respect towards the women we support. Moving to a new Centre with double the number of dressing rooms and coaching rooms was a wow moment.”

LILLY CLEMENTS, SMART WORKS BIRMINGHAM FUNDRAISING & PARTNERSHIPS MANAGER

“I enjoyed the entire experience. I felt like I was listened to by both ladies. I didn't feel rushed and was given some helpful and good advice on both interview answers and styling.”

CLIENT FEEDBACK

“I love how the team is very attentive. The ladies helped me to find a great outfit that corresponds to my personality. Judith was very warm and helpful to me. She was able to bring out the best in me and I feel more confident and ready for my interview. A fantastic team!”

“The staff and volunteers were all very friendly. They made good choices for me, and all listened to me. I am grateful for both parts of my visit; the clothes are amazing and the interview tips very useful.”

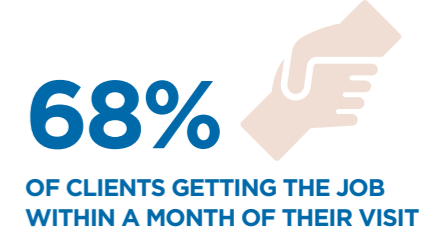
“I went into an environment where I was listened to, complimented favorably and treated with respect. I liked trying on clothes, it felt like I was in a film montage.”

SMART WORKS GREATER MANCHESTER IMPACT REPORT

It's been another brilliant year at Smart Works Greater Manchester. We have enjoyed some wonderful success stories with 68% of clients **GETTING THE JOB** within a month of their visit, This past year we have supported 150 women with career coaching, 821 with interview dressing and preparation, and 118 returned once they got the job for their second dressing.

Our help securing a job is life changing, improving the life chances of families, putting money back into the local economy, and strengthening the community. We unlock the confidence of women unemployed for many years or who have lost their job, helping them succeed at interview and change their life.

Poverty impacts approximately 620,000 residents across Greater Manchester, including 200,000 children, leading to a cycle of disadvantage that is difficult to break without support.



Unemployment in the city remains above the national average at 6.7%, and women are disproportionately impacted by barriers such as career gaps, lack of relevant skills, or reduced confidence. Combined with labour market inequalities, these barriers hinders their ability to re-enter the workforce and to secure stable and fulfilling jobs. Addressing these issues is **CRUCIAL** for fostering economic stability and social equity in the region.

Smart Works Greater Manchester provides vital support to help women secure employment and transform their lives.

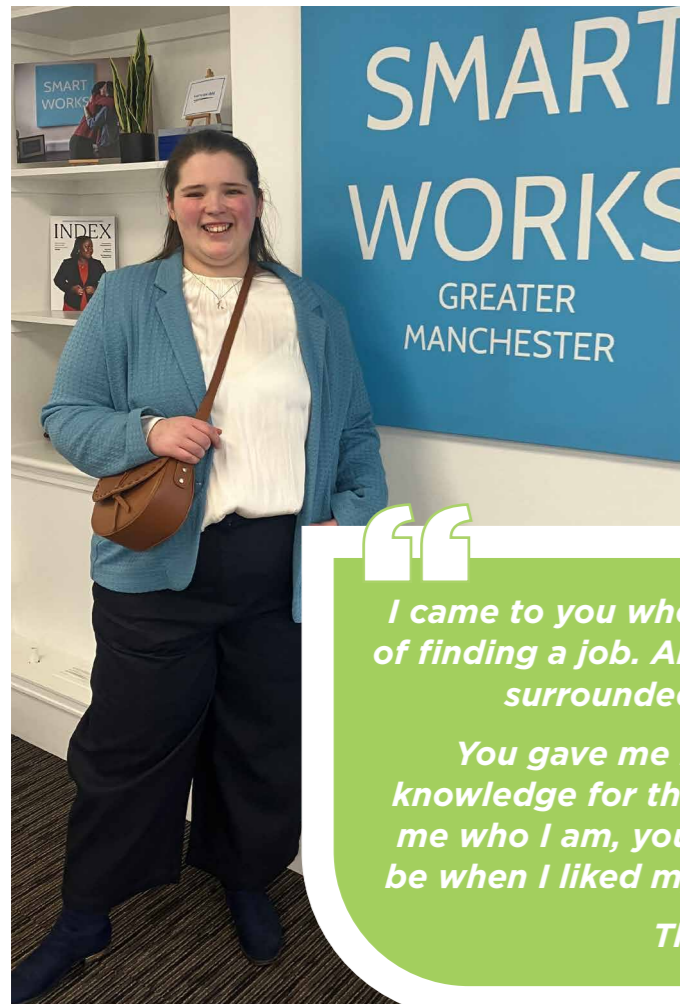
>> CHARITY PARTNERS 2024-2025



On behalf of everyone at Smart Works GM, we want to express our gratitude for your generous financial support. Your contribution has helped us to expand our services and support even more women on their path to financial independence and renewed confidence. Beyond the tangible benefits, your support sends a powerful message of belief and encouragement to our community. It reminds us, and those we aim to uplift, that positive change is possible when people come together for a shared purpose.

Please know that your contributions are transforming lives. Once again, thank you for enabling us to deliver our services to the unemployed women throughout Greater Manchester, permitting us to make a meaningful difference in the lives of women and their families, and our wider community."

VICTORIA CRONQUIST, HEAD OF SMART WORKS GREATER MANCHESTER



I came to you when I had almost given up hope of finding a job. And you gave me a real miracle and surrounded me with warmth and care.

You gave me not only the clothes and useful knowledge for the interview, but you also reminded me who I am, you helped me to see me as I used to be when I liked myself and believed in my strengths.

Thank you so much."



The Smart Works GM / Sigma partnership has gone from strength to strength in the past 18 months, following the introduction from Smart Works Scotland.

Niamh has not only facilitated a fantastic financial partnership through substantial contributions from Sigma to the charity, but has also introduced us to various other organisations in the region who have similar shared visions for the women and girls of Greater Manchester. These relationships are of utmost importance as we continue in our aim of reaching 1000 unemployed women in the region, and we now receive referrals from these organisations - a true testament to the importance of the relationship that has been developed between Niamh at Sigma, and Partnerships Manager at SWGM, Louisa Hussey.

In addition to this, Sigma's generous contributions have been received during key fundraising moments in the SWGM calendar - most notably, during our Big Give fundraising campaigns, helping us reach the maximum matched donations available. We are thrilled that Sigma and Simple Life have confirmed their pledge amount for us to use in our Big Give Christmas Appeal - which stands us in a fantastic position to raise £50,000 in December 2025.

The whole team in SWGM look forward to seeing Niamh when she's in the area, and we are so proud to show her exactly how the generosity of her organisation makes such a difference to our small but mighty organisation. We thoroughly look forward to this working partnership lasting well into the future."

SW MANCHESTER

SMART WORKS NEWCASTLE IMPACT REPORT

It's been another brilliant year at Smart Works Newcastle. We have enjoyed some wonderful success stories with 68% of clients **GETTING THE JOB** within a month of their visit, which is an increase on last year. This past year we have supported 262 women with Career Coaching, 456 with Interview dressing and preparation and 108 returned once they got the job for their second dressing.

Our help securing a job is life changing, improving the life chances of families, putting money back into the local economy, and strengthening the community. We unlock the confidence of women unemployed for many years or who have lost their job, helping them succeed at interview and change their life.

As of April 2025, the Northeast has the lowest employment rate in the UK at 68.2% and the highest rate of economic inactivity at 28.1%. These figures are startling when compared to the UK average of 75% employment and 21% economically inactive. Nationally, female unemployment has reached its highest point since 2020 at 4.5% and while the exact number isn't specified, it is predicted that there are 16,000 unemployed women in the Northeast.

Liv came to us in May for Career Coaching; she quickly secured a job interview so returned to us for her Interview Dressing and Preparation appointment. We were delighted to hear that Liv secured a role as an Admin Assistant so came back for a further visit to get a capsule wardrobe to start her new role.

Liv shared the following feedback from her recent experience:



I'm just thankful to everyone at Smart Works for their support and encouragement. I don't think I would be starting a job in 4/5 days had I not come in and received the interview prep, dressings and career coaching. It's a brilliant service for women, run by women. I love it."



The support Simple Life & Sigma provides is invaluable. The funding supports vital running costs which is a huge challenge in a difficult fundraising landscape. This enables clients like Liv and Maryam to get the very best service Smart Works Newcastle provides in our warm, welcoming, professional centre, we sincerely thank Niamh and the team for their ongoing support"

HELEN BOYD, HEAD OF SMART WORKS NEWCASTLE



MARYAM VISITED US AHEAD OF HER INTERVIEW, SHE SHARED THE FOLLOWING FEEDBACK



I'm over the moon. Everything was more than what I was expecting. It was one of my best experiences and I feel much more confident after talking with my coach"

» CHARITY PARTNERS 2024-2025

SMART WORKS SCOTLAND IMPACT REPORT

March 2025 was marked the end of an incredible 12 months for Smart Works Scotland, we supported 1,549 women (a 50% increase on the previous year) and we launched our first ever Smart Works Scotland Job Fair. The event in Glasgow was a huge success, connecting 300 women with living wage employers. We are so grateful to Sigma for their support that makes these achievements possible. The surge in demand that we are seeing, illustrates the vital need for our service.

Scotland is in the grip of a cost of living crisis. Women, especially those in vulnerable groups - including lone parents, those with disabilities or from ethnic minorities - can be hit hardest; they report having to skip meals, cut back on heating and food, and endure mental health struggles. Existing inequalities mean that many women face barriers and can find themselves long term unemployed. The support we provide from our Glasgow and Edinburgh centres transforms lives. Helping them to secure quality employment is vital to move women and their families out of poverty and towards financial security.



OUR IMPACT IS BEST DESCRIBED IN THE WORDS OF OUR CLIENTS:



It was absolutely amazing.. they actually wanted me to succeed. Over the past year, I'd felt like I couldn't, but the volunteers were telling me 'No, you can succeed, we know you can, and we will support you.' Afterwards, I felt so confident. I felt unstoppable. I got the job, and since then, my confidence has gone way up...it began at Smart Works. Since then, I've just been going up and up and up."

VICTORIA, SMART WORKS SCOTLAND CLIENT, 2025.

» You can read Victoria's story here: <https://scotland.smartworks.org.uk/latest/case-study-victoria>



We are so grateful to Sigma for being such an incredible partner, passionately supporting and championing our cause throughout our ongoing partnership. The generous funding that Sigma have provided by partnering with us on our Big Give campaigns has been pivotal to the growth of our service across Scotland, including our move to bigger premises in Edinburgh, which would not have been possible without the ongoing support of partners like Sigma. We look forward to continuing to make a positive impact together, empowering more women to connect with their potential. Thank you!"

RACHEL SHIELDS, FUNDRAISING & PARTNERSHIPS MANAGER SCOTLAND

NSPCC

Supporting locally is key to our delivery of social impact, and we are again pleased to be working closely with Jo Burton and Fay Purves at the NSPCC in this regard.

Projects have been delivered in the areas of the country in which we operate, providing support required as identified by the charity.

TELFORD

Simple Life support for PROTECT - Providing Regular Opportunities to Talk about Exploitation with Children in Telford - a campaign focusing on child sexual exploitation, provided resources, workshops and support for teachers to address these topics with children, with greater confidence.

BRISTOL

Sigma support for Project Mama provided important resources and support for parents and babies through the charity's 'Look, Say, Sing, Play' programme.

MERSEYSIDE

Support for local campaigns such as Youth Bank - working with young people who allocate funding for community projects following pitches from other young people; In Safe Hands - support towards the development of Childline's online safety 'SignVideo'; and Talk Pants in St Helens - resources to reach more parents and carers to have age appropriate conversations with children.

» Further information and details of our partnership can be found here: [NSPCC Impact Report](#)



» CHARITY PARTNERS 2024-2025

THE JOSHUA TREE CHARITY

Connection with The Joshua Tree came through a Simple Life resident nomination to receive a small Christmas gift in 2023, and from there, the friendship and partnership grew. Engaging with our residents in this way is so important to us as they know best what is needed in their local communities. Visits to The Joshua Tree, meeting the team, seeing the work they do and the enormous impact this has, and discussing how we as a business can support their wonderful work, brought clarity and understanding. Making direct contact, allows one to feel and see the passion, commitment and dedication of all involved, and learn from them what is needed. Support is all about community and people, and as a business where people are at the very heart, supporting charities like The Joshua Tree makes perfect human sense. We support because we are in a position to do so, we want to make a positive difference, it is the right thing to do, and it makes sense. It really is that simple. I continue to be in awe of all those at The Joshua Tree, and all the charities, groups and clubs we support. Their care, love and support is appreciated by so many, and the impact is far greater than we can ever truly know. Like all who support others, it is just about making a positive impact and difference where we can. We look forward to continuing to build our friendship in the years ahead.

Support this year has been across several areas. The Christmas Carols at Chester Cathedral, was a wonderful evening of music. 422 people attended the Carol Concert on 18th December at Chester Cathedral, 100 of these were beneficiary families. Those attending were from North Wales, North West Region and consisted of a number of community groups, trustees, families etc.



Your sponsorship not only bought the tickets for the 100 beneficiary families but also paid towards the costs for the event to take place.

Thank you once again for making this such an amazing event for all."

DEBBIE WILKINSON,
CORPORATE PARTNERSHIP OFFICER,
THE JOSHUA TREE CHARITY



A FANTASTIC DAY ON THE FAIRWAYS IN SUPPORT OF THE JOSHUA TREE

The Joshua Tree's Annual Golf Day teed off in spectacular style in June 2025 at the stunning Sandiway Golf Club, with glorious sunshine, great company, and incredible support for a vital cause.

The day simply wouldn't have been possible without the generous main sponsorship from Simple Life Homes. Their continued support not only covers essential event costs but also allows the charity to maximise fundraising profits which go towards supporting families affected by childhood cancers. A huge thank you to Niamh Waldron, who not only championed the day as sponsor, but also took part.



A great day as always and very well organised."

RICHARD DUERR



Thank you for a really wonderful event. All my guests had a brilliant day."

MARTIN COZENS

A FANTASTIC DAY ON THE COURTS IN SUPPORT OF THE JOSHUA TREE

The Joshua Tree's much-anticipated Padel Tournament took place in fantastic spirit in 2025 at Destination Padel in Northwich. There was great energy, friendly competition, and all participants united in full support of the charity's mission to help families affected by childhood cancers.

Thanks to the generous sponsorship from Simple Life Homes, the event was fully funded, allowing all proceeds to go directly towards providing essential support for families. Funds raised will help deliver counselling sessions, therapies, family fun days, and specialised services tailored to the unique needs of those affected by childhood cancers.

The Joshua Tree is incredibly grateful to Simple Life Homes for their commitment to making a real difference in the lives of these families.



We're incredibly grateful to Simple Life Homes and Sigma Capital Group for their generous support of The Joshua Tree. As the demand for our services continues to grow, partnerships like this are vital in helping us support more families affected by childhood cancers. From actively championing our fundraising events to taking the time to truly understand our mission, this partnership is a great example of how companies can really help charities. The support not only raises essential funds but also significantly increases awareness of the critical work we do."

RICH DRIFFIELD,
CEO THE JOSHUA TREE CHARITY

» [Link to full Impact Report here: The Joshua Tree - Simple Life Homes Update Report](#)

>> CHARITY PARTNERS 2024-2025



GMYN (GREATER MANCHESTER YOUTH NETWORK)

2024 saw a new partnership with GMYN, with a visit to meet at their Manchester Centre to learn more about their work, and meet young people. Sigma supported their London Marathon fundraising with a participant. Following this initial conversation plans were initiated to involve young people in the Outward Bound Trust course, the review of which is further in this report. This partnership continues to grow in strength with future plans forming, demonstrating the powerful impact of face-to-face collaboration and discussion.



We are incredibly proud to be partnering with Simple Life Homes, whose generosity and commitment has made a powerful impact on the young people we support. The journey began when they kindly sponsored Isabel's London Marathon run and Niamh visited GMYN and saw first-hand the life-changing difference their support could make. Since then, Simple Life have gone above and beyond. They funded and arranged a five-day residential in the Lake District for nine separated asylum-seeking young people, giving them a rare chance to be children again, perhaps for the first time since leaving their homes. They found new confidence, developed essential skills and created memories that will last a lifetime. We're absolutely delighted that Simple Life have also pledged to be a match funder for our Big Give Christmas appeal - a commitment that will help us provide work readiness programmes for vulnerable young people across Greater Manchester. Partnerships like this make an extraordinary difference, and we can't thank Simple Life Homes enough for believing in the potential of our young people and helping them to thrive."

PHIL HARRIS,
INCOME AND PARTNERSHIPS LEAD

>> Read more about Outward Bound Trust on page 94

THE BEREAVEMENT CAFÉ

Jane Dixon founder of the charity is passionate about supporting people and has ambitions to expand the support they provide to a greater number of people.



Our sessions with children in schools, offering them a safe space to talk, and creating activities for them to understand their feelings and feel confident to acknowledge and work through them rather than against them has proved to be a successful initiative. We have received encouraging feedback from students, teachers and carers. Schools have reported that many students have managed to stay more focussed during lessons with a noticeable reduction in need of pastoral staff support, as well as minimising the wait list for the School Counsellor."

STUDENTS HAVE FED BACK:



It has been really good to have open and honest chats about how I feel, I didn't realise there were others in my year who were going through the same".



Listening to Jane tell me how I feel is normal, really helped, it made me cry as I always wondered what was wrong with me and why I was still sad a year after my Mum died".



Feedback from the parents stating they've seen a big difference in their children's improved mood and behaviour and are happy that they seem to be talking more openly about their feelings, is further evidence of the positive benefits of the Cafe.

AS JANE LOOKS AHEAD, SHE ADDS



We have a long way to go to understand how to support young people as they navigate their way through the changes and emotions loss and the associated grief brings. I am currently working on writing a training programme aimed at Primary school teachers, on how to support children in their care with grief, how to have conversations and ensuring the correct language is used that allows children to know that grieving is normal and natural. With the support of Simple Life this training will come with a tree which each school can plant in their space to nurture and use when children are feeling overwhelmed, to be a space for reflection and conversations, and a way to deliver communications to someone who is no longer here (writing a letter or message on a paper leaf and pinning on for example). I am working with experienced teachers in the planning of this workshop."

>> Find out more here [The Bereavement Café | Supporting People Through Their Grief: thebereavementcafe.co.uk](https://thebereavementcafe.co.uk)

>> CHARITY PARTNERS 2024-2025

EMBASSY VILLAGE

Embassy specialises in resettlement, assisting homeless men and women in Greater Manchester to get back on their feet, into work and living independent lives. From our introduction on 2021 to the present day, our partnership has grown and Sigma continue to support the charity in a variety of ways. 2026 will be a huge year for the charity as the Village nears completion and residents move in, and we look forward to celebrating this milestone with the charity.



“Working with Sigma and the PRS REIT this year has been extremely positive and again, literally critical to our women’s work. Without your support we couldn’t have kept 4 women housed at any one time.”



Over the past year you have allowed us to support a mix of local British women and women coming to the UK in hope of a better life.

H came to us after fleeing violence. She’s completed college, held down a job in care for elderly people, made us laugh a lot with her great sense of humour and joined us on a lot of trips out and socials as well as training we have provided. She’s just left us for her next home and is doing really well. She’s made some healthy new friends and is going to be missed.

N is local and came to us having lived in a tent. She has struggled to trust but slowly we are getting there. It’s been challenging at times but she has now completed a course as a barista we found her and now also has a new job and seems a lot more focussed. We’re hopeful that in the not too distant future we can help N look for her next home.

E had been unfortunate to become homeless. She is very bright and just needed a break. She’s been really engaged in our training and support and even climbed Snowdon with us and a load of the men. We’ve been able to find her bits of work experience with Bank of New York and she’s been busy learning online how to program and code. She’s now got a job in a warehouse which isn’t her dream but we are impressed by her pragmatic attitude. She is a determined young woman.

L is very grateful to be off the streets and is clearly relieved. She’s keenly engaging with our support and has a lovely positive attitude.

You have been willing to give G and S a chance to rent directly from Simple Life. S has done really well both at work and managing his home and finances. G moved back in with us while we try and give him some more intensive support.



N has just moved in and is very grateful. He’s been solidly in work and paying his rent with us so we are pretty confident he and S will do well.

You’ve supported us more widely too. With support towards the Embassy Village build and also with the kind hosting at your Manchester office for various interviews for Embassy staff and a tentative first meeting to consider how Embassy might one day build its own housing for people like N and S to move on to. I’m grateful to N for sitting on that board.

I’ve mentioned this in the past but the value you’ve created for us by taking a risk with Embassy and female residents has been much bigger than either of us could have expected. We were hoping to help women get their lives back together which is being achieved together but the experience and track record we’ve been able to prove with you has opened the following doors:

Salford council has been so impressed that they are giving us a plot of land to build more homes for women. No idea how we will finance that but it’s an exciting prospect! We’ve also agreed to a daunting but exciting lease on 8 apartments in a little new build block. Because of what you’ve allowed us to prove, we are being taken seriously by the local authority and they’ve agreed the housing benefits we need to run the building and take 9 more women from the street. It’s going to be a financial stretch for us but it’s the right thing to do.

The new apartments is a success we feel we share with Sigma and Niamh because of what you’ve made possible. We are so grateful for your continued friendship and partnership as we forge a challenging but much needed path forward for the poor and the vulnerable.

**SID WILLIAMS,
CO-FOUNDER & DIRECTOR**



**EXCITING
LEASE ON
8 APARTMENTS**




» CHARITY PARTNERS 2024-2025

CAPABILITY SCOTLAND

Our partnership with Capability Scotland continues to grow and has moved well beyond support for the Charity Golf Day and Annual Ball. The charity has enjoyed access to Speed of Sight Track days for the past three years and this year saw a complete track day dedicated to the charity. An exciting development has been introduction to and collaboration with danceSing, providing exciting wellbeing provision through movement and music. Feedback has been incredible, and we look forward to monitoring the impacts of these activities going forward.

Feedback from Speed of Sight Track days illustrates the impact and benefits for participants:

DAVID, a day attender at The Studio was joined by his family to spectate. David, a former joiner had a motor cycle accident in 2009 which resulted in a Brain Acquired Injury. Before his accident he loved riding his motor cycle.

David really enjoyed the experience. Driving was something that he and his family never thought he would ever experience again. He loved the exhilarating speed and chance to drive the car.

DONALD lives at Upper Springland. He visited the race track in 2023 and watched one of his friends, Alan enjoy the Speed of Sight Experience. Donald was very happy being at the track and excited by the cars. We were delighted to be offered the opportunity to take more people that we support from Upper Springland in 2024 and immediately thought of Donald.

Donald had a great time, even the pouring rain didn't dampen spirits. He was full of smiles and thumbs up during his driving experience. You can see from the photo's how much fun Donald had. He was excited to tell his parents about his experience over FaceTime and keen for his carer to share the photos with others so they could see what he had done.

SOME OF THE COMMENTS FROM THE PEOPLE SUPPORTED WHO CAN COMMUNICATE VERBALLY:



I just loved it"



I didn't think I would actually be driving and I did it"



Never done anything like that before"



It was good - I did it"



DANIEL was new to The Speed of Sight experience in 2024. He is a cautious electric power chair driver and is always careful at driving at a good speed, as he doesn't want to get told off by the police! He is very kind and has on occasion offered a lift home to care staff. He was so happy that he could properly drive a car.

Daniel enjoyed the day not only for the driving experience, but being supported by and meeting the fabulous, enthusiastic Speed of Sight Team. He really enjoys the company of others; this is important to him and being surrounded by the spirited team made the experience more memorable - again you can see from the huge smiles on the photos what a great day was had. Daniel expresses his excitement by saying "yeah" and he said this many times on the day.



Another resident Bill wanted to share proudly the certificate that he received for taking part in the experience.



The smiles and pride on participants faces said it all.

The crew were all amazing at reassuring and supporting those taking part. They listened to any concerns or direction that was being requested and any challenges were overcome to allow everyone to participate.

They helped calm nerves and made the event fun and even more memorable."

NAOMI SMITH, CO-PRODUCTION LEADER



Some of the people who cannot communicate verbally certainly shared their emotions on the day with facial expressions and body language.



You could tell some were unsure and nervous about going in the cars. For instance Jason, who is usually very chatty was very quiet and reserved but the driver said as they were going around the track he started to whoop, which is much more like Jason."



>> CHARITY PARTNERS 2024-2025

LANCASHIRE TAAG

The charity offer support to parents and carers of young people who have a diagnosis of Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorder/Condition (ASD/C), and Social communication needs by offering opportunities for families to come together and share experiences. They offer specialised social and multi-skilled activities for 8 to 18 year olds, providing a supportive environment where they can develop essential skills.



A Partnership Rooted in Purpose. At Lancashire TAAG, we are constantly reminded of the power of genuine partnerships — and none more so than our connection with Simple Life Homes, through their Social and Sustainability Director, Niamh Waldron.

With the incredible support of Simple Life Homes, we were able to offer a heavily subsidised family day out to Blackpool's Sandcastle Waterpark."

JOHN LEE

PARENT FEEDBACK:



This was the first time we'd been able to do something like this as a family — we'll never forget it."

Building on this partnership has been a natural progression and Simple Life are looking forward to supporting a residential weekend at Calvert Lakes in Keswick for 30 families. The weekend will include outdoor activities like canoeing, fire-pit building, and accessible water sports — helping young people grow in confidence and giving parents space to relax, connect, and recharge.



What sets this partnership apart is the sincere, ongoing interest shown by Niamh and the team at Simple Life Homes.

Niamh checks in regularly, shares funding opportunities, and stays genuinely involved in our progress — showing a clear passion for accessibility, inclusion, and community wellbeing.

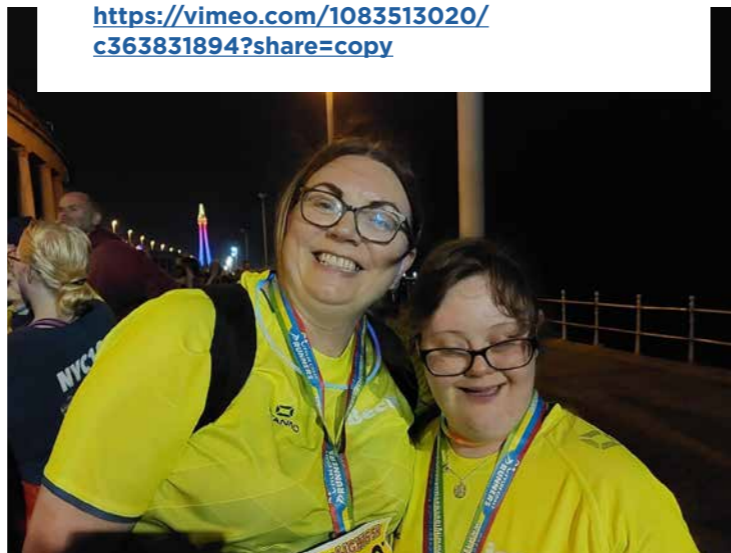
We proudly wear the Simple Life Homes logo on our volunteer t-shirts — a daily reminder that we are not alone in this journey.

Simple Life Homes has helped us turn dreams into reality — one trip, one memory, one family at a time. Your support has opened doors, lifted burdens, and created lasting memories for dozens of families.

You are helping us do more than run a charity — you're helping us build a movement where every young person, no matter their needs, can feel safe, supported, and included. Your kindness, belief in our mission, and practical support have made a real and lasting difference."

JOHN LEE, LANCASHIRE TAAG TRUSTEE

>> Click the link to learn more:
<https://vimeo.com/1083513020/c363831894?share=copy>



RESTART LIVES LONDON

Ensuring our support covers broad geographical reach Sigma were delighted to meet and partner with London charity Restart Lives for their Sleepout 2024 to raise funds and awareness of the homelessness crisis in London. One voluntary night on the street during Storm Darragh brought home, only too well, the enormous challenges faced daily by those sleeping out who have no choice.

CATHERINE FLAY, CEO RESTART LIVES, COMMENTED:



The support you gave us was, amazingly, unrestricted which is just fantastic as it means we can be flexible and responsive to exactly what our guests needs as well as, of course, having a clear strategy, plan and values within which we operate.

It has been a pleasure to be supported by someone who (and an organisation that) gets us so well, takes the time to listen and understand what our aims are, and offers support that is about getting things done rather than just ticking a box or appearing to do the right thing. It's rare for us to find support like this; we're so grateful and looking forward to continuing the relationship."



>> Read more on page 107

» CHARITY PARTNERS 2024-2025

THE HIDEAWAY & HOPE CENTRE

Community partnerships grow through direct contact and conversations, and nowhere is this more evident than in Partington where Sigma are very proud to support the work of many across the community, from the local primary school, to the community centre and community growing project.

RUTH LANCEY, CEO, HIDDEN TREASURE TRUST CIO FEEDS BACK ON THE IMPACT:



The impact and generosity of Niamh and the team at Sigma Capital has continued to provide much needed investment and partnership to our organisation and the wider community. The provision of a new space within our café has enabled us to provide a range of groups and sessions each week for the wider community which we were previously unable to do. This has included an adult crafting group, a new space for refugees and asylum seekers to meet one-another for mutual support, learning English and friendship. This space has become a lifeline for a large group of mums who found themselves alone and struggling in a foreign country.

Support for the community growing project has enabled us to continue developing a beautiful space which is providing a base for local residents to learn to grow food, to come together for gardening and outdoor socialising, and for a men's shed group which has continued to develop now it's established. This is having an impact on men's mental health and providing an oasis in an otherwise busy area.

We are very grateful for the donations support received at Hidden Treasure Trust. It's such as difficult time for charities at the moment and its investments like these that allow us to keep support our wider community free of charge, and provide safe, inclusive spaces, learning and support to improve lives and reverse poverty."



SPID THEATRE

Sigma is delighted to continue partnering with award winning, London based, charity SPID Theatre (Social Progressive Interconnected Diverse). SPID Theatre makes art that advocates housing justice. High quality youth theatre takes place on council estates. Through theatre, film and radio their work with young people calls for investment in social housings' heritage and in young peoples' future. They mix verbatim testimonies with scripted dialogue to celebrate and champion estates' history, community and spirit.



32
YOUNG PEOPLE



12-15
CHILDREN PER SESSION



13
SESSIONS ALL TOGETHER



Thanks to your support, SPID Theatre) successfully delivered our free 12 week Mural youth program dramatising the history of social housing and challenging negative stereotypes. Using different art forms, we created a show about the value of estates. We engaged young people from Acton, Kensington and Chelsea, and Barking and Dagenham with free drama workshops and created a showcase that brought their learning to life. This included a mural celebrating the history of Kensal House estate and a performance called Homecoming about the value of community. Sessions were facilitated by local celebrated mural artist J King. The Mural reveal on the 29th of July was a huge success attended by local children and families."

HELENA THOMPSON, ARTISTIC DIRECTOR & FOUNDER OF SPID THEATRE



QUOTES FROM THE AUDIENCE AND PARENTS.



I think it was a great way of recognising the time and effort the young people have contributed over the time spent at SPID. Well put together and very comfortable and welcoming."

Fantastic, proud, connected and grateful. Very happy that Rosie got the opportunity to be a part of this."



» Find out more here:
<https://spidtheatre.com/>

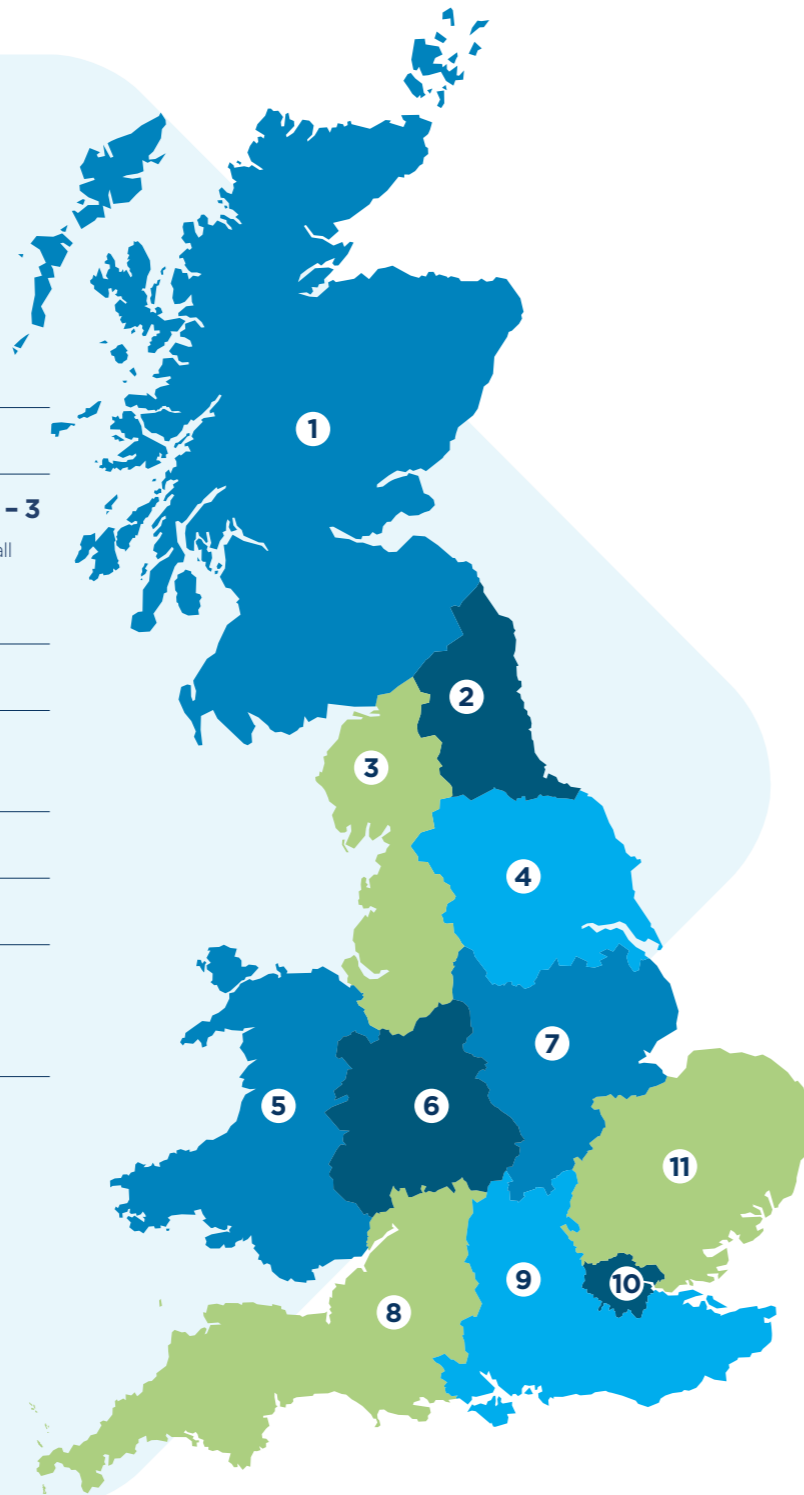
» SUPPORTING SPORTS CLUBS

SUPPORTING SPORTS IN YOUTHS ACROSS OUR COMMUNITIES SIMPLE LIFE CLUB SUPPORT

The Simple Life family of clubs and groups continued to grow this year, with residents and members of the local communities applying for support to facilitate inclusion, accessibility and participation.

Many clubs rely heavily on volunteers and contributions from families and friends, and we understand the related challenges and costs. The benefits of physical exercise and teams on overall wellbeing are well documented and we are delighted to be supporting 21 clubs across the country. We continue to support current clubs and welcomed new teams in June 2025 including:

21 
CLUBS SUPPORTED
ACROSS THE COUNTRY



1 SCOTLAND - 2

Edinburgh Hockey
Carnegie Swim Club

2 NORTH EAST

3 NORTH WEST - 11

Runcorn Women's Cricket Club
The Sutton Cricket Club
Denton FC
Manchester Storm
Newton-le-Willows Junior FC
Earlestown Cricket Club
Upton Panthers FC
Wilmslow Colts RUFC
Pennington FC Dragons U10
Blackburn Eagles FC
Best Ham United

4 YORKSHIRE - 3

Normanton Knights U12 Girls' Rugby Squad
Pontefract Wildcats FC
FC Pontefract Ladies

5 WALES

6 WEST MIDLANDS - 3

Gornal Athletic Ladies Football
Old Wulfrunians
Bromsgrove RFC U16

7 EAST MIDLANDS

8 SOUTH WEST - 1

Berrow Junior FC

9 SOUTH EAST

10 LONDON

11 ANGLIA - 1

Sundon Park Rangers U12 Football Club

MANCHESTER STORM ICE HOCKEY

Simple Life and Manchester Storm are delighted to partner together to help create a community block at the home of the Manchester Storm. This community block provides discounted tickets to various community groups and the opportunity for those groups to attend live ice hockey matches and engage with the players themselves. The donation also directly benefits the Manchester Storm academy which has children from ages 6 upwards.

During the 24/25 season the Simple Life community block welcomed 1,556 people who, without the donation, would not have been able to attend. This figure is made up of 954 under 16s and 602 adults.



Manchester Storm is delighted and proud to have worked in partnership with Simple Life for a 2nd successive season. By working together across the Greater Manchester region, we have welcomed 1,556 people who have benefitted from this partnership, this brings the total across the past 2 seasons to 2,472 people! We are committed to continuing to grow the partnership and to meeting many more children in schools and community groups across the area. We are looking forward to a 3rd year together and continuing to welcome community groups and others to The Storm Shelter."

MARK NOAKES, DIRECTOR OF OPERATIONS & BUSINESS DEVELOPMENT

1,556

ATTENDEES
2024/25

954

UNDER 16'S

602

ADULTS

SUTTON CC

Supporting local clubs in communities where we operate is a key social impact goal, and Sutton CC have been recipients in this regard over the past few seasons, with funds essential to their club requirements.



Once again we give our utmost thanks to Simple Life for their continued support in the 2025 season. Their commitment and support to both our senior and junior section have provided unprecedented results on the pitch for the 1stXI and our junior sides.

On a personal note being sponsored by Simple Life is a great pleasure as their values and passion align perfectly with my own personal life. I look forward to hopefully many more prosperous years ahead with the support of Simple Life remaining a key component of the same."

JOE, 1ST TEAM CAPTAIN



» SUPPORTING SPORTS CLUBS

EARLESTOWN CC

Enhancing communities through our business and developments is a key focus, something hugely evident in our partnership with Earlestown Cricket Club, met as a result of focused community and resident engagement. Seeing the club thrive and continue to grow through greater visibility and wider reach is a positive outcome.



As a member of the club for 30 years I can remember what the ground looked like before the Earle Street development. It has transformed our ground from being almost on the edge of Earlestown to being in the centre, surrounded by homes and a bustling community, not to mention the new members we have gained from the estate.

Add to that the sponsorship and it's safe to say that Simple Life has had a huge impact on our club. Dealing with Niamh has been fun and a pleasure since the very first phone call. We call ourselves Etowners and Niamh is definitely an honorary Etowner.

We hope to continue our partnership for many years to come."

KARL ALLAN, EARLESTOWN CRICKET CLUB.



RUNCORN CC

Supporting local clubs in the areas where we operate involves reaching out to residents and local communities, to ensure access and participation are never barriers. Our support for Runcorn Rebels illustrates the positive power of such support and we are delighted to read of their growth and the clear impact of this partnership, evident in the feedback from members. This really is true and meaningful engagement and social impact.



Our team has grown this season alone from about 15 ladies last year and only a softball team to a whopping 28 women and girls this year. We have started up an all women's hardball team this season, and as you've seen, we are smashing it so far and remain unbeaten. We range from ages 15 to 60+ and all very much love getting together. Your sponsorship has helped us more than you will ever know. We wouldn't be as progressed as we are today without it. From kitting us out with the equipment we very much needed to get started in hardball and then helping us to look the absolute part while we take to the field! It allowed us to gain confidence and involve more people to give it a try. We honestly can't thank you enough and appreciate your sponsorship to us immensely. Thank you"

MICHELLE BRYAN - TEAM TREASURER AND HARDBALL VICE CAPTAIN



2025 SEASON REVIEW

What a debut season we've had for our 1st ever women's hardball team to go undefeated and win the league the way we did. Next year we hope to do the same as we look to move up into Division 3.

TEAM SEASON STATS:

1,091

TOTAL RUNS SCORED (WITH 9 BATTERS GETTING TO RETIREMENT SCORE OF 30)

92

TOTAL WICKETS TAKEN (INCLUDING 1 5FER & 2 HAT-TRICKS)

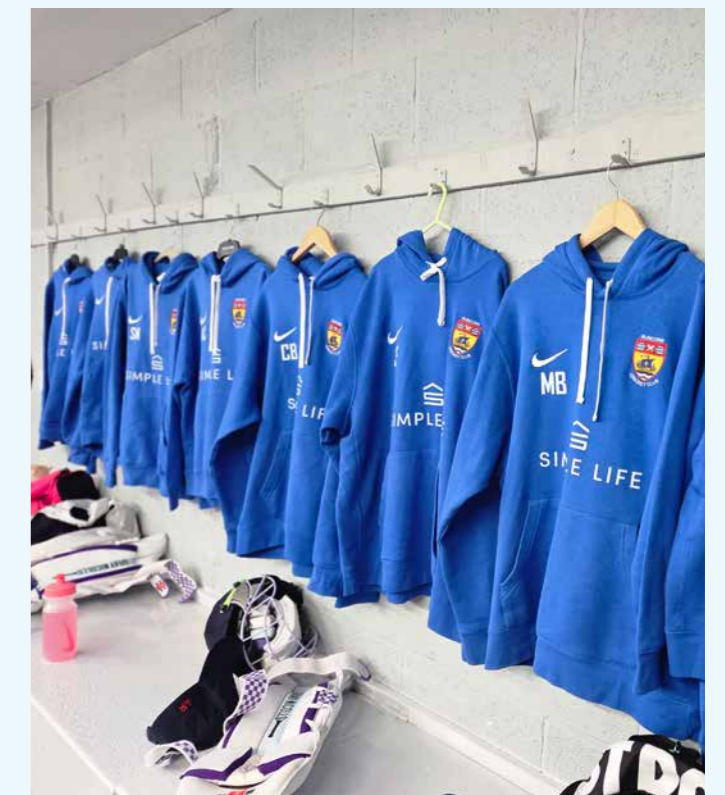


None of this would have been possible without the support and generosity we have received from Simplelife over the last few years! From everyone involved here at Runcorn, thank you so very much for being our sponsor. You've enabled us to get kitted out, both in equipment and team wear, giving us the confidence to take to the field and play cricket in an epic way. We honestly believe we wouldn't have had the opportunity to advance this far without your support."



As captain of the newly formed hardball team at Runcorn, I'd just like to thank you for your generosity over the years. Your support has helped in so many ways. Allowing us to get team kit (pads/gloves/helmets) & playing kit which makes us look smart and professional on the pitch. Without your support we may never have formed a hardball team. So, thank you from the bottom of my heart."

STEPH WOODSTOCK - HARDBALL CAPTAIN



Eternally grateful for the support Simple Life have given to the Runcorn Rebels Cricket team. Thanks to them we all turn up looking professional, with our pitch and equipment looking professional. I genuinely believe this has helped our success this season.

Personally, I've been in women's sports for decades and getting any sponsorship is always a struggle. Simple Life have shown our worth and are wonderful!"

SAM MARSH - HARDBALL TEAM MEMBER

>> SUPPORTING SPORTS CLUBS

SUNDON PARK FC

Cost can be a barrier to participation in clubs and activities, and our social impact commitment aims to alleviate this pressure for families.



This is the 2nd time Simple Life have sponsored Sundon Park Rangers (Reds) Saturday U14 team.

Having Simple Life sponsorship provides the boys with full match kit & training shirts. This takes the financial pressure off the parents as they have to pay a yearly fee for their boys to play football.

Working with Simple Life has been a breath-of-fresh-air for me as Coach. A good partnership with our sponsor gives me one less thing to worry about.

Thank you so much.”

RYAN DOHERTY, COACH



FC PONTEFRACT

Clubs big, small, established and new can access our support, ensuring a broad range of support is provided. We are delighted that the Pontefract Ladies look the part in their new kit.



Here at FC Pontefract we're preparing for our first season at our new club. Training is going extremely well, we're building fitness levels and ball mastery is getting much more confident. The feedback from the sessions is that we're getting fitter and having fun at the same time. The team has already become so close that each and every member is supporting each other on their football journey.

From a coaching perspective, I couldn't be any happier with the hard work the ladies are putting in. I am appreciative of the time everyone is investing especially around busy lives of work and family. I'm looking forward to the season starting and all this hard work being used in games.

We are extremely appreciative of the support we have received from Simple Life, without your support we wouldn't be in a position to have both home and away kits along with hoodies for every player. Thank you so much.”

STEWART LOCKER, COACH



GORNAL LADIES FC

One can never underestimate the impact of looking professional and feeling like a team.

STUART ATKISS, GORNAL ATHLETIC LADIES MANAGER



I just wanted to say a big thank you for your sponsorship for the ladies tracksuits and training tops it is greatly appreciated for myself and all the team as they now look the part.”

PONTEFRACT WILDCATS FC U9S

What an incredible season it has been for Pontefract Wildcats Under 9s girls team!

From the very first training session to the final match of the season, the girls have shown amazing growth - not just in skill, but in confidence, teamwork, and passion for the game. Whether it was mastering new drills, supporting each other on and off the pitch, or celebrating those hard-earned goals, every player has come a long way and should be incredibly proud of themselves.

There has been huge improvement in ball control, passing accuracy, and positional awareness - but more importantly, the girls have built lasting friendships and learned the value of commitment, resilience, and sportsmanship. The energy, smiles, and determination they bring each week are what grassroots football is all about.



COACH CHLOE WATTS SAYS:



It's been amazing to watch the development and mindsets of these girls throughout the season. Their dedication, resilience, and love for the game are truly inspiring. They really are the future Lionesses, and I couldn't be prouder of each and every one of them.”

A massive thank you to our incredible sponsors - Simple Life - your generous support has made this journey possible. From kits to equipment and everything in between, you've played a huge part in giving these young players the tools and confidence to shine.

We're so excited to see what the future holds - and with this group of talented, determined girls, the future is looking bright!”



>> SUPPORTING SPORTS CLUBS

EDINBURGH HOCKEY CLUB

PARTICIPATION FOR ALL PROGRAMME

The club is a non-profit making Community Amateur Sports Club, based in the South of Edinburgh. It exists to provide the health and wellbeing benefits of sport to as many people in the community as possible.

The club are looking to improve player retention rates, reducing teenager dropout, in particular. A return to hockey initiative, a hardship fund and a tailored approach for older members of the community should further drive the inclusion agenda.



COMMENTING ON THE NEW PARTNERSHIP, PHIL DOGGART, PRESIDENT OF EHC SAID



Simple Life's support means we can start doing things that have been beyond our means. Our Participation for All programme is in its infancy, and we can now be more confident of increasing opportunities for people from the age of 8 to 80 to get involved."



NIAMH WALDRON, SOCIAL IMPACT & SUSTAINABILITY DIRECTOR AT SIGMA CAPITAL, COMMENTED:



Making a positive difference to the lives of people is a key focus of my role, and local support where we operate is important. To this end we strive to team up with clubs, schools and charities on projects and activities that reflect our business values and support their needs. We are delighted to support the work Edinburgh Hockey Club are doing to build a strong supportive club where all are welcome, encouraged and valued. We look forward to building our partnership and support in the months ahead."

OLD WULFRUNIANS FC

With aims and goals that align with our values we are delighted to welcome Old Wulfrunians to our family of clubs. The club aims to support the development of women's participation and build strong partnerships, creating opportunities for girls and women to take part, enjoy and thrive.



BEST HAM UNITED

The impact of club support comes in many guises, and with people at the heart of our engagement it is wonderful to read of the benefits participation in club teams have on overall health and wellbeing.



This team of ladies didn't know everyone at first, there were a couple of friends within the group who reached out to their respective networks for additional players, and they now have a dedicated team of players who enjoy their Tuesday night football. The team all work in diverse careers from teachers to bus drivers, all who love their jobs but more importantly enjoy the camaraderie of playing as a team and coming together as one. It's not all about the results, it's about having that time where any worries can be forgotten for 40 minutes to enjoy the game, laughing and joking with each other and having an additional circle of friends outside everyday life. Playing as a team brings everyone together, no matter what your home or work worries or struggles are, and gives each other someone to laugh with, someone to talk to, someone to listen and a shoulder to cry on. Having a team as close knit as these ladies helps massively with everyone's wellbeing where everyone reaches out to each other; the positive vibe this team has is amazing!"

STEWART LOCKER, COACH



» SUPPORTING SPORTS CLUBS

CARNEGIE SWIM CLUB

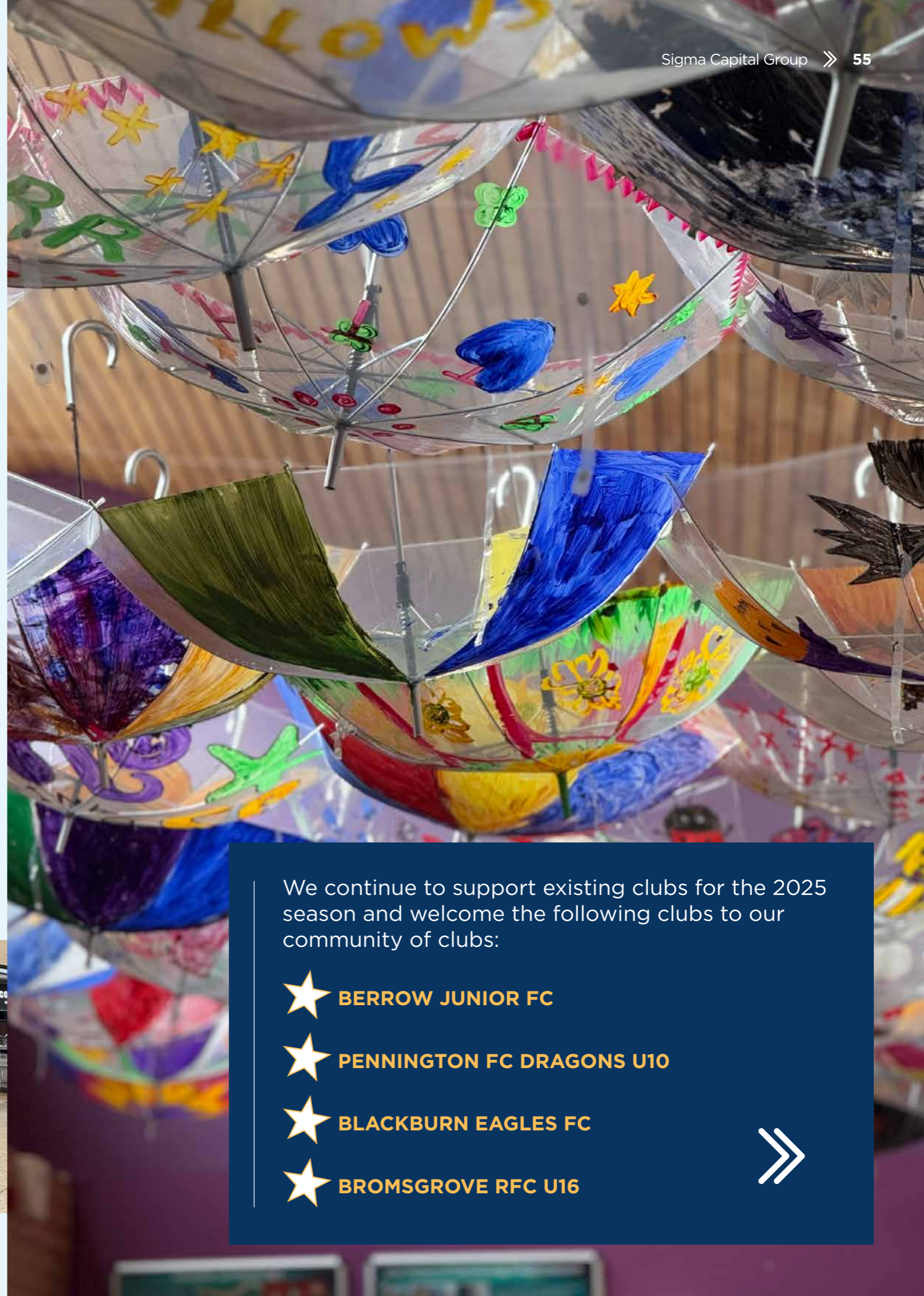
February 2025 – 35 swimmers and 8 coaches/team managers enjoyed a winter training trip camp in Lanzarote and looked amazing in their Simple Life t-shirts.



The swimming training camp was a great success and the club’s swimmers have had an extremely successful year. Carnegie amateur swimming club had 3 swimmers at the British Championships in the summer (up from 1 last year) as well as record numbers at the East Districts Age Groups, Scottish National Age Groups, Scottish National Open and Scottish National Summer Meet. Carnegie also have a World Champion Masters swimmer amongst the coaching team who supported the Lanzarote trip. Janet McLean won gold in the 200m butterfly in the 50-54 years group at the recent World Championships in Singapore.

The t-shirts you funded were great for team identity and unity and were used daily by both swimmers and coaches alike. They are still worn regularly at land training sessions and on poolside at galas.”

KAREN BALANOWSKI, COACH



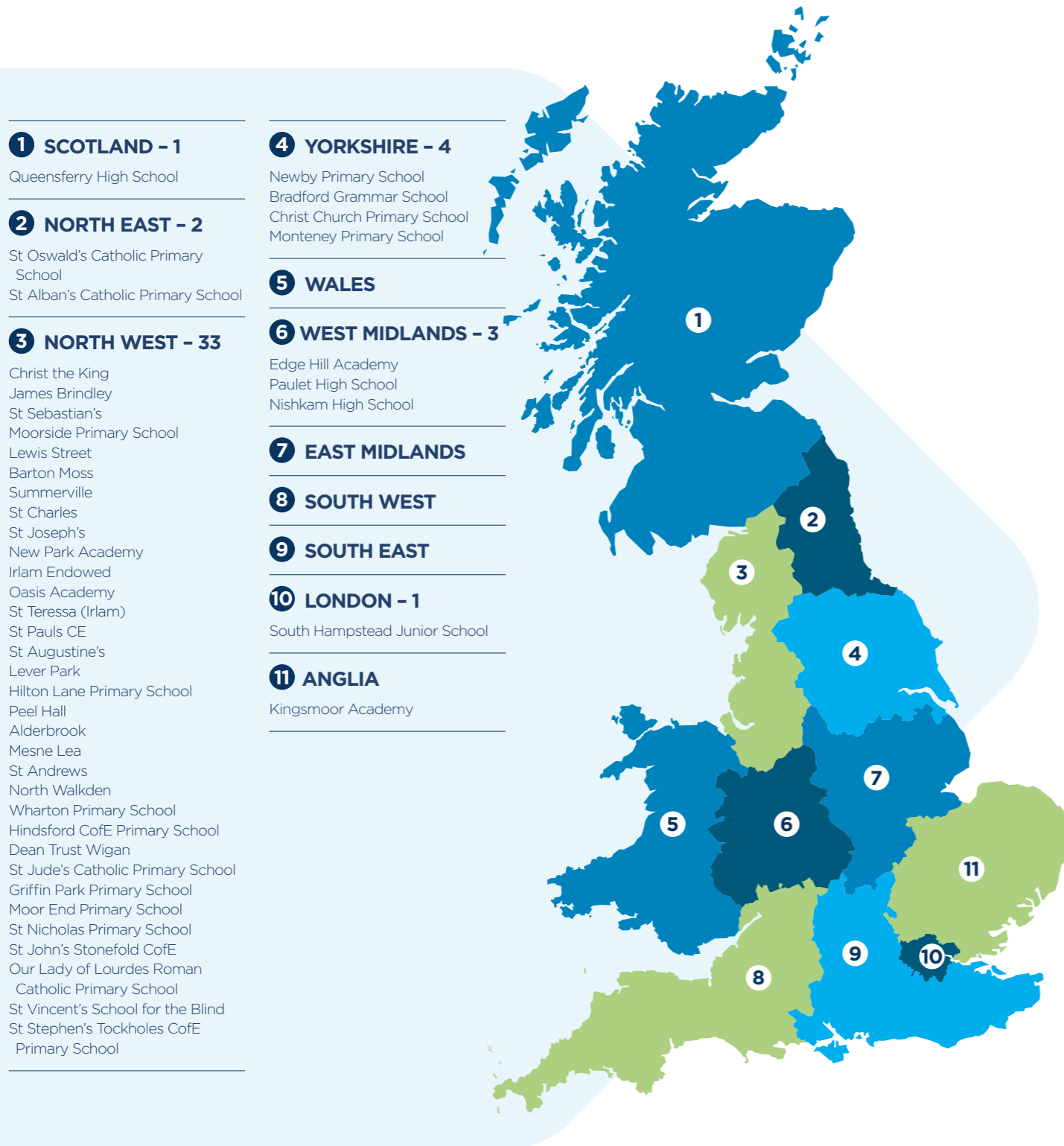
We continue to support existing clubs for the 2025 season and welcome the following clubs to our community of clubs:

- ★ **BERROW JUNIOR FC**
- ★ **PENNINGTON FC DRAGONS U10**
- ★ **BLACKBURN EAGLES FC**
- ★ **BROMSGROVE RFC U16**



SCHOOLS' ENGAGEMENT

Schools and young people are very much at the heart of communities, and engagement in this area is a very natural activity. In fact it is the responsibility of all involved in a local community. Requirements vary across the country and from community to community, therefore engagement is specific and unique to each community. Understanding this and meeting these requirements calls for conversation, listening and collaboration, followed by meaningful and ongoing action. From tree planting, to social skills learning, from empathy and compassion classes, to qualifications in Design and Construction, the range and impact is diverse and long ranging. Sigma continues to value the importance of these engagements and partnerships, and is proud of its activities with schools.



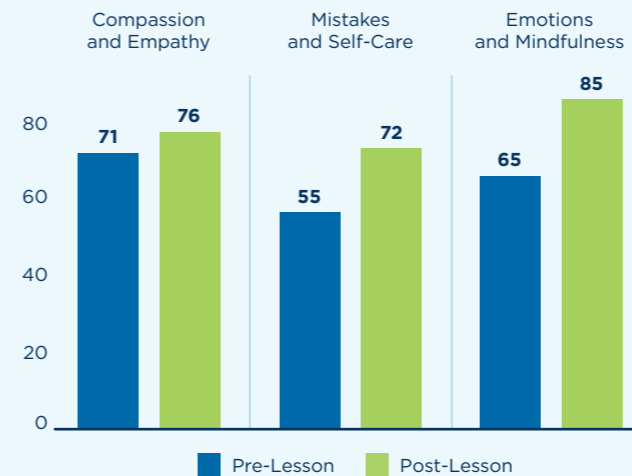
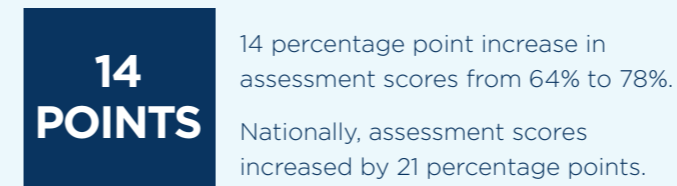
SIMPLE LIFE HOMES AND EVERFI

THE COMPASSION PROJECT IN CLASSROOMS

Simple Life Homes proudly sponsored EVERFI's Compassion Project program — a digital initiative helping primary school children (ages 7-11) build empathy, kindness, and emotional awareness. Alongside the online lessons, EVERFI delivered in-school workshops led by trained facilitators on behalf of Simple Life Homes.

The impact on the skills covered can be seen on the table below:

UPPER ELEMENTARY KNOWLEDGE GAIN DETAILS

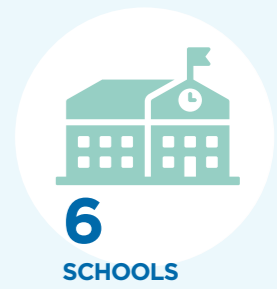
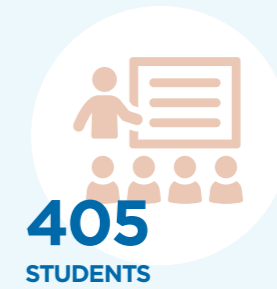


FEEDBACK

"It was hugely successful... you can tell they are trying to think about it. So it has had a knock-on effect.

So the fact that they've sponsored it and it came to us as free was a massive impact really, because we wouldn't have had access otherwise."

MELISSA HILTON, CLASS TEACHER, ST STEPHEN'S TOCKHOLES CofE PRIMARY



"We did this so our friendships can be stronger, so we can be happier... I think you should do it because it's all about compassion and kindness."

STUDENT A, ST STEPHEN'S TOCKHOLES CofE PRIMARY

"It helped me to be kinder to everyone."

STUDENT B, ST STEPHEN'S TOCKHOLES CofE PRIMARY

» Find out more here: [Compassion Impact Report](#)

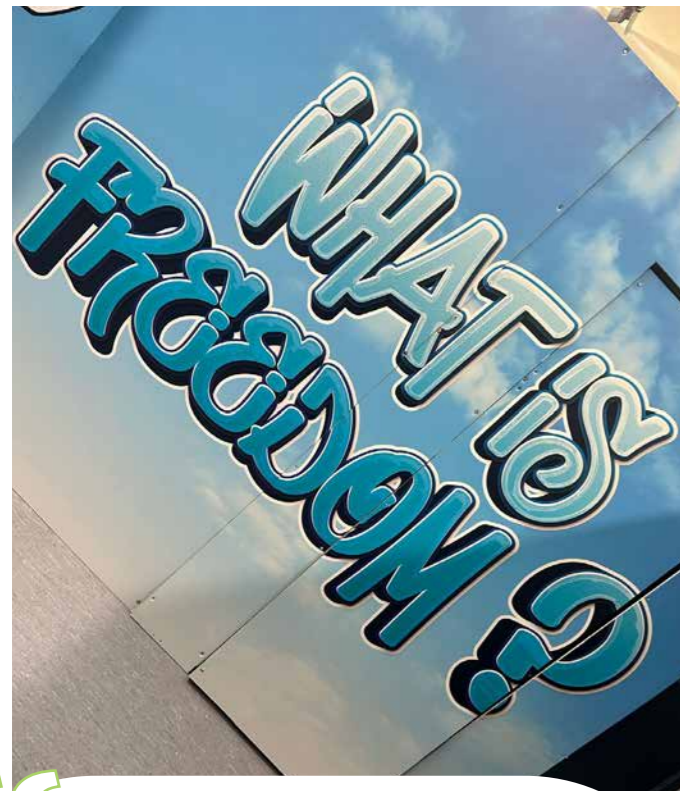
>> **SCHOOLS' ENGAGEMENT**

MINDS ON A MISSION

Simple Life partnered with Minds on a Mission, delivering workshops on antisocial behaviour in response to the rising crime rate amongst young people, specifically related to incidents on public transport which resulted in some Manchester buses changing their routes, affecting hundreds in the local community. Workshops aim to educate children on their actions, the effects beyond the 'here and now', peer pressure and consequences of their decisions.

Delivered through an interactive experience ensuring inclusivity and accessibility, children learn information that is 100% factual and listen to recordings of victims. An end of the session knowledge check and conversation consolidates learning for all.

Schools visited focused on children ranged from age 8-11 years in locations close to Simple Life communities in the Greater Manchester area with all participating in an antisocial behaviour experience titled **'BREAK THE CULTURE'**.



It was really good. It helped with teamwork and friendships I would do it again, it has a lot of exciting features"

YEAR 6 BOY



FEEDBACK



Thank you for coming to deliver the anti-social behaviour on buses escape room at New Park Academy. The day was very well organised and the staff that delivered the workshop were knowledgeable and supportive. It was certainly beneficial to all of the pupils who accessed it showing the wider consequences that your actions can have. Plus, all pupils engaged well with the task, which isn't easy given the needs of our pupils. We would love to be involved with any future workshops that you offer."

NEW PARK ACADEMY

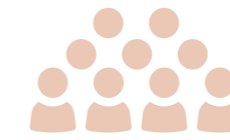
"We were thrilled to welcome Minds on a Mission into our school to lead an ASB (Anti-Social Behaviour) escape room for our Year 7 students. The session was engaging, interactive, and incredibly impactful. The students came out not only excited but also equipped with valuable knowledge and strategies to help them make positive choices and avoid anti-social behaviour in the future. The team were fantastic—friendly, professional, and truly excellent educators. We are so grateful for their support and would highly recommend them to any school looking to educate young people in an engaging and meaningful way."

OASIS ACADEMY

DATA 2024/25



23
SCHOOLS



1,380+
CHILDREN

1. CHRIST THE KING
2. JAMES BRINDLEY
3. ST SEBASTIAN'S
4. MOORSIDE PRIMARY
5. LEWIS STREET
6. BARTON MOSS
7. SUMMERVILLE
8. ST CHARLES
9. ST JOSEPH'S
10. NEW PARK ACADEMY
11. IRLAM ENDOWED
12. OASIS ACADEMY
13. ST TERESSA (IRLAM)
14. ST PAULS CE
15. ST AUGUSTINE'S
16. LEVER PARK



I really enjoyed the escape room. It shows me how people can do something and not think about how bad it is. Also, it shows me how much money its costs to fix things"

YEAR 6 BOY



It was really good, it helped with teamwork and the talk at the end was really good as it helped us see exactly what our actions can lead to"

YEAR 6 GIRL

17. HILTON LANE PRIMARY
18. PEEL HALL
19. ALDERBROOK
20. MESNE LEA
21. ST ANDREWS
22. NORTH WALKDEN
23. WHARTON PRIMARY

EFFECTIVENOW

Employers increasingly seek individuals with higher-order skills that enable them to adapt, learn, and excel in various situations to give their business the edge in innovation, creativity and growth. Simple Life's business partnership with Effectivenow provides access for schools in Scotland with a programme to teach young people these vital skills alongside their academic studies. Aimed at senior students the programme offers opportunity for mentoring, work experience, and engagement with businesses, whilst gaining SCQF Levels 3-5 certification.

>> Find out more here: [effectivenow Impact Report](#)

DATA 2024/25



10
SCHOOLS



150
STUDENTS



50+
HOURS OF LEARNING



137
CERTIFICATES ACHIEVED

» SCHOOLS' ENGAGEMENT

CLASS OF YOUR OWN - DESIGN ENGINEER CONSTRUCT

Class Of Your Own are award-winning creators of the Design Engineer Construct! ('DEC') Learning Programme, a STEM-focused Built Environment and Infrastructure learning programme that delivers genuine social, economic and environmental impact. Young people are empowered and educated to design, engineer and construct for the future as DEC aims to nurture a talent pipeline for the built environment and infrastructure sector.



We would like to thank Sigma Capital Group who have supported the programme at Queensferry High School during the academic year 2024/25."

DANIEL MCDONAGH, EDUCATION DIRECTOR

Feedback from a parent on the news of achieving the award further highlights the impact this course is having.



That's fantastic. He absolutely loves this course, and he now hopes to pursue a career in this field. You have truly inspired him."

E YOUNG (PARENT)



With the support of our new adopter Sigma Capital Group our Design Engineer Construct course has continued to go from strength to strength. We are on track to present approximately 37 pupils next year which is a significant increase from the 16 we have presented in the current academic session 2024/25. This had grown year on year as we continue to promote careers in the built environment through the course. The support from Niamh at Sigma and positive feedback from the site visit to the Lovell housing development has undoubtedly raised awareness of the course and allowed us to increase our uptake.

In terms of impact, we are now starting to see pupils considering careers that had previously not been promoted in schools, including a recent school leaver who left school to pursue quantity surveying.

Pupils continue to produce incredible BIM work using industry standard software allied with hands on practical experiences to look at various job roles.

We look forward to the course continuing to develop opportunities for learners, with support from our partners at Class of Your Own and Sigma Capital Group."

SCOTT HARRIS, CURRICULUM LEADER TECHNOLOGIES, QUEENSFERRY HIGH SCHOOL

DATA

16

LEARNERS (1 FEMALE, 2 FROM ETHNIC MINORITY COMMUNITIES (EMC), 3 WITH ADDITIONAL SUPPORT NEEDS (ASN))

3,840

TOTAL DEC LEARNING HOURS

50

TEACHER TRAINING HOURS

12

VOLUNTEER HOURS



Bringing the students onto a live development site was a brilliant way to show them the real-world application of construction and its crucial role in building sustainable communities. It was a pleasure to see their enthusiasm as they engaged with every part of the day, from learning about safety to getting hands-on during the painting session."

BOB STRACHAN, CONTRACTS MANAGER AT LOVELL

» Find out more here: [Annual Report](#)

ACADEMY OF REAL ASSETS

The Academy of Real Assets was founded on an ambition to introduce real estate and real assets industry to young people, promoting diversity, opportunity and social mobility within the industry. Sigma Capital and Simple Life Homes continue to support the work and vision of The Academy as they deliver workshops, events and work experience opportunities in real estate to schools and communities across the country.



Niamh and Sigma have been early and amazing supporters of The Academy. We now get to over 5,000 young people each year and help them understand and access the opportunities in our great industry. Through membership of The Academy Sigma is able to have a significant impact on young people right across the UK and often in areas that are historically neglected."

STEPHEN YORKE, CEO & FOUNDER



The Academy's annual Essay Competition reflects the views of young people in this space, and details of the 2025 book launch can be found here.

» [Academy of Real Assets - Book Launch Party 2025](#)
<https://www.youtube.com/watch?v=nXX9tDU6w4A>

» ["If I Could Build My Neighbourhood From Scratch..." PDF to Flipbook](#)
<https://heyzine.com/flip-book/b149549c1c.html#page/1>



Photographer, Johnny Coburn of Coburn Communications.

The award-winning Design, Engineer, Construct! Learning Programme brings architecture, engineering and construction into the classroom

BROUGHT TO YOU BY:

classofyourown
EDUCATING THE FUTURE OF CONSTRUCTION

» SCHOOLS' ENGAGEMENT

BURTON ALBION COMMUNITY FOUNDATION



Understanding what is needed in a community has been at the centre of Simple Life support, with a focus on young people, reading and health and wellbeing.



PROGRAMMES INCLUDE:

- Heads Up Transition programmes for 16 children in partnership with local school - Edge Hill Academy
- Reading Stars programme for 20 children, including a book box left at school
- Financial support to give every child from the above a space on our holiday camps over the summer

36
CHILDREN



BIODIVERSITY PROJECT

The importance of biodiversity is clearly reported, impacting everything from our wellbeing to food production, so learning about and providing access to the opportunity to engage in nature based activities for young people is essential. Sigma partners with Green the UK to provide workshops on wildflowers and vegetable planting, building garden spaces in schools and the natural benefits that follow.

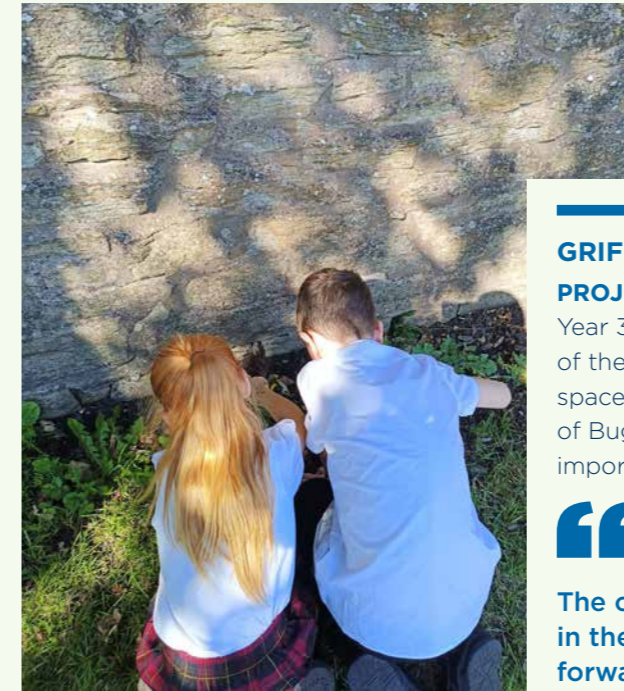
430
CHILDREN
(831 CHILDREN TO DATE)

10
SCHOOLS
(18 SCHOOLS TO DATE)

HINDSFORD C OF E PRIMARY, WIGAN

PROJECT DETAILS:

Planting was completed with Year 5 and 5 pupils from the eco council. The pupils planted and seeded wildflowers, including Bird's-foot-trefoil (Lotus corniculatus) and Greater Knapweed (Centaurea scabiosa), around their school's outdoor area. Alongside this, the group received a talk on pollinators from Paul Hetherington, Buglife's Director of Fundraising and Communication, and were given the opportunity to ask any bug related questions they had.



GRIFFIN PRIMARY SCHOOL, ACCRINGTON

PROJECT OVERVIEW:

Year 3 pupils planted a strip of wildflowers along the stone wall in front of their school, working with the school to create pollinator friendly spaces. Alongside this, the Year 3 class also received a talk from one of Buglife's expert staff on invertebrates, pollinators and why they are important for us all.



The children really enjoyed planting the wildflower plug plants in the soil in front of our school stone wall. We are looking forward to seeing the wildflowers establishing and hopefully flowering next year. Many thanks to Simple Life Homes for providing the plug plants."

TEACHER GRIFFIN PARK

DEAN TRUST HIGH SCHOOL, WIGAN

PROJECT DETAILS:

Year 8 Eco Club planted Devil's-bit Scabious (Succisa pratensis) and Yellow Rattle (Rhinanthus minor), in their school field and planted wildflower plugs around their school's pond, including Ragged Robin (Lychnis flos-cuculi) and Meadow Vetchling (Lathyrus pratensis). Alongside this, the group received a talk on pollinators from Paul Hetherington, Buglife's Director of Fundraising and Communication, and were given the opportunity to ask any bug related questions they had.



I like the variety of plants we received, and I like how they are able to bloom at similar seasons, so we can see them all grow together. It was really cool because there were a lot of different options to plant, so thank you for giving us such beautiful plants."

PUPIL, DEAN TRUST



Thank you for including so many different types of flowers, there was such a great variety."

TEACHER, DEAN TRUST HIGH SCHOOLS



» SCHOOLS' ENGAGEMENT

BRADFORD GRAMMAR

PROJECT OVERVIEW:

Children from Reception, Year 1 and year 2 took part in the planting day, helping to prepare the ground and scattering wildflower seeds to provide new homes for pollinators.



We were delighted to be involved with some wildflowering of the area alongside Buglife this year. The children loved being able to see the beginning of the journey as we spread the seeds and we look forward to the future discussions around habitats and species survival as the flowers grow. Special thanks to Paul, who showed great patience with our younger learners as he introduced these important concepts. We are looking at ways we can incorporate bug hotels and other natural features that will help wildlife around our site as we develop it too."

RECEPTION TEACHER, BRADFORD GRAMMAR



NEWBY PRIMARY, SHIPLEY



The session linked really closely to the Science we had been doing in class. This meant children could link what we had already learnt to the things being discussed. It was great to have an 'expert' in the room with us - it helped children to see future career opportunities as well as bringing Science to life."

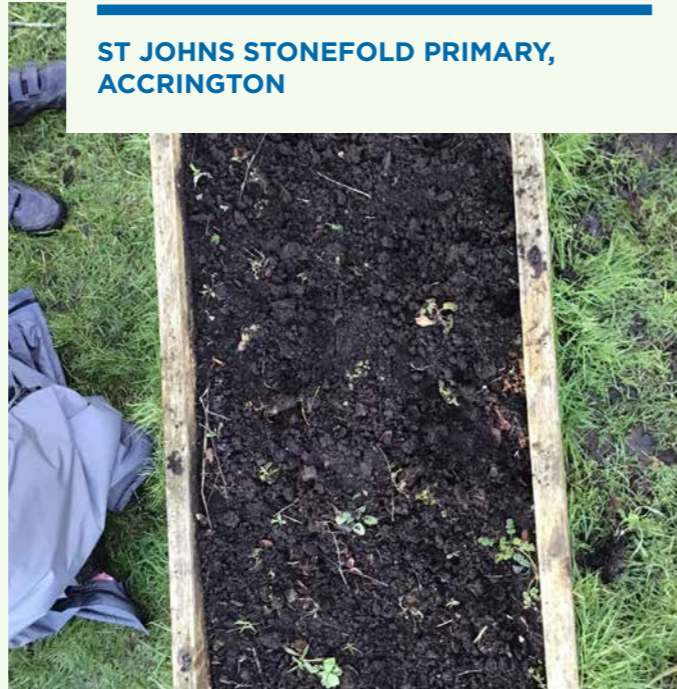
TEACHER, NEWBY PRIMARY



The Environment is something our children are really passionate about, so to have someone talk to us about the importance of biodiversity, particularly the 'bugs', which get overlooked but are crucially important."

YEAR 4 TEACHER, NEWBY PRIMARY

ST JOHNS STONEFOLD PRIMARY, ACCRINGTON



ST NICHOLAS PRIMARY, ACCRINGTON

PROJECT OVERVIEW:

EYFS pupils planted the wildflowers, including Meadow Cranesbill (*Geranium pratense*) and Field Scabious (*Knautia arvensis*), around their school's outdoor area and are planning on using the remaining seed to enhance these areas with the same class in the spring to create a new wildflower meadow.



We were very excited to receive our plant plugs!"

MOOR END PRIMARY, ACCRINGTON

PROJECT OVERVIEW:

Year 5 pupils planted the wildflowers, including Bird's-foot-trefoil (*Lotus corniculatus*) and Greater Knapweed (*Centaurea scabiosa*), around their school's outdoor area and are planning on using the remaining seed to enhance these areas with other classes in the school in the spring. Moor End Primary has a special educational needs unit, so the planting took place to help create a calming environment.



A dedicated team from all areas of school are working very hard to develop this outside area to compliment all areas of the curriculum and as a calming space for children who need to re-regulate."

TEACHER, MOOR END PRIMARY

CHRIST CHURCH PRIMARY, SHIPLEY



The session sparked genuine curiosity and excitement about the vital role pollinators play in our ecosystems. The interactive learning, combined with the hands-on experience of planting wildflower seeds and bulbs, helped our students truly connect with nature and understand how even small actions can make a big difference for wildlife. Thanks to the generous provision of wildflower seeds and bulbs, we've now created a beautiful wildflower garden that not only enhances our school environment but also provides a valuable habitat for bees, butterflies, and other pollinators. This has linked heavily with our new Eco-Council and our work to develop our current school grounds and looking forward to further extending."

TEACHER, CHRIST CHURCH PRIMARY



I loved getting my hands dirty - it was such a fun change from normal classroom lessons! I think it's great that gardening helps nature, especially the bees because we really need them. I'm excited to see how the plants grow over time."

PUPIL, NISHKAM HIGH SCHOOL



NISHKAM HIGH SCHOOL, SMETHWICK

PROJECT OVERVIEW:

Children from all year groups across the high school took part in the wildflower planting project. They received Buglife's Digital School Planting Pack, as well as a talk from Paul that explained the importance of pollinating insects and their ecosystem services. To support the process, we provided a downloaded resource pack filled with facts about the wildflowers the school was going to receive. The school later planted their seeds in various pots to grow on.



I really enjoyed learning about gardening. It was fun to find out how growing plants can help nature, bugs, and support the environment. I'm really looking forward to seeing how everything grows!"

PUPIL, NISHKAM HIGH SCHOOL

» HEALTH, WELLBEING AND COMMUNITY

Our commitment to providing access to quality mental health and physical health platforms for residents is provided through DanceSing, FIIT, and Myndup, each offering a range of online programmes.

MYNDUP

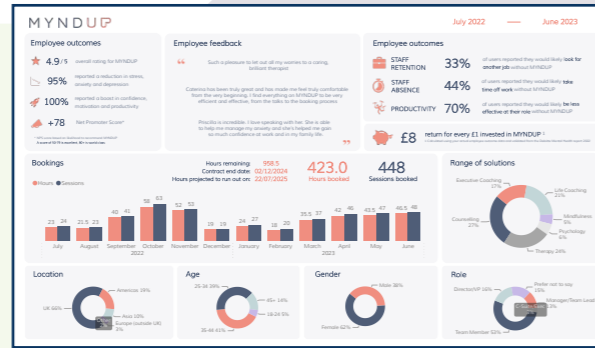
In 2024 Sigma teamed with MYNDUP, a company that helps people find the right support for their mental health needs, across the entire spectrum of therapy, counselling, coaching and more, providing support offerings for Sigma colleagues and Simple Life residents.

JOEL GUJRAL, CEO AT MYNDUP ADDED:



With so much going on in the world, it's vital that people are able to access the ability to talk with someone in an anonymous manner.

We started our journey after noticing most employee assistance plans offer a one-size-fits-all solution that can feel quite slow. We are proud to support Simple Life residents and Sigma employees with a simple and fast way to get mental health support in a tailored way that suits each individual."



We are proud to put health, wellbeing, and community at the heart of our Social Impact commitments, providing every resident, colleague and their families with access to danceSing's Lifestyle Wellness Platform.

An engaging, evidence-based programme designed to support holistic wellbeing, the platform provides Pilates, Dance Fitness, Yoga, and First Steps to Fitness, through to guided meditations, nutrition programmes, and a 24/7 wellbeing radio station. Users have a wealth of resources at their fingertips. There's even a little singing to lift the spirits. This initiative ensures that wellbeing isn't a luxury, but something everyone can access every day.

Our commitment doesn't stop there. We have extended the platform to charity partners at Smart Works and Speed of Sight, ensuring that all volunteers and staff can access this valuable resource. Building on that success, we are now delighted to gift the platform to Capability Scotland, widening our impact further.

To date, over 20 Capability Scotland staff have received in-person training from danceSing, giving them the skills and confidence to deliver exceptional wellbeing experiences for the people they

support. The evidence from the University of Stirling shows just how transformative these resources are for those who use them regularly:

49%
REDUCTION IN DEPRESSION

34%
REDUCTION IN ANXIETY

31%
REDUCTION IN FEAR OF FALLING

29%
IMPROVEMENT IN SLEEP SATISFACTION

The impact is more than numbers. On a recent visit, danceSing worked with Capability Scotland staff and over 20 people they support. The day began with training and team building for staff, followed by a vibrant real-life session using the digital platform. The room was alive with singing, tapping, dancing, and laughter, moments of joy and connection that looked different for everyone, but mattered deeply to all. The session ended with calming chair yoga, where for some it was the first time all day, they felt centred and at peace.



NATALIE GARRY FROM DANCESING COMMENTED,



This is what Social Impact in action looks like: small moments building into life-changing impact. We are proud that through Simple Life Homes' support, thousands of people from residents to frontline staff, and from Smart Works volunteers to Capability Scotland participants are benefitting from danceSing's digital wellbeing platform. Together, we are making health, joy, and connection accessible to all."



FIIT

2024 saw the addition of Fiit, a fitness app, to support resident health and wellbeing provision. Fiit delivers a huge range of workouts and classes suitable for the home or gym, with world class instructors. 100 annual memberships were snapped up and provision for 2025 has been adjusted to provide 200 six month Simple Life memberships.

IAN MCCAIG, CEO AT FIIT SAID:



As our lives become busier and more sedentary, we at FIIT understand how important—and challenging—it can be to incorporate movement into our daily routines. That's why we're excited to partner with Sigma to provide our app to their Simple Life residents. The enthusiasm with which they've embraced our platform is truly encouraging. We look forward to supporting Sigma in helping their residents to reach their fitness goals and beyond."



» HEALTH, WELLBEING AND COMMUNITY

PEACE OF MIND

Our now celebrated Peace of Mind competition, returned for its seventh consecutive year and as always we received an amazing number of entries. Residents nominated loved ones for a chance to win a personalised prize valued at up to £500 alongside a Spa Breaks Voucher. Every year, we are deeply inspired by the heartfelt nominations and the outpouring of appreciation within our communities. With so many deserving entries, selecting the winners was no easy task. The following 8 people received a prize for 2025:

**RYAN
DUTTON FIELDS
NOMINATED BY SCOTT**

My partner cared for me during 12 months treatment in 2024 for leukaemia (now 8 months in remission) and kept the house and pets looked after. He also lost his mother in August and kept everything going while I could not.

Prize: Next & Spa Breaks Vouchers

**LUCY
HOLYBROOK
NOMINATED BY LUCY**

Lucy next door always brings our bins in for us while we are at work, and takes parcels for us – she's a great neighbour!

Prize: Shopping Vouchers

**JAKE
BASE AT NEWHALL
NOMINATED BY ABBI**

I want to nominate my husband Jake. He's the most amazing fun loving dad to his two beautiful children and the best husband I could ask for. He works extremely hard for us and never asks for anything. He's truly deserves a relax to unwind and switch off and to something just for him to show how much we love him and how proud we are of him.

Prize: Shopping Vouchers

**JAKE
BEAUMONT GREEN
NOMINATED BY HANNAH**

Such a lovely person. The best husband to us. We're currently trying for children with no luck and hope the extra bedroom we wanted in this house will be the place we have our first baby. Always there when I need him through a very difficult and challenging time. Thanks Simple Life!!

Prize: Shopping Vouchers


**JAMES
STRAWBERRY GRANGE
NOMINATED BY LOTTIE**

My partner is really friendly towards our neighbours, and always goes above and beyond. We love living in our community. We're pregnant and can't wait to bring up a new baby in a Simple Life home.

Prize: Amazon Vouchers

**ANASTASIJA
BEAM PARK
NOMINATED BY JUDE**

She is a single mother who always comes and helps with my son and she is the kindest women.

She is always stays at home looking after her daughter so a nice spa day will be such a good day off.

She always brings me groceries when I am at school and cooks me food, she's been the nicest neighbour I've met.

Everyone else in the building doesn't say hello, so her warm and friendly personality has made my stay at Beam Park so welcoming.

I hope she wins the prize, she honestly deserves it a lot!

Prize: Shopping Vouchers

**LILY
ALBION PLACE
NOMINATED BY PHOEBE**

Lily is my sister and she is my rock and I don't know what I would do without her.

Prize: Spa Breaks, Amazon & Virgin Experience Day Vouchers

**JASMINE
SUTHERLAND GRANGE
NOMINATED BY BECKY**

Jas referred me to Simple Life and helped tremendously in my move over here as I do not drive, she has done trips to the recycling centre and waited in for deliveries for me whilst we were in the process of moving she made my move seamless and I couldn't be more happy with my new home.

Prize: Shopping Vouchers



» HEALTH, WELLBEING AND COMMUNITY

SIMPLE LIFE VALENTINES BAKE

February saw love was in the air and in the oven, as the Simple Life residents gathered at Big Bakes Manchester for a Valentine's baking event. With 24 baking stations ready for action, families, couples, and friends rolled up their sleeves, tied on aprons and dove into the delightful world of baking. The atmosphere was filled with excitement and the sweet scent of freshly baked treats as participants rushed to get their creations into the oven. From elegant vintage designs to bold masterpieces to be judged at the end, every team hoping to be crowned Best Bake.

Attendees commented,



We love it! It's so fun to get out and do something different!"



When asked what their favourite ingredient of Simple Life was, one couple simply said,



it's so lovely to do simple things together"

Although there was nothing simple about these bakes, when asked who was feeling confident about bringing home the winning spoon, it was fighting talk from some and nervous laughter from others, as one of our attendees joked "the relationship's on the line" as the Simple Life bakers felt the competitive pressure on their special date night.

Final creations were proudly displayed, each one more impressive than the last. It was clear — at this Simple Life bake-off, the competition was fierce, the creativity was strong, and the memories made were even sweeter than the bakes themselves.



ICE CREAM DASH 2024

71 neighbourhoods, enjoyed a little joy in the form of free ice cream. Our mission? To bring a little bit of sweetness and sunshine to communities up and down the country, which we certainly accomplished.

We served a massive **4,490 ice creams** over the course of the fortnight, from children eagerly lining up to adults enjoying a treat on a Summer's Day.



71

NEIGHBOURHOODS

4,490

ICE CREAMS



>> HEALTH, WELLBEING AND COMMUNITY

BIRMINGHAM BIG BAKE

West Midlands residents gathered for a fun-filled, festive evening at Birmingham Big Bakes. The event was all about building gingerbread houses, step by step, as residents embraced the Christmas spirit and got creative with icing and candy decorations.

The atmosphere was buzzing with holiday cheer as residents connected over gingerbread, laughter, and some friendly competition. It was a perfect opportunity for our residents to come together, bond, and get to know one another—all while enjoying a festive activity and a chance to flex creative skills.



HERE'S WHAT A FEW OF OUR RESIDENTS HAD TO SAY:

"I really enjoyed the experience, to have a landlord committed to giving back to its residents makes all the difference! The bake started to ease me into festivities and give me the chance to spend quality time with loved ones." - Ashleigh

"The baking activity was so fun, and the staff were great, I would encourage others to try it! Thank you to Simple Life for putting this event on" - Robyn



"We had a great time at the Simple Life Christmas event. I think it is a great idea for bringing residents together and lovely that we are offered the opportunity to meet up and take part if we choose to. A really fun experience, thank you!" - Lauren

CHRISTMAS 2024

For the little ones, our festive events are a special chance to share their Christmas wishes. Santa's helpers collected letters along the route, ensuring every child's hopes reached the North Pole. It was heartwarming to see the creativity and thoughtfulness in every letter written by the young (and young at heart!) residents.

Adding a sprinkle of extra magic was our cheeky Elf on the Shelf, who made surprise appearances throughout the parade. From playing hide-and-seek to posing for pictures, the elf added an element of fun that delighted children and adults alike.



4,824

TOTAL PLAYS

Christmas Gaming on the My Simple Life App

1,159

SIMPLE LIFE RESIDENTS!

The excitement extended into the digital world with the return of our Christmas game on the My Simple Life App! Residents guided Santa's sleigh through chimneys, aiming for high scores to win cash prizes. The game was a massive hit, with an incredible **4,824** total plays by **1,159** Simple Life residents!

The competition was fierce with the top 10 all scoring over 100 points. A huge congratulations to our winners who topped the leaderboard.

you sleighed it!



>> HEALTH, WELLBEING AND COMMUNITY

12 DAYS OF CHRISTMAS 2024

12 charities received a Simple Life Christmas donation this year, marking the 12 Days of Christmas. All were nominated by residents and members of local communities in which we operate. With over 50 charities nominated the selection focus was on local charities and groups covering a broad geographic and demographic range.

- | | |
|---|---|
| 1. TINY TICKERS
Leeds | 7. ONCE UPON A SMILE
Manchester |
| 2. 4LOUIS
Sunderland | 8. SHOWTIME COMMUNITY PRODUCTIONS CIO
West Bromwich |
| 3. MENTAL HEALTH CHARTER
Nantwich | 9. THE CRIMSON WAVE ORGANISATION
Greater Manchester |
| 4. ART AGAINST KNIVES
East London | 10. MARTIN HOUSE
Wetherby |
| 5. OLIVE PATHWAY
Manchester | 11. DESTINATION FLORIDA CHILDREN'S CHARITY
Eccles |
| 6. HOPE COMMUNITY CANCER SUPPORT GROUP
Stockton-on-Tees | 12. THE FERRY ELVES
South Queensferry |



Proud to support



Here when families need us most
Registered Charity No. 517919



FEEDBACK RECEIVED ILLUSTRATED CLEARLY THE IMPORTANCE AND IMPACT OF THIS ANNUAL INITIATIVE.



Your email has been passed to me - what wonderful news and such a lovely surprise! This will make a big difference to our work helping babies with congenital heart disease, their families, and the health professionals who look after them. We can thank you and all those involved in the nomination and selection process enough!"

JON ARNOLD, CE, TINY TICKERS



Thank you for getting in touch, this amazing news, we are extremely grateful! This donation will allow us to support at least 33 bereaved families with one of our memory boxes, allowing them to gain precious memories. Thank you so much for the support."

PAULA PARNABY, ADMIN OFFICER, 4LOUIS



Wow wow wow! Thank you so much. As a registered non-profit community interest company, it's donations like this that make a real difference to our communities."

- LEAH MORAN, FUNDRAISING OFFICER, MENTAL HEALTH CHARTER

Support for **SHOWCASE COMMUNITY PRODUCTIONS CIO** has grown since nomination in 2023, ensuring access to performing arts to many across the Midlands. We look forward to supporting the aims and vision in the year ahead.

MATT FLAVIN, SECRETARY OF 'SHOWTIME COMMUNITY PRODUCTIONS CIO':



"We are a performing arts group located in Wednesbury and provide opportunities to young people and adults from the local community to get involved in performances across the year.

I would like to thank you for your previous kind donation for £1,000.00 and thank you for the kind offer of the donation from Simple Life for £1,000.00 this year. This will allow us to continue our valuable work in the community providing further opportunities to young people and adults to get involved in performing arts throughout the year. This donation has also allowed us to secure the funding needed to provide our free school performances, allowing those who may not get the opportunity to attend a pantomime."



Thank you so much for your very generous donation of £1000 from day 10 of your 12 Days of Christmas initiative. Thanks to you, the families we care for had the opportunity to make precious memories together throughout the Christmas period. We do all we can to make Christmas special for them, because no one knows what the future holds. This is exemplified by one particular family whose child came to us at the end of her life just before Christmas. We did all we could to facilitate special experiences for her, including attending our family Christmas party at the beautiful Bowcliffe Hall, meeting Santa and even our ambassador Gareth Southgate. She was 17 years old, and, despite the sad circumstances, her family described this Christmas as being their 'best Christmas ever'.

This is only possible thanks to the generosity of wonderful people like you.

Thank you so much for your support, with very best wishes."

CHRIS VERNEY, CAPITAL APPEAL FUNDRAISER, MARTIN HOUSE CHILDREN'S HOSPICE



"Thank you so much for reaching out. This is incredible. It is so kind that you have thought about Once Upon a Smile. Your generous donation will make a huge difference."

- CHARLOTTE FROM ONCE UPON A SMILE

ANN HOPE, FOUNDER OF HOPE COMMUNITY CANCER SUPPORT GROUP IN STOCKTON-ON-TEES EMAILED TO SAY:



I was so delighted (and surprised!) to see our wonderful group featured on your social media, thanks to the lovely nomination by Alison, one of our fantastic members who has recently moved into one of your beautiful homes in Stockton.

Our group will soon be celebrating its two-year anniversary. It all began following my own cancer diagnosis in 2016, when I realised just how little support was available. What started as a monthly meeting has since grown into a weekly gathering, as the need for it has been far greater than I could have anticipated."

FERRY ELVES' FEEDBACK HIGHLIGHTED THE NEED FOR SUCH DONATIONS IN A LOCAL CONTEXT.



To everyone in the Sigma for helping Ferry Elves this year. Your £1000 donation made a massive difference. We are a small local charity who manage to support local families with a budget of about £5000 pa so this amount places us in a very secure place going into 2025.

This year we supported 102 local children (44 families) Ages went from newborn needing milk and nappies to 16 year old's wanting some make up!

Coats and shoes went out in October / November. We then provided gifts and food in December. Our last referral came in on 24th December!

We can't do this without the support of groups like you."

ANNIE (CHIEF ELF) SOUTH QUEENSFERRY

» HEALTH, WELLBEING AND COMMUNITY

BEAM PARK SPRING EVENT

Spring was in full swing at Beam Park as residents came together for a joyful seasonal celebration held at the Countryside Marketing Suite.

Children enjoyed a variety of fun-filled activities throughout the day. Thanks to Simple Life London, everyone in attendance received chocolate, adding an extra sweet touch to the celebrations.

The event featured a classic Easter egg hunt, Easter bonnet making, bird house decorating and glitter tattoos. Families were able to take their masterpieces home to enjoy.

The event was well attended and filled with laughter, conversation, and community spirit. It was a great opportunity for neighbours to connect and enjoy a fun day out in a relaxed, family-friendly setting.



SIMPLE LIFE DAY OUT

Off-site events for our communities continue to be a commitment, bringing our residents together for a good time! Spring saw a Sunday theme park trip for residents from our West Midlands neighbourhoods. For ease and accessibility coach transport was provided. A little classic British weather moved the picnic indoors, but the Towers Suite provided the perfect alternative. It became a welcoming hub where residents could relax, enjoy lunch, and chat with others from different neighbourhoods.

From adrenaline-pumping rollercoasters to gentle family attractions, there was something for everyone. Our event organisers shared feedback from residents:



We had such a great day, thank you so much".

EVERYMAN CINEMA – SIMPLE LIFE LONDON

At Simple Life London, we value community engagement and seeing our amazing residents come together to collectively enjoy their spare time. A private screening for 40 residents of Deadpool & Wolverine in the Everyman cinema in Kings Cross was a treat.

After exclusively running on-site events for our regional residents previously, we wanted to give our customers a chance to take a trip into central London. Everyman Cinema offer a luxury cinema experience, where customers can view the newest screenings whilst ordering quality food and drinks straight to the comfort of their sofa seats. We invited residents from all our London developments, bringing together a community from all over the city on a Sunday afternoon earlier this month.

RESIDENT RUN EVENTS

As well as organising our events for residents, we continue to encourage residents to organise their own get-togethers. Simple Life will make a small contribution to food or items required for these events. Here is a recent neighbourly BBQ hosted by some of the residents at Coppice Hill!



>> HEALTH, WELLBEING AND COMMUNITY

SUMMER FUN IN LONDON

BEAM PARK SUMMER FUN DAY

The Beam Park Summer Fun Day was a lovely Summer celebration for Beam Park residents to be part of the warm community.

The Summer event brought neighbours and friends together for a day filled with joy and refreshments, whilst the children were running loose with the excitement of the game stalls and inflatable slide.

No Summer event is complete without refreshments (especially ice cream) and our lovely visitors exchanged their tokens from when they entered the event for tasty treats to fuel their fun filled day.

What truly made the day special was the warm community feel, people were connecting and there was a buzz in the air.



COMMUNITY BUILDING AT ANCHOR'S POINT

Anchors Point residents gathered in the communal gardens for the first event held on the development. The event was a success bringing residents together and forming a community across neighbours.

We had a lovely time hosting 30 of our Anchors Point residents' in the sunshine on a Sunday afternoon. Community spirit boosted this event with residents bonding, sharing laughs and even exchanging numbers at the end of the day.

Our live singer treated us to an amazing set whilst our magician wowed the crowd, the combination of music and magic kept everyone happy. Special shared spaces like these bring people together and it was clear that the day was a huge success, leaving residents closely bonded as a community and ready to unwind after an afternoon of excitement and socialising.

COMING TOGETHER AT ARK SOANE

Ark Soane residents gathered together for a wonderful community event filled with live entertainment, refreshments, and even better company. With the sun shining brightly over London, the timing couldn't have been better for neighbours to connect and enjoy the day.

The event offered something for everyone. Families and friends relaxed on the green spaces while listening to live performances from an amazing musician, creating a vibrant atmosphere that carried throughout the afternoon.

One of the most heart warming parts of the day was seeing how the event brought people together. Residents had the chance to meet, chat, and strengthen the sense of community that makes Ark Soane such a special place to live. We had a grand total of 25 residents join us on the rooftop, as well as a lovely little furry friend.



THE EAST LONDON BIG BAKE EVENT

The East London Big Bake Event welcomed 15 residents across the Simple Life London portfolio, with residents attending from every development, creating a welcoming atmosphere. Attendees shared how much they enjoyed connecting with neighbours and commented that events like this enrich their lifestyle with Simple Life London, fostering both community and quality of living all included within the Simple Life London living experience.

These celebrations were more than just an event – it was a reminder of the value of community, connection, and the joy of shared experiences.

>> HEALTH, WELLBEING AND COMMUNITY

THE 'GREATEST' EVENT – A CINEMA AFTERNOON IN WALTON HALL GARDENS

October saw the screening of the infamous Greatest Showman, surrounded by picturesque views of the manor house and gorgeous grounds. Walton Hall Gardens, with its charming landscape, provided the perfect backdrop for this lively afternoon. Attendees were able to soak in the natural beauty of the area while settling in for a spectacular afternoon of entertainment. The grounds had their own on-site café and our residents were treated to a variety of complimentary goodies, adding a special touch to the afternoon. Popcorn and chocolates ensured that everyone had their hands full of treats while enjoying the show.

One of the highlights was the joyful atmosphere created by the children, who were seen dancing and singing along throughout the film. Their energy was contagious, bringing smiles to the faces of everyone in attendance and making the event all the more enjoyable. A heart-warming moment came when one little boy was asked why he had come to the event, to which he simply replied, "to spend time with my family." This sentiment perfectly captured the spirit of the afternoon – residents coming together, creating memories, and enjoying quality time with their loved ones.

Of course, no British outdoor event is complete without a bit of unpredictable weather. True to form, there were a few downpours of rain throughout the afternoon, but in typical British fashion, our attendees embraced the challenge, gathering under gazebos and umbrellas to keep the party going. The rain may have tried to dampen spirits, but nothing could diminish the excitement of the event.



>> OUR COMMUNITIES AND RESIDENTS

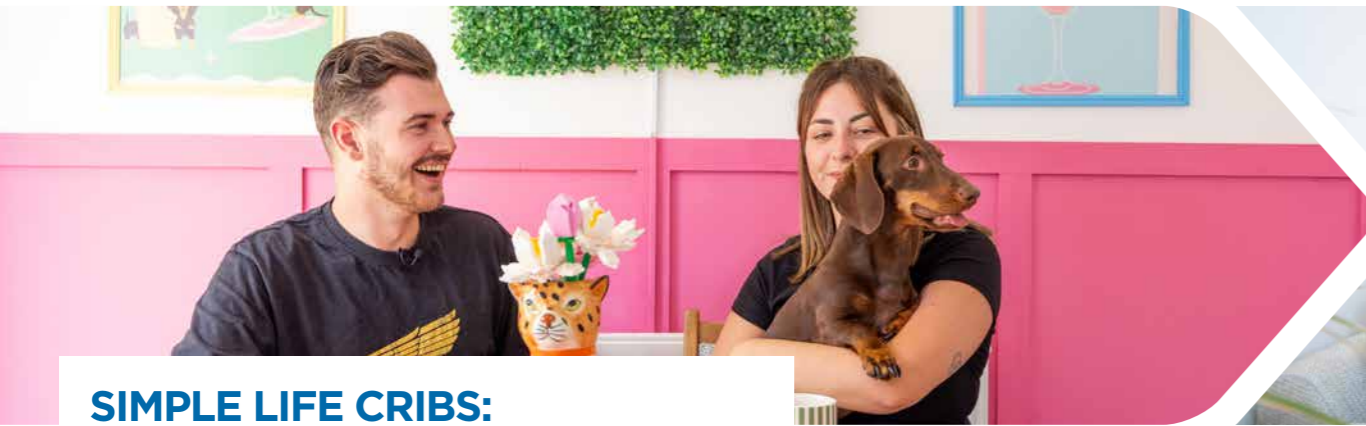
SIMPLE LIFE MAGAZINE

Simple Life magazine was delivered online this year, illustrating our sustainability commitment to reducing printed materials. Residents received a shortened events calendar highlighting events for the months ahead.

>> Click the cover image below to visit https://interactive.property-world.co.uk/simplelife_magazine25/brochure.html



>> OUR COMMUNITIES AND RESIDENTS



**SIMPLE LIFE CRIBS:
GARY, AMY AND BARNEY**

This time, we packed up and headed down South to the charming town of Bridgwater, where we had the pleasure of visiting Simple Life residents Amy, Gary, and their four-legged sidekick, Barney – a very adorable (and supposedly fierce) guard dog.

WELCOME TO AMY & GARY'S CRIB IN BRIDGWATER – A SIMPLE LIFE HOME TOUR

Both Amy and Gary are police officers, balancing busy shifts with the peace and comfort of their beautiful home. And let us tell you – the moment we stepped through the door, we were blown away. Their home is a design lover's dream, with perfectly coordinated décor, splashes of colour, and yes – plenty of neon signage. It turns out Amy is not only the heart of the home but also its creative mind, curating each space with an eye for detail and a passion for playful touches.



Our friend... got us on to the Simple Life site here and recommended it to us because of how good it is for being dog friendly and sort of renter focused."

LET'S START IN THE KITCHEN.

The couple's favourite room is the airy open-plan kitchen and dining area. Amy and Gary have brought the room to life with bright pops of colour, sausage dog-themed photo frames (because why not?), and of course, another signature neon sign. Thanks to the blank canvas provided by Simple Life, they've truly made the space their own. We love an incorporated Love Island theme too!

>> Now that's what we call living the Simple Life. To watch the full video click here.



NEXT STOP: THE BEDROOM.

Upstairs, the bedroom carries on the stylish theme. Amy has cleverly used renter-friendly wall panels to bring in even more colour, achieving that luxurious hotel feel without making any permanent changes. It's proof that rental living doesn't mean compromising on personality or comfort.

AND THEN... THE MAN CAVE.

Every home needs a space to unwind, and Gary's got his covered. Complete with a computer setup, baseball cap display, and a legendary festival hat (that matches Barney's), it's the perfect chill zone.

OUT TO THE GARDEN!

We opened the patio doors to Amy & Gary's beautiful garden! They really have made it their own by extending their patio and installing a garden shed, all approved by Simple Life.

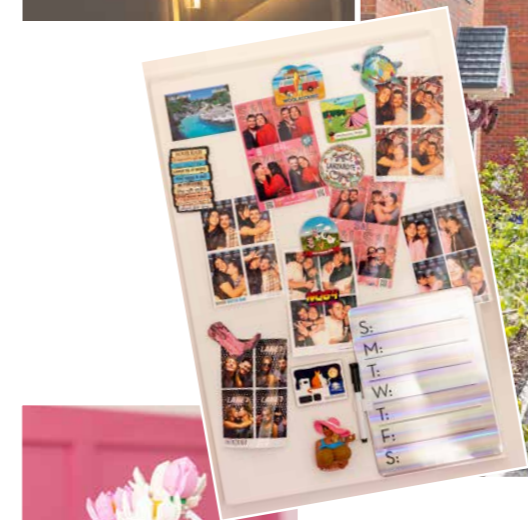
BEYOND THE FRONT DOOR.

After our home tour, we took a walk around the development with the couple, who shared their favourite local walking spots – including picturesque canal paths and, of course, the local pub. It's clear they've found not just a home, but a lifestyle they love.

Before we left, they shared one final thought that really summed it all up:



Everything's renter friendly as well, so we've got the peel and stick wallpaper... Our DIY photo frames... We love neon signs in this house... Gary upholstered our chairs as well... We've recently planted some new flowers in the hanging baskets ... I bought these panelling boards from Wickes that just nail into the wall"



My favourite thing about it is... when we moved into it, no one else has ever lived in it. I think that we got all the joy of moving into a new house without the stress of buying a house."



>> OUR COMMUNITIES AND RESIDENTS

SIMPLE LIFE CRIBS: NICHOLA, JAMES AND LAVANA

MEET THE FAMILY:

Nichola, James, and Lavana are a wonderful family living in a Simple Life home in Telford. When we rang their doorbell, they greeted us with warm smiles and welcomed us in with open arms.

Upon entering their Simple Life home, we were immediately struck by the beautiful decor, with wedding and holiday memorabilia thoughtfully placed throughout. Lavana's impressive toy corner adds a playful, personal touch, making the house feel warm and lived-in.

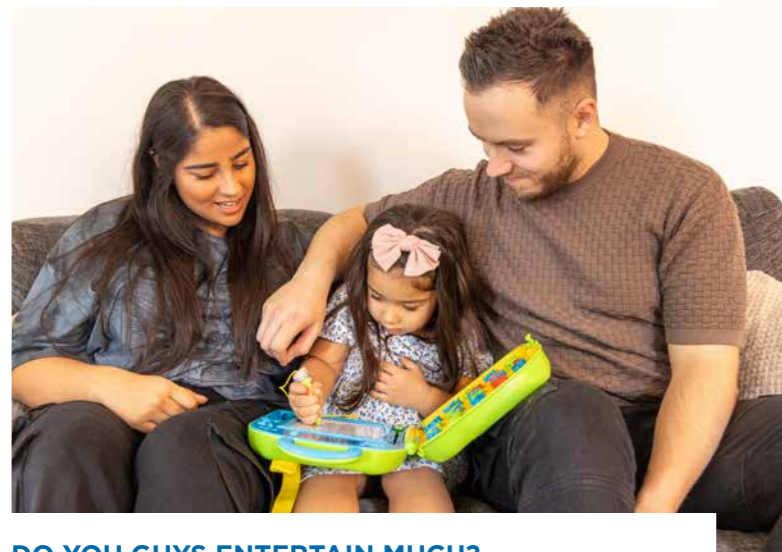
WHAT'S YOUR FAVOURITE ROOM IN THE HOUSE?



The living room because that's where we wind down at the end of the day, watch our Netflix"

- and it's easy to see why that's their relaxation zone!

We followed them into their "nice and light" kitchen, the open plan kitchen and dining area overlooking the back garden is a beautiful spot.



DO YOU GUYS ENTERTAIN MUCH?



We've had Lavana's third birthday party, all of our family came round, we all had dinner at the table" and James confirmed that "it's a good social space, isn't it, for when we've got guests and family round".

>> [To watch the full video, find it on our YouTube channel here.](#)



LET'S GO UPSTAIRS!

As we headed upstairs with the family, we found ourselves in the master bedroom. Nichola shared that what she loves most about the space is the abundance of windows, which flood the room with natural light and offer a stunning view. It was this feature that drew them to the house when they decided to rent!

Lavana proudly led us into her little haven, a room adorned with pink flowers and an impressive toy collection—truly a young girl's dream! Nichola mentioned this is where Lavana often gets up to her playful mischief. To top it off, Lavana treated us to **"ICE CREAM"** from her very own ice cream cart!

We took a walk around their neighbourhood, where Nichola shared how much Lavana loves the yearly free ice cream and Santa visits, and how the development has a real sense of community. After a lovely visit, we left the family to relax in their cosy home.

SIMPLE LIFE CRIBS: CHIDERA AND JASMINE

We had the pleasure of being welcomed into the homes of Chidera & Jasmine, who call the Halley flat in Empyrean, Salford their home. This apartment scheme proves that renting a home can have sleek designs that meet functional living whilst being on Manchester city centres doorstep.

MEET THE GIRLS:

Chidera a bubbly & energetic content creator welcomed us in whilst Jasmine a glamorous accountant waited inside and they gave us a special tour - highlighting the features of their home that complemented their lifestyles.

The first thing we noticed is the open-plan living and kitchen area, flooded with natural light and stylish decoration. The neutral tones and high specification finishes give the flat a modern vibe, but it's the finishing touches the girls have given it that bring the flat to life. Both Chidera & Jasmine told us it was their favourite room of the apartment which is why it was the perfect place to start. The ultimate relaxation zone with their comfy sofa and TV, with the balcony overlooking a beautiful view of the park opposite. The girls even have enough room to transform the living room into a space to work and enjoy the bliss of flexible living.



Empyrean finds the perfect balance between city living and green space. Chidera and Jasmine shared with us their love for sitting on the balcony and watching the world go by. The resident garden is a private green space for residents only and hosts an annual **FREE** cinema event for all Empyrean residents welcome to attend. The unique neighbourhood features create a perfect community for our residents and we thoroughly enjoyed a day in the life of Chidera and Jasmine.

>> [To watch the full video, find it on our YouTube channel here.](#)



We then took a wander around their kitchen, kitted out with integrated appliances and swanky tools. Jasmine spilled that Chidera is the chef in their home and we could tell from one look at her spice cupboard.

Chidera and Jasmine welcomed us into their separate safe havens, both accompanied by an en-suite fitted with a bathtub! Jasmine's room is full of light and looks out over the park, she told us she loves the view and that,

"Simple Life made it very convenient for you to pack all you're stuff"

- we understand the clothing storage struggle! Whilst Chidera's room is filled with stunning plants and an impressively large shoe collection!



» OUR COMMUNITIES AND RESIDENTS

RESIDENT SURVEY

Understanding how happy residents are with their homes and with customer service is extremely important and we obtain and track resident feedback regularly. All tenants are sent a tenant satisfaction survey about one week into their tenancy and then again six months later. This helps us to understand tenants' experience from the outset, with our lettings and moving-in teams, and then once settled into their tenancies. We also seek to ask tenants to complete a survey when renewing their tenancies.

The following table provides a summary of our surveys conducted in the 12-month periods to 30 June 2025 and to 30 June 2024.

PERCENTAGE OF TENANTS WHO RESPONDED THAT:

Welcome survey	Jul 2023 - Jun 2024	Jul 2024 - Jun 2025
the team made it easy to apply	96%	97%
they were kept well-informed during the application process	91%	90%
they received all the information they required	89%	91%
the quality of their home met with their expectations	87%	92%
they would recommend 'Simple Life'	96%	97%

Six-month survey	Jul 2023 - Jun 2024	Jul 2024 - Jun 2025
they were still happy with their home	94%	96%
they were happy with the service provided	90%	87%
they felt they had been kept well-informed	86%	81%
they felt that the Simple Life team has been responsive and that are satisfied with the service provided	90%	82%
the communal areas were well maintained	88%	89%
they feel part of a community	89%	88%
they felt their maintenance requests were fixed in a timely manner	81%	77%
they would recommend 'Simple Life'	94%	91%

Renewal survey	Jul 2023 - Jun 2024	Jul 2024 - Jun 2025
they were happy with their 'Simple Life' experience so far	97%	97%
they renewed their tenancy because they love the property	54%	41%
they renewed their tenancy because they love the area	28%	21%
they renewed their tenancy because of the rent (value for money)	4%	13%
they renewed their tenancy because 'Simple Life' offers a better service than a 'one-off' landlord	15%	16%
they see themselves staying with 'Simple Life' for 4 years or more	62%	60%
they see themselves staying for 3 years or more	78%	73%
they would recommend 'Simple Life'	94%	93%

All results are based on responses on a range from "neutral" to "strongly agree" across the entire Simple Life regional portfolio. Tenants are given the option to respond on a range from "disagree" to "strongly disagree". These responses are not included in the results reported above. The total number of respondents to the three surveys for the 12 months ended June 2025 was as follows: 'Welcome' survey - 299 (2024: 287); Six-month survey - 244 (2024: 246); and Renewal survey - 505 (2024: 660).

Overall the results from the latest survey show a high level of tenant satisfaction, and that there is a strong level of consistency in tenant satisfaction between the two years.

The largest increases in tenant satisfaction between the two years is in the welcome survey results, with a particular rise in satisfaction over the quality of their home.

It is encouraging to see that across the three surveys the proportion of tenants who stated that they would recommend Simple Life remained very high at between 91% and 97%.

The following table provides data based on Simple Life London tenant satisfaction results for the 12-month period from January 2023 - December 2023, compared to January 2024 to the end of December 2024:

WHAT OUR RESIDENTS HAVE TO SAY...

Move in survey - Questions	Dec 2023	Dec 2024
Our team made it easy for you to apply	100%	80%
You are kept well informed throughout the application process?	90%	65%
You received all the information you required.	95%	70%
The quality of your home has met with your expectations	90%	90%
How likely are you to recommend Simple Life London to your family and friends?	95%	90%

6 month survey - Questions	Dec 2023	Dec 2024
You are happy with your Simple Life London home	94%	100%
You are happy with the services provided by Simple Life	69%	75%
If you have had to contact us, you have been kept well informed	81%	75%
Communal areas of your development are well maintained	88%	75%
You feel part of a community on your development	75%	63%
I feel maintenance requests are fixed in a timely manner	63%	75%
I feel my relationship manager is responsive and I am satisfied with the service	75%	75%
How likely are you to recommend Simple Life London to your family and friends?	75%	75%

Renewal Survey (only went live for London in 2024 so no 2023 comparative data)	Dec 2024
You are happy with your Simple Life London home?	88%
What encouraged you to renew your tenancy with us (only allowed to select most important factor)	75%
Better rents	25%
Better service than a one off landlord	13%
Love the area	25%
Love the property	38%
Other	0%
How long do you see yourself living in your Simple Life home (residents already been in their property for 1 year)?	
1 Year	25%
2 Years	38%
3 Years	0%
4 Years	38%
How likely are you to recommend Simple Life to your family and friends?	75%

% based on responses Extremely likely/Extremely Good to Neutral

» OUR COMMUNITIES AND RESIDENTS

SUPPORTING RESIDENTS – HOW WE HELP**AFFORDABILITY AND ENERGY CALCULATOR**

As reported previously, an affordability calculator, based on Simple Life referencing criteria, is built into the Simple Life website. It is designed as an aid to assist prospective residents to determine how much monthly rent they can afford relative to their earnings and outgoings.

Following the energy efficiency modelling that Sigma undertook last year, the Simple Life website now offers an energy efficiency calculator against our most common property types. Users are able to input their usage habits and property details to obtain an energy bill estimate.

RENTAL AVAILABILITY

The Simple Life website lists the availability of rental homes in real-time. As well as giving potential renters a better service, it also facilitates a more efficient uptake of homes.

**PETS**

We understand how pets can be an important part of the family and for companionship. That's why all our houses and our some of our apartments are pet friendly. There is no extra cost for our residents, we just ask that they submit a pet application form for our records and approval.

PROPERTY ALTERATIONS

In order to help to make residents feel more at home, and in acknowledgement of our findings that a key barrier to renting is the limitation placed on making a property feel more personal, we have introduced a property alterations request process.

Many of the most common requests have now been collated and there is a standardised approach to what is permitted. The aim is to provide residents and our agents with a streamlined approach and to give residents greater clarity over the changes that they can make, together with our expectations at the end of their tenancy.

**'MY SIMPLE LIFE' MOBILE APP**

The bespoke resident mobile app, 'My Simple Life', which was launched in August 2021, provides a convenient and efficient 'one-stop shop' for residents' needs and is available on Google and Apple devices. It provides::

- easy access to all important documents, including tenancy agreements, inventories, EPC, gas and EICR certificates;
- information on homes, including floorplans and measurements;
- information on home appliances, including manuals;
- access to statements of account, with certain payments enabled via the app;
- access to an open forum, enabling residents on the same development to engage with each other;
- the ability to report maintenance problems;
- exclusive affiliate offers and discounts;
- latest news;
- information on the local area; and
- the ability to leave feedback.

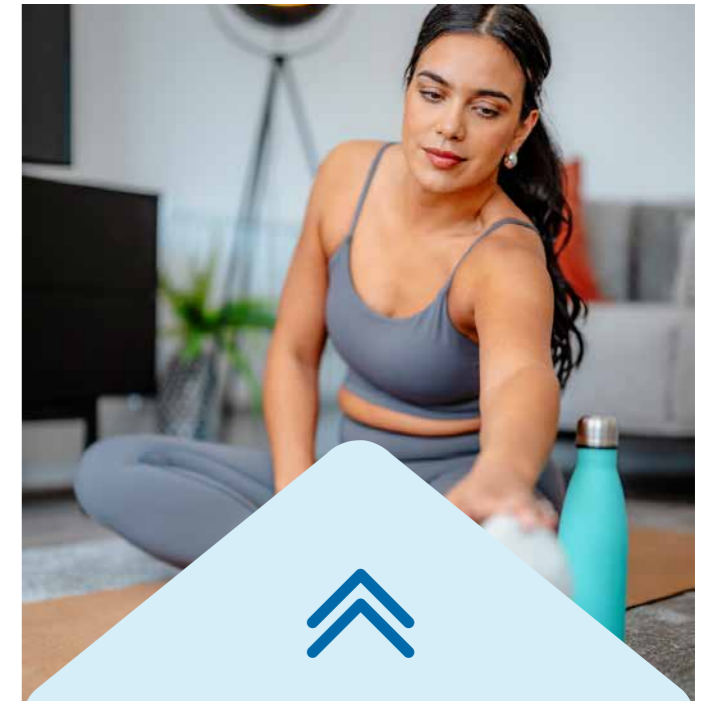
SINCE LAUNCH, NEW AREAS AND IMPROVEMENTS HAVE BEEN MADE TO THE APP, INCLUDING:

- content presentation by property type (apartment or house);
- a notification log;
- a new meter-reading section, which enables residents to access meter readings and request new meter readings, including 'push' notifications when a new reading is ready to view; and
- a dedicated health and wellbeing ("H&W") section.
- the ability to add images to forum topics and comments – particularly relevant for 'lost and found' inquiries and furniture swaps
- a diary function, allowing notifications to any upcoming neighbourhood events, competitions and other important memos
- in-app messaging
- automated star feedback following in-app conversation completion, which will push users giving positive feedback on to Trust Pilot
- the ability for residents who run their own businesses to add limited time offers and discounts to the offer section
- end of tenancy push notifications to remind residents about their cleaning checklist, where to leave keys, deposit release process etc – to better manage resident expectations
- usability and design updates to be made throughout the app

Over the next 12 months, the marketing team will be working on a pre-tenancy part of the app, aiding residents through their application and referencing journey.

TECH AND AI

The Sigma team are currently exploring further tech platforms and the introduction of AI to both enhance the customer journey and to add operational value where possible.

**AFFILIATE OFFERS**

Sigma has increased the range of affiliate offers that are available to tenants. These are promoted through the My Simple Life mobile app. New offers agreed this year include discounts from Sparkling Cleaning, Sculpt Pilates, Grow Gorgeous, ESPA, Dot. (Professional Organisers), Wash Doctors, Virgin Wines, Simply Cook, Leaf Envy and Smol. These offers supplement existing affiliate offers from Oddbox, Sky, Argos, Dunelm, Wayfair, AO, Pretty Little Thing, Appleyard London Florists, and The Modern Milkman.

**PODCAST**

The 'Simple Life Chat' podcast, headed by Capital Radio presenter, Russ Morris, continues to explore topics of interest to residents, with experts and residents participating in discussions. In 2025, the Simple Life Chat is changing its name to 'Home Truths', where the podcast will have two new presenters and will take on a more relaxed conversational style. The 2025 series will release all episodes within a shorter period to gain more listenership.

» OUR COMMUNITIES AND RESIDENTS

BRAND VISIBILITY - AN ONLINE EXPERIENCE



30,000
ENQUIRY SUBMISSIONS

6,300+
FOLLOWING ON FACEBOOK

21%
ONLINE SEARCH FOR NEWLY-LAUNCHED DEVELOPMENTS

7,300+
USING THE MY SIMPLE LIFE APP

The strength of the Simple Life brand has continued to grow.

- Over the calendar year 2024 (Jan-Dec) the Simple Life website received over 30,000 enquiry submissions.
- The main sources of enquiry to the Simple Life website for information on newly-launched developments are: online search (21%), portal listings (16%), site signage (11%) and social media (11%)
- The main sources of enquiry to the Simple Life website for information on all developments are: online search (23%), portal listings (17%), advert on another website (12%) and social media (11%).

- Simple Life’s following on Facebook, Instagram, YouTube at 30 June 2025 was 6,300+, 6,300+ and 1,400+ respectively. At the end of June 2025, Simple Life had 370+ followers on TikTok (the newest social media channel for the brand).
- Over 7,300 users of the My Simple Life mobile app and 79% of all occupied households using the app (as at September 2025).

ONLINE REVIEWS

Simple Life is registered with Trustpilot, the review platform, and tenants are routinely invited to leave reviews. This helps the Investment Adviser to identify any areas that need improvement. There are over 1,590 reviews on Trustpilot and Simple Life achieved an overall rating of 4.2 stars out of 5.0. This compares to an average rating of 2.7 for the business category of Property Rental Agency. All reviews are monitored, with responses provided as appropriate.

Simple Life developments also feature on ‘Home Views’, a dedicated review website for housing developments. They have gained an average overall score of 4.28 out of 5.00 from approximately 952 resident reviews (with the BtR benchmark at 4.28).



CUSTOMER TESTIMONIES

A SELECTION OF CUSTOMER TESTIMONIES ARE BELOW



Great community, lots to offer and fantastic community events. Help and support is offered from all residents and people higher up. Nice spacious homes that are easy to navigate. Beautiful gardens that are private. You can really make a house a home living here.”

CHLOE, SIMPLE LIFE RESIDENT AT WARDS KEEP. REVIEW LEFT ON HOME VIEWS



Simple Life homes are well designed nice and warm and our energy hardly cost anything but the best thing was the large garden that we spent a lot of time in.”

FRAN, SIMPLE LIFE RESIDENT AT BERTHA PARK. REVIEW LEFT ON HOME VIEWS



The design is perfect I absolutely love it. It is so nice, modern, clean and just a lovely cozy vibe. The house is exactly how I would design it myself. Absolutely stunning. I couldn’t ask for a nicer home, I am very happy and satisfied with the house and when I report a repair they are quick to reply to me which is great.”

FRANKIE, SIMPLE LIFE RESIDENT AT ASH BANK HEIGHTS. REVIEW LEFT ON HOME VIEWS



Simple Life Homes, the BEST homes - Simple Life offers a dedicated app and 24/7 maintenance, ensuring prompt handling of issues. Across locations like Blackburn and Darwen, tenants praise the fast and reliable maintenance response. Moving into our new build home has been one of the best decisions we’ve made as a family. From day one, it felt like a fresh start, everything is clean, modern, and untouched. There’s something deeply satisfying about being the first to live in a space where there are no wear and tears, no surprises behind walls or floors.”

RICE, SIMPLE LIFE RESIDENT. REVIEW LEFT ON TRUST PILOT



We have been renting with Simple Life for 2 years now and have had a great experience. Everything from the welcome package to the contact app and the helpful team has made our experience as good as it has been.”

JOE, SIMPLE LIFE RESIDENT. REVIEW LEFT ON TRUST PILOT



The design of the houses is modern and lives up to the expectations for the average family. The houses are 3 stories high that come with a back garden, including a kitchen and living room on the ground floor, bedrooms and bathroom on the 2nd floor, while the master bedroom and ensuite on the 3rd floor. The development’s landlords are great to deal with if we have any issues with the building or area.”

CHAD, SIMPLE LIFE RESIDENT AT HAVENSWOOD. REVIEW LEFT ON HOME VIEWS



Have been living in their house for nearly 5 years. I consider it as home. The problems are solved quickly. For me it is more secure tenancy than renting from a moody and/or hostile landlord who does not care about the law which is my experience before Simple Life. The estate is safe and clean. Simple Life introduced us to Outward Bound Trust and sponsor our cricket club. This is very appreciated engagement.”

ALEKSANDRA, SIMPLE LIFE RESIDENT. REVIEW LEFT ON TRUST PILOT



House is beautiful! Appliances are great, and the design is lovely. Rent is very good considering what’s included and with it being a new build. Neighbours are friendly, and it’s fairly quiet on the estate. Management is very prompt & helpful.”

DANIELLE, SIMPLE LIFE RESIDENT AT DRACAN VILLAGE, DRAKELOW PARK. REVIEW LEFT ON HOME VIEWS

>> FOCUS ON OUTWARD BOUND TRUST 2025



Our strong and growing partnership with The Outward Bound Trust, supporting young people build confidence, resilience and important personal skills through time in the outdoors, is an important project within our broad social impact commitments. In this the fourth year, the Simple Life sponsored course involved the largest and most diverse group of young people to date.

Two groups totalling 20 young people joined us. Our second group came about as a result of an introduction to GMYN (Greater Manchester Youth Network), a visit to their base in Manchester, a commitment to support their fundraising at the London marathon, and a discussion over a coffee leading to an agreement to support 12 young people joining us on the course! The power of meeting people face-to-face and talking!



POWERFUL IMPACT OF FACE-TO-FACE COLLABORATION

THE FOLLOWING REVIEW ENCAPSULATES THE IMPACT FOR THIS GMYN GROUP, AND INDEED THE 2 ACCOMPANYING STAFF.

'BEEING TOGETHER' IN ULLSWATER

In April, 9 incredible young people from the 'Beeing Together' group at GMYN were fortunate enough to be sponsored by Simple Life Homes for a week of unforgettable experiences in the Lake District. Outward Bound hosted them for 5 days of activities they had never done before; including canoeing, gorge-walking, hiking, orienteering, jumping and swimming in the lake, and a range of fun team-building exercises. This group are separated asylum seeking and refugee young people; meaning they came to this country alone under the age of 18 in search of safety. They would not otherwise be able to engage in such activities, so it truly was a once in a lifetime opportunity for them; filled with challenge, joy, excitement and laughter.

Our **MAIN AIMS** from this week were twofold: for our young people to form positive relationships with the outdoors, and for them to build connections with one another. For some of them, the outdoors was their home for many years, and in many ways, it was not their friend. On their perilous journeys to the UK, they spent time enduring the hardships of the outdoors, being stripped of the privilege to enjoy it and focusing solely on survival. The mental health of our YP is understandably incredibly fragile with high feelings of isolation and uncertainty, and it is hard to find free activities one can enjoy these days to support it. With the outdoors being a free and powerful resource, we wanted to capture its beauty - working through their fears with them and rewiring their brains to show the positives nature can bring. Accordingly, one of the greatest impacts from this week was asking at the end how they felt about the



outdoors, and hearing words synonymous with **'PEACE'** **'RELAXED'** **'HAPPY'** **'CALM'** as they discussed the beauty of their surroundings and spoke about wanting to be outside in nature more frequently. We caught one YP staring into the distance on our last day, finally finding something more beautiful to glue his eyes to than his phone screen, and asking where near home he could do something similar with his friends. Another YP was so relaxed throughout the week he managed to fall asleep wherever he lay his head - including on a rock up the gorge! This was an incredible show of the changes in attitudes towards being outside; understanding it can be a safe and peaceful place for them.

Secondly, given our YP came to the UK alone, many had learned to rely on only themselves to survive. Sometimes, it can be challenging for them to trust others in a team, so we aimed to ensure that they spent the week working together, leaning on each other from time to time, and in turn fostering some new friendships. This was done through team-building games and everyone having different roles throughout their challenges; realising they all have strengths and weaknesses but work best when they recognise this and come together. One YP said **'I LEARNED THAT WE ALL HAVE SOMETHING DIFFERENT TO BRING, BUT TOGETHER WE CAN DO ANYTHING!'** which is exactly what we wanted to capture from the week. Before the week began, one YP didn't speak to any of the other YP there, only being comfortable around 1 member of staff. By the end, she was asking for certain boys to



help her down the hills, using them as support, braiding their hair at night, showing signs of beginning to open up and trust others. This was more than we thought was possible in a week and was an overwhelming success of the trip for us as staff. Since coming back, their friendships in our sessions have blossomed and she is even messaging some of them independent of our sessions. We are so pleased this week gave her an opportunity to trust others again and simultaneously make some new friends.



>> FOCUS ON OUTWARD BOUND TRUST 2025

OVERCOMING CHALLENGES

Each individual had their own challenges to overcome which Outward Bound were aware of, and worked incredibly hard to support throughout the week. For some, it was trusting others to keep them safe, for others it was getting in the water – but each of them were supported and coached every step of the way enabling them to overcome their fears. Throughout the challenges of the week, they were able to learn what skills they have and how they all have something to bring to the table. They recognised when tasks were ‘hard’ and how they would be supported to help them achieve it – one saying,

“I looked at the hill from below and thought I can’t get up there, but then we did by taking it a little bit at a time.”

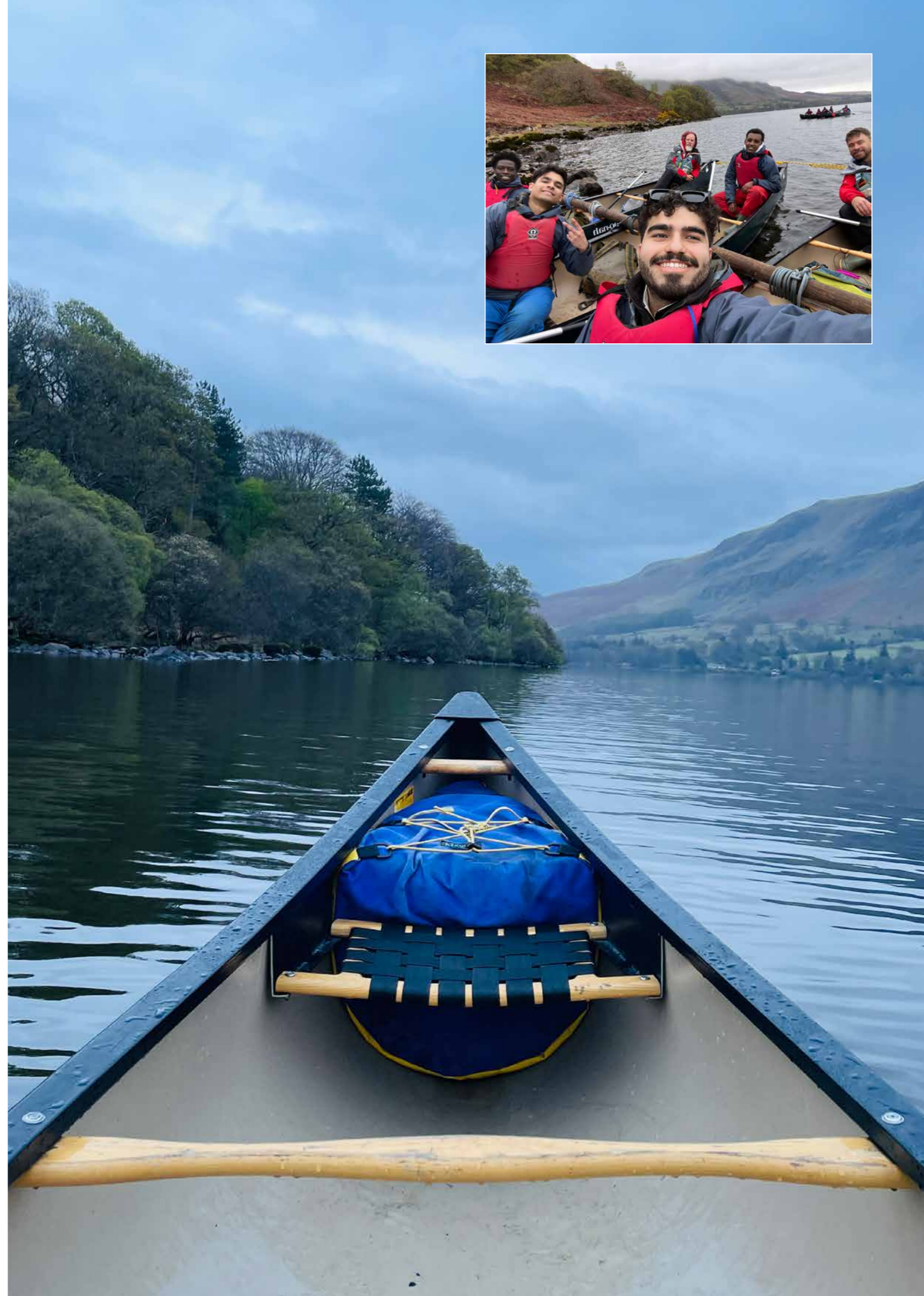


Learning which of their soft skills they excel at was a wonderful side-effect of this; enabling a sense of pride and accomplishment that many are lacking - given school is a challenge due to their low levels of English, and they don’t have the opportunity to be ‘good’ at extra-curricular activities which they cannot afford to partake in.

We made sure to begin the week explaining to each of them what a trauma response was; how our bodies might react to a situation that our minds are not yet aware of – and what this could look like (dizziness, tight chest, headaches, not being focused, wobbly legs etc). We explained it’s okay for this to happen and that



this is a chance for us to help your body work through something scary, and just to let us know. This worked well as they knew nothing was wrong with them when these things did eventually happen, and they learned strategies to get through them. For example, one girl was terrified of heights, so found the hike difficult, but knew why her legs were wobbling and saw this as an opportunity to push through a challenge. She was delighted to make it to the top! Another young person was apprehensive about entering a tiny cave with freezing cold-water cascading upon him but recognised that the feeling after would be worth it!



>> FOCUS ON OUTWARD BOUND TRUST 2025



Another YP's fear was the water – he cannot swim and has a difficult relationship with water, so at the start of the week wasn't sure that he would be going in. This task was broken down into manageable chunks and as a group, we slowly edged into the water and took it in turns to dip under the water. Despite the memory of his prior experiences, he saw others overcoming this fear, being supported, being safe, and to his surprise, it enabled him to follow suit. **'I saw everyone else going in and I was so excited by everyone cheering, I thought if they can do it, I can do it!'** After multiple dips he was splashing others and having fun in the water. On the last day, he faced his fears and jumped off the pier into the lake, initially panicking, but gradually breathing through it and eventually just lying on his back in the water, giving a thumbs up. This is something we never would have expected from his at the start of the week but was a beautiful (and very emotional) moment.

TAKE AWAYS

“Our young people were stripped of their childhood innocence when they had to leave their homes, and since arriving to the UK and going through the gruelling asylum process full of form-filling, interviews and meetings, it is so rare they can simply enjoy their lives. **So being freed of their daily stresses and being afforded the simple privilege of enjoying life for a week was the most significant take-away from my perspective.** For a week we watched their serious masks be removed and the playful, joyful, inner child be released. One staff member said in the 2 and a half years he has worked with some of these young people, and he had never seen them so happy and at peace. The sheer joy and carefree attitudes that were able to come



through were incredibly to see; with tears of laughter every day and even the Outward Bound staff saying **'it doesn't feel like work'** because it had been so much fun. One cannot put into words how unbelievably grateful we are for this incredible opportunity, one that we and they did not take for granted. They threw everything into each activity and created memories that will stay with them forever. Thank you.”

This review reflects the work Sigma and Simple Life undertake as part of meaningful Social Impact. The photos alone tell the story, and the words back these up. 'Making a difference to the lives of others' is exactly what has been achieved here, without question – our Social Impact & Sustainability goal as a company. The opportunities for supporting such experiences are endless, the impact immeasurable and long lasting – a win-win for people and communities.

Young people are asked to reflect on their time on the course, understanding this helps encourage possible attendees in the years ahead and indeed direct future investment. The examples below demonstrate the enormous positive impacts this experience can have.

LAITH, A RETURNING PARTICIPANT REFLECTS:



In the Lake District, where the water meets the hills and the hills rise into the clouds, lies a place we turn to when we want to reconnect with nature and escape the noise of city life and long study hours. Thanks to the Outward Bound Trust, we were able to experience this, and a special thanks goes to Niamh for helping us join the programme.

Spending five days with the Outward Bound Trust was an unforgettable adventure. Each day brought new activities and challenges, guided by dedicated instructors who quickly felt like family. They spent time ensuring our safety, encouraging us, and teaching us valuable lessons.

We began with an induction, where each group was assigned an instructor who stayed with us throughout. Then came the adventures: a cold-water dip, where we learned how to handle icy conditions; canoeing across the expanse of Ullswater Lake; and climbing a waterfall, which our instructors made safe with expert rope work and guidance, turning a risky challenge into an empowering achievement.

We also stayed in a traditional Mongolian hut, where we cooked meals together and relaxed by the fire after long days outdoors. Cliff jumping into the lake pushed us beyond our comfort zones and filled us with adrenaline. We took part in a mountain challenge where we had to navigate using maps to search for hidden markers. This not only tested our endurance but also improved our navigation skills and taught us to work effectively in small teams.

Another highlight was boat-building, where I gained practical rope skills that may be useful in the future. More importantly, it taught me the value of teamwork, as many of the activities were designed to strengthen our ability to work together and trust one another.

Out of all the experiences, my favourite part was climbing the waterfalls. It was quite challenging, but that's exactly what made it so enjoyable. Overcoming the difficulty gave me a sense of achievement that I'll always remember.”



>> FOCUS ON OUTWARD BOUND TRUST 2025

Liana, who introduced many others to the course, returned again.

“Once again, Outward Bound was an absolutely incredible experience; truly a once in a lifetime adventure that I will always cherish. Although it was just five days, every moment was filled with new and exciting activities, and I can honestly say there wasn’t a single boring minute.

The experienced team at Outward Bound designed a programme that required us to use a wide range of skills, while also trying completely new activities. I had the chance to do various activities, like building a raft, orienteering, gorge scrambling, and canoeing. It was an incredible opportunity to push myself outside my comfort zone and discover new strengths.

The atmosphere at the base was so welcoming and friendly. While I already knew some of the people, I was able to make new friends and even interact with members of other groups, which was an amazing part of the experience.



This trip was exactly what I needed - a refreshing break from the routine of city life. Surrounded by nature and fully immersed in adventure, I didn't have time to worry about anything else. I genuinely feel that this experience helped me return to my studies with renewed focus and energy, and I believe it's making a positive difference in my exam period.”



There’s so much I want to say about this trip, but words don’t quite reflect how much fun I had or how deeply it impacted me. The memories I’ve made will always stay with me, and I truly hope the friendships and connections I formed will last into the future.

Thank you so much to all the sponsors who made this program possible. Thanks to your support, I had the chance to experience all these amazing opportunities and make unforgettable memories.”



I really appreciate the friendly approach by the staff. As a previous candidate, I felt welcomed once again.

I enjoyed the diverse range of activities, canoeing, camping, gorge scrambling and cliff jumping.

Activities challenged our communication skills and the ability to adapt. I personally, had to really push myself in canoeing and communication and teamwork was something I recognised being a weakness of mine in times of uncertainty. I found myself losing control of my emotions in which I was comforted by the team.

To end the feedback, I would like to thank Niamh and the team. I believe we all evolved as an individual and gathered valuable real-life skills from all of the activities.”

AYAZ



IBRAHIM WAS A FIRST-TIME PARTICIPANT AND HIS REFLECTION ILLUSTRATES HOW MUCH CAN BE ACHIEVED IN 5 DAYS.



My five-day adventure with OBT was transformative, thanks to the expert guidance of your incredible staff. Their patience, encouragement, and deep knowledge helped me push past my limits at every step.

The cold-water swim was my biggest challenge—I even turned blue! But the staff’s constant support and practical tips helped me adapt. Their reassurance made what seemed impossible feel achievable.

During the waterfall climb, their calm instructions and spot-on safety guidance turned my nervousness into excitement. What looked daunting became thrilling under their watchful eyes.

The raft-building session showcased their teaching skills—they made complex knots simple and fun to learn. And canoeing was a highlight; one instructor’s belief in me gave me the confidence to paddle solo after just one lesson.

The water jumps completely changed my relationship with cold water. The staff’s energetic coaching turned fear into triumph through their perfect mix of challenge and encouragement.

Your team’s unique blend of professionalism and genuine care created an environment where growth felt natural. They didn’t just lead activities—they inspired confidence. This experience has given me lifelong skills and memories, all thanks to your outstanding staff.

Special thanks to Niamh for her exceptional support during this whole period.”

IBRAHIM

HAVING BEEN INTRODUCED TO THE COURSE KATHRYN’S WORDS REITERATE THE VALUE OF THIS INVESTMENT IN YOUNG PEOPLE.



Outward Bound was a unique and memorable experience. Even though it only lasted five days, each one was filled with different activities that you only experience once in a lifetime and they really pushed me out of my comfort zone and would consider recommending to other friends to join me.

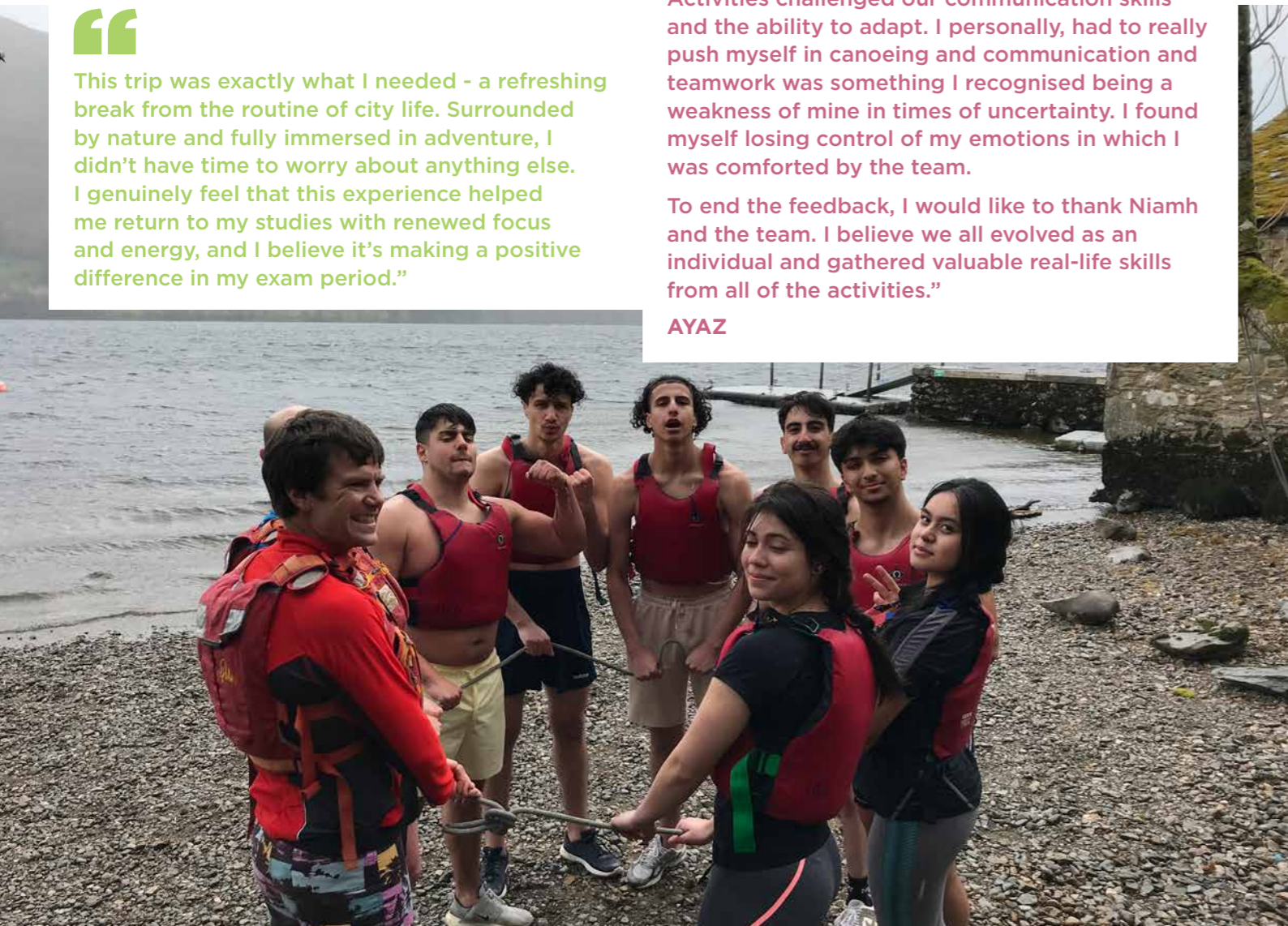
One unforgettable activity was gorge walking. Not only did we experience breathtaking views, but we also had the opportunity to take part in rock climbing while securely harnessed, which added an exciting and challenging element to the experience. Even during the more challenging moments, where I and others struggled, we supported one another and worked together as a team.

Outward bound genuinely helped me build connections and make new friends as when I arrived, I only knew one person in my group, yet not once did I feel nervous throughout the activities, I felt like I’ve known everyone for much longer, which helped me overcome any initial doubts.

Our team leader, Niamh, consistently looked out for each and every one of us. She made sure we were all enjoying ourselves while keeping everything running smoothly. Her attentiveness and support created a positive atmosphere that helped the team stay motivated and connected throughout the entire experience.

Throughout the five days, I had the opportunity to develop and learn a wide range of new skills. From navigation skills to building skills, each activity pushed me to improve both physically and mentally. These experiences not only built my confidence but also taught me valuable lessons in communication, problem-solving, and resilience that I will carry forward beyond the trip.

It’s hard to fully express just how much this trip meant to me. From start to finish, it was an experience that left a lasting impression. It gave me the long awaited break from all my studies and stress and I would like to wholeheartedly thank the sponsors for allowing me to experience this opportunity and would hope to do this again next year.”



» FOCUS ON OUTWARD BOUND TRUST 2025

With four years of the Sigma sponsored Building for my Future course completed, the long term impacts are emerging, as first participants journey through the OBT programme of courses with continued sponsorship where required. The following case studies and feedback reflect the ultimate aims and vision of this course and partnership. We look forward to this partnership and impacts growing further in the years ahead.

CASE STUDY - LUCJA EXPERIENCE OF THE 19 DAY OBT ADVENTURE.

Having started her OBT journey with us in 2022, Lucja, a Simple Life resident, successfully completed the ultimate OBT challenge this summer. Her story and reflections will be captured in an in-depth review with the OBT team and we congratulate Lucja on her achievements.



I didn't have any set expectations for the trip when it came to how it was going to be structured and what we would be doing. I knew what I personally wanted to get out of it was, as always with an OBT trip, a stronger sense of who I was, the opportunity to push myself whether that be mentally or physically and to meet new people.

The 19 days were mostly filled by walking- however we did also have canoeing and climbing (we went up Pinnacle Ridge). Walking with an 18kg backpack did allow me to challenge myself physically especially when walking up steep hills- even having to use my hands. Such challenges, whilst daunting and tiring in the moment, are

retrospectively the best part of it- the easy bits just aren't as memorable. The people I was with (10 others) were great- we all connected quickly, for the most part getting along and if there was conflict it didn't escalate into anything major. The group was something I was anxious about- as we were going to spend an extended period of time together so I do count myself lucky for who I was able to meet. A key highlight of the adventure was our 'solo'- which is supposed to be 24 hours alone but due to weather conditions we only got about 16 hours- this solo gave us not just time away from the group but from any distractions, all we got was shelter and food. During this time, I was able to think about my life and what I wanted to do with it- which usually I don't get such an extended amount of time to do- it allowed me to be more open minded about my life.

Overall, the experience was refreshing- something different from my day-to-day life. It was challenging- especially during the storm and bad weather- however those moments are the ones that have had the biggest impact."



CASE STUDY CONNOR - WORKING HIS WAY THROUGH THE OBT PROGRAMME

Having attended a 5 day Simple Life course in Spring 2024, followed by the 7 day course in Summer 2024, Connor enjoyed the benefits of a Golden Ticket enabling him to enjoy a 2 week adventure this summer. His feedback on this experience gives his pertinent reflections.



I recently took on the challenge of a two week course at Loch Eil's Outward Bound centre, where I stayed for two weeks sharing a room with 5 other boys who I had never met before, in a part of the country I had never been before, taking on challenges with a group of who were strangers but by the end of the (now short in retrospect) two weeks are most definitely friends for life. Outward Bound is a place which I would call a sanctuary for people who want to in essence, to escape the whirlwind of our world because it reverts us back to how people used to interact with one another. They do this by limiting the time allowed on our devices to only an hour to an hour and a half a day at maximum. At first, I had a kind of reluctance and dread to be handing over my precious phone, but I think it's one of the best decisions the Outward Bound Trust has made as it allows each group to gel together. I say allow but in reality, it forces you all together because you have nothing else to do other than communicate and engage with one another! A brilliant experience."

PARENT FEEDBACK:

The impact of experiences reaches far beyond the participant, with parental feedback making this clear to see.



"It has been such a huge experience for him again and he is now aiming to complete the final Outward-Bound challenge next summer. This programme has been such a positive part of his growth as a young person and the impact on our wider family has been significant.

When you empower a young person the ripple effect on family and community should never be underestimated.

Thank you so much for supporting him on his journey."

PARENT OF PARTICIPANT 2025

"Outward Bound Trust is a unique experience for the whole family. Something to be proud of. To be remembered.

Lucja came home tired but proud that she had been able to continue her course. She said her group was a good one. She took loads of pictures and sent them to the other participants. We speak about the expedition and Lucja shares her memories and reflections with her brothers.

Max did one week and is ready for a two-week course. I have spoken with him, and he said he would like to do it. As last year he came home taller and more motivated. Happy and more mature. He has been taught very useful skills. He did the survey on his own and was able to say what was the milestone etc.

I do hope you know that I am more than grateful for your introduction to the Outward Bound Trust, not to mention financial support. For us, as the family Outward Bound experiences are truly life changing ones. My children have had chances to participate in activities which bring hope, motivation, build body and strengthen spirit. Ideal combination."

PARENT OF SIBLING PARTICIPANTS 2022-2025



» SIGMA TEAM



>> SIGMA TEAM

Sigma has a dedicated and growing team currently based in Edinburgh, Manchester and London, which is committed to delivering high quality, professionally managed rental homes where people and communities can thrive

Sigma is committed to creating and sustaining a positive and inclusive working environment for all employees. It aims to ensure that all employees are equally valued and respected, and that our inclusive organisation is representative of all members of society. Sigma defines diversity as valuing everyone as an individual and this is reflected in the values. Behaviours and leadership habits which are adopted and encouraged to provide a collaborative and supportive place of work for all employees. A key part of this is that equality of opportunity is a core value and Sigma's goal is to ensure that the best person for any role has the opportunity to apply for, be appointed and excel in it.

Sigma Team as at 30 June 2025						
	Sigma Capital		Simple Life			
Number of Employees	76	100%	26	100%	102	100%
Male	34	45%	7	27%	41	40%
Female	42	55%	19	73%	61	60%

ELECTRIC VEHICLE SCHEME

At the time of print we are proud to have 33 members of our team making use of the company EV policy or privately running electric vehicles. Which equates to 32% of the team, a positive and encouraging statistic.

Based on an estimated annual mileage of 550,000 miles, this equates to a carbon footprint of 152 tonnes CO₂e (based upon an average medium sized diesel car from 1.7 to 2.0 litre).

Stats calculated using:
<https://www.carbonfootprint.com/calculator.aspx>

Given that it is generally accepted that 1 tonne of CO₂ is equal to taking 72 high-velocity train trips of 300 miles each, or charging 121,643 smartphones, or having about 500 CO₂ fire extinguishers and that 50 trees must grow for a year to capture that tonne, our team are making a positive impact as regards emissions in this area.

Stats from:
<https://www.anthesisgroup.com/insights/what-exactly-is-1-tonne-of-co2/>

32%

OF TEAM MEMBERS USING THE COMPANY EV POLICY

WHEN ASKED FOR COMMENT ON THEIR DECISION TO DRIVE AN ELECTRIC VEHICLE FEEDBACK

"I joined the EV scheme as it worked out cheaper on a monthly basis than purchasing my own car, insurance and continuous maintenance."

LUKE LIGHTFOOT, REGIONAL DIRECTOR ASSET MANAGEMENT

"Most of our developments are in urban locations, so it's great that I can visit them pollution free...."

ROB SUMNER, RESIDENTIAL INVESTMENT DIRECTOR

"Reduced running cost, efficiency of charging (greatly improved), mod cons, long distance driving is made easier."

NATALIE HUGHES, DIRECTOR OF ASSET MANAGEMENT

"Having been an EV sceptic the Scheme afforded a chance to try through salary sacrifice, and I am very happy I did as I am now committed to and will stick with an electric car."

DANIELLE TOAL, LEGAL DIRECTOR (BANKING & CORPORATE)

"EV cars are the way forward, I do a lot of driving, it's so easy. Plan your route well. Plus, the tax benefits and reducing the CO₂ gases."

MARK NICKLIN, CONSTRUCTION MANAGER



SIGMA TEAM GET DIRECTLY INVOLVED IN SUPPORTING CHARITY PARTNERS...

RESTART LIVES LONDON

Ensuring our support covers broad geographical reach Sigma were delighted to meet an partner with London charity Restart Lives for their Sleepout 2024 to raise funds and awareness of the homelessness crisis in London. One voluntary night on the street during Storm Darragh brought home, only too well, the enormous challenges faced daily by those sleeping out who have no choice.

"Just wanted to say thanks for joining us at the sleep out on Friday night (and thanks for the waterproof cover - absolute lifesaver!)"

"I hope you managed to get some sleep over the weekend to recover."

CAITLIN TURNER COMMUNICATIONS MANAGER, CARLOWRIE GROUP

>> [Link to impact report here: RESTART Lives Annual Report 24/25](#)

» SIGMA TEAM GET DIRECTLY INVOLVED IN SUPPORTING CHARITY PARTNERS



JAIL & BAIL FOR ZOE'S PLACE

Accused of a First-Degree Eco-Offence, for an audacious display of environmental indifference, Sigma's Social Impact & Sustainability Director, was arrested, trialled and jailed in May at Middlesbrough's Court, as part of an innovative fundraising event. The judge was less than impressed with the accused's attempt to evade arrest in the town square earlier on the day, causing considerable disruption to members of the community. Bail was set at £1,000 which colleagues, friends and family helped to secure!

A fun and innovative way to raise funds for the charity, and one where collaboration with other businesses proved informative and interesting.



HANNAH'S BLINDFOLD WALK FOR SPEED OF SIGHT

Finding innovative ways to raise awareness and funding for charities is difficult, so it was fantastic to join Hannah as she walked the Three Sisters Circuit blindfolded for Speed of Sight. It was challenging and certainly increased awareness of the challenges faced daily by those with a visual impairment.



Sigma Team have been involved in supporting business and charity initiatives and events this year

- ★ **SOUTH QUEENSFERRY VOLUNTEERING DAY IN NOVEMBER**
BIG CLEAN UP
- ★ **BRITISH PROPERTY FEDERATION (BPF)**
FUTURES MENTORING PROGRAMME
- ★ **COLLABORATION WITH LOFT AND DAVID PHILLIPS**
FURNISHING PARTNERS SAW DONATIONS TO LOCAL CHARITIES
- ★ **COLLEAGUES & RESIDENTS SUPPORTING EARTH HOUR 2025**
IN A SYMBOLIC 'LIGHTS OUT' EVENT
- ★ **CHARITY GOLF DAYS**
HAVE BEEN SUPPORTED AND SPONSORED FOR CAPABILITY SCOTLAND AT DALMAHOY; ZOE'S PLACE, AT WYNARD GOLF CLUB; THE JOSHUA TREE AT SANDIWAY GC; AND TRUST GREEN'S GOLF DAY AT CARDEN PARK FOR DUCHENNE UK; AND SAVILL'S CHARITY GOLF DAY IN LONDON.

» 2024 / 2025 AWARDS

LOVE TO RENT AWARDS

Build to Rent Developer 2025

SHORTLISTED

(winner to be announced)

LABC SITE RECOGNITION AWARD

June 2025 (Trinity View)

WINNER

PROPERTY WEEK RESI AWARDS

BTR Operator of the Year (Sigma) (over 1000 units) 2025

FINALIST

INSIDER NW RESIDENTIAL PROPERTY AWARDS

Residential Operator of the Year 2025 (Simple Life Homes)

SHORTLISTED

CITYWIRE INVESTMENT TRUST AWARDS

Best Property Specialist Trust Award 2024 (The PRS REIT plc)

SHORTLIST

LOVE TO RENT AWARDS

Best BTR Single Family Housing Development Awards 2024 (Brookfield Vale)

SHORTLISTED

LOVE TO RENT AWARDS

Best BTR Marketing Campaign 2024 (Go-Get)

HIGHLY COMMENDED

LOVE TO RENT AWARDS

BTR Sustainability Award 2024

SHORTLISTED

LOVE TO RENT AWARDS

Social Value in BTR Award 2024

SHORTLISTED

INSIDER NE PROPERTY AWARDS

Residential Development of the Year 2024 (Kirkleatham Green)

WINNER

PROPERTY WEEK RESI AWARDS

PRS Deal of the Year 2024 (The Gateway)

WINNER

NW INSIDER RESIDENTIAL PROPERTY AWARDS

Deal of the Year 2024 (The Gateway)

SHORTLISTED

NW INSIDER RESIDENTIAL PROPERTY AWARDS

BTR Development of the Year Award 2024

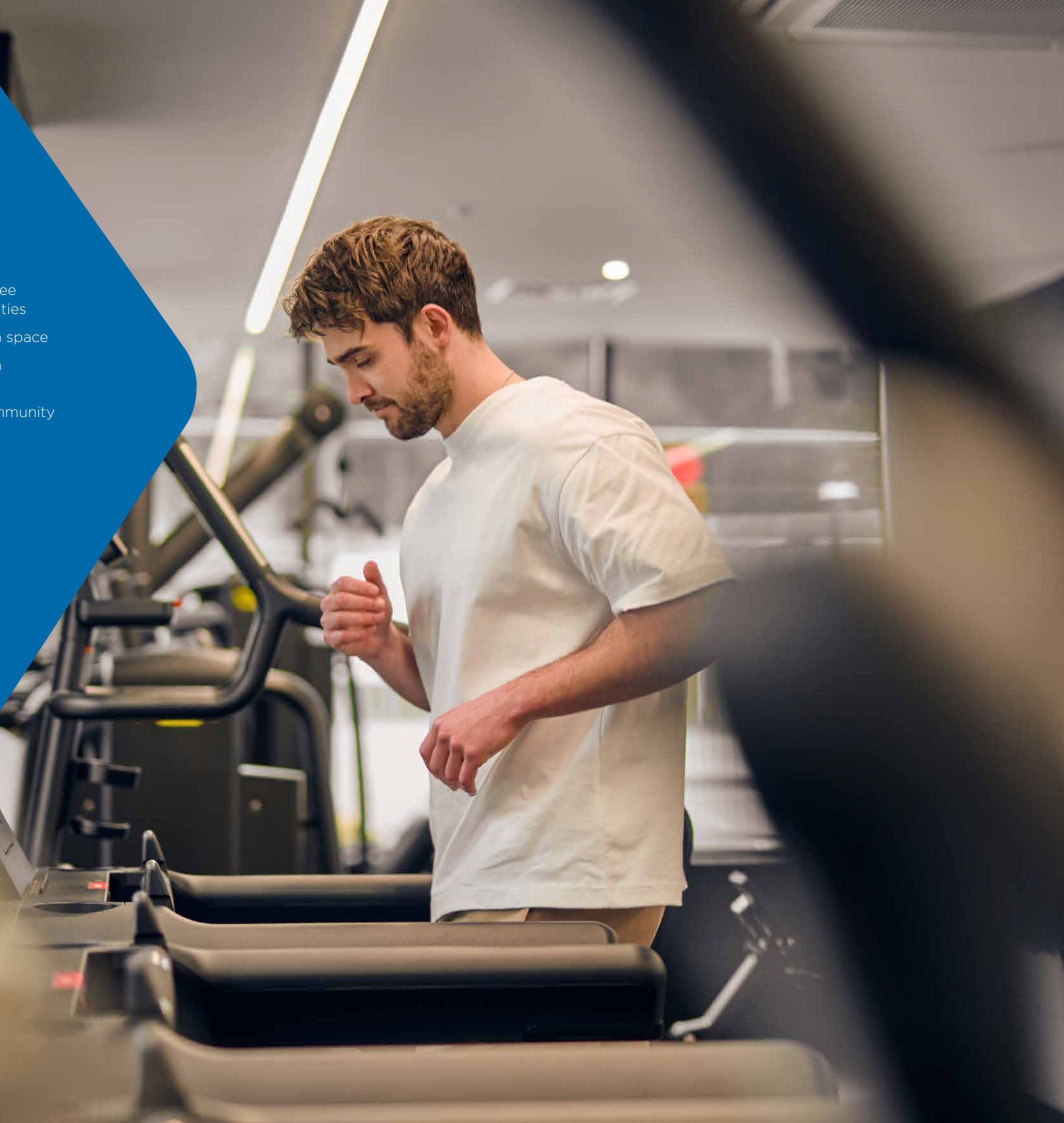
(Brookfield Vale)

SHORTLISTED



» FAST FORWARD 2026!

- » Continue to develop Biodiversity enhancement through tree planting and community gardens in schools and communities
- » Support for Embassy Village opening and outdoor garden space
- » Further enhance wellbeing provision for residents through MyndUp and FiiT
- » Continue to build links with local charities, school and community groups
- » Further explore asset energy impacts through ARBNCO partnership
- » UN SDG Ambition Accelerator commitment





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