Insight Paper 2026

Giving without guessing. Data-driven insights for community impact.

Welcome

This report examines the shifting landscape of social deprivation across the UK and introduces a data-driven framework for corporate giving. By analysing the latest Indices of Deprivation alongside grassroots charity insights, we demonstrate how businesses can transition from passive donations to precision-engineered local impact.

Sustainable businesses recognise the need to maintain their social licence to operate, creating long-term value for all stakeholders, not just the bottom line. Yet, at a time when corporate giving budgets are facing economic headwinds and contraction, making every pound count is critical. Identifying where limited resources can have the greatest impact - and finding trusted, vetted local organisations to deliver that impact - has never been more complex.

Social deprivation is increasingly fragmented. Affluent-looking areas often harbour deep, hidden hardship just streets away, taking many forms from gaps in income and education, to differences in access to health and digital services. Addressing these challenges requires tailored, localised solutions. Meanwhile, smaller local charities - the true experts on the ground - frequently struggle to make their voices heard in a highly competitive search for support.

Only 3%
of charities believe corporate support reflects local need 'very well'

Why Neighbourly exists

Neighbourly is a founding UK B Corp. Established in 2014, our award-winning platform bridges the gap between companies that want to give and the local causes that need support. We apply a sophisticated, data-led approach to targeting donations, partnering with major brands and a vetted network of over 45,000 local charities, food banks and community groups. To date, we have helped deliver over £2 billion of social value into local communities, and are targeting £10 billion by 2030.

Giving without guessing

At the heart of Neighbourly's model is live, accurate data on community needs. This enables precision giving: ensuring the remarkable generosity of the business community is, quite literally, well placed. We have invested significantly in technology and research to enable partners to:

- identify pockets of deprivation using postcode-precise data;
- match donations accurately with relevant local charities;
- utilise the established networks of existing grassroots organisations; and
- measure and report transparently on local outcomes and effectiveness.

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Deprivation and the nation

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Deprivation and the nation

As an indicator, 'deprivation' measures a community's lack of access to basic necessities and opportunities.

Its various forms and intensities are tracked by the government's English Indices of Deprivation (IoD), which evaluated relative hardship across 33,755 small neighbourhoods (LSOAs). Separate indices are also available for Wales, Scotland and Northern Ireland.

However, looking at national averages can hide deep regional problems. The reality is that inequality remains incredibly stubborn: 82% of the England neighbourhoods flagged as severely deprived in 2019 remained trapped there in 2025. Deep-seated, multiple deprivation remains firmly fixed across coastal towns, deindustrialised regions and urban centers like Middlesbrough, Birmingham and Manchester.

To break this cycle, giving models must evolve. While traditional government data provides a critical baseline by breaking deprivation down into seven main domains - ranging from income and employment to health and education - it remains a static, historical snapshot.

It tells us where hardship was, but it cannot track real-time community needs. This is where Neighbourly's analysis bridges the gap, layering live, community-vetted insights over static data to reveal the true operational reality on the ground.

Multiple 'polycrises'

Any single domain deficit can have a profound effect on individual lives. But the causes of hardship are rarely mutually exclusive; one type of deprivation almost always triggers another. For instance, serious financial hardship directly degrades access to quality nutrition and stable housing, creating an immediate knock-on effect on both physical and mental health. For children, poor nutrition affects education outcomes, leading to worse economic prospects.

This depth of data reveals a fragmented national picture. Wealth and severe disadvantage frequently sit side-by-side within the same postcode - meaning that national, blanket interventions are no longer sufficient, and highly targeted local support is urgently required.

Seven domains of deprivation (Indices of Deprivation 2025)

Income
A struggle to afford food, heating and housing

Employment
Inability to access stable, sustainable work

Education
Persistent gaps in skills, qualifications and school attendance

Health
Disproportionately poorer physical and mental health outcomes

Crime
Elevated local risk of violence, burglary and anti-social behavior

Housing and services
Structural difficulty accessing secure, affordable homes

Living environment
Poor local housing stock, air quality deficits and a lack of green space

Deprivation can exist anywhere

National statistics from the government's Index of Multiple Deprivation (IMD) reveal that inequality across the United Kingdom is deeply entrenched, stubborn and increasingly fragmented.

Across England, well over half (65%) of all local authority districts contain at least one neighbourhood ranking within the 10% most severely deprived nationwide.

However, looking at broad regional or district-wide averages often creates a visual illusion. Severe disadvantage is frequently hyper-local; intense poverty can be masked by surrounding property values, sitting directly adjacent to outward signs of affluence and prosperity within the very same postcode.

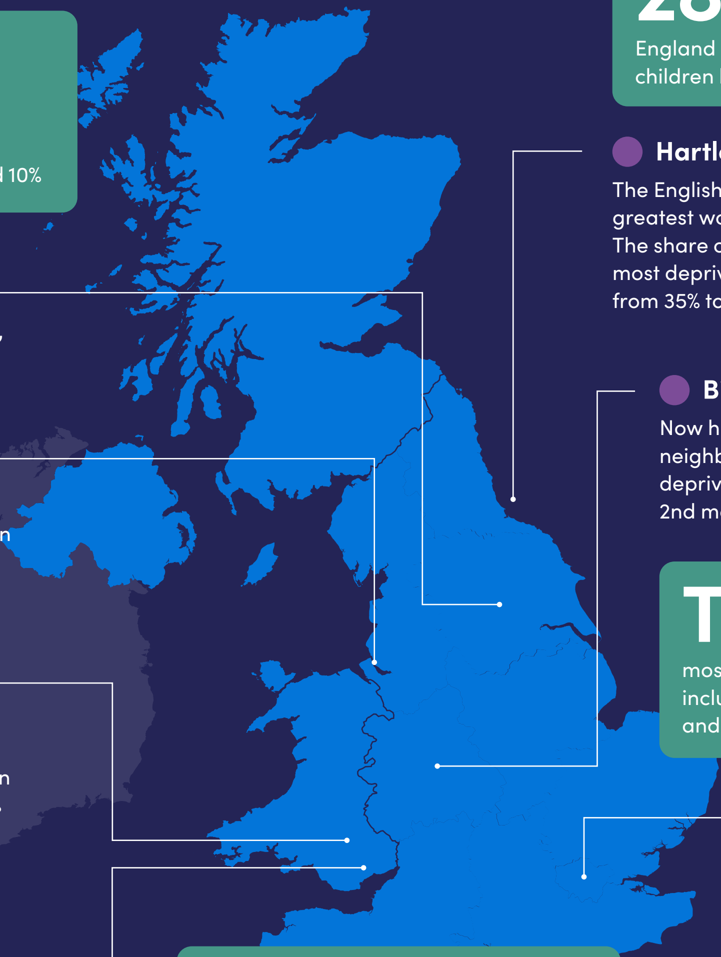
Map key

- **Where hardship has intensified most 2019 vs 2025**
- **Where turnarounds are succeeding 2019 vs 2025**
- **The paradox: Hidden poverty focus**

*Comparisons between 2019 and 2025 indices are approximate due to boundary and methodology changes between iterations (source: MHCLG / Welsh Government).

**Scotland's Index of Multiple Deprivation was last updated in 2020; the next release is due in late 2026, after which a comparable analysis will be possible.

Deprivation across the United Kingdom and Northern Ireland



65%
of local authority districts in England contain at least at least one neighbourhood in the most deprived 10%

280
England neighbourhoods have 9 in 10 children living in low-income households

Leeds
A major urban turnaround in England, slashing its most severely deprived neighbourhoods by more than 25%.

Liverpool
A national success story for England, achieving the single greatest reduction in highly deprived areas (dropping from 49% to 37%).

Blaenau Gwent
Now has the highest concentration of severely deprived neighbourhoods in Wales. The share of neighbourhoods in the most deprived 10% rose from 12.8% to 20%, overtaking Newport.

Newport
A significant Welsh turnaround story, cutting its proportion of highly deprived neighbourhoods from 24.2% (the highest in Wales in 2019) down to 18% in 2025.

Hartlepool
The English local authority with the greatest worsening in deprivation. The share of neighbourhoods in the most deprived 10% nationally rose from 35% to 42%.

Birmingham
Now home to the highest number of neighbourhoods in England's most deprived 10%, rising from the 7th to 2nd most deprived local authority.

Top 10
most deprived areas in England include parts of Essex, Blackpool and Hastings

Islington
One of London's wealthiest boroughs, with average house prices of around £665K. Yet over half of children live in income-deprived households, and around 50% of pupils are eligible for free school meals.

82%
of the most deprived neighbourhoods in England in 2019 remained there in 2025

Deprivation can exist anywhere continued

The geography of severe deprivation

Rather than being evenly distributed, the country's most acute relative hardship remains concentrated in specific structural pockets. This includes deeply-rooted multiple deprivation across coastal towns, deindustrialised regions and major urban centers.

Pockets within Blackpool heavily dominate England's most severe neighbourhood-level categories, alongside the coastal enclave of Jaywick & St Osyth in Tendring (Essex) and specific urban areas within Hastings, Rotherham and Liverpool. Conversely, affluent outer London and Home Counties authorities - such as Richmond upon Thames and Wandsworth - consistently register the lowest proportions of relative hardship, highlighting a sharp socio-economic divide.

The shifting landscape: 2019 vs. 2025

While the geographical footprint of relative hardship remains firmly entrenched - with 82% of England's most challenged neighbourhoods failing to escape the bottom 10% bracket between 2019 and 2025 - the data reveals that the crisis inside these pockets has actively worsened and concentrated.

- **Where hardship is intensifying:** Post-industrial areas have seen a notable influx of neighbourhoods sliding into deeper distress. In Hartlepool, for instance, the proportion of severely deprived neighbourhoods jumped from 35% to 42%. Similarly, severe income deprivation has expanded across North and North-West London, dragged down by skyrocketing housing and property costs relative to local wages.
- **Where turnarounds are succeeding:** More positively, targeted local interventions and regeneration have successfully moved the needle in major Northern urban centers. Liverpool successfully shifted its trajectory, slashing its overall percentage of highly deprived neighbourhoods from 49% down to 37%. Similarly, Leeds demonstrated strong upward momentum, seeing the total number of its most challenged neighbourhoods drop by more than 25%.

Notable trends in child & educational hardship

Beyond geographic shifts, the dataset exposes escalations in specific types of deprivation:

- **Concentrated child poverty:** There are now 280 England neighbourhoods where 90% or more of children live in income-deprived households. In 2019, no neighbourhoods met this threshold. While this highlights a striking increase in concentrated child poverty, the 2025 Indices also introduced a revised methodology that includes housing costs, so the figures are not directly comparable with 2019.
- **The post-pandemic education crisis:** The data tracks a sharp, nationwide rise in educational deprivation, driven by prolonged school absences following the COVID-19 pandemic. Coastal enclaves like Tendring and industrial hubs in the North East have been hit hardest by these widening skills and qualifications gaps.

Why some giving models fail

Over the last several years, the pursuit of corporate purpose has faced a reckoning.

The ambitious environmental, social and governance (ESG) and social value targets set during (and before) the pandemic have, in many cases, been rowed back due to compounding economic pressures and political headwinds. However, for organisations genuinely pursuing authentic social impact, the core mission hasn't changed – it has simply become harder to execute.

Businesses navigating this environment typically face three systemic challenges:

1. Data deficits

Standard corporate giving models rely on broad regional data, failing to identify micro-pockets of deep hardship sitting adjacent to affluent high streets. Without precise mapping, acute need remains hidden beneath outward signs of prosperity.

2. Resource constraints

The smaller, 'last mile' charities that are closest to local need rarely have the time or capacity to pitch to large corporations or write complex funding bids. 95% of surveyed charities confirm that these smaller yet highly effective local groups are routinely overlooked when corporate giving is allocated.

3. Objective vs. emotional giving

It is a natural tendency to support familiar, highly visible, or emotionally-compelling causes. However, this can inadvertently bypass communities where the hardship is hidden. Our primary research reveals a giving mismatch: only 3% of frontline charities feel that current corporate support serves actual local need very well, while over half rate its efficacy as poor.

Targeting giving with precision requires moving past broad regional assumptions, adopting a 'head-as-well-as-heart' strategy, and establishing a mechanism that directly connects corporate donors with proven, trusted local partners on the ground.

Primary research

In this section

What are charities telling us?

Neighbourly works with a vetted network of over 45,000 remarkable charities, food banks and local community support groups all over the UK and Ireland.

No one is closer to the deprivation in their local 'patch', and the types of support their communities need. They are also experts in delivering targeted support that maximises impact while minimising waste.

In May 2026, we conducted a survey of around 900 of our partner charities, giving them the opportunity to voice their views on local corporate support.

Despite varying in size, reach and resources, some clear and consistent messages emerged.

It is clear from our survey that many small charities feel they fall under the radar when it comes to receiving donors' support – yet in many cases they are the best placed to deliver it. This is exacerbated by lacking the resources they need to raise their profile.

Other insights also emerged, including:

97%

of charities believe support decisions are influenced by assumptions made about geography, reputation or visibility.

Over 70%

of charities see noticeable or even considerable contrasts of poverty and affluence contained in the same local area.

Only 3%

feel that donated support succeeds in serving local need very well, and over half think efficacy is poor or very poor.

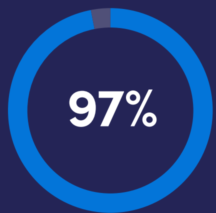
89%

feel there is a structural inequality, with those who have stronger fundraising resources influencing who receives support.

Smaller charities say the main obstacles to generating corporate support are competition from larger charities; lack of time and internal resources; and low awareness of opportunities.

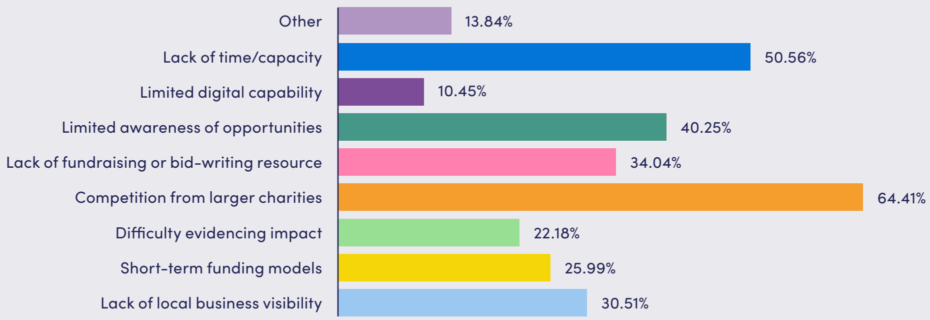
In particular, of the charities we surveyed:

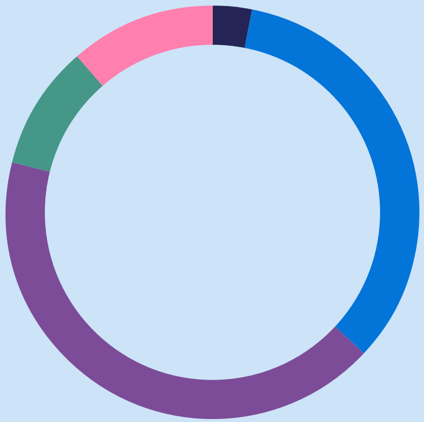
of charities believe that smaller, less visible charities get overlooked when corporate giving is allocated



of charities value regular, reliable, consistent support over single large gifts of support

Which barriers make it hardest for organisations to secure support?





To what extent do you think corporate support currently reflects the needs of local communities?

Very well	3%
Fairly well	34%
Not very well	42%
Poorly	10%
Unsure	11%

> **"It's hard for us to concentrate on funding bids when we are already working 60–70 hours per week helping the community."**
>
> Howbury Friends –
> Slade Green Food Bank

Precision giving framework

In this section

Pulse: Neighbourly's data driver

Precision corporate giving starts with accurate, comprehensive data.

Launched in 2026, Pulse is Neighbourly's proprietary data insight tool, engineered to help businesses and local authorities transition from broad assumptions to highly targeted, measurable local impact.

While the government's Index of Multiple Deprivation (IMD) offers a critical macro-level baseline, it presents a static, historical snapshot that cannot track real-time community need. Pulse builds on this by layering live, quarterly intelligence over the IMD framework. Rather than simply ranking neighbourhoods, Pulse looks deeper - matching structural deprivation data with the real-time operational needs and locations of charities and community organisations.

By turning public data into a dynamic, hyper-local roadmap, Pulse enables:

- precision targeting: identifying community needs and hidden needs, at a council district level;
- real-time visibility: live dashboards with multiple datasets; and
- data-driven decision making that replaces assumptions and guesswork.

MAPPING

Uncovering hyper-local reality

Pulse is designed to uncover exactly where acute need resides, zooming past broad regional averages directly down to the Lower-layer Super Output Area (LSOA) level. This visibility exposes localised boundaries, nuances and hidden pocket poverty that traditional corporate giving models overlook. This data is updated quarterly, ensuring corporate strategies reflect immediate community demand.

MATCHING

Activating delivery on the ground

Neighbourly connects corporate donations to a trusted network of over 45,000 vetted local charities and community groups. Because these partners are established experts in their territories, they understand their area's unique characteristics. Pulse maps out the types of support each partner requires - whether surplus products, equipment, funding or volunteer hours - allowing businesses to align their resources with frontline operational realities. This mapping can uncover cross-sector opportunities: for example, revealing when a local food bank simultaneously needs tech sector support to counter digital exclusion among its service users.

MEASURING

Verifying what you have achieved

Corporate social responsibility is a strategic asset and like any strategic investment it must yield transparent, robust and verifiable return on investment (ROI) metrics that stand up to external scrutiny. Stakeholders, board members and audit bodies require clear, digestible data underpinned by a robust methodology. Neighbourly supplies programme-specific reporting that translates community support into auditable social value metrics that can feed into ESG criteria, carbon-reduction targets and commercial contract requirements.

Pulse tool in practice: Preston and Tendring

The screenshots demonstrate the analytical power of Neighbourly's Pulse tool, using real-world data from Preston and Tendring to show how the gap between corporate intent and targeted community impact can be bridged.

By layering the 2019 and 2025 IoD datasets against our live network map, Pulse is uncovering two dimensions of social value strategy:

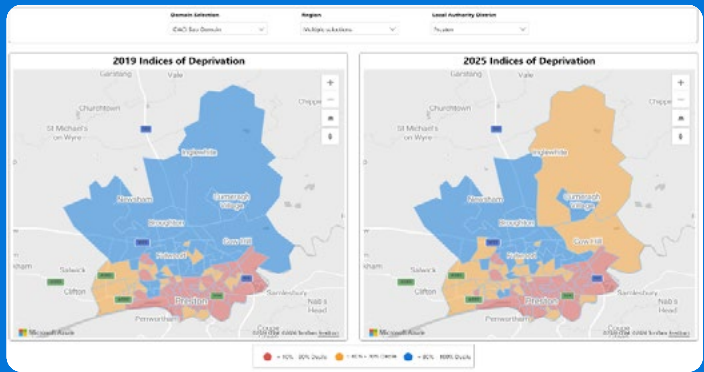
- The timeline comparisons illustrate where and how deprivation has intensified over the last six years. In Preston, Pulse maps the tightening grip of Income Deprivation Affecting Children (IDAC). In Tendring, it visually isolates the post-COVID acceleration of Education Deprivation. For a business, this removes the guesswork – identifying the exact neighbourhoods where structural hardship has deepened.
- By overlaying charities and community causes onto these deprivation maps, Pulse highlights where charitable entities exist, what they need, and where the support gaps might be.

Map key

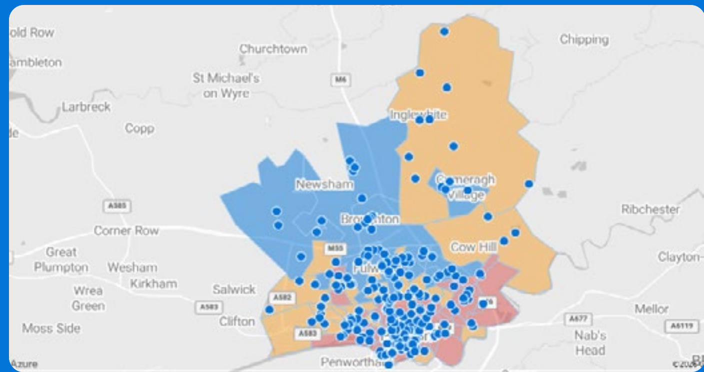
- The 'bottom' 10–30% decile
- 40–70% decile
- The 'top' 80–100% decile

Pulse tool in practice

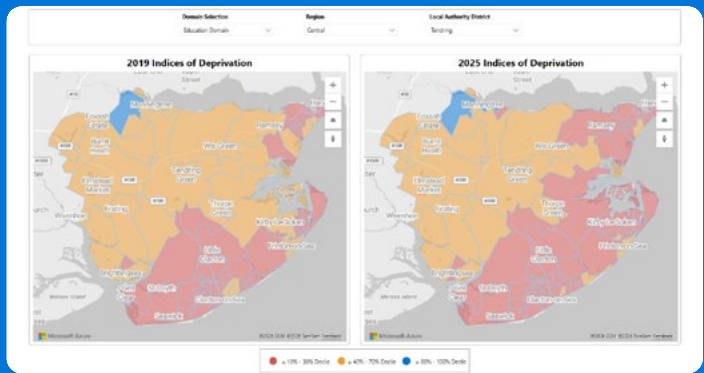
IDAC in Preston, a comparison between the 2019 and 2025 IoD datasets.



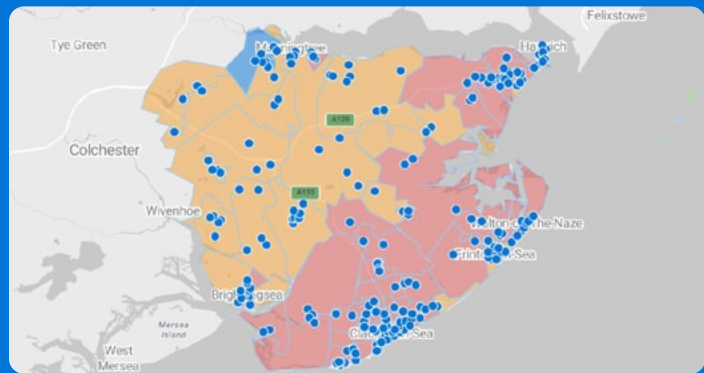
Geographical spread of charities/good causes in Preston overlaid on the 2025 IDAC map



Education Deprivation in Tendring, East of England, a comparison between the 2019 and 2025 IoD datasets.



Geographical spread of charities/good causes in Tendring, East of England, overlaid on the 2025 Education Deprivation map



Which is your domain?

Every business possesses distinct, highly valuable assets – whether in the form of surplus inventory, corporate funds, professional skills or employee volunteer hours.

Too often, however, corporate social responsibility budgets and assets are distributed by targeting familiar causes rather than localised need.

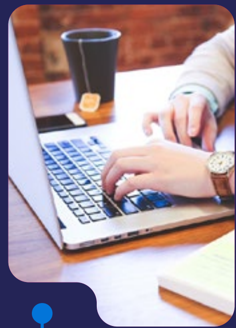
Through the Neighbourly platform, businesses can map their unique corporate assets directly to the specific Indices of Deprivation domains where they will have the greatest impact. By layering hyper-local data over corporate capability, we enable a transition from passive giving to targeted social investment.

Consider a large regional financial services firm. Historically, they might have donated funds to a prominent, national charity because it was a popular cause among staff. By partnering with Neighbourly, the firm pivots to a data-led strategy.

Using local indices, they identify five specific neighbourhoods within their regional footprint that have fallen into the most severe decile for income deprivation – a metric that serves as a direct proxy for acute debt vulnerability.

Instead of writing a generic cheque, they mobilise their industry-specific assets; employees using their volunteer days to run budgeting and credit workshops, and funding repurposed into micro-grants for specific 'last mile' community groups, keeping the local safety net afloat.

Here are just some examples of how different sectors can enhance in-need domains.

Sector	Retail	Technology company	Health insurer	Housing developer	Financial services
					
Domains	• Food deprivation • Income deprivation • Family support	• Education • Skills • Digital exclusion	• Health deprivation • Mental health • Community wellbeing	• Housing barriers • Community cohesion • Skills/employment	• Financial exclusion • Debt vulnerability • Skills and employability
Assets	• Food surplus • Logistics • Local footprint • Volunteers	• Devices • Training • Mentoring • Connectivity	• Wellness grants • Mental health mentoring • Medical equipment • Wellbeing workshops	• Apprentice schemes • Community space renovation • Social value funds • Construction materials/tools	• Financial literacy workshops • Pro-bono accounting advice • Core funding • Technology/office equipment surplus

Lidl and Neighbourly

In this section

Use-case example:
Lidl and Neighbourly

While grassroots charities struggle with immediate structural and operational bottlenecks, corporate giving models encounter a different set of strategic hurdles; few donors possess the logistics infrastructure required to deliver national support effectively.

However, large-scale food retailers like Lidl are uniquely positioned to turn national scale into targeted local impact by combining extensive infrastructure with highly demanded product stock. Paired with Neighbourly's localised insights and trusted distribution network, this ensures that nationwide support is directed with precision to the communities where it can make the greatest difference.

> **"By combining Lidl's scale with Neighbourly's local insights, we ensure our community giving delivers meaningful impact exactly where it matters most."**
>
> Matt Juden-Bloomfield
> Head of Sustainability

This capacity for regionalised giving is fuelled by Lidl's rapid domestic expansion. Kantar Worldpanel data highlights Lidl as the UK's fastest-growing bricks-and-mortar supermarket, momentum that drives its strategy to expand its more than 1,000-store portfolio by an additional 50 outlets by April 2027. Furthermore, as a subsidiary of the Schwarz Group, Europe's largest food retailer, Lidl leverages massive economies of scale to consistently deliver on its baseline promise of market-leading low prices.

Yet, this rapid scaling is balanced by Lidl's evolving role as a regional community anchor. Rather than treating sustainability as a checkbox exercise, the retailer links its commercial growth to strict environmental and social benchmarks.

This community-first model is backed by a commitment to domestic sourcing and long-term contracts with British farmers. By securing these extended agricultural partnerships, Lidl acts as a stabilising force - protecting rural livelihoods and fostering genuine economic resilience within the communities it serves.

This dual focus is particularly evident in the retailer's targeted approach to food insecurity - a critical challenge in a domestic climate where poverty impacts 13.4 million individuals, including one in four children. To address the compounding issues of food poverty and supply chain waste, Lidl utilises an active redirection model. By capturing high-quality surplus stock before it exits the supply chain and aggregating it with in-store customer donations, the retailer establishes a consistent supply to frontline community organisations.

Building on this momentum, Lidl is expanding its community impact and healthy eating strategies with the launch of its OnSide summer lunch clubs. This initiative allows young people in disadvantaged areas - as identified by Neighbourly's Pulse tool - to learn, cook and engage with nutrition.

By combining Lidl's massive operational scale with Neighbourly's localised insights, this partnership transforms corporate responsibility into precision-engineered community impact - delivering measurable social value while fundamentally changing how hundreds of thousands of children engage with healthy food.

Beyond immediate food redistribution, Lidl acts as a long-term community anchor by investing in nutritional education. A key pillar of this strategy is the £1 million Lidl Foodies initiative, which provides primary school children with hands-on, interactive workshops focused on healthy, fresh foods. Aligned with the National Curriculum and supported by comprehensive classroom materials, the programme has achieved significant reach. As of June 2026, Lidl Foodies has:

- achieved active participation from **5,963** schools, representing approximately **25%** of all primary schools across Great Britain.
- encouraged nearly **9 in 10** children to try fruits and vegetables previously unfamiliar to them.
- more than doubled children's understanding of food provenance, with the proportion of pupils strongly understanding where fruits and vegetables come from surging from **37% to 78%**.

647,805

young people engaged nationwide.

Mapping impact:
Lidl's 'Feed it Back' Programme

Since 2017, Neighbourly has partnered with Lidl to tackle a complex, dual challenge at the intersection of environmental sustainability and community crisis: pinpointing acute deprivation in proximity of all Lidl stores and warehouses, and determining which grassroots support groups are best equipped to distribute surplus stock safely, promptly and efficiently.

After nearly a decade of continuous operational partnership, Neighbourly has developed a deep-rooted understanding of Lidl's fast-moving retail logistics, and the programme has grown into a highly successful, nationwide surplus redistribution framework. By pairing operational expertise with hyper-local demographic data and a knowledge of the frontline needs of grassroots organisations, the 'Feed it Back' scheme ensures that high-quality surplus food is diverted from waste and directed straight to charities and families who need it most. To accelerate these efforts, Lidl is continuously rolling out new expansion initiatives, including introducing evening collections for chilled food items and scaling up large-scale redistribution efforts directly from regional distribution warehouses.

Benefiting families, communities and the NHS

Food insecurity has a profound, documented effect on mental and physical health, family stability and child development. In turn, this exerts major pressures and costs on local support services and the NHS.

During 2025, Lidl's food redistribution activity meant that:

10,000+

tonnes of food, equating to 18.5m meals, were delivered to people and families most in need.

50 million

have been donated through Neighbourly since 2017, a cumulative total projected to exceed 100 million meals by autumn 2027.

To understand the broader economic value of these meals, Neighbourly calculated the healthcare costs avoided by keeping vulnerable communities nourished. Over 9 years, Lidl's contribution to alleviating food insecurity has prevented an estimated £362 million in NHS expenditure that would otherwise have been spent treating conditions arising from malnutrition or food-insecurity-driven obesity.

Put simply, this means that for each meal donated, approximately £4.80 is saved in preventative healthcare costs.

Manchester: A tale of two cities

Appearances can be deceptive. Outwardly, Manchester is often cited as a great urban success story, and a testament to the power of investment and regeneration.

Some boroughs, such as Trafford, are seen as affluent, with good educational outcomes and low deprivation. Yet around 5% of its neighbourhoods rank among the 10% most deprived in England, highlighting significant inequalities that can be hidden by borough-wide averages.

More widely, the buzzing city centre, with its thriving nightlife and tourist economy, belies the fact that, in 2025, Manchester ranked in the top five local authority districts with the highest proportions of neighbourhoods among the most deprived in England.

Lidl's response

Lidl has 33 stores which have donated surplus food to 114 local charities and good causes in the Manchester (M) postcode area since 2017.

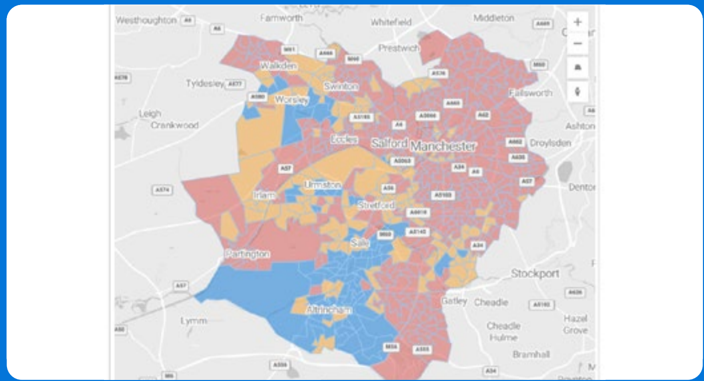
Neighbourly's Pulse tool shows that Lidl has been able to target the areas of Manchester that are most challenged by health deprivation. Indeed, 99% of its surplus food has gone directly to charities in areas that rank in the bottom 4 deciles. Neighbourly has distributed 1.2 million meals in this area on Lidl's behalf, with a value totalling over £2 million, to trusted local charities. In a typical week, support from those charities reaches more than 42,000 people.

£5.6 million

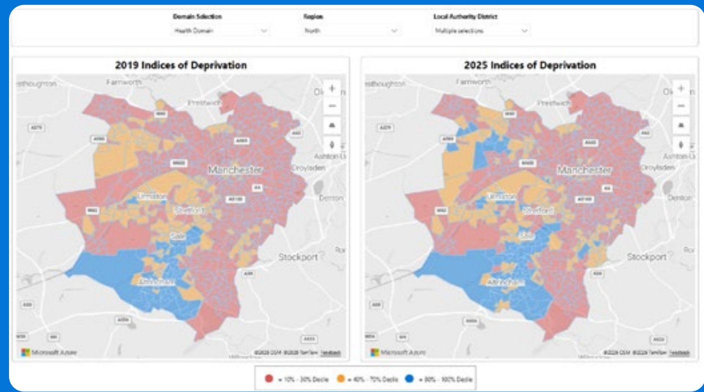
generated in social value across the Manchester (M) postcodes from Lidl's support over the last decade.

Pulse tool: Lidl and Neighbourly in Manchester

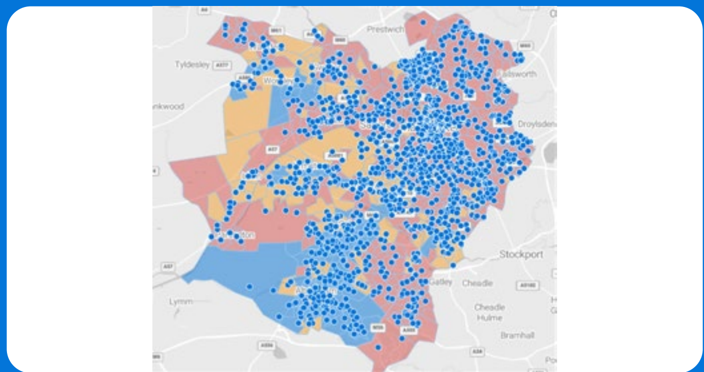
Manchester, Salford and Trafford Local Authority Districts: 'Health' domain 2025



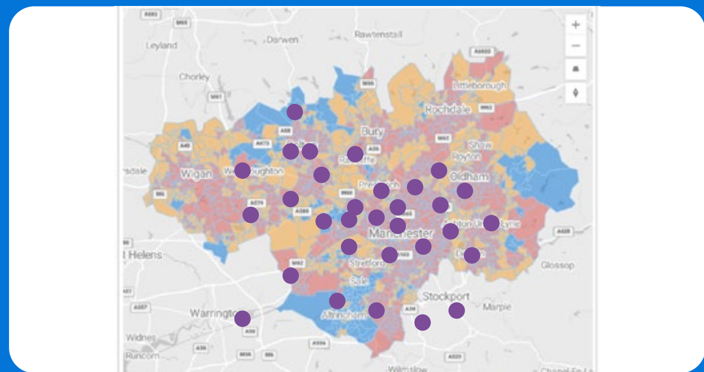
Manchester, Salford and Trafford: 'Health' domain comparison between the 2019 and 2025 IoD datasets



Charity network across Manchester, Salford and Trafford Local Authority Districts: overlaid on the 'Health' domain 2025 map



Lidl stores that have donated to charities within the 'M' postcode: overlaid on the 'Health' domain 2025



Map key: The 'bottom' 10–30% decile · 40–70% decile · The 'top' 80–100% decile

Q&A

In this section

Q&A with Steve Butterworth

Neighbourly's Steve Butterworth talks about deprivation, hyper-local analysis and maxing the impact from every pound.

Q. Steve, it feels like businesses are wanting to do more to support local communities. That's very healthy isn't it?

A. Yes it's reassuring that so many prioritise social responsibility, but localising it is full of friction. At Neighbourly, smart targeting makes sure donations have maximum hyper-local impact.

Q. In terms of social deprivation, what does data tell us about the general national picture?

A. Generalisations are something we like to avoid. We know that even the areas that seem most affluent are not immune to deprivation. Every postcode has its own characteristics, so at Neighbourly we zoom in on deprivation, up close and locally. And then target precision giving accordingly

Q. Your Pulse tool – how does it reveal where need is most acute?

A. Pulse is a series of data layers. In recent years we've had two sets of the Government's Indices of Deprivation. This is hyper-local data that we overlay with other datasets including our own proprietary intelligence from local charities and other groups on the ground.

Q. Comparing those IoD datasets, do you see recurring themes emerging?

A. The main overarching theme is 'stubborn entrenchment' of deprivation with 82% of the most deprived areas in 2019 still the most deprived in 2025.

Q. And how do you identify and support the local groups that actually deliver donors' support?

A. Our network numbers around 45,000 vetted local charities and good causes. Some are names you'll know, but many are small and brilliant volunteer groups.

> "Need is not going away, and my hope is that more businesses will direct more of their support into the most deprived communities."

Most don't have the time or budget to bid for support – in fact, they may not know what grants are available. We work to get them that support and help equip them to make a significant local impact.

Q. Why is it good for business when companies contribute to communities?

A. I like to quote the ex-CEO of Unilever, Paul Polman: "Businesses cannot succeed in societies that fail." Without happy, healthy, resilient communities, there's no one to do business with. Corporate giving enhances brands and makes their own people and customers proud. But it's not a tick-box exercise. Making a real impact needs to be a continual, business-as-usual priority.

Q. And in turn, those organisations will have their own expectations?

A. Absolutely. CEOs, CFOs, CCOs…they rightly want to see ROI in the form of precise targeting and measurable social impact. And that's what we supply.

Q. To date, you've helped to deliver over £2bn in social value. How do you want to see the landscape evolve in the coming years?

A. Need is not going away, and my hope is that more businesses will direct more of their support into the most deprived communities. We know where they are – the data is clear – and we can make sure that every pound will have maximum impact.

neighbourly

About Neighbourly

Neighbourly is the award-winning giving platform that enables businesses to deliver targeted local impact across the UK and Ireland.

By seamlessly connecting corporate resources – including surplus products, funding and volunteer hours – to a trusted network of over 45,000 vetted local charities and community causes, we take the uncertainty out of doing good.

As one of the UK's founding B Corporations, our mission is to embed authentic social value into the heart of responsible business strategy. By matching corporate capabilities directly with real-time community need, Neighbourly has facilitated the distribution of over 340 million meals, 335,000 volunteer hours and £46 million in local financial support – generating a total social value impact exceeding £2 billion.