

# Karbon demonstrates its commitment to delivering social value with key appointment

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karbon  
homes

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**Northern-based housing association Karbon Homes has demonstrated its commitment to delivering social value within the communities it serves with the appointment of a dedicated member of staff.**

Jessica Alexander has been appointed Social Value Coordinator to coordinate and deliver the Group's social value commitments and strategy. Karbon's aim is to shape strong, sustainable places for their communities and one of the ways they achieve this is through their Unlocking Social Value Programme, which matches the social value commitments of Karbon's contractors and suppliers with organisations across the region.

Her role has been funded through Prosper's Social Value Dividend Fund. The amount of funding awarded to landlords is based on the procurement spend with Prosper of each landlord partner enhanced by the addition of a proportion of any surplus Prosper generates. Landlords are free to allocate the dividend spend to social value initiatives which best suit the unique needs of their communities.

Jessica works with Karbon's stakeholders', colleagues and communities to ensure social value is delivered efficiently across the Group.

Over the years, Prosper has supported Karbon on a number of procurement frameworks including the contractor, design & consultancy and decarbonisation retrofit frameworks and last year, presented them with £84,927.



In addition to Jessica's role, Karbon also allocated a total of £50,000 [paid equally over two £25,000 instalments] of Prosper's Social Value Dividend Fund towards one of their community investment projects in Benwell, Newcastle upon Tyne to bring a former community centre back into use.

The Merton Lodge community centre in the heart of the South Benwell estate, reopened its doors to the community in September 2023. The funding was granted to NE14.TV, an entertainment agency based in Ouseburn who took on the lease and are running activities such as weekly litter picks, community warm hubs, children's activities, family trips and food provision from the venue.



Rod Brasington, Chief Executive of Prosper, said:

**“Karbon Homes clearly demonstrates their commitment to maximising social value for the benefit of their communities. By creating a role that is dedicated to managing the effective delivery of social value has to be applauded. Jessica is a great asset to the business.**

**It’s also pleasing to see the impact our funding has on projects such as Merton Lodge and the positive results and outcomes this has on local people and the community.”**

Jessica Alexander, Social Value Coordinator, said:

**“The role of Social Value Coordinator is a really exciting opportunity for Karbon to take a person-centred approach to social value, putting the needs of communities at the heart of the social value our contractors deliver.**

**The funding from Prosper has allowed us to drive forward our ambitions for social value at Karbon and it’s great to be able to use the dividend in an innovative way to support our social value work.”**

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**Within the first year of operation, the project has been hugely successful. Some of the key stats include:**



**75 people** signed up to support to address food poverty through The Bread and Butter Thing with an average of 50 residents a week taking part



**77 people** have engaged with new opportunities in their community through Merton Lodge



**30 people** have accessed support to improve their mental health



**14 residents** have been supported into paid work, training or higher education

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For more information on Prosper’s Social Value Dividend Fund, please call us on **0191 280 5665** or email **[info@prosper.uk.com](mailto:info@prosper.uk.com)**