



# Impact Report

1999-2024

## Amplifying impact for 25 years

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## It's a privilege to celebrate Allia's 25th anniversary and reflect on the incredible journey we've shared.

Over the past quarter of a century, Allia has helped thousands of social ventures, startups, and charities grow and thrive, all while making a tangible difference in their communities. Our Future Business Centres have become vital hubs of innovation, offering entrepreneurs the space and support to develop impactful solutions.

Through our pioneering work in impact investing, we've mobilised billions to fund affordable housing, public health, and other key social projects that continue to benefit communities across the UK. These achievements are a testament to the dedication of our team, partners, and supporters.

As we look to the future, and the challenges that face our people, places and planet, I am more determined than ever that Allia must continue to drive to a world where all businesses are making a positive impact. Thank you for your trust and support throughout this incredible journey.

Tim Jones  
Chairman of Allia Group





# We are Allia.

We have been at the forefront of impact innovation for 25 years.

Since 1999, with initiatives across the UK that include housing, cleantech and social innovation, Allia has helped thousands of impact ventures, small businesses and social enterprises to develop and scale, creating thousands of jobs, and transforming communities, resulting in positive impact for people, place and planet.

Allia calls this **amplifying impact**. We want to help those organisations that create genuine impact to do more, do better and on a greater scale – to create jobs that benefit the local community as well as solutions that benefit individuals’ lives and the planet.



In the 25 years since Allia was founded, we have:

Since 2013, supported **520** tenants at our centres

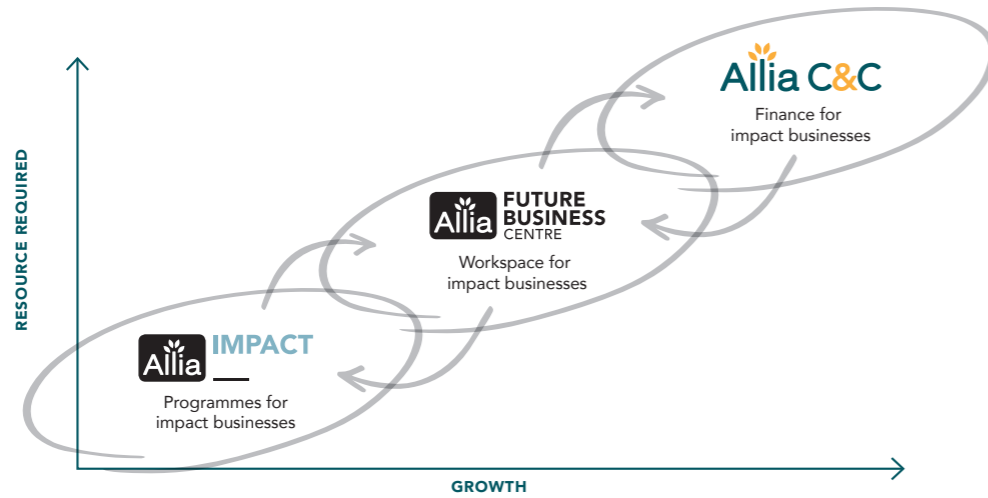
Since 2015, helped **4,039** entrepreneurs and ventures to start up, grow and scale

Arranged and advised on over **£4 billion** of finance to help charities, enterprises and responsible businesses

# What we do

Supporting good businesses at every stage of their journey

From investment and funding, coaching and mentoring, to community and collaboration, the organisations in every stage of Allia's ecosystem benefit from its support, advice and expertise across the impact curve.



## Allia Future Business Centres

Our award-winning centres across Cambridge and Peterborough offer flexible workspaces and networking, all in environmentally focused buildings that form impact communities for those creating positive change.



We highly recommend Allia due to its exceptional communal set-up and excellent services, making it the perfect fit for modern hybrid working environments. ”

Paul Hetherington, Director of Fundraising and Communications at Buglife

## Allia Impact

Our award-winning programmes support entrepreneurs and businesses at every stage of their journey – to Start, Grow and Accelerate. We help ventures achieve their impact goals.

The programme gave me much more confidence and the right tools and the mindset to rapidly make progress with our business idea. We also got so much useful information from other participants, as well as getting introduced to important stakeholders!

Marie Zelder, The Cambridge Arch Project



## Allia C&C

Our expert team offer a full range of advisory and arranging services to borrowers – including the award-winning RCB bonds - alongside intelligence and brokerage services for investors. Our focus and expertise is connecting investors with organisations making positive social impact – whether as their core purpose, like charities and social enterprises, or as part of a strong commitment to being a responsible business.



We are delighted to have been part of the largest RCB issue. The money will be put to immediate use to buy and develop new homes and sites, and redevelop existing homes – improving the quality of care for our residents.

Paul Newman, Chief Executive of Greensleeves Care



# The journey so far

## Impact milestones over the last 25 years

### 2022

We open a Future Business Centre in the Guildhall, central Cambridge, and expand the King's Hedges site to include a second building to create our Cambridge Campus.

### 2017

We expand into London, with offices in East London where we run venture support programmes.

### 2015

We launch Serious Impact, free support programmes for entrepreneurs. These evolved into the successful suite of support programmes we run today.

### 2015

We open a new Future Business Centre in Peterborough, based in the Peterborough United Football Club stadium. We have supported 177 tenants and 1,011 ventures from this centre.

### 2015

Retail Charity Bonds (RCB) is launched – a new platform designed to make it affordable for charitable organisations to raise unsecured finance through bonds listed on the London Stock Exchange. To date, £397 million of bonds have been issued for 8 charities.

## 2024 – Allia turns 25!

We celebrate arranging and advising on over £4 billion of financing, supporting 520 tenants across our buildings and over 4,039 entrepreneurs to Start and Grow their business.



### 2014

Our Scottish charitable bond programme is set up in partnership with the Scottish Government to provide loans and grants for building affordable and social housing. Over £480 million has been loaned to date, and more than £124 million of grant funding has been awarded.

### 2014

Allia leads Social Incubator East, a programme for social ventures. In 2016, it becomes part of the Cambridge Judge Business School.



### 2013

We open our first Future Business Centre in Cambridge, Kings Hedges Road. We have supported 202 tenants and 1,207 ventures from our Cambridge Campus.



### 2010

We change our name from Citylife to Allia.

### 2001-2010

Rolling the model out, a number of charitable bonds totalling £18.5 million fund employment ventures that help thousands of people into work, start hundreds of businesses and enterprises, and support many community projects across the UK.

### 1999

Our first charitable bond raises £787k to help tackle unemployment in Sheffield.



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Our focus and expertise is connecting investors with organisations making positive social impact – whether as their core purpose, like charities and social enterprises, or as part of a strong commitment to being a responsible business.



To date the Allia Group has arranged and advised on **£4 billion** of finance to help registered charities, enterprises and responsible businesses.

## Scottish Charitable Bonds

Home Scotland received a £15 million loan, arranged by Allia C&C through the Charitable Bond programme funded by the Scottish Government.

The loan will help Home Scotland deliver just under 900 homes across the country over the next five years, which include a mix of social rent and mid-market rent.

The Charitable Bond programme provides simple, unsecured loans to housing associations for up to 15 years, while the interest paid over the life of the loan funds a grant programme for social housing subsidies. Since the programme started in 2014, the Scottish Government has invested over £480 million in charitable bonds with the Allia Group.

We're delighted to have secured the loan from Allia. The funding will support the delivery of our development programme across Scotland. It's also great to see that the interest we pay on the loan will be used to fund more social rented homes.

Audrey Simpson,  
Director of Home Scotland



## CASE STUDIES

### RCB Bonds The Alnwick Garden Trust

Allia C&C arranged the issue of £18 million of bonds through RCB for The Alnwick Garden Trust in 2020 to finance the construction of Lilidorei, the world's largest play structure and village.



The Allia C&C team got us talking directly to funders and helped us every step of the way. There was a personal interaction that was important because this was always a people-focused project.

Right from day one our values were aligned in a way that they weren't with other funders. Yes, of course, RCB investors want a financial return, but they also want to know the money is aligned to their own values.

Mark Brassell, Chief Executive at Alnwick Garden Trust

### Bank Finance, YMCA St Paul's Group

Allia C&C acted as the financial advisor to YMCA St Paul's Group, on the restructuring of its debt portfolio and the negotiation of a new debt facility.

The outcome is a simplified operating structure, reduced running costs and a more efficient debt portfolio with a new lender, a longer average life and covenants suited to the needs and aspirations of YMCA St Paul's.

We are very pleased with the outcome of our reorganisation, after which we will operate through a single company with an optimised debt portfolio and covenant package. This leaves us in a strong position to continue to deliver exceptional social impact to our communities and improve the lives of young people facing homelessness.

Fred Angole,  
Group Finance Director and Deputy  
CEO of YMCA St Paul's Group





Allia's award-winning Future Business Centres offer flexible workspace and networking, in environmentally focused buildings that form impact communities for those creating positive change.

With affordable serviced offices, co-working suites, virtual offices plus meeting & conference rooms, the centres in Cambridge and Peterborough are light and inspiring buildings that encourage collaboration and networking.

**Cambridge Campus**

Our Future Business Centre campus in North Cambridge is home to a cluster of Cleantech and Tech for Good start-ups, as well as other small businesses and enterprises focused on positive change. Many of our support programmes are run from here.

**CorrosionRADAR**

Corrosion Radar is an award-winning provider of smart corrosion monitoring and analytics solutions.

The company started out as a three-person business at Allia's Future Business Centre in Cambridge and has grown exponentially over the last 7 years, enabling them to now move into the largest workspace at the centre.

This dynamic environment has fuelled our growth, while the unwavering support from the Allia team has been a cornerstone of our success. The centre is more than a workspace; it's a partner in our journey, embodying community, flexibility, and steadfast support.

Mehrdad Silatani, Chief Operating Officer of CorrosionRADAR



CASE STUDIES

**Peterborough**

Based at the Peterborough United football stadium, the centre in Peterborough offers a range of customisable offices suitable for a range of business needs – from coffee chats in the café, to a 200 person conference room overlooking the football pitch.

**PCVS**

Peterborough Council for Voluntary Services (PCVS) supports the voluntary sector in Peterborough to thrive in their local communities.



Allia allowed us to build valuable relationships with the Allia team, and Peterborough tenants.

Jonathan Jelley  
Acting Chief Executive Officer of PCVS

**Central Cambridge**

Within Cambridge city centre, workspace is offered at the Cambridge Guildhall at the heart of the city for start-ups & community enterprises to work and collaborate. We also have a smaller centre on Norfolk Street, a workspace for ventures who are looking at community transformation.

**Orca Scan**

Orca Scan is the one-stop platform for all things barcodes.

The central location, impact-driven ethos, sense of community and friendly centre team are why we enjoy being tenants.

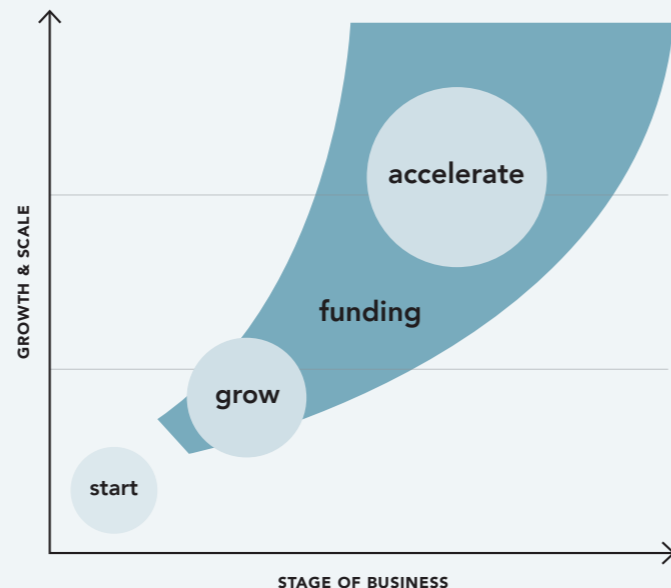
We've been able to convert one of our rooms into a 'creative studio' to allow us to work collaboratively, create content and provide real-time demonstrations. We love being able to show off our solutions.

Tim Hill, Partnerships Manager at Orca Scan



**Venture Support**

Allia's venture support programmes are dedicated to helping small businesses and start-ups to amplify their positive impact.



**4,039**

entrepreneurs and organisations supported to start and grow their business

**94%**

agree taking part in the programme has helped to increase their confidence

**95%**

said they had clear next steps for growth

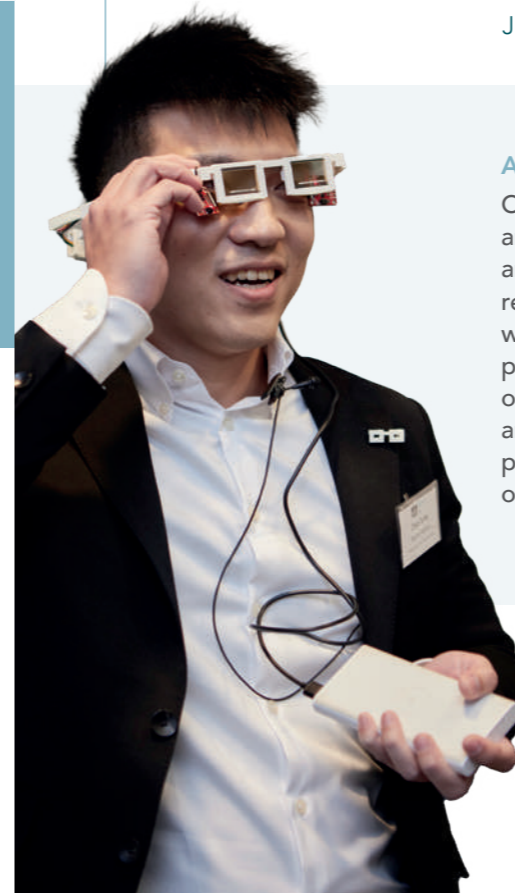
**Start**

Our Start your Business courses help individuals explore and test the viability of an idea.

**Smart Kids Education** makes money education for 7-13 year old kids fun and easy through interactive online courses.

Allia's support has been outstanding. Their programme provided me with the essential resources and expert advice to transform my concept into a fully developed business model. The mentorship and strategic insights were invaluable.

Anna Markov,  
Smart Kids Education



**Accelerate**

Our Impact Accelerators and Accelerator Challenges are for later stage start-ups ready to scale. We have worked with a wide range of partners, including the Mayor of London, Balderton Capital and DIF Capital Partners, who provide expertise and funding opportunities.

**VODA** is a LGBTQIA+ mental health app providing self-guided therapy programmes designed by leading psychotherapists.

"What sets the Allia Impact Accelerator apart is its comprehensive ecosystem: investors and collaborators who are aligned with the mission of creating positive impact.

**This holistic support system is often lacking in other programmes.**

Jaron Soh, Co-Founder and Chief Executive Officer of VODA



**Grow**

Our Grow your Business programme helps a fledgling start-up get on the right track to grow - from their team and revenue generation, to products and services.

**Phoenix Trust** provides supported work and life skills development for people with learning disabilities or complex needs through making handmade paving and garden accessories.

"Undertaking the Allia "Grow Your Business" course has been such a positive experience - thank you! The blend of passion commitment, business insight and understanding of the third sector has meant that each session has been thought provoking and useful and the resources have been truly excellent. The emphasis on sharing and networking has also ensured that the course has felt collaborative and communication between participants has been encouraged and nurtured.



**"If you are lucky enough to be offered a place - grab it with both hands!"**

Jude Tustian, Manager at The Phoenix Trust

**Funding**

We work with value-aligned organisations to offer funding to help businesses grow and create more impact. We offer a wide range of funding instruments, including grants, loans, revenue participation agreements and equity investments.



# Special Projects

## Allia Future Homes

Allia Future Homes helps tackle homelessness by building affordable, sustainable “supported modular housing communities”. With the UK homelessness crisis intensifying, these supported communities and other extra transitional housing will be vital to give as many people as possible their own front door keys.

Since 2020, we have led the development of 12 new homes in two successful Cambridge and Wisbech communities. A further 20 homes have since been built in Cambridge, inspired by our work. Our 2024 project will add another 24 homes, delivering a caring community of safe, energy-efficient, and cost-effective housing.

Over the next three years, Allia Future Homes aims to lead projects to deliver at least 10 more communities totaling 60+ extra homes. Supporting also a wider addition of 250 more such homes through knowledge-sharing and partnerships.



## AgeTech

The AgeTech project focuses on creating innovative solutions to address the challenges of ageing populations. It integrates advanced technologies, such as AI and robotics, to enhance the quality of life for older adults.

The project’s key areas include improving healthcare, facilitating independent living, and fostering social inclusion. It aims to develop smart systems for eldercare, offering personalised assistance, monitoring health, and ensuring safety. By leveraging cutting-edge tech, the AgeTech project seeks to empower older people, reduce the strain on caregivers, and create sustainable, age-friendly environments that support healthy and dignified ageing.

# The Future

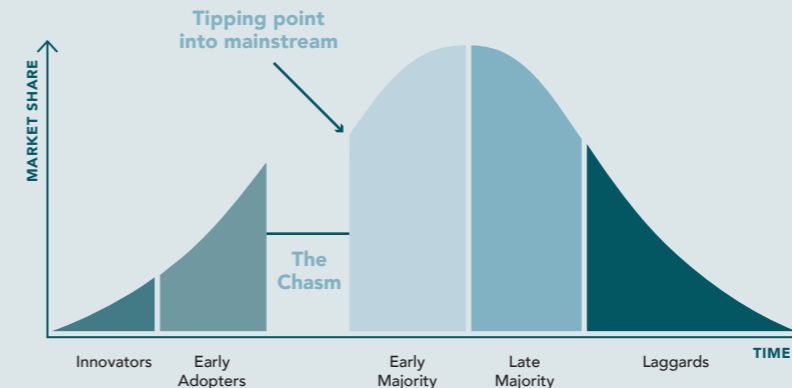
All of Allia’s financing, buildings and programmes in our first 25 years have been united by a common focus to catalyse and amplify the impact of other social ventures.

Our next 25 years, and beyond, we hope to further our impact – helping more business make deeper and wider change in our society and world.

We believe that all businesses have the power and responsibility to make a positive impact in the world – we want to make being a ‘good’ business the norm.

Our research shows that 10% of UK businesses are socially impactful. We are on a mission to increase the number of new impact businesses, and help current impact businesses grow to further success – to reach a tipping point, where social impact businesses are mainstream.

Join us on the journey of catalysing impact for people, place and planet – find out more at [www.allia.org.uk](http://www.allia.org.uk), or email us at [hello@allia.org.uk](mailto:hello@allia.org.uk)



Adapted from Roger, Moore and Gladwell



## Our People

Our people are the driving force behind our success. With a team of over 50 dedicated individuals across four locations - Cambridge, London, Peterborough, and Glasgow - they are at the heart of what we do.

Hear from some of our team members as they share why they enjoy working at Allia and their aspirations for the future.



### Marina Pritchard, Programme Manager

Being able to work with a diverse range of people who are solving society's greatest challenges really appealed to me. I also saw that Allia and the team were very aligned with my own values.

Everyone was welcoming from the start, and I truly appreciate working with such kind, wonderful people every day!

### James York, Centre Assistant, Cambridge

What I love about Allia is the support when you get down in the dumps and the diverse people in our community.

In the future I hope Allia will branch out to other places around the UK to help other amazing new ventures and charities.



### Phil Caroe, Head of Risk

I love Allia's spirit of innovation and ambition for impact.

I hope that the scale and scope of Allia's activity is as different in 15 years' time as Allia today is from the handful of pioneers I joined 15 years ago.



### Omadelle Charles-Bailey, Business Centre Manager, Allia Future Business Centre Peterborough

For me, protecting our planet and the living beings in it is very important and Allia's mission aligns perfectly with my personal mission, and that is what I love about the organisation.

I hope that Allia becomes a household name renowned for its contribution in helping to improve the social standing of the vulnerable in our society.

### Emmie Singleton, Assistant Account

What I love about Allia is definitely the people. Everyone's so friendly, easy to talk to, and always ready to roll up their sleeves and pitch in.

Looking ahead, I'm excited to see how Allia will continue to grow and expand with new projects and hopefully new Future Business Centres. Allia does so much good, it would be great to see that stretch further across the country. Also, as a Northerner, I would love to one day see Allia open their own centre up North!

### Kojo Botsio, Impact Funding Officer

The main reason I joined Allia was because of its focus on nurturing more social impact founders and organisations, who then contribute indelibly to the socio-economic development of the areas and people they serve. Colleagues at Allia have made this possible. I'm inspired by our commitment to doing and multiplying good in society, and by our programmes that have successfully helped hundreds of organisations to do the same.

I look forward to Allia having an even wider impact beyond London, Cambridge, and Peterborough in the coming years. Allia's mission is a truly global one, and we are on our way to extending our footprints and impact to other regions beyond our current scope.



## Allia 1999-2024

Empowering the creation of positive impact for people, place and planet

Allia would like to thank the many organisations, partners and individuals who have supported and provided input into our impact journey over the last 25 years.



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