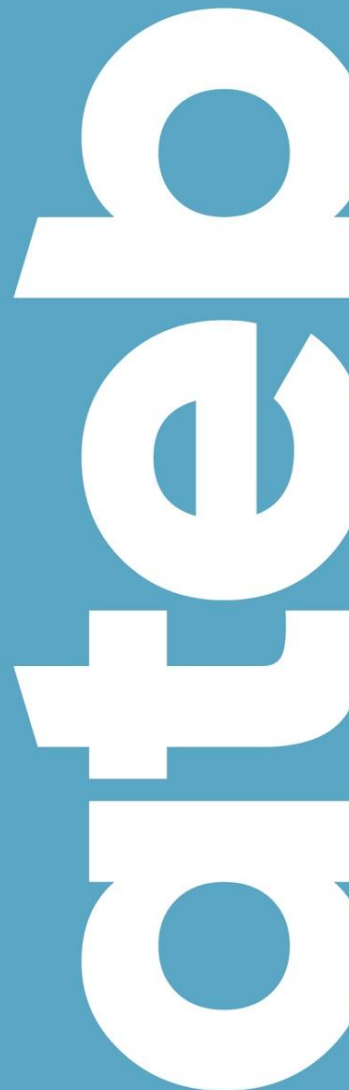


ateb Trust Evaluation Report 2025/26

Creating
better
Living Solutions



Introduction

The ateb Trust is our grant-giving initiative, designed to fund ideas and projects that empower communities and improve lives in the areas we serve. Supporting projects that enhance wellbeing and create opportunities for those who need them most.



Grants of up to £1,500 are available for projects that align with one or more of the following goals:

- Helping communities become self-sufficient and resilient
- Regenerating neighbourhoods through social, economic, environmental, and wellbeing initiatives
- Supporting older and vulnerable people to remain in their homes and communities

Applications can be submitted at any time, however there are 3 funding rounds each year, April, July and October. The process for applying is straightforward.

Customer Committee, make the final decision on whether to accept or reject applications and assess them for their alignment with the criteria and the available budget.

Round 1 Funding August 2025

Total Awarded £4500

Applicant	Amount Awarded	Summary of Project
Pembrokeshire Action to Combat Hardship (PATCH)	£1500	Purchase of products to alleviate period poverty, enabling them to offer sanitary products to those in need.
Acorn Heights	£1500	To purchase strong and durable outdoor furniture to enable them to meet outside and chat and socialise with neighbours and friends.
VC Gallery	£1500	To support the development of a community gardening project to improve wellbeing and help create stronger more connected communities through skill share.

PATCH (Pembrokeshire Action To Combat Hardship)

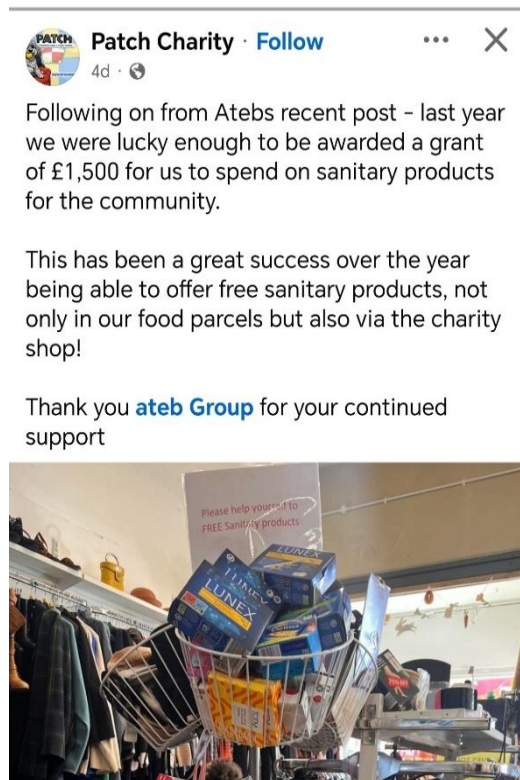
PATCH is a Charitable organisation which since 2008 have been aiming to relieve the effects of poverty for individuals and families within the county of Pembrokeshire.



They applied to the ateb Trust for a grant of £1500 to support the opportunity for local people to access products to reduce period poverty.

The ateb team regularly use PATCH for referrals for food parcels and sanitary products and they have been a valuable resource to support families who are experiencing financial crisis, not just providing food but also toiletries and sanitary items which can be so important.

During the last financial year ateb made over 50 referrals to PATCH and without their support customers would undoubtedly not have been able to manage their day to day living.



Acorn Heights

The community at the ateb Independent Living Scheme received a grant of £1500 to update the garden furniture at the scheme in Tenby.

Customers at Acorn Heights have been making the opportunity of the nice weather and were enjoying the sun when the Independent Living Coordinator called round to check on the scheme.

They were very happy with the furniture, as the chairs are a lot more comfortable and sturdier. and were very thankful for the financial help to purchase much needed new furniture for their external shared space. When the weather is favourable this gives them a chance to get together and share stories of what they have been getting up to recently. This really helps in making them feel like a community.



VC Gallery

This group were granted £1500 to support the development of a community gardening project to improve wellbeing and help create stronger more connected communities through skill share.

We have worked with the VC Gallery on several occasions both in Haverfordwest and Pembroke Dock and they attend our community events. We regularly make referrals to them for support and food parcels, whilst a number of their volunteers are ateb customers.

Our ateb customers are very complimentary of the support they receive and are looking forward to seeing the fruits of their harvest when the gardening project gets into full bloom later this year.

Round 2 Funding October 2025

Total Awarded £7143

Applicant	Amount Awarded	Summary of Project
Value Independence CIC	£1400	To provide equipment for the Shooting Club which users of the CIC attend to help promote wellbeing and independence.
Boundary & Merrion Community Group	£921	To install a simple but impactful notice board on the estate to improve communication and community wellbeing.
Hubberston & Hakin Friendship Club	£338	Friendship club, that enables people to come together to combat loneliness, and for wellbeing. It is open to all but mainly attended by retired ladies some of whom have mobility problems. There are speakers, quizzes, bingo, activities and games.
Simpson Cross Activities Group	£1491	To upgrade the disabled facilities at the busy and much used community centre.
Williams Court Community Group.	£1500	To purchase outdoor furniture to promote wellbeing and to allow the customers to meet up outside in the fresh air and combat isolation.
Milford Athletic Football Club	£1492.80	To provide kit and equipment for the under 6 years team. Supporting community activity, wellbeing and exercise.

Value Independence CIC

This organisation provides specialised tailored support for all individuals in the community to help them gain new skills, improve confidence and become more independent whether that is within their home or community.



The Target Shooting Club offers a safe and supportive environment where people can develop skills, meet friends and spend time doing something they enjoy.

The grant from the ateb Trust enabled the club to buy a new rifle, safety gear and training for volunteers.

This club is a valuable resource within the community, and it was clear that everyone involved was having a good time and totally engrossed in the activity. One of the club members who had recently passed his marshalling training was busy ensuring everybody was safe and enjoying themselves when we visited to see the difference the grant received from the ateb Trust had made.

Boundary View and West Merrion Community Group

This group were awarded funding to pay for a notice board on the estate to improve communication and community wellbeing.

This was the idea of a customer at one of our newest developments who, at the time, was aiming to get a customer group together with the overarching aim of bringing this new community together.

When talking to customers about this, customers agreed that inclusivity was important and whilst they rustled up a community WhatsApp group, they wanted to include people who didn't use that method. The notice board is for sharing information. The notice board is purchased and is expected to be installed within the next few weeks.

Hubberston & Hakin Friendship Club

This group was formed after Covid to provide an opportunity for people to come together as an antidote to loneliness and a place to be with friends.

The ateb trust money was specifically for the friendship group which is open to all but mainly for older persons to reduce loneliness in the community.



They meet twice a month to hear speakers, have quizzes, play bingo and learn new skills all over a cup of tea served in cups from a teapot with milk in a jug.

Hubberston and Hakin friendship Group is incredibly grateful to ateb for the generous grant of £338. Our support will make a real difference to help them continue what they do together as a group.

Alex our Housing Coordinator for older persons commented that.

" I was pleased ateb supported this friendship group as we have many homes in the area. The group plays an important role in supporting older residents, reducing isolation and improving wellbeing, which has a positive impact on many of our customers."

Simpson Cross Activities Group

The centre at Simpson Cross is a vibrant community hub that promotes wellbeing, inclusion and local culture through the diverse community activities it hosts as well as a community garden, orchard and a wild meadow.

Funding from the ateb Trust has enabled them to upgrade the toilet facilities making it fully accessible to all users and adding a baby changing station thus ensuring equality, dignity and a space for all.





ateb team members visited the centre during a Dance for Wellbeing session and chatted to some of the group afterwards. They all love having such a vibrant community centre and use it regularly.

The upgrade to the facilities has impacted positively on everyone using the centre but in particular those who come to the Welcome Club which promotes wellbeing for older people and the Imagination Station which provides a supportive space for children and families.

Community hubs like Simpson Cross are incredibly valuable because they give people a local place to connect, access support and feel part of their community. They help reduce isolation, improve wellbeing and offer early, preventative support close to home. This strongly aligns with our DNA — investing in places that strengthen communities, support independence and make a real, positive difference to the lives of our customers.”

Milford Athletic Football Club



Tom from the ateb Communications team managed to meet up with the Under 6 team at Milford and created a great video which is available on our website and socials.

David Bull the Under 6 team Coach told us “We are very grateful for your support this year and your grant has made a big difference in our club! We have invested in some jackets for the

players to keep them warm on the colder days, as well as allowing us to wear the badge with pride on nice, presentable kit. We will be wearing them when we walk out as mascots for Haverfordwest county this Saturday”!



David said, “We have been able to run sessions and matches because of your grant, keeping the children entertained and warm throughout the season.”

On behalf of the club, we are truly grateful for your support, and we all want to say a big thank you for everything”

Measuring Success

During the 2 rounds of funding, we awarded £11,683 to 9 organisations for a variety of projects all of whom were grateful for the financial assistance they received.

The key outcomes were:

- Improved sense of community
- Greater social interaction
- Improved facilities
- Sense of ownership
- Greater Health and Well Being
- Increased participation
- More Collaboration
- Referral routes improved
- Support Networks created
- Relationship connections made

The overall assessment of the ateb Trust is a very positive one with recipients grateful for the grant funding and highlighting what a difference this has made to their organisation, project or scheme.

Moving forward we will build on what has been achieved in the first year of the ateb Trust and work with our communities and teams to ensure that ateb customers and communities benefit from the projects that the ateb Trust invest in.