

# We Are Queen's Hall Action On Poverty

## THE BRICK

QUEENS HALL ACTION ON POVERTY

THE BRICK  
QUEENS HALL ACTION ON POVERTY



**Impact Report 2024-2025**  
How your support has  
helped change lives

# Thank You From Our CEO



**“But what continues to drive us forward is the strength of the people we support, and the unshakeable belief that everyone deserves dignity, opportunity, and a place to call home”**

*At The Brick, our mission is rooted in the belief that homelessness and poverty are not inevitable—they are the result of systemic failures that can be challenged and changed. In the face of rising demand, shrinking public services, and increasing hardship, our commitment to preventing homelessness and supporting people through crisis has never been more vital.*

*This year has been both challenging and inspiring. We have seen growing numbers of people coming to us in desperate need—many for the first time. Behind each referral is a personal story: someone navigating job loss, eviction, trauma, or simply the inability to afford a basic standard of living. But what continues to drive us forward is the strength of the people we support, and the unshakeable belief that everyone deserves dignity, opportunity, and a place to call home.*

*Throughout 2024–2025, The Brick delivered meaningful, measurable impact: from providing emergency accommodation and access to essential healthcare, to supporting people into work, recovery, and permanent housing. Our trauma-informed, person-centred approach remains central to everything we do. But we can’t do it without your support.*

*Among the many milestones this year, one in particular stands out: the renaming of the former DW Stadium to The Brick Community Stadium. This moment represents more than a change of signage—it’s a symbol of what community collaboration and shared values can achieve.*

**“Together, we are not just responding to crisis - we are building a future rooted in compassion, fairness, and hope”**

*We are deeply grateful to Wigan Warriors for their commitment to supporting us through this process and for introducing us to Sky, whose generous funding made possible the UK's first digital inclusion hub located in the stadium. This initiative is a vital resource, helping to bridge the digital divide and open up new opportunities for people facing disadvantage.*

*We are also proud to announce that we are now well on our way to spending the additional £2.33 million in capital investment from Social and Sustainable Capital that we were awarded last year. This significant funding is enabling us to purchase more supported housing units, ensuring that stable, safe homes are available for future generations at risk of homelessness across Wigan and Leigh. By ringfencing this housing stock, we are making a long-term commitment to ending homelessness and housing insecurity in our communities.*

*On the advocacy front, we have continued to raise our voice nationally—supporting the Good Landlord Charter in Greater Manchester, joining over 50 organisations in lobbying Parliament to protect homelessness funding, and challenging policies that risk criminalising those most in need. Advocacy is not just something we do—it is part of who we are.*

*I am incredibly proud of our team, our volunteers, our residents, and the wider community of generous businesses and individuals who make this work possible. Together, we are not just responding to crisis—we are building a future rooted in compassion, fairness, and hope.*

*Thank you for standing with us.*

**Keely Dalfen (Chief Executive Officer)**



**OVER 12 MONTHS  
WE DIRECTLY  
SUPPORTED**

**17,012**

**PEOPLE**

**IN WIGAN & LEIGH**



# Creating A New Future

**“At The Brick I feel part of a family,  
I’ve never had that before. Now I  
have a chance for a better life”**

## **Building Trust and Celebrating Diversity**

**The Brick is a Wigan and Leigh borough wide charity. Our vision is of a society where everyone has a place to call home and the chance to live a fulfilling life. We help people by preventing and alleviating homelessness, providing support and accommodation, promoting wellbeing, enhancing opportunity, and being a voice for change. From supporting people in crisis, providing essential household items and food, to helping people take the final steps towards independence and employment, we make a difference to tens of thousands of lives every year.**

At The Brick, our mission to support people away from homelessness is rooted in understanding the wider social and systemic issues that cause and sustain it. One of the most damaging barriers individuals face is the stigma associated with poverty and homelessness—stigma that can lead to shame, silence, and a deep sense of isolation. Too often, people internalise these judgements, making it even harder to reach out for help.

We believe that tackling this stigma head-on is as vital as providing housing or food. Our approach centres on dignity, compassion, and creating safe spaces where people are treated as individuals—not defined by their circumstances. Through trauma-informed support, we build trusting relationships that allow people to feel seen and heard without judgement. This trust is the first step in restoring self-worth and breaking the cycle of isolation.

Our teams are trained to understand the effects of stigma and marginalisation and to respond in ways that challenge assumptions—both within our services and the wider community. We work to reshape narratives around homelessness by highlighting the strength, resilience, and potential of those we support. By sharing real stories and experiences, we aim to shift public perceptions and foster a culture of empathy.

Equally important are the community activities we offer—ranging from shared meals, cultural celebrations, and creative workshops, to yoga sessions, group discussions, and resident-led forums. These activities don’t just provide enjoyment; they serve as powerful tools for building confidence, social skills, and connection. They give people the chance to be part of something, to contribute, and to feel valued.

By celebrating diversity, amplifying individual voices, and tackling stigma through education and engagement, we help create environments where everyone feels they belong. Reducing social isolation isn’t just a byproduct of our work—it’s central to it.



Your Story is  
Powerful

Pride is different People

Pride is equality and Sh

Pride is diversity

Pride is a Safe Pla

Pride

OUR OUTREACH  
TEAM SUPPORTED

3022

SESSIONS FOR 698  
DIFFERENT PEOPLE

# A Year of Collective Impact

## Collaborative Support for Better Health, Homes, and Futures

**At The Brick, we know that solving homelessness doesn't happen in isolation—it requires collaboration, compassion, and a shared commitment to supporting people, one person at a time. That's why we work hand in hand with a wide network of partners to ensure every individual who comes through our doors receives the specialist, wraparound support they need to move forward.**

Our services are grounded in a trauma-informed, person-centred approach that recognises every individual's unique strengths, experiences, and goals. From the moment someone arrives, they are assigned a dedicated independent living mentor who walks alongside them on their journey—from crisis to stability, and ultimately, to independent living. We empower residents to take an active role in shaping their support plans, because we know that feeling in control and valued can have a powerful impact on confidence and long-term outcomes.

Health is a vital part of this journey. Poor physical and mental health, untreated dental needs, and substance use challenges are all both causes and consequences of homelessness—and without meaningful intervention, they can lock people into cycles of crisis. That's why health and wellbeing are central to our approach.

In 2024–2025, 97% of residents with health needs engaged with appropriate health services. This success is thanks to our strong partnerships with expert organisations including:

- **We Are With You, offering specialist drug and alcohol support**
- **Health Outreach and Inclusion Teams, providing vital healthcare access for people who are often excluded from traditional services**
- **Locals, delivering physical and community sexual health support**
- **Be Well, providing access to smoking cessation, mental wellbeing and resilience**
- **Dentaid, ensuring access to dental care for those who may have gone years without treatment**

By working closely with these partners, we bring healthcare directly to where people are—breaking down barriers like stigma, lack of access, or fear of services. Whether through on-site GP visits, dental clinics, mental health support, or substance misuse interventions, these services help our residents feel respected, cared for, and empowered to prioritise their health.

In addition to healthcare, we invite community organisations, employers, and training providers into our spaces to connect residents with meaningful opportunities. Together, we're not only supporting individuals into housing—we're creating a foundation for lasting wellbeing, inclusion, and independence. At The Brick, collaboration is how we drive change and ensure no one is left behind.

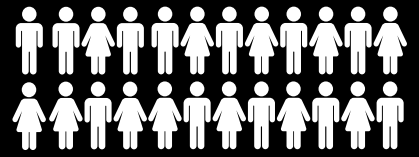


“By working closely with these partners, we bring healthcare directly to where people are—breaking down barriers like stigma, lack of access, or fear of services”

**1419**  
PEOPLE ASSISTED  
WITH HOMELESSNESS  
**SUPPORT**



**477**



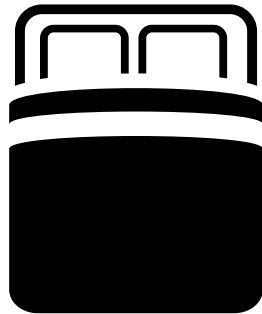
DIFFERENT PEOPLE VISITED  
**THE BRICKWORKS**  
FOR COMMUNITY SUPPORT



WE PROVIDED

**4882**

SAFE BEDS IN 2024/25



**71** YOUNG PEOPLE IMPROVED THEIR  
FINANCIAL STABILITY VIA OUR  
PATHFINDER PROJECT

**186** YOUNG PEOPLE ACCESSED MENTORING,  
WITH TAILORED, PERSON-CENTRED  
SUPPORT TO PREVENT HOMELESSNESS

“When I first came to The Brick, I felt like everything in my life was falling apart. Having access to health support right here, made such a difference. For the first time, I didn’t feel judged - I felt listened to. Bit by bit, I started to believe I could have a future again”



# A Year Of Hope

**“We have helped local families save a combined £911,000 on essential groceries—stretching household budgets and easing the pressure of rising living costs”**

## The Brick Food Community

The Brick Food Community plays a vital role in reducing food poverty and strengthening wellbeing, particularly for households facing hardship.

Food poverty—defined as the inability to afford or access nutritious food—remains a growing challenge across the borough due to rising living costs, insecure employment, and welfare cuts.

Our Food Community offers a dignified, community-based solution by providing low-cost or free access to groceries, fresh produce, and household staples. Unlike a traditional foodbank, we operate on a membership or “social supermarket” model, enabling people to choose their own food, maintain dignity, and stretch limited budgets. Access to balanced, healthy ingredients helps parents prepare regular meals for their children, directly supporting health and development.

Beyond food provision, we act as a hub of engagement and support, partnering with local services—such as Wigan Council ‘Here For You’ and employment training schemes—to tackle poverty’s root causes and build resilience. By offering a welcoming, non-judgemental space, we reduce the isolation and stigma families often face when struggling to make ends meet. Social interaction, peer support, and volunteering opportunities foster belonging and empowerment, strengthening community networks and mutual aid. Our impact extends further: by redistributing surplus goods from supermarkets and suppliers, we cut waste and support sustainability. The Food Community can be the difference between a family eating three meals a day or going hungry. In essence, we provide more than food; we offer a lifeline that promotes health, dignity, and cohesion, helping people move from crisis to stability while addressing both the symptoms and causes of food poverty.

WE HAVE PROVIDED

14,389

FOOD SHOPS TO 1,924  
HOUSEHOLDS



# Brick Multibank

**“We reached 355 organisations across the North West, supporting an estimated 10,000 families a month”**

## The Brick Multibank

The Brick Multibank exists to ensure that no one has to go without the essentials they need to live with dignity. By working with businesses, charities, and community groups, we redirect surplus goods—everything from clothing and bedding to toiletries, school uniforms, and household items—to people experiencing hardship.

This year, we faced unprecedented demand for essential goods from our multibank charity partners. As the cost of living crisis deepened, many frontline charities—including over 200 across Wigan and Leigh—turned to us to help meet rising need. Requests surged for cleaning products, clothing, carpets, warm bedding, footwear, toiletries, and hygiene products, as families, individuals, and people in temporary and emergency accommodation experienced hardship on a scale we had never seen before.

In response, The Brick Multibank delivered 40% more goods than last year, providing essentials that supported people through crisis and eased pressure. Through our Winter Wrap Up Wigan campaign, we helped hundreds, including older people, stay warm, and supported people experiencing homelessness with clothing and footwear that helped them feel cared for, respected, and ready to rebuild their lives. By redistributing goods, we ease pressure on households and prevent waste, creating a model of support that is compassionate and sustainable.

**1.16 MILLION**

**ESSENTIAL ITEMS  
DISTRIBUTED  
IN 2024/5**



## The Multibank: From Bare Floors to a Real Home

When Mrs Jenkins, a midwife, visited one of her Mums at home, she saw bare concrete floors throughout the bedrooms. Without carpets, the flat was cold and unwelcoming. Her older daughter confided that he was too embarrassed to invite friends over, and her mum worried constantly about the new baby, who would have to learn to crawl on the hard surface.

The family couldn't afford carpets, with every penny going toward food and heating. Through The Brick Multibank, Mrs Jenkins was able to request flooring, and within days the family's home was transformed. The children now had a warm, safe space to play, and their mum described finally feeling proud to open the door to visitors.

By meeting such a simple but vital need, the Multibank helped restore dignity, ease daily stress, and turn a bare house into a real home.

From the mum:

*“It might seem small, but having carpets has changed everything. My baby will be able crawl safely, and my eldest finally feels proud to invite friends round. Our house finally feels like a home.”*

From the midwife:

*“I could see how much the bare floors were affecting the children — from their confidence to their comfort. The Multibank gave this family dignity and warmth when they needed it most.”*

# Supporter Update

“With your support we have increased our bed spaces by 38% from 80 to 110”

## Our Supporters

This year, we've been overwhelmed by the dedication and generosity of our volunteers—The Brick simply couldn't do what we do without them. Whether it was supporting fundraising events, raising awareness, helping maintain our services and community spaces, or offering a listening ear through our support channels, our volunteers gave over 11800 hours of their time to stand with us in the fight against poverty and homelessness.

Our non funded services such as our affordable food community, and activities, for those in really difficult situations can only continue with donations. These efforts have been sustained thanks to the generosity of our fundraisers and supporters, and we are incredibly grateful for every donation received.

# 183

**VOLUNTEERS  
HAVE DONATED  
11,800 HOURS TO  
THE CHARITY  
AT A VALUE OF  
£148,680**

## The power of regular giving



**While one-time donations are valuable, setting up a Direct Debit can have an even greater impact on our work at The Brick.**

Regular contributions provide a steady, predictable source of income, allowing us to plan effectively and respond swiftly to the needs of those we support.

**Sustained support:** Regular donations ensure we have the resources to maintain essential services year-round.  
**Efficient planning:** With predictable income, we can budget accurately, allocate resources where needed, and invest in long-term projects to help more people.  
**Lower administrative costs:** Direct Debits reduce expenses, allowing more of your donation to directly support our community.

By setting up a Direct Debit, you can make a continuous, positive difference in the lives of people facing housing and financial insecurity. It's a simple way to ensure your support goes further each month. To make a one-off gift or set up a Direct Debit, visit [www.thebrick.org.uk/support-us/donate/](http://www.thebrick.org.uk/support-us/donate/)

Your contribution provides ongoing stability for those who need it most. Thank you.

**“38 businesses donated surplus goods to our Multibank project with an estimated value of £8.7 million”**



## Corporate Support

What makes The Brick unique is our ability to maximise impact with limited resources. Every partnership we build is focused on turning generosity into results quickly and efficiently. Corporate support is central to that approach, driving the scale, speed and sustainability of our work. From product donations and funding, pro bono support, to volunteering and logistics, these partnerships help us reach more people, respond faster and deliver greater impact.

In 2024–2025, our partners contributed goods, logistics, space, time, and funding. But more importantly, their support meant that people received help faster, we acquired new housing more quickly, people got warm clothing in freezing weather and our small team could stay focused on the front-line delivery.



## Corporate Giving that Changes Lives

As we have acquired more properties in the last 12 months, Standish Energy, a local business with a big heart, offered to step in and help. They offered their expertise at a significantly reduced cost, tackling essential maintenance and energy works across our buildings.

For The Brick, this wasn't just about fixing things - it was about freeing up funds to help the people who need us most. In total, their generosity saved the charity £9,498: money we could put straight into supporting homeless individuals and families in Wigan.

*“We wanted to use our skills to make a real difference in our community,” says Adam Prescott from Standish Energy. “Seeing our work help people who need it most is incredibly rewarding.”*

The results speak for themselves. Our spaces are warmer, safer, and more welcoming. And behind every repair and upgraded system is the knowledge that local people are being supported in meaningful ways.

*“It feels great to see our work making a tangible impact”, they added.*

Standish Energy's story is proof that businesses don't just create profits - they create possibilities. Every skill, every hour, every bit of support counts. And together, we can make a real difference in people's lives.



**The Brick, St George's Church,  
65 Water Street, Wigan WN1 1DN  
Tel: 01942 318 004  
Email: [enquiries@thebrick.org.uk](mailto:enquiries@thebrick.org.uk)**

**Brick Works, 4 Hodson Street,  
Wigan WN3 4EN**

**Charity number: 1153055  
Company number: 08503176**

This year's achievements would not have been possible without the extraordinary commitment, generosity, and collaboration of everyone connected to our organisation.

We extend our deepest thanks to our Trustees, whose guidance and strategic vision have ensured that we continue to grow responsibly and with purpose. Their leadership has helped us navigate challenges and seize new opportunities to strengthen our impact.

To our supporters and partners – your belief in our mission fuels everything we do. Whether through funding, advocacy, or partnership, your contributions enable us to reach more people and deliver meaningful change where it matters most.

We also want to celebrate our dedicated staff, whose passion, professionalism, and creativity drive our daily work. Your commitment to excellence and compassion ensures that our values are reflected in every action we take.

Finally, to our volunteers – thank you for giving your time, energy, and heart. Your involvement brings our mission to life in communities across the region and reminds us of the power of collective action.

Together, we have achieved more than we ever could alone. We are deeply grateful to each of you for being part of this shared journey toward lasting social impact.



To find out  
more and  
connect scan  
the QR code

**THE BRICK**  
**WIGAN**  
**www.thebrick.org.uk**