

# Socio-economic Impact of Welsh housing associations

November 2025





# Foreword

There are few things more fundamental than having a safe, secure and decent home. We all instinctively know this benefit from our own lives and seeing the impact that improved housing can have on our friends, family and local areas. It can be transformative.

Yet, we know that too many people are stuck in homes that are unaffordable, unsuitable or just plain unsafe. And still, too many people do not have access to a place to call home.

This is something that housing associations in Wales have known for a long time. As not for profit organisations rooted deeply in their communities, they are witnessing the effects of our current housing crisis every day.

The evidence set out in this research by Savills is stark - housing associations have a phenomenal impact on people's lives.

They play a crucial role in providing homes and services that meet people's needs up and down the country.

In 2024/25 they:

- Spent an estimated £1.49bn in Wales, equivalent to 85p of every £1
- Supported an estimated 37,040 direct and indirect full time jobs
- Spent an estimated £28m on community regeneration and tenancy sustainment.

But we know that, with the right environment and investment, they can go further. The reports demonstrate the hypothetical impact of housing associations building 20,000 affordable homes over the next 4 year Senedd term. This would:

- Benefit people and communities by £3.6bn (NPV) primarily by increasing labour market productivity and lowering bills;
- Save vital public services £2.1bn (NPV) mainly by decreasing temporary accommodation costs and the cost of homelessness services.
- Support a workforce of 14,200 per year during construction, and 2690 direct and indirect jobs per year in the longer term.
- Add £3.5bn GVA to the Welsh economy during construction, with a continued contribution of £114m per annum in the longer term.

With 8% of social housing tenants from an ethnic minority background, and people living with a disability more likely to live in socially rented properties, this is not just a question of numbers.

It is a matter of fairness, equity and dignity. As we look ahead to the Senedd election next year, we need to bring it back to basics.

At the heart of any future government's plan for Wales, we need to see bold, solutions focused commitments to more homes; better homes; and healthier, fairer places transformed by the power of safe, decent, secure housing.

Homes that allow people to live with dignity. Homes that meet the changing needs of an aging population. Homes that maximise current and new technology. Homes that keep people warm, rather than warming the climate. Homes that are at the centre of places and communities across Wales. Homes that provide the platform people need to work, go to school, stay healthy, and thrive.

**Homes - for every future.**



**Stuart Ropke**  
**Chief Executive**  
**Community Housing Cymru**



# Introduction

CHC commissioned Savills to assess the impact of housing associations in Wales across three themes; people, economy and public services. The specific scenario this report models is the significant hypothetical impact of housing associations delivering 20,000 new homes over the next four year Senedd term.

The people and public services reports are informed by an underlying literature review and theory of change with the impact being modelled over two time periods - the four year construction phase and the 30 year operational period of the homes.

The economic model adopts established approaches developed by the Welsh Economic Research Unit (WERU) and used in previous impact reports (2015, 2018). Primary data from a survey of 20 Welsh Housing Associations (representing 67% of the sector) as well as CHC Global accounts data have been used to further inform analysis of spending patterns. Economic impacts, including FTE jobs and GVA have been estimated using standard ratios from key government data sets.

The full reports are available on [our website](https://www.chcymru.org.uk).

## What housing associations deliver now

» **£1.45bn** GVA  
For every £1 in GVA generated by a housing association, an additional 90p is generated through the rest of the economy

» **37,000** direct and indirect FTE jobs supported during construction and operation

» **£28m** invested directly into community regeneration or tenancy sustainment

## What housing associations could deliver

» An additional **£4.9bn** (NPV) GVA, during construction and operational period, on top of existing outputs

» **14,200** more direct and indirect FTE jobs could be supported per year during construction

» **£2.8bn** (NPV) could be generated by housing associations in benefits for tenants through delivering homes and a further £807.2m (NPV) during construction.



# Executive Summary

Housing associations in Wales don't just deliver and manage homes - they provide the base for a secure future for their tenants and communities. Their purpose extends far beyond bricks and mortar.

**The combined operational and construction impact of 20,000 homes is:**



**£4.9bn** (NPV) GVA Added



**£3.6bn** (NPV) Impact on People



**£2.1bn** (NPV) Savings for Public Services

# 1. What do housing associations do?



## **Housing associations provide warm, safe homes and vital services for diverse communities**

Housing associations are committed to providing a warm, safe home for everyone, serving people from all backgrounds and addressing the root causes of poverty and housing inequality.

They are fundamentally inclusive, with a focus on supporting those most in need. For instance, across the UK, people with a disability are more likely to live in social housing.

Furthermore, nearly half of Welsh associations offer shared ownership homes, creating a crucial pathway for young people to step onto the property ladder.

Housing associations offer a range of homes and tailored support so that all residents can thrive in their own houses.



*ClwydAllyn*



## Housing associations are delivering Wales' future housing

Housing Associations aren't starting from scratch - they are proven delivery partners with a strong track record and **are ready to end the housing crisis**, for example responsible for delivering 75% of *all additional* social and affordable homes this Senedd term.<sup>2</sup>

## Research by Savills shows that housing association are:

### A major employer

- » In 2024-25 alone, they supported an estimated **37,040** full-time equivalent jobs (direct and indirect) across construction, operation and maintenance

### A GVA multiplier

- » Housing associations are driving forces of the economy, creating an estimated **£1.45 Billion** in direct and indirect GVA in 24/25. Think of it this way: for every **£1** of value they create, they generate an additional **90p** throughout the rest of the Welsh economy

### People and community investor

- » **£11.6 Million** spent on community regeneration and **£16.5 Million** spent on tenancy sustainment in 24/25. Their hardship fund spending is increasing, directly correlating with a rapid decrease in evictions, proving their commitment to people over profit



Adra

<sup>2</sup> StatsWales, Additional Affordable Housing Provision by provider and year, 2024



## Housing associations maximise their impact through their unique funding model

Housing Associations are powerful delivery partners because they don't rely on government funding alone to build and manage homes. They leverage against their assets, stretching public funds with private investment.

### The private finance edge

- » Only **40%** of housing associations total spend comes from government grants. The remaining 60% is financed through private borrowing and other income streams (like rent), demonstrating their unique ability to deliver and demonstrating how government investment acts as a vital catalyst for private finance.
- » Housing Associations are demonstrating their commitment to scale and their private borrowing is anticipated to reach **£5.4 Billion** by 2027.<sup>2</sup>

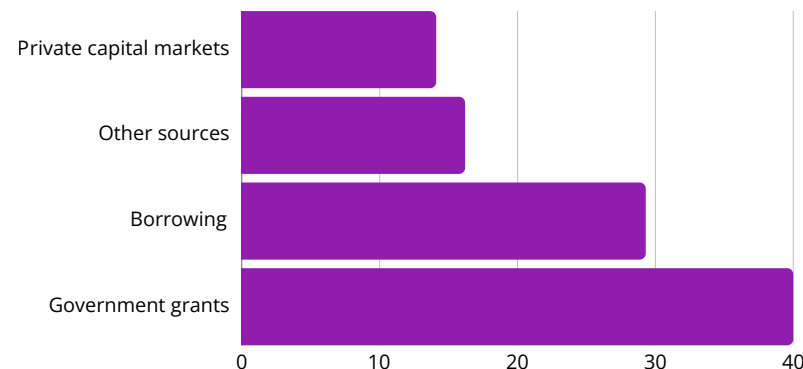
## Housing associations anchor Wales' economy by focusing on local investment

Housing Associations aren't just builders, they are anchor institutions that drive resilience and stability by keeping their spending local. They support local economies by awarding development, maintenance, and repair contracts to local and regional firms. Their long-term presence allows for strategic investment that builds community resilience.

### Keeping Money in Wales

- » An estimated **85%** of all Housing Association spend remains right here in Wales.
- » In 2024/25, this amounted to an estimated **£1.49 Billion** staying within the Welsh economy.

## How housing associations are funded:



<sup>2</sup> Community Housing Cymru, Global Accounts, 2022



2.

**What impact  
could housing  
associations  
have in the  
next Senedd  
term?**



**Building 20,000 new homes over four years would have an impact that spreads far beyond the housing market, fundamentally changing lives and boosting the economy.**



» **A Workforce of Thousands.**

Construction would directly create **6,293** jobs and spur another **7,908** indirect jobs through the supply chain. That's a total of **14,200** people kept in work per year.



» **New Careers Start Here.**

We'd be cultivating the next generation of builders and tradespeople by creating **2,065** apprenticeships and providing **1,245** work placements.



» **Changing Lives.**

This project would help **826** previously unemployed people successfully move back into sustainable employment, transforming their financial stability and sense of purpose.



» **Homes for Children.**

Thousands of children and their families would be moved out of temporary accommodation into permanent, stable homes with at least **3,900** households, including **2,475** children, benefiting. These provide a bedrock for better education and wellbeing.

# The impact of 20,000 homes: Short term

We all know that housing is an investment in the future. But research shows there are significant short term benefits during the modelled 4-year construction phase.

## Key catalyst for the economy

- » **£3.2 Billion** GVA would be generated, giving a vital boost to the economy during construction (directly and indirectly)

## Transformational Social Investment

- » **14,200** direct and indirect construction jobs would be created per annum.
- » **£785.5 Million** of direct benefits to people and communities through local investment and career opportunities, including
  - » **£72 Million** wellbeing benefits as people move into work.
  - » **£21.5 Million** invested specifically in construction apprenticeships.
- » **£307.9 Million** savings to public services (driven by re-employing benefit claimants and resulting NHS savings).

## Public Services: 4 year construction phase (NPV, 2025)

» **£4.4m**  
NHS saving from  
unemployment reduction

» **£303.5m**  
Central Government Revenue  
from Construction

**£307.9m**

## People: 4 year construction phase (NPV, 2025)



» **£21.6m**  
Construction apprenticeships

» **£2.8m**  
Work placements

» **£3.9m**  
Construction career events

» **£2.7m**  
Skills and qualifications gained

» **£682.5m**  
Local procurement and  
supply chain

» **£72m**  
Welfare impacts of labour supply  
of re-entrants / entrants

**£785.5m**

\*All figures are NPV 2025

# Long-term benefits of 20,000 homes: 30 year impact

Over the longer term operational impact, delivering more homes at scale is transformative, with impacts felt widely across Wales.

## Tenants and communities gain £2.8 Billion

- » **£1.3 Billion** of that directly benefits tenants through cheaper social rents compared to other tenures.
- » **£1.3 Billion** boost to national labour productivity.
- » **£109 Million** saved on energy bills (Electricity and Gas), highlighting the benefit of efficient homes.

## Public Services save £1.8 Billion

- » Total public service savings hit **£1.8 Billion** (for Wales and the UK).
- » The single biggest saving is **£1.1 Billion** - from moving 3,900 households out of expensive temporary accommodation.
- » An additional **£589.2 Million** is saved by permanently housing 7,100 homeless households with priority needs.

## Annual economic boost

- » The operation of the homes generates **£114 Million** in total Gross Value Added (GVA) every single year (£64M direct + £50M indirect/induced).
- » **2690** FTE jobs indirectly and directly are supported per annum through the management of these homes per year.

\*All figures are NPV 2025



# Long-term benefits:

## 30 year Impact per home

It's clear that investing in housing associations is a powerful form of early intervention that delivers outstanding value for money and protects public services.

**Every home built:** Protects the Public Purse by generating **£107,000 in savings and revenue** for the UK and Welsh Governments:

- » **£53,300** saved from reducing the need for **temporary accommodation**.
- » **£29,500** saved from reducing homelessness.
- » **£15,000** generated in tax revenue during construction
- » **£1,800** in direct savings for the NHS during construction and once operational.

**Every home built:** Provides massive benefits to tenants and communities by delivering **£180,000 in total benefits** to tenants and their local communities:

- » **£65,400** in wellbeing benefits going directly to tenants.
- » **£66,800** gained from increased productivity.
- » **£1,200 health benefits** to tackling fuel poverty.
- » **£5,500** central heating savings.

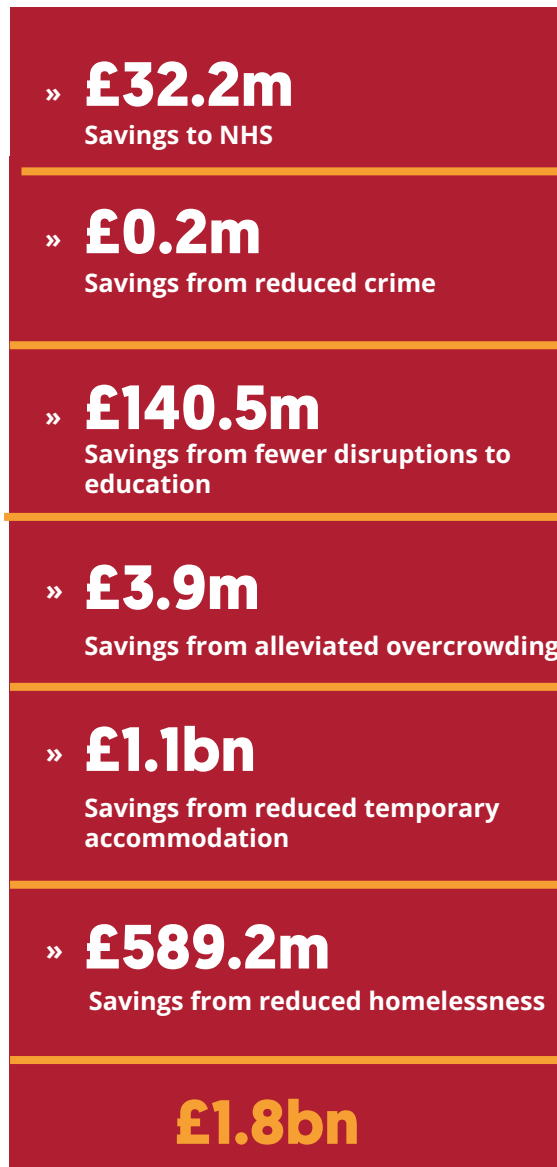


Trivallis



Cynon Taf

## Public Services: 30 year operation phase (NPV, 2025)



## People: 30 year operation phase (NPV, 2025)



# Let's break down these statistics: The human stories behind the numbers

## Dafydd's impact

Dafydd, an employee from Hedyn's resident engagement team, helped a resident determined to rebuild their life by helping them to access funding for an accountancy course.

The resident said: "Daf saved my life, without him (and Hedyn) I couldn't have afforded the course".

## Olivia's Story

Olivia\*, who was experiencing homelessness, was provided with a flat by Gorwel (Grŵp Cynefin's support service).

With support, she has since taken her A Levels, is working towards getting her driving license, and plans to attend university.

Olivia says she "definitely wouldn't have got to where I am now" without the stability and help provided.

## Cathryn and Jeremy's move

Tai Teg is an affordable housing register that operates in North Wales providing rented or purchased properties that are cheaper than market rent. Cathryn and Jeremy have benefited from the register:

*"We were in private rented accommodation for 17 years, then our landlord passed away and the house was sold. A friend recommended Tai Teg and North Wales Housing so we registered for a home. This new home means stability for the whole family. The welcome flowers when we arrived were a lovely touch".*

## Jane's journey

Jane\*, a ClwydAlyn tenant who accessed the iCAN community mental health hub, shared that they had "previously given up on life" and stated that it was "no exaggeration to say that I wouldn't be here today had she not engaged with them".

Jane\* continues to receive assistance for wellbeing and mental health issues related to multiple bereavements.



Taff Housing

# Let's break down these statistics: How housing associations add value

## Trivallis: Closing the skills gap for regeneration

Trivallis identified a skills gap that would have stopped local residents from accessing construction jobs created through the regeneration of Penrhys. To tackle this, they worked with Bluewater Recruitment, Communities for Work+, and Arco Training to deliver accredited training and employment support.

As a result, 11 residents have achieved their CSCS cards, making them job-ready ahead of the construction work starting. This proactive approach ensures that money invested in regenerating Penrhys stays in the community, with local people benefiting from the opportunities created.

## Tai Tarian: Community Benefits programme

Over the last financial year, Tai Tarian - a housing association that manages over 9,000 properties in the Neath Port Talbot area - has given over £51,000 in community benefits donations across the locality. This funding has gone to local sports teams, community groups and projects, and schools. Groups are selected for funds through multiple channels such as liaising with local co-ordinators and councillors, direct applications and word of mouth.

Tai Tarian also makes monthly donations to a different foodbank within the borough and has recently secured £10,000 of funding from the Community Foundation Wales to carry out essential works in the PANTRY foodbank in Pontardawe.

Moreover, its financial inclusion team has successfully raised benefit claims worth over £5mn for people living in the communities it serves. The team, over the same 2024-25 period, also issued 542 food bank vouchers, 700 energy support vouchers and 115 digital support vouchers to those in need.

## North Wales Housing Association: Supported housing promoting long term wellbeing

North Wales Housing has been a trusted Supported Housing provider in the region for over 20 years. Their work empowers individuals to achieve greater independence and well-being.

Their Noddfa scheme, temporary, supported housing accommodation, works closely with a local boxing gym, to improve residents' mental health, physical health and social connection. This award-winning initiative has had a transformative impact on residents.

*"The last 3 sessions I have attended have been very good, as I have social anxiety and other issues, sometimes due to being on my own for so long during COVID, and having something I am interested in doing with people, who I feel to be like-minded, and whose company I enjoy, is very beneficial for my mental health. It helps improve everyone's wellbeing."*

*The fact that residents and staff enjoy it together helps us feel more open to talk confidentially, which enriches everyone's mental health and wellbeing. It's a lot better than being stuck indoors, sleeping, playing computer games and being isolated constantly".*



# Let's break down these statistics: How housing associations add value

## Cynon Taf: Down to Zero society

Down to Zero, part of Cynon Taf Community Housing Group, works with local communities to reduce the impacts of climate change in Rhondda Cynon Taf. Projects include growing healthy, affordable food locally and producing environmentally-friendly soil improvers. It works with local schools and community groups, as well as the Group's tenants, providing local employment, training and volunteering opportunities. Volunteers have given 7,000 hours to the projects in the last year, emphasising their social and environmental value. And for every £1 invested by Cynon Taf in 2024-25, Down to Zero's social return on investment was £6.50.

## Taff Housing: Tackling overcrowding with LoftPro

Taff Housing Association provides housing options to areas with a diverse range of communities, and is actively improving some of the homes that it rents so that they are better suited to tenants' needs. For example, this work has seen it convert eight attics in existing properties (in partnership with LoftPro) to create additional liveable areas and much-needed facilities, such as bathrooms and bedrooms, for multi-generational and larger families.

## Beacon Cymru: Unique promotion of equality, diversity and inclusion

Artists from under-represented groups have been commissioned by Coastal to use its sites to provide a public platform for their work to reach a wider audience. A street art project that celebrated the work of four prominent black British artists, created by two Swansea-based artists Melissa Rodrigues and Joel Morris, won the Arts, Business and Diversity category at the annual Arts and Business Cymru awards in July 2024.

## Hedyn: Public sector collaboration

Hedyn is playing a vital role in delivering a large-scale regeneration project in Newport. Hedyn has been formed by the merger of Newport City Homes and Melin Homes and is leading a £47m transformation of the area. The flagship development will provide 158 new homes and relocate Ringland shopping centre to integrate with the 19 Hills Health and Wellbeing Centre - a new NHS centre with over 20 services available including GP services, Primary Care Mental Health, Dental, Paediatric Physiotherapy and Community Service Clinics. This collaborative regeneration of Ringland is helping to create a community hub that works for local people.

# Let's break down these statistics: How housing associations add value

## Merthyr Tydfil Housing Association: Fit and Fed project

Co-ordinated by Merthyr Tydfil Housing Association, Fit and Fed provides free access to sport and physical activity and a free nutritious meal for all children and young people who take part. Over the last three years, the project has provided 12,023 free meals - providing an essential lifeline during the school holidays to the families of Merthyr. In light of National Lottery funding coming to an end, the association has fundraised to continue the project for another 12 months.

## Stori: Spectrum project teaching children about healthy relationships

Stori run a project, Spectrum, that teaches children in both primary and secondary schools the importance of healthy relationships and raises awareness on violence against women, domestic abuse and sexual violence. The project has reached over 40,982 children since 2014, working with a broad variety of agencies across Wales to help combat these issues. Material is also made available for parents and teachers.

## Bro Myrddin Community Fund

Bro Myrddin established its Community Fund in 2021/22 and delivered three initiatives totaling £9,000 during 2023/24, part of a total investment of £14k since the fund's inception. Initiatives included:

- » Mindfulness for Pupils: This project worked with Police Community Clubs to deliver mindfulness projects to 733 key stage 2 pupils (ages 5/6) across 11 schools throughout Carmarthenshire.

- » Defibrillator Acquisition: The fund financed the acquisition and installation of 3 defibrillators within Bro Myrddin communities

## Bron Afon's Pitch4Pounds scheme

Bron Afon runs a Pitch4Pounds scheme which allows community groups to bid for funding for projects which support sustainability and improve well-being in the local area. Successful bidders include The Canddo project, a community wellbeing group that used funds to buy tools for its woodworking sessions, and The Friends of Fishpond Park, which used the money to give a new lease of life to a local park. Pitch4Pounds initiative is funded by Bron Afon's community benefit scheme.

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