

# Warm Welcome Week 2026 Evaluation Report



Warm  
Welcome  
Week





## Warm Welcome Week 2026: Evaluation Report

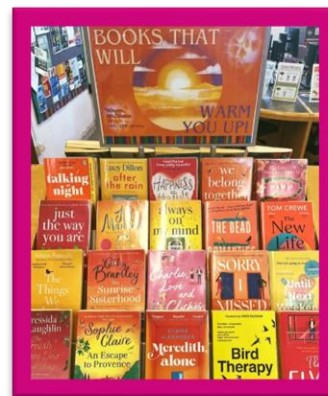
### Section 1: Introduction and objectives

In January 2026, we delivered our second Warm Welcome Week campaign. Warm Welcome Week began on Blue Monday, 19 January, and ran until Sunday, 25 January.

We were blown away by the outstanding support for Warm Welcome Week from Warm Welcome Spaces, our partners, supporters, and corporate partners. Warm Welcome Spaces and our partners dressed up, knitted, crafted, decorated, cooked up delicious cakes and soups, and celebrated the week with all kinds of fun and colourful activities.

Our first Warm Welcome Week (in January 2025) was a pilot project, and we didn't know how well it was going to land. We built it as an engagement campaign, with a clear and simple call to action. 2025 was a great success and our partners and corporate partners really got behind it. Warm Welcome Spaces loved it too, but in 2026 they really stepped up, and it felt like they were leading and delivering it. There was a flurry of preparation and excitement, and it was wonderful to watch the campaign bursting into life.

*"The warm space is still looking jolly bright as it is now covered in bright bunting, and it did engage other partners in our building and give us a focus in January. Our walking group was very well attended as they invited everyone in and got a great deal of take up."* South Brent Old School Community Centre



During Warm Welcome Week our social media channels were flooded by a kaleidoscope of orange, red, purple, and pink! Together we chased away the blues with Warm Welcome's vibrant colours.

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

This year, building on our learning from our first Warm Welcome Week, the response and engagement from spaces and partners was far greater than we ever imagined. The evaluation shows that Warm Welcome Spaces love the simplicity of the campaign; the simple act of dressing up or of decorating their space in Warm Welcome's bright colours is an easy win and has a feel-good factor at a still dark and sometimes difficult time of year in January.

We were also delighted that **62** new Warm Welcome Spaces registered with us during Warm Welcome Week, taking our total to **6,177** by the end of the week. At the time of going to press, there are around **6,300** registered Warm Welcome Spaces.

This evaluation report is based on feedback from the Warm Welcome Team and partners and an evaluation survey completed by Warm Welcome Spaces.



## Warm Welcome Week's Objectives

Warm Welcome Week was developed as an effective way to shine a light on Warm Welcome Spaces during the darkest time of year. We wanted it to be fun, exciting, and easy to engage with, but with a serious message. For too many people, January is the coldest, loneliest, and most challenging time of the year—in recent years, the phrase 'Blue Monday' has been adopted to describe the month's lowest point. As well as taking its toll on mental health, this long, dark month can be financially difficult, and many households face the stark choice between heating and eating.

The objectives of our campaign are simple and accessible. Warm Welcome Week aims to engage everyone in positive activity to:

- Raise awareness, so everyone can find a Warm Welcome Space close to home.
- Encourage more community spaces to join the Warm Welcome Community.

## Call to action

During Warm Welcome Week, we asked spaces, partners, and the general public to give 'Blue Monday' a makeover by wearing warm colours and getting creative with pinks, oranges, reds, and purples to chase the blues away. People can simply pop on an old orange bobble hat or get creative with crafting or cooking. And we asked everyone to engage by sharing their images and stories on social media.

## Warm Welcome Week Toolkit and Assets

*"We designed a pavement sign for the week, using the Warm Welcome and Warm Welcome Week logos, saying everyone was welcome."*

We created a suite of easy-to-use brand assets and ideas for spaces and partners. These included brand guidelines, logos, social media templates, template press releases, activation ideas, posters, and key messages. The majority of spaces that responded to our evaluation used most of the assets.

*"We brought a touch of brightness to a dull week in January; we lifted people's spirits and celebrated our community. We increased opportunities for residents to make positive change, and we had a lot of fun."*

**The Hubhub at Lockleaze Neighbourhood Trust**



## Warm Welcome Week in numbers

- **7** colourful days supported by spaces, partners, corporate partners and patrons.
- **125** social media posts across the Warm Welcome Campaign's channels: LinkedIn, Instagram, X, Facebook, and Bluesky.
- **38,846** social media post impressions across all channels, up from 27,256 in Warm Welcome Week 2025. Average post engagement rate: **11.2%**
- We shared Warm Welcome Spaces activities on our Instagram story, sharing **120** stories over seven days. Around 17 stories every day!
- **65** media mentions in January 2026; **737.9 million** media impressions; **£13.6m** AVE.
- **44** people attended our Warm Welcome Week Parliamentary Reception in Westminster.
- **£60,000** gifted to Warm Welcome Spaces—a £10 Co-op vouchers for each of the **6,000** spaces, to pay for some extra special #CoopCuppas.
- **7** new Warm Welcome Space stories shared in the week, one for every day, and we published 5 news blogs.
- **6,000<sup>th</sup>** Warm Welcome Space announced as Leicester Cathedral's Welcome Café.
- **6,177** Warm Welcome Spaces were registered by the last day of Warm Welcome Week.
- **62** new spaces registered with the Warm Welcome Campaign in Warm Welcome Week.
- **29** new 100% pledges made in Warm Welcome Week.
- **2** new partnerships announced with National Grid Plc and SGN.
- **8** wonderful community events hosted by our friends OVO—helping thousands of Warm Welcome Guests.
- **16** Warm Welcome Space visits made by the Warm Welcome Team.
- **4** National Grid volunteering days at Warm Welcome Spaces. We had **17** volunteers from National Grid and NGED throughout the week. **7** volunteering sessions/activities in total.

### Website Analytics

#### In January

- Website users: **29,927**
- Website views: **78,339**
- Find a space views: **20,464**
- Warm Welcome Week page views: **4,212**

#### In Warm Welcome Week alone (19-25 January)

- Website users: **6,042**
- Website views: **16,314**
- Find a space views: **3,195**
- Warm Welcome Week page views: **1,343**

## Section 2: Warm Welcome Week Highlights

The Warm Welcome Week team developed a campaign plan with a specific focus for every day of the week, and we published a new Warm Welcome Space story every day. The Warm Welcome team toured the UK, visiting 16 Warm Welcome Spaces.

The week's activities included campaign bursts with our corporate partners, including NGED and National Grid staff volunteering in Warm Welcome Spaces, and engaging with OVO's eight community events held during the week. We began the week by sharing the generous £10 Co-op Cuppa vouchers, donating a voucher to each of the 6,000 Warm Welcome Spaces. During the week we announced two new corporate partners, both with National Grid plc and SGN.

In Warm Welcome Week we were also thrilled to announce the Warm Welcome Awards Programme. A fantastic way to celebrate spaces and the people that make them.

### Shining a light on Warm Welcome Spaces



On Blue Monday, we announced Gaby Rosling as our new Warm Welcome Ambassador. To celebrate her new role, Gaby Roslin visited Swansea MAD (Make a Difference), one of the UK's 6,000 plus Warm Welcome Spaces. Gaby was joined by Arabella Weir, actress, comedian, writer, and one of the stars of the award-winning The Fast Show.

***"It's an honour to become an ambassador for Warm Welcome, and I will do everything I can to shine a light on Warm Welcome Spaces and the dedicated volunteers who run them."***

***"I've been lucky enough to spend time in Warm Welcome Spaces and have seen the remarkable difference they make to people's lives every day, reducing isolation and enhancing wellbeing. They are places full of positivity, where people can come together, connect, and make new friends. It's been wonderful to be at Swansea MAD with my friend Arabella Weir this Warm Welcome Week. It's a wonderful place full of joy and friendship, and a brilliant way to chase away the blues this January."***

**Gaby Rosling, Warm Welcome Ambassador.**

## Chain of Hope Road Trip

Our Founding Patron, the Rt Hon Gordon Brown, calls Warm Welcome Spaces a “Chain of Hope” stretching across the country, bringing light and human warmth to people’s lives. During Warm Welcome Week, we took a physical paper Chain of Hope on a road trip to Parliament to celebrate community spaces and share the impact they have on people’s lives right across the country.



Warm Welcome Champion Spaces joined parliamentarians, partners, corporate partners, and friends to hear the Warm Welcome story. The Warm Welcome Week parliamentary reception was generously hosted by Lord Bailey of Paddington and Paul Davies MP. What an amazing way to shine a light on the power of community in Warm Welcome Week.

***“Lots of what you do [as Warm Welcome Spaces] can’t be done by government. You help people move on, little by little. The human cost of your work and the benefit to your community is immeasurable. What starts as physical warmth, grows into intellectual warmth and into emotional warmth.” Lord Bailey of Paddington***



In all, 44 people attended our Warm Welcome Parliamentary Reception, including representatives from eight Champion spaces. Eleven parliamentarians joined us, some to meet with champions in their constituency and others who were new to Warm Welcome.

## Our Founding Patron, The Rt. Hon. Gordon Brown returns to Kirkcaldy Warm Welcome Space



During the week, our Founding Patron, The Rt. Honourable Gordon Brown, made a return trip to the Salvation Army Warm Welcome Space in his hometown of Kirkcaldy.

It was Gordon Brown's second visit to the Salvation Army Warm Welcome Space. In January 2025, in Warm Welcome Week, Gordon met dedicated volunteer Margaret, who gives her free time every week to cook hearty meals and keep guests warm with steaming mugs of tea and coffee. Gordon Brown and Margaret caught up again this year, spending time chatting and laughing. Margaret, who has just celebrated her 80th birthday, shared the news that she had just won an award for her volunteering commitment over many decades. Gordon presented Margaret with a special birthday gift.

Gordon spent time talking with guests and volunteer, including one year old Grace. Last year, Gordon first met Grace when she was a babe in arms. Gordon spent time chatting with Grace's dad, Andrew, who cooks breakfast for all the guests, and mum Kathryn, who also works at the space. Gordon heard how much people value being there, including Joan, who calls it her second home.

*"I had the warmest of welcomes at my local Warm Space in Kirkcaldy, where, like all the 6,000+ Warm Welcome Spaces across the UK, good-hearted neighbours and volunteers come together to brighten each other's days. These spaces are powered by human kindness, companionship, and, of course, a good cup of tea and delicious food. It is a testament to the dedication of thousands of volunteers, like Margaret, that since January 2025 more than 1,000 new Warm Welcome Spaces have opened, including the opening of our 6,000th Warm Welcome Space this week. Together they are a growing chain of hope that links one end of the country to the other, connecting communities with kindness and hope."*

**The Rt. Honourable Gordon Brown**

## Radio 4 Appeal

On the last day of Warm Welcome Week, we shared a BBC Radio 4 Appeal presented by journalist and broadcaster Jane Garvey. Jane shared our appeal story, which featured Ayan, the mother of Abubakar, who regularly visits Uplift's Warm Welcome Space, in Small Heath, Birmingham. Uplift is a bustling Warm Welcome Space supporting over 400 guests every week. It's an inclusive multicultural space, and many of the guests are refugees and asylum seekers.

*"I've seen the remarkable difference Warm Welcome Spaces make to communities. When I met Naima and Yasmin, two dedicated Warm Welcome volunteers, I could see the kindness and compassion they offer to people who are lonely or those struggling to make ends meet. These spaces are places full of joy and positivity and offer a lifeline."*

**Jane Garvey**



## Section 3: The impact: Raising awareness and growing the number of Warm Welcome Spaces

### A creative week of activity



Space activities and celebrations focused on the colour theme. The majority of Warm Welcome Space social media posts included colourful images and the Warm Welcome coloured hearts emojis.

*"All our groups and all volunteers/staff dressed in warm colours, we ran an extra bunting-making session to decorate the space and an extra board games session, so we had events every day."*

*"Our lunch club did warm coloured soups and orange puddings. We dressed a manikin in colours to demonstrate how to join in, and our local charity shop gave us the clothes for free and dressed their window in Warm Welcome colours all week."*

Along with getting creative with Warm Welcome's vibrant colours, spaces found lots of different ways to engage with the week. Activities included live music, dancing, social activities, running extra evening events, and even line dancing and a disco! Lots of spaces talked about food and cooking-based activities and celebrations, including biscuit-making and sharing colourful food. Many spaces talked about giving something special to guests, such as giving out warm packs, toiletries, flowers, or knitted gifts.

*“We gave out hats, gloves, and scarves and personal care packs, and we invited local area health coordinators to join our volunteers and work experience students to meet our guests to offer conversation, well-being support, and signposting to other warm spaces and services in the local area.”*

Warm Welcome Spaces took the campaign theme to the next level coming up with some incredible and creative ideas to engage with guests and volunteers.

*“Attendees shared on luminous star cards what brings them joy, and these were then displayed in the space. We shared a meal - intentionally included coloured vegetables. Coloured wigs and aprons for volunteers and coloured bunting.”*



*“We had a Warm Wall (purple board!) of Kindness and a pink tree during the week in the front entrance. People were invited to write kind, hopeful, positive messages, or what it meant to them being here (on purple or pink cards) to peg on the board or hang on the tree to encourage and bless others.”*

Some Warm Welcome Spaces, used the opportunity to reach out to specific groups, including younger children and older guests:

*“We organised a series of activities aimed at making our older community feel included, valued, and supported. This included, hosting a welcome social event with refreshments, music, and interactive activities to encourage socialising, offering special workshops on digital skills to help older adults feel more connected online.”*

*“Participating in Warm Welcome Week helped us strengthen connections with our elderly community and raise awareness of the support we offer. It encouraged more engagement with our services, increased social interaction among participants, and highlighted the importance of inclusion and kindness in our community. Our digital and in-person activities also helped older adults feel welcomed, valued, and supported during the week.”*

**Angy Care Health Foundation**

## Engagement and awareness raising

*“A few days prior to the start of Warm Welcome Week, Chipping Sodbury Chamber of Commerce kindly put out a social media post, promoting the Warm Welcome Campaign, Warm Welcome Week, and The Oasis. This was also shared on the Chipping Sodbury Tourist Information FB page, which had 2.5K views.”*

Warm Welcome Week’s primary objective is to raise awareness of Warm Welcome Spaces. We asked spaces to what extent they believed the week helped them to raise awareness of their space.

Following Warm Welcome Week, we ran a Warm Welcome Space evaluation to inform our learning and understand our impact. We received responses from spaces that did engage (two-thirds) and those that didn’t. Of those who didn’t engage, most said it was due to having too few resources or challenges with staffing and volunteers.

The majority of spaces that did engage said the week had increased awareness to some extent, and 86% said that the campaign had led to good or high levels of awareness.

*“It brought in new people who were unaware of the service. People realised that they are not alone.” Bollington Warm Space*

During the week, we worked with corporate partners and our patron, ambassador, and celebrity friends to boost awareness and PR. As a result, the Warm Welcome Campaign's awareness-raising cut-through was higher this year.

On social media we had 38,846 post impressions—across all channels, up from 27,256 in 2025. Our PR impressions were high too, with a media reach of 737.9 million. Website traffic was very high in January, with 78,339 website views and 20,464 visits to our Warm Welcome Map. In Warm Welcome Week alone, we had 16,314 website views and 3,195 visits to our map.

*“We had three corporate volunteers from National Grid on one day, helping out with Thursday Friends (luncheon club), and they were a real asset, as the team was actually short of volunteers that day. The volunteers also enjoyed their time with us, and they said it had increased their awareness of these spaces and Warm Welcome Week.”*



Along with boosting awareness, Warm Welcome Spaces shared other benefits of engaging with the week.

- 75% said they had received financial donations or in-kind donations
- 36% said they had additional volunteering benefits, including engaging with Warm Welcome corporate partners.
- Others talked about increased press coverage and awareness

*“This was the first Warm Welcome Week we have participated in, and so we were able to increase the awareness to over 300 people who came to various activities during that week in our building. We connected with other warm spaces and participated in a Co-op community network with other spaces in our area. It will now be an annual event in our calendar.”*

**Edmund St, Milnrow, Rochdale**

### Co-op Cuppas

*“We were able to use the Coop voucher to buy coffee and tea, which was much appreciated.”*

Many Warm Welcome Spaces talked about the generous Co-op cuppa voucher and its positive impact on the space and guests. It was really appreciated and made a big impact. A third of the Warm Welcome Spaces who engaged with the evaluation survey said how much they valued the generous Co-op Cuppa £10 voucher.



*“I claimed the Co-op £10 vouchers for tea and coffee for both these Warm Spaces. I think it raised morale amongst volunteers and will likely be a more memorable session for all who enjoyed it. Some participants said they'd never had a hot chocolate like that before! I hope we'll get even more participation with the colours and the gratitude next year. I think it will have been a talking point for a small number of people in the community.”*

### Encouraging more spaces to join the Warm Welcome Campaign

Over the winter months and in the run-up to Warm Welcome Week, our national work focused on both awareness-raising and encouraging more spaces to join us. This aspect of the campaign was supported by corporate partners.

62 new spaces registered with the Warm Welcome Campaign in Warm Welcome Week alone, and by the end of the week, 6,177 Warm Welcome spaces had joined us. 29 individuals made a 100% pledge during the week.

During the week, we announced the 6,000th Warm Welcome Space as Leicester Cathedral's Welcome Café. The space was inspired by a desire to support individuals who may feel isolated, particularly older residents and those facing financial challenges. The Welcome Café registered in late December, but we saved the good news until Warm Welcome Week.

***"We are delighted to be part of the Warm Welcome Campaign. Our hope is that the Welcome Café will be a place where everyone feels valued and connected, especially during these colder months when isolation can be hardest. This is one of many ways we are striving to be a beating heart for our city and county, making a difference for all in our community—one conversation at a time." The Very Revd Karen Rooms, Dean of Leicester***

**Announcing the 6,000<sup>th</sup> Warm Welcome Space**



**Warm Welcome Spaces**

**Celebrating Leicester Cathedral's Welcome Café as the 6,000<sup>th</sup> Warm Welcome Space to join us!  
Wonderful news.**

**#WarmWelcomeWeek**

## Warm Welcome Spaces: Learning and recommendations

### Looking Forward

*“Ask attendees/guests to share what brings them joy.”*

We asked Warm Welcome Spaces for their recommendations for other spaces for next year.

Warm Welcome Spaces said that the colour theme was a quick and easy win, cheap, and immediately lifted the mood of guests, volunteers, and the staff team.

*“Wearing bright colours is an easy and cost-free way to celebrate and lift the mood, no matter how small or new your space is.”*

Spaces really valued the campaign as an awareness-raising opportunity: *“Engaging with the campaign helps raise awareness; make sure you use the Warm Welcome Week logo and resources.”*



Here are some of the ideas that Warm Welcome Spaces shared to encourage others to get involved.

- People genuinely seemed cheered by it.
- It created opportunities to chat with our visitors and groups that we might not have had otherwise.
- Take time to think about the struggles that people have at this time of year and be more mindful—it helped me do this, and I learned a few things that I might not have learned otherwise.

- Use your existing activities as a basis for the campaign—for example, running a quiz in the cafe at the same time as the usual board games group helped to include everyone in the cafe and highlight the group at the same time.
- Our website banner promoting Warm Welcome Week was highly effective in drawing attention and engaging our community.
- Use clear visual promotion alongside inclusive, wellbeing-focused activities to create a welcoming and engaging experience.
- Activities that focused on inclusion and wellbeing worked well, such as social meetups, digital skill sessions, and health checks. This resonated with guests. We would recommend other spaces.
- Promotion: using the social media posts and images a few weeks before your event.
- Small vases of flowers, relaxing background music, and little cards on the table to say, "Hello, it's good to see you here."

## How can we improve Warm Welcome Week?

We asked Warm Welcome Spaces what we could do to make the campaign even more successful. Many Warm Welcome Spaces said the campaign, resources, and support from the national team were really valued. We had so many lovely comments saying you are already doing a brilliant job.



*"It was a great week and was thoroughly enjoyed by all. Thank you."*

*"No suggestions; just keep doing what you're doing and thank you for this wonderful initiative."*

Other recommendations included:

- Develop more branded assets, including artwork for banners.
- Develop a crafting pack with knitting and crochet patterns.
- Ideas for games to engage children and young people.

- Creating a Warm Welcome Week soundtrack—for example, a Spotify playlist of colourful and uplifting tunes.
- Guidance on planning inclusive activities that cater to both in-person and digital audiences would also be valuable.
- Sharing examples of successful community events from other organisations to inspire ideas and help smaller spaces feel confident in delivering engaging activities.
- More opportunities for collaboration or peer networking between participating organisations.
- Digital inclusion - resources to reach guests who can't access digital channels.

*"We had a Warm Welcome Disco with a DJ, flashing lights, and a smoke machine. In addition, we did a flash mob. We also had a dry bar with non-alcoholic drinks and snacks. It was a fantastic chance for all our groups to come together, let loose, and simply have a blast. We loved seeing fresh faces join us, alongside friends from other local groups. The dance floor was packed from the first song to the very last, and the energy was so high that everyone is already asking, 'When's the next one?'"*

**St. Margaret's Centre - Cosy Cafe and Men's Brew Crew**



## Section 4: Partner and Corporate Partner Engagement

### Warm Welcome Partner Engagement

Throughout Warm Welcome Week, our wonderful Partners found many different ways to get involved and embrace the moment. Our heartfelt thanks to every partner who engaged during the week and helped raise awareness of Warm Welcome Spaces.

In Kind Direct shone a light on Warm Welcome Spaces and joined our parliamentary event, celebrating the impact of spaces and the communities around them. Acts 435 helped spread the word through their networks and visited local Spaces, while our Friends from the Department for Work and Pensions showed their support by wearing Warm Welcome colours during internal meetings. Rotary was particularly active on social media, sharing content and helping to amplify the Warm Welcome messages more widely. Libraries Connected also played a key role in shining a light on the brilliant work happening in library-based Spaces, many of which hosted their own activities and embraced the Week by dressing in Warm Welcome colours. We also saw brilliant engagement from the Great Get Together and the Together Coalition.

We saw lovely creative engagement through 64 Million Artists, who invited their networks to take part in the Chain of Hope, creating colourful chains that symbolised connection and belonging.

Alongside this, the Good Practice Mentors hosted a special Warm Welcome session on Blue Monday, creating a relaxed and uplifting space to explore simple, practical ways to create meaningful connections.

We saw strong goodwill and a real appetite to do more, and there is a clear opportunity to build on this momentum for Warm Welcome Week 2027.

Thank you to all our Partners and Friends - your support, energy, and willingness to champion Warm Welcome Week made a huge difference and was felt right across the network.



## Corporate Partner Engagement

### Highlights

Warm Welcome Week 2026 demonstrated the continued value of corporate partners as enablers of activity within Warm Welcome Spaces, complementing the energy and creativity already happening across the network.

A key highlight was the depth of engagement from those partners who embedded Warm Welcome Week into their plans well in advance. In particular, Co-op played a leading role in championing the campaign, supporting both awareness raising and delivering tangible benefits to spaces.

We also saw meaningful contributions from partners including National Grid, National Grid Electricity Distribution (NGED), OVO Energy, Sky, and SGN. Each brought different strengths—from volunteering and community events to communications and storytelling—demonstrating the range of ways businesses can support Warm Welcome Spaces.



Importantly, the role of corporate partners during the week felt well-balanced supporting, rather than overshadowing, the activity led by spaces themselves.

### Impact

Corporate partnerships added depth and reach to Warm Welcome Week, strengthening both local delivery and wider visibility.

Partners contributed through:

- Supporting and enhancing activity within spaces
- Raising awareness (and therefore potentially bringing additional people into Warm Welcome Spaces)
- Extending the reach of the campaign through their own communications channels

A strong example of this impact comes from our partnership with OVO Energy, whose activity during the week combined in-person events with communications and media outreach to drive engagement.

As OVO reflected:

*“Warm Welcome Week is a vital pillar of our commitment to the communities we serve, offering a lifeline to families across the UK throughout the year. Beyond simply providing a heated room, these spaces act as essential community hubs where people can find genuine human connection and access a wider ecosystem of support. By supporting this mission, we aren't just heating spaces; we are strengthening local resilience.”*

**Coralie Frost, Head of External Communications & Social, OVO Energy**



This reflects the broader role corporate partners can play—not only supporting activity during the week but also aligning Warm Welcome with their longer-term community and customer strategies.

Another example came from SGN, who invested in capturing and sharing stories from within a Warm Welcome Space. Their “Community Kettle” film demonstrated the power of authentic, place-based storytelling in bringing the impact of Warm Welcome to life for wider audiences.

## Engagement and Awareness Raising



Corporate partners played an important role in extending the reach of Warm Welcome Week beyond existing networks, particularly through their own platforms and audiences.

Activity included:

- Social media engagement across LinkedIn and Instagram
- Partner-led PR and media coverage
- Internal communications to engage staff and stakeholders

Co-op demonstrated a particularly effective model of engagement by combining national reach with local activation:

- In-store radio messaging helped raise awareness at scale
- Community Activators promoted Warm Welcome Spaces locally and on social media
- Activity supported both awareness and increased visibility of local spaces

This approach highlights the value of partners using their existing infrastructure and community networks to amplify the campaign.

### Co-op Cuppas



The Co-op Cuppas initiative provided a strong example of how corporate partners can deliver simple, practical support at scale.

Through this initiative, Co-op provided £10 vouchers to registered Warm Welcome Spaces via a QR code system.

This approach:

- Offered a direct and flexible benefit to spaces

- Enabled easy participation at scale
- Complemented wider campaign activity with tangible support

Co-op also supported storytelling through content captured in a Warm Welcome Space, while their Member Activators played an active role in generating local engagement and visibility.

This model provides a useful example of how national partners can deliver both reach and relevance.

## Encouraging More Spaces to Join

Corporate partners contributed to the campaign's objective of growing the Warm Welcome network by amplifying messaging and supporting local awareness. In particular:

- Co-op used its Community Activator network and in-store channels to promote registration
- Partners helped extend the reach of campaign messaging to new and diverse audiences
- Local engagement supported by partners helped reinforce awareness at a community level

There is an opportunity to build further on this by:

- Equipping partners with clear, simple tools to promote sign-up
- Working further with local corporate activation models (eg member activators, divisions etc)

## How can we improve Corporate Engagement with Warm Welcome Week?

Warm Welcome Week 2026 highlighted several opportunities to strengthen and scale corporate partnership impact.

### 1. Earlier and Deeper Partner Engagement

Supporting partners to plan earlier and embed Warm Welcome Week into their annual cycles will enable more impactful and integrated activity.

### 2. Building Strong Internal Warm Welcome Week Ambassadors/Champions

Partnerships are most effective when driven by committed individuals within organisations. Identifying and supporting these champions will be key to future growth.

### 3. Expanding Storytelling

Encouraging partners to capture and share stories from Warm Welcome Spaces can deepen engagement and bring the impact of the campaign to life.

### 4. Growing Practical Support for Spaces

Building on models such as Co-op Cuppas, there is an opportunity to expand simple, scalable mechanisms that directly benefit spaces.

## 5. Strengthening Local Connections

Aligning partner activity with local communities and Warm Welcome Spaces will help ensure meaningful participation and stronger outcomes.

## 6. Supporting Partner Collaboration

Creating more opportunities for partners to connect - such as through roundtables or shared forums—could support collaboration, idea-sharing, and innovation across the network.

## 7. Evolving Communications Approach

There is an opportunity to:

- Spread communications over a longer period
- Encourage earlier partnership announcements
- Maintain a clear focus during the week itself on community-led stories and impact

Maintaining the balance where corporate partners support the activity in spaces, rather than dominate it, will remain an important principle.

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



# Chain of Hope