

# Impact Report

2024-25



# Introduction

Warm Welcome is a UK campaign with a bold ambition to enable a more deeply connected society through community spaces made by and for everyone. We resource, connect, and champion a growing network of volunteer-led organisations, that provide Warm Welcome Spaces in their communities, including libraries, community centres, faith-based spaces, cafes, sports clubs, businesses, museums, and so many more. Warm Welcome Spaces are a lifeline to local communities, offering both human and physical warmth.



The impact of the cost-of-living crisis over the last three years has taken its toll, plunging more and more people into poverty. The outlook may be bleak, but we are heartened by the sheer outpouring of community spirit that's found in every Warm Welcome Space. This year, Warm Welcome Spaces have redoubled their efforts and gone above and beyond to keep their doors open. And more and more community spaces are springing into action in every corner of the UK. We're equally heartened by the support of Warm Welcome's growing network of partners that make the campaign a unique and richly diverse force for good.

There's a lot to celebrate. We were proud to hear our movement described by UCL Policy Lab as an "emerging disrupter – supporting real change with a lightness of touch not seen in traditional charities and state bodies."

We are indebted to our generous funders and corporate partners who have stepped up their support this year, investing in deeper connections with Warm Welcome Spaces. With your support, we can become a stronger and more sustainable movement, and working together, we can unlock the power of community spaces and create a thriving network of hope and reconnection.

**David Barclay**  
Warm Welcome Campaign Director

@WarmWelcome\_UK Warm Welcome UK company/warmwelcomeuk warmwelcomeuk

## Registered office:

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The Warm Welcome Campaign is hosted by the Good Faith Foundation, a charity focused on cross-sector collaboration for social inclusion. Registered Charity No 1188639.

# Foreword

From small beginnings, Warm Welcome has grown into a thriving network of local community spaces. Over the last three years, these places have supported millions of Britons. I've seen mothers and children enjoy the benefits of a Warm Welcome Space allied to a café and play spaces for their kids. And I've seen libraries, places of worship, art galleries, and sports centres invite people to come in for tea and warmth. And I've seen how by opening their doors, once lonely individuals can meet new friends in Warm Welcome Spaces and find their lives transformed.

Warm Welcome's Impact Report is a celebration of good-hearted volunteers, neighbours and community groups coming together to build a better society. This level of volunteer involvement has brought a huge expansion to 5,300+ Warm Welcome Spaces and a counterblast to those who claim that there is no such thing as society. Indeed, in the winter of 2024/25, the number of Warm Welcome Spaces grew by more than 31%, and now over two-thirds of the UK population live within a 30-minute walk of a local space. It's no surprise that the Warm Welcome Campaign was recognised as Breakthrough Charity of the Year in the Third Sector Awards.

In January, during Warm Welcome Week, I celebrated The Heart of Newhaven in Edinburgh being the 5,000th space registered on the campaign's online map. And in that same week, I shared the warmest of welcomes at my local Salvation Army space in Kirkcaldy, where, like all the Warm Welcome Spaces across the UK, good-hearted neighbours come together to brighten each other's days. These spaces are powered by human kindness, companionship, and, of course, a good cup of tea.

Warm Welcome has very deep roots in the communities in which it operates. Too often, people living side by side in the same community never meet. Now we have a new way to connect with each other, learn from each other, and help each other. So, we don't just ask people to come in and get warm; we encourage them to get involved in the organisation. It's an alternative to the isolation people feel that is now one of our biggest social challenges. This is a crisis that goes far beyond politics; this is a moral issue – and it's about our responsibilities to our neighbours – and how new community spaces, made by us and for us, can help turn the tide against both poverty and isolation.

I am privileged to be a Patron for the Warm Welcome Campaign and encourage you to get involved and invest in its vital work through whatever means you can.

**Rt Hon Gordon Brown**  
is Founding Patron for the  
Warm Welcome Campaign  
and former UK Prime Minister.





Our year in numbers...

2.6 million

visitors to Warm Welcome Spaces in 2024-25

5,300

Spaces, 31% increase year on year

305,900

Views of the Warm Welcome website

84%

of people polled said that attending a Warm Welcome Space had helped them feel a stronger sense of belonging to their local community

1.4 billion

media impressions

685 media mentions (Oct 24 - Mar 25)



26%

of people visit a warm space to save money



58,212

visits to the Warm Welcome Online Map

15% increase year on year

10,000+

volunteers

37%

visit a warm space to support their mental health or emotional wellbeing, including feeling less lonely



68%

of people live within 30 minutes of a warm space, up from 62% last year



8,502

Newsletter subscribers

57%

of the general population have heard of 'Warm Spaces'



23%

of people are aware of a warm space within a 30-minute walk (up from 20% in Q4 2024)



70%

said that since coming to the space they now never or rarely feel isolated



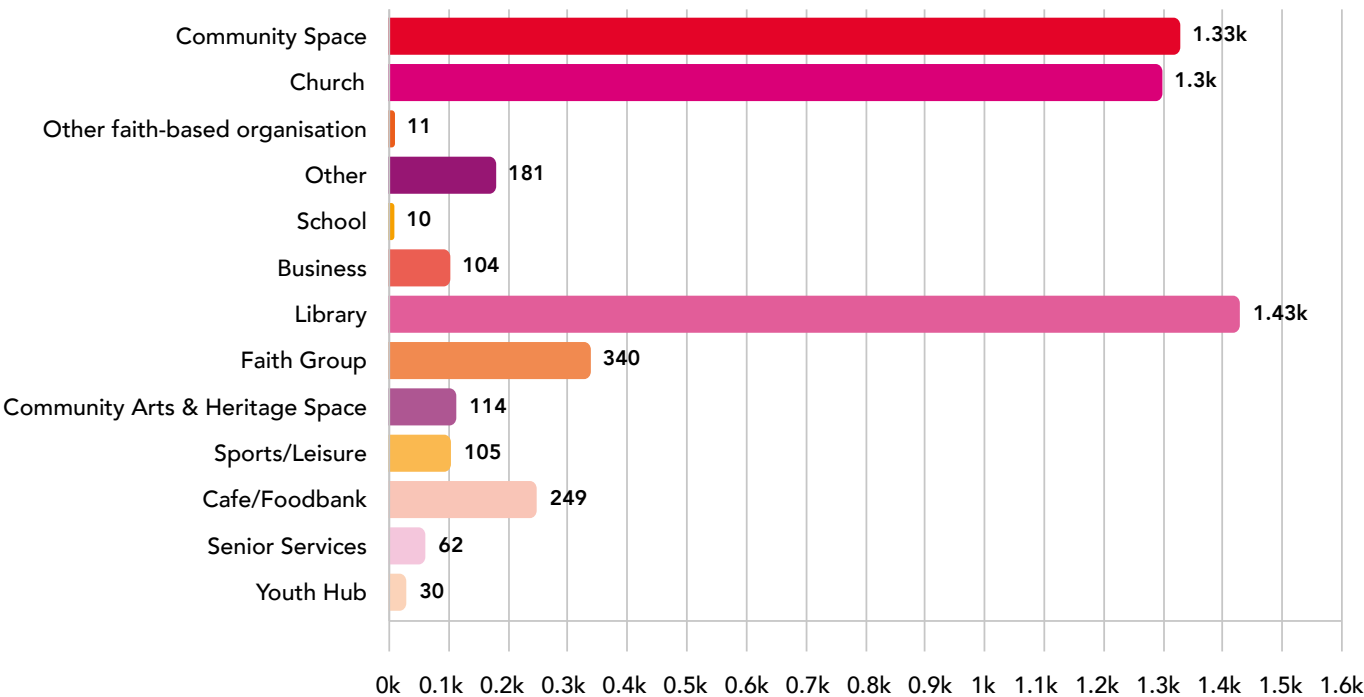
# Creating Communities of Connection

## A Warm Welcome For All

The Warm Welcome Campaign resources, connects, and champions a network of more than 5,300 Warm Welcome Spaces and brings together a growing coalition of local, regional, and national partners. Our bold ambition is to grow the number of Warm Welcome Spaces so everyone in the UK can find a place of belonging and reconnection close to home, where people of all cultures, backgrounds, faiths, and walks of life can come together in their communities. This year we've seen over a 31 percent rise in the number of Warm Welcome Spaces joining us, and now over two-thirds of the UK population live within a 30-minute walk of a local space.

Winter 2024/25 was tough, with fuel price rises and biting cold weather. All through the winter, Warm Welcome Spaces have stepped up to support their local communities. These spaces have redoubled their efforts, and we're heartened by the sheer outpouring of community spirit and love that's found in every Warm Welcome Space. And most Warm Welcome Spaces like these are not just for winter; they are there to welcome communities every single week.

## Warm Welcome Spaces



“Warm spaces continue to offer warmth, friendships for life, and support at a time when we feel isolated and vulnerable. And for that, I am very grateful.”  
Warm Welcome Space Guest

## Introducing the 5,000<sup>th</sup> Warm Welcome Space

In October 2024, we set ourselves a big challenge of having 5,000 Warm Welcome Spaces registered by Warm Welcome Week (20–26 January 2025). In January 2025, we were thrilled to announce that Heart of Newhaven Community in Edinburgh was our 5,000th Warm Welcome Space! Their community hub is open to everyone; it's an intergenerational space that wants to bring people together.

“We are so thrilled to welcome and celebrate Heart of Newhaven Community as the 5,000th community space to join us. Every single space that joins us means we are getting closer and closer to our ambition to achieve a Warm Welcome for All.”  
David Barclay, Warm Welcome Campaign Director

Through partnership working and community engagement, Heart of Newhaven Community seeks to reduce isolation, challenge and remove barriers to participation, and create opportunities for people of all ages, from all walks of life and with a variety of interests, to come together. Their intergenerational hub helps people experience, share, and exchange culture and heritage; engage in formal and informal learning; and develop business and enterprise skills in an accessible, welcoming environment that contributes to the positive well-being of their community.

Along with a twice-weekly Warm Welcome Coffee Morning, they offer a huge range of activities and events for the whole community, including gardening, knitting, digital support for getting online, advice sessions, and a weekly free lunch hosted by the Cyrenians.

“We focus on bringing people together, building on intergenerational connection and kindness throughout all we do at The Heart of Newhaven”  
Judy Crabb, Chair of Trustees for Heart of Newhaven Community





# Stories of Warm Welcome up and down the country

From sports and community centres, faith spaces and libraries to food share hubs, sheds, pubs and even a Hope Hut, we've been delighted to showcase a diverse range of Warm Welcome Spaces through stories on our website and social media this past year.

We started the year focusing on St Barnabas and St James Church as a "beacon of light" in Walthamstow. We spotlighted Warm Welcome Spaces at Wakefield Library, Torquay Library, and Barnstaple Library. We highlighted Chilli Tuesdays, free lunches for students at King's Church, Halifax. We focused on the Hope Hut (also a Run Hut, Dad Hut and Mum Hut) in Nottingham. We visited Shedfest and talked to shedders about the importance of places of connection and belonging.

We discovered the Bee Friends of Frodsham in North Cheshire, who are fantastic knitters. We celebrated the work of The Pantry in Kenninghall in Norfolk as a food hub. We applauded the transformation of Warm Welcome Spaces into NHS Wellbeing Hubs in Lincolnshire. We marked the great work of a Stroke Survivors' Club in Exmouth and cardiac health care in Bristol. And we praised many churches from Muswell Hill, Sinfin Moor, Bolton, Great Lever, Aberdeenshire, Bristol, Wiltshire, and many more.

Huge thanks to the thousands of volunteers and space leaders who keep these Warm Welcome Spaces running. The difference you make is remarkable.



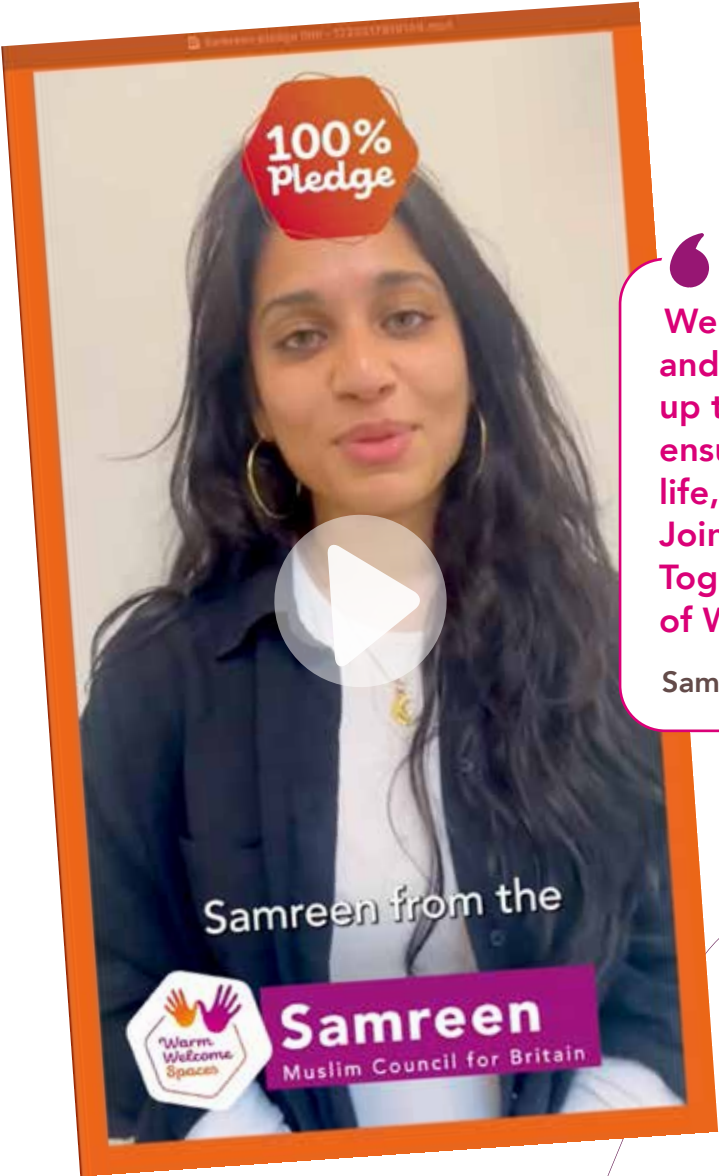
# Partnership at the heart of Warm Welcome

Partnership is at the heart of the Warm Welcome Campaign. By working in partnership, Warm Welcome is far greater than the sum of its parts; it means we can achieve something quite remarkable in communities right across the UK. Every partner brings a different perspective, sharing knowledge, practice, and expertise to help Warm Welcome become stronger, more inclusive, and better equipped to reach and support more people in need of human warmth and connection. Partners have shaped the Warm Welcome values and culture that underpin everything we do.

Alongside partners like Libraries Connected, Eden Communities, The Jo Cox Foundation and the Methodist Church, who have been part of Warm Welcome since the beginning, we were thrilled to welcome so many new partnerships this year, including with Missing People, the Bowls Development Alliance, VE80, and the English Football League.

Every month our partners join together for our monthly steering meeting and play a key role in shaping our strategy and helping us to grow Warm Welcome as a 'Force for Good.' Our partners have stepped up and taken the **100% Pledge for a Warm Welcome for All**, using their collective voice so more people can find a place of connection and belonging close to home.

If you would like to partner with the Warm Welcome Campaign, we would love to hear from you. Together we can unlock the power of community spaces made by and for everyone, creating a thriving network of hope and reconnection fuelled by human warmth. Please email: [myra.johnson@goodfaith.org.uk](mailto:myra.johnson@goodfaith.org.uk)



“We’re pledging for as many Mosques and Muslim Community Centres to sign up to be a Warm Welcome Space, to ensure that everyone, across all walks of life, has a warm and comforting space. Join me in making the 100% Pledge. Together we can make our country full of Warm Welcomes for All.”

Samreen Parkar, Muslim Council of Great Britain



# Helping Warm Welcome Spaces to Thrive

Warm Welcome Spaces are a chain of hope and connection. They are places where conversations start, unlikely friendships are made, and people feel valued. It all starts with a warm welcome, a smile and a cuppa.

We've stepped up our support for the growing number of Warm Welcome Spaces with funding and volunteering opportunities, sharing good practice, and media toolkits, and bringing spaces together through our campaigns and public affairs. Throughout the year we've worked tirelessly to raise awareness of Warm Welcome Spaces through our campaigns and media engagement. As a result, over 58,200 people have used our online map to find a local space.

We've connected and listened to Warm Welcome Spaces' work on the ground through a year-long tour, from Edinburgh to Hastings and from Bolton to Port Talbot. It's been a joy to see their work firsthand and hear about the huge impact spaces have on people's lives. This year we have worked with Housing Associations such as L&Q who have launched and support their own four Warm Welcome Spaces. We were thrilled to connect Warm Welcome Spaces with our generous corporate partners. In Warm Welcome Week, our friends at National Grid volunteered at local Warm Welcome Spaces, and OVO held special energy awareness days at local Warm Welcome Spaces and the Sky team 'cake-bombed' Warm Welcome Spaces.

“  
Spaces like this are great for your health, heart, and mind.  
”  
Warm Welcome Space Guest

“  
At Crossroads Community Hub, we believe in living generously and supporting those in need. The 100% Pledge is a powerful commitment to give 100% – whether it's our time, resources, or love – to make a lasting impact in our community and beyond.  
By coming together, we can create a world where generosity changes lives, restores hope, and builds stronger relationships. Let's join hands, give wholeheartedly, and make a difference that will echo for generations.  
”  
Crossroads Community Hub, Chester



## Championing two thriving Warm Welcome Spaces

Over the past year, we have worked closely with some of our 5,300+ registered Warm Welcome Spaces as they thrive as places of connection and belonging in their communities.

**Ebenezer Church** in north Bristol has a huge range of activities every week; there's something for everyone.

On Wednesdays every week, the space hosts a group for people over 70. On Thursday mornings there is a drop-in community café where people of all ages come together: some older people sharing the space with families with young children. And on Fridays there's a community breakfast followed, at the end of the day, by a fortnightly after-school hangout called Fish Finger Fridays for families. Activities have included a packed Christmas get-together and its popular Pancake Party on Shrove Tuesday.

The building also hosts the offices of North Bristol and South Gloucestershire Foodbank as part of the UK-wide Trussell Trust foodbank network and a Kintsugi Wellbeing Group, with a six-week programme to support people to maintain emotional and mental wellbeing in daily life.

Stewart North, one of the church leaders who runs the space, says: "It has been great to bring together all our community activities over the last few years under the Warm Welcome Campaign and also start new weekly spaces for local residents of all ages and backgrounds."

**Torquay Library** offers free weekly community breakfasts which library supervisor Sarah Kennedy says are the "crowning glory" of the Warm Welcome Space.

Created specifically to support local people who are homeless, the breakfasts nevertheless draw a large, mixed crowd. With up to 50 space guests every week, Torquay Library has some established regular visitors and others who dip in and out.

"Some are new, and that's always exciting. We are getting a wide cross section of age groups; there have been a small number of Primary School aged children and one baby. We are beginning to see a larger number of homeless people, which is exactly who we wanted to help alongside families and anyone struggling to make ends meet," says Sarah.



It has been great to bring together all our community activities over the last few years





## Huge thanks to our corporate partners

Corporate partnerships are vital for the success of Warm Welcome, and we see invaluable support at a national, regional, and local level from our partners. This involved corporate partners pledging support, donating funds, connecting, and providing resources to the Warm Welcome Campaign and our network.

Our partners see the enormous potential and synergy to activate support from across their business for Warm Welcome, including employee engagement through volunteering and fundraising.

During our first-ever Warm Welcome Week, 20-27 January 2025, companies and their teams really stepped up and participated by visiting Warm Welcome Spaces, hosting events, volunteering, working on joint PR, and providing essential resources to vulnerable communities. Companies offered advice on reducing living costs, particularly energy bills, and giving away free items such as heated blankets and energy-saving kits as well as tech equipment to support digital inclusion.

By collaborating with Warm Welcome, these organisations champion the significance of shared community spaces, combat isolation, and extend practical assistance to vulnerable communities.

From our partners such as National Grid Energy Distribution, UK Power Networks, SSEN and OVO who work with us to reach their vulnerable customers (with OVO also donating free electric blankets to a number of our spaces), to Sky who work closely with spaces to provide generous support tailored to the needs of communities, to National Grid, Co-op, and others who have committed to our 'Warm Welcome for All' pledge, our partnerships play a vital role in not just supporting but celebrating our mission.

For more information on working in partnership with us in this way, please email Hanna at: [hanna.latif-walmsley@warmwelcome.uk](mailto:hanna.latif-walmsley@warmwelcome.uk)

## Greene King celebrate volunteers at Christmas

We were thrilled to work with Eden Communities and Greene King on a special 'Thank You' Christmas lunch. Last Christmas Greene King offered a free Carvery and Cuppa for up to 15 people at each of their Farmhouse Inns across the UK. They wanted to say a 'thank you' to volunteers working hard in their communities to bring people together and make a positive difference. So many volunteers enjoyed a well-earned Christmas celebration, including the team at Sinfin Moor Church in Derby. Everyone had a wonderful festive time, with great hospitality, delicious food, and the best company, plus crackers, party outfits, and even giant chocolate eclairs. Thank you, Greene King!



Everyone had a wonderful festive time, with great hospitality and delicious food

## Volunteering at Barnstaple and Port Talbot libraries

During Warm Welcome Week, National Grid Electricity Distribution (NGED) volunteers brought warmth and conversation to two Warm Welcome Spaces: Barnstaple Library in Devon and Port Talbot Library in Wales.

At Barnstaple Library, National Grid volunteers joined the Wellbeing Wednesday Cafe, where they rolled up their sleeves to serve 35 bowls of soup and cups of tea to guests. The cafe has been running every week, inviting different partners into their space. The guests sit around one table, having conversations with new people and enjoying a warming bowl of soup. Barnstaple Library shared:

**'Thanks to our lovely volunteers from NGED who made cups of tea, served soup, and spent time chatting with our guests. We served 35 portions of soup. We're really pleased with how it went.'**

Port Talbot Library, known for its creative programming and community spirit, welcomed the National Grid volunteers into their coffee and craft afternoon. It's a space where volunteers could sit round the table and join in with the conversation, creativity, and connection. National Grid celebrated their **"Craft colleagues who have been helping to chase away the January blues by volunteering at a coffee and craft afternoon at Port Talbot Library."**

One volunteer, who saw firsthand the amazing work that the library is doing in his local community, planned to return with his children to the next Lego group!

Spending time at these two warm welcome spaces, National Grid volunteers experienced the value of community spaces, especially during the colder months. They saw firsthand how something as simple as a cup of tea, bowl of soup, or a conversation around a table can have a lasting impact on people's mental health and wellbeing. And the team are looking forward to future volunteering connections.





# Telling the Warm Welcome Story

We want everyone to experience the joy and magic found in every Warm Welcome Space. That's why we've been shouting from the rooftops about how wonderful these spaces are and the value they bring to local communities. Thanks to the support of local spaces, we have shared some amazing stories and insights, like a wonderful Burns Night celebration in Aberdeenshire, a pop-up café at a library in Barnstaple, and an amazing crafting space in Cheshire, where busy knitters made 80 special warming Christmas gifts, one for every single guest.



We are thrilled that our awareness-raising is paying dividends. Warm Welcome received the honour of "Breakthrough of the Year" award at the Third Sector Awards in September, and we've achieved more media coverage than ever before. With 685 pieces of coverage, we reached an audience of 1.4 billion impressions and received over 305,000 views of our Warm Welcome website. But more than anything, the number of Warm Welcome Spaces has kept growing every week, which means more people have a place of connection close to home. Polling data gathered in April 2025 shows that 55% of people visiting a warm space did so to socialise, connect, and feel part of a community. It also shows that last year, Warm Welcome Spaces had around 2.6 million visitors. Word is getting around.

This year we launched two new national campaigns: our 100% Pledge for a Warm Welcome for All, and in the darkest and coldest month of the year, we launched Warm Welcome Week.

“It's at the heart of the community. It's a place to keep up to date with all the news and what's going on in the community, laughing, joking, and enjoying each other's company.”

Warm Welcome Space Guest

Chase the blues away...  
with red, orange, purple & pink!

# The 100% Pledge Campaign

In October, just as the clocks were turning back for the winter, we launched the Warm Welcome 100% Pledge for a Warm Welcome for All Campaign. We want everyone to join us by taking the pledge to grow the number of Warm Welcome Spaces, and raise awareness so everyone can find a place of connection close to home.

At the time, our research showed that 62% of the UK population lived within a 30-minute walk of their nearest Warm Welcome Space. We want to change that to 100%! So, we launched the 100% Pledge campaign and invited spaces, organisations and companies to take the pledge for a Warm Welcome For All.

To date, more than 160 people and countless partners and corporate supporters have taken the pledge with some truly heartwarming messages of support.

Our 100% Pledge Campaign is already making a big impact, with a 31% rise in the number of Warm Welcome Spaces, which means that now 68% of the population lives within a 30-minute walk of a space. Awareness of how to find your nearest Warm Welcome Space is up too, rising from 20% to 23%. But we're not stopping there! We won't stop until everyone has a local Warm Welcome Space, 100%.

You can make the pledge easily on our website: <https://www.warmwelcome.uk/100-pledge>



“We've partnered with Warm Welcome for the last two years, helping to add to the collective voice and providing our invaluable resource to Warm Welcome Spaces. We're making a 100% Pledge for a Warm Welcome for All so everyone in the UK has access to a space that provides a warm welcome as well as warmth.”

Acts 435

We have been part of the Warm Welcome spaces for almost 2 years. We have on average 170 visitors each week. Located in the poorest area to live in East Staffordshire, we have seen many lives changed through the positive difference being a Warm Welcome space is making.

The Community Church Burton & District

“We have been a Warm Welcome Space (and a Summer Cool Space) for the last 2 years and have found the support and camaraderie from all our users heartwarming. We fully encourage anyone to attend and, more importantly, any venue/organisation not already partaking to get involved. You won't regret it!”

Kempston Hammers Sports and Social Club





# A year of high-profile visits to Warm Welcome Spaces

Our Founding Patron, the Rt Hon Gordon Brown, politicians, and high-profile supporters have been shining a light on Warm Welcome Spaces to raise awareness and show the enormous difference these places make to people's lives.

Broadcaster, presenter, and author Gaby Roslin visited Jacksons Lane in Highgate, north London. Jacksons Lane is one of the UK's 5,300+ Warm Welcome Spaces. They work with people of all ages, focusing on using the arts and creativity to increase confidence, reduce isolation, and improve well-being. Gaby loved joining Warm Welcome guests for a special lunch, starting with a wonderful cabaret sing-along. Gaby rolled up her sleeves, helping to serve a delicious lunch, chatting with guests, and experiencing the magic that Warm Welcome Spaces bring to people's lives every day. It was a joyous occasion for everyone.

In Warm Welcome Week in January, Mr Brown joined the Warm Welcome Space in his hometown of Kirkcaldy for breakfast. Mr Brown spent time talking with guests and volunteers, including Margaret, who was busy making breakfast, and among others, Nicola, Flora, Moira, and Joan, and a little baby called Grace, who joined the breakfast with her family.



**I have shared the warmest of welcomes at my local Warm Space in Kirkcaldy, where, like all the Warm Welcome Spaces across the UK, good-hearted neighbours come together to brighten each other's days. Warm Welcome Spaces are a growing and inspiring chain of hope that links one end of the country to the other and connects young and old to each other.**

The Rt Hon Gordon Brown

In February, Gaby Roslin joined Greater Manchester Mayor Andy Burnham at Longsight Library and Learning Centre in Manchester.

The Mayor and Gaby met Ayza and her younger brother, Ryan who are regulars and were visiting with their mum. Ayza was delighted to let them read her award-winning story and they were so impressed that, aged 10, she is now going to be a published writer.



**I've been lucky enough to visit Warm Welcome Spaces and have seen the remarkable difference they make to people's lives every day, reducing isolation and enhancing well-being. They are places full of positivity, where people can come together, connect, and make new friends.**

Gaby Roslin

The visit coincided with children benefiting from free music lessons, thanks to Olympus Music Foundation. Also there to greet the Mayor and Gaby were a group of men who come every day and who all agree it is a place to relax and come together, enjoying the free cups of tea and coffee, connection, and chat.

On Easter Monday, 21 April 2025, Scotland's First Minister John Swinney visited a Warm Welcome Space at St. John's Cornerstone in Edinburgh.

The First Minister was given a very warm welcome and spent time chatting to guests and volunteers. He also heard from guests, who talked about the importance of the space as a consistent place where they could connect with others and be heard, and from volunteers about how they benefit from being part of the space. The First Minister also spent time talking to Rev. David Bagnall, who shared the story of the Space and how it had gone from a winter-only space to being open year-round due to popular demand. We were thrilled when the First Minister made a personal 100% Pledge commitment for a Warm Welcome for all.

Huge thanks to all those who enabled the visits – and to The Rt Hon Gordon Brown, Gaby Roslin, Greater Manchester Mayor Andy Burnham, and Scotland's First Minister John Swinney for helping to tell the Warm Welcome story as a force for good.



**It was a privilege to meet guests and volunteers at St. John's. Spaces like this can be a lifeline to people who are struggling to keep warm and those feeling lonely.**

Scotland's First Minister John Swinney





# Raising awareness of the Warm Welcome Campaign

Our first-ever Warm Welcome Week, starting on Blue Monday in January, worked wonders in raising the profile of the Warm Welcome Campaign.

Warm Welcome Week had a simple aim: to grow the number of Warm Welcome Spaces and raise awareness to help people find their local space via our online map. We gave 'Blue Monday' a colourful makeover, chasing the blues away with the warm welcome colours of orange, red, purple, and pink. Together with Warm Welcome Spaces, partners, and corporate supporters, we created a surge of warmth and positivity in the coldest week of the coldest month.



## Making an Impact

Warm Welcome Week achieved more than 112 pieces of press coverage about the campaign, reaching an audience of 438.3 million. When combined with news of the campaign, which was shared during a cold weather snap in early January 2025, Warm Welcome earned 445 media mentions across the month of January, covering radio, TV, and regional and national newspapers.

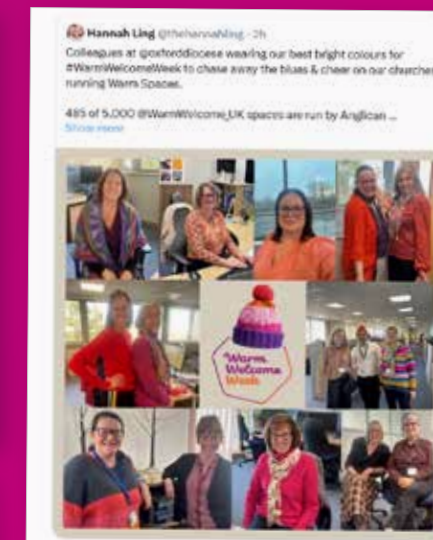
Our wonderful corporate partners went above and beyond to make the week a huge success. We ran a media campaign with OVO, which generated 35 pieces of coverage – including the Independent, Mirror, Evening Standard, Express, Star and the Daily Mail.

Our partner Sky ran engagement sessions with their team, visited Warm Welcome Spaces, and 'cake bombed' others. Co-op supported the week, encouraging their member activators to get involved, dress in their brightest colours and deliver food to local spaces. National Grid Electricity Distribution loved the week and got involved by volunteering at Warm Welcome Spaces. OVO also staged three events at Warm Welcome Spaces across the country, giving away free electric blankets and energy advice.

## Key partnerships

We were thrilled to announce our new partnership with Scottish & Southern Electricity Networks (SSEN) in Warm Welcome Week. Through the partnership, SSEN will be working to support the 550 Warm Welcome Spaces across SSEN's distribution areas joining partners UK Power Networks and NGED in helping vulnerable communities access the Priority Services Register for support during power cuts.

Of course, the biggest stars of the week were the thousands of Warm Welcome Spaces that got involved, sharing powerful stories of the joy they bring to people's lives every week of the year. 37 new spaces registered with our campaign in Warm Welcome Week. And during the week we visited so many spaces, including Port Talbot Library, Newport Community Hub, Lockleaze Hub Bristol, Heart of Newhaven, Kirkcaldy Salvation Army Space, Barnstaple Library, and Ebenezer Church.





# Looking forward with hope

**In 2024, Warm Welcome was awarded the Breakthrough Charity of the Year award at the Third Sector Awards. A remarkable achievement and a testament to the incredible work happening in Warm Welcome Spaces across the UK.**

This year, Warm Welcome has moved into a more permanent position, supporting local connection through the power of community spaces, whose welcoming doors are open all year round.

Often supporting people in their toughest times, the stories that emerge from Warm Welcome Spaces inspire hope and positivity. These stories drive our work to address immediate grassroots needs while looking towards a better future.

We are moving in the right direction, and because we know the impact Warm Welcome Spaces have, remain resolute in our ambition to reach 100% of the population – a Warm Welcome for all. It just makes sense.

This ambition includes continuing to raise the profile of our work nationally and at a local level. Working to become a household name, we will strive to ensure that Warm Welcome Spaces are not only within reach but truly accessible and welcoming to all.

And, to allow for this, we must make sure that local community spaces are supported. We will use this elevated position to make their voices heard by funders and key decision makers. We will deepen connection across the network, sharing best practice and bringing in resource. With such support, Warm Welcome Spaces will be able to continue delivering huge social value in an environment that cherishes their work.

**“The Warm Welcome Campaign has evolved from a very simple idea into a national institution as important to our British society as charities that have been around for hundreds of years.”**

**Rt Hon Gordon Brown,  
Founding Patron for Warm Welcome**



We have our five-year strategy in place, and in 2025/26 we have a target to grow the network to 6,000 new spaces, with 84% of guests still telling us that visiting their Warm Welcome Space helps them feel a stronger sense of belonging in their community. Whilst the value of nurturing and growing Warm Welcome is priceless, the extra cost of supporting new spaces and reaching the ambition for the year is £100,000.

When we asked, 78% of Warm Welcome Spaces joined the campaign because they wanted to be part of something bigger. And our partners feel the same - that their work with us closely connects them to those impactful, hopeful community stories moving towards a more positive future.

Join us and the power of a growing network to meet real needs, creating real change and many more hopeful stories. Stories that you can be a part of.

**Ellie Palmer Development Director, Warm Welcome Campaign**  
[ellie.palmer@warmwelcome.uk](mailto:ellie.palmer@warmwelcome.uk)





# With thanks to our funders and partners



## About the Warm Welcome Campaign

Vision – Warm Welcome enables a more deeply connected society where we all have free access to welcoming community spaces

Purpose – Warm Welcome unlocks the power of community spaces made by and for everyone

### Strategic cornerstones

- Create local, regional and national communities of connection.
- Help spaces access the resources they need to thrive.
- Tell the story of Warm Welcome for positive change.
- Be a sustainable, inclusive and trusted organisation.



For more information and to support the Warm Welcome Campaign, contact: Ellie Palmer, Development Director  
[ellie.palmer@warmwelcome.uk](mailto:ellie.palmer@warmwelcome.uk)

## Campaign History

Founded in 2022, the Warm Welcome Campaign wants to turn the tide on loneliness and poverty by connecting communities and giving people a place of belonging in a Warm Welcome Space close to home. We resource, connect, and champion a network of 5,300 Warm Welcome Spaces and bring together a growing coalition of local, regional, and national partners representing the worlds of charity, faith, business, government, and philanthropy.

Warm Welcome Spaces come in all shapes and sizes, from libraries, community centres, faith-based spaces to cafes, sports centres, businesses, museums, and so many more. These spaces are full of energy and vibrancy, where people of all ages, all cultures, and all walks of life can come together. The difference Warm Welcome Spaces bring to communities is remarkable; they bring human and physical warmth, helping people feel less isolated and boosting wellbeing.

The Warm Welcome Campaign has a bold ambition to enable a more deeply connected society where we all have free access to welcoming community spaces. By working together, we can unlock the power of community spaces made by and for everyone, creating a thriving network of hope and reconnection fuelled by human warmth.







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