



**BETTER  
SOCIETY  
CAPITAL**

○ ----- ○ 2026–2030 Strategy

## Better Society Capital 2030 strategy

### The challenge

Millions of people across the UK struggle to access housing, good jobs, healthcare and the benefits of a greener future. These barriers create deep social need and long-term structural demand for solutions.

### Our ambition

To positively impact 15-20 million lives over the next decade by mobilising £20–30 billion into investible solutions addressing the UK's most pressing social challenges.

### How we work

We invest for impact and help others do the same, acting as a bridge between social need, policy and investment opportunity.

### Where we focus

Four key areas: housing, economic opportunity, climate and energy, and health. These are areas where we see the strongest alignment between social need and investment opportunity.

### Why these areas

In each, there is both significant unmet need and a clear opportunity to scale what's already working, or nurture new models that can deliver. In many cases, these also align with long-term government priorities.

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### The investment opportunity

These are markets shaped by urgent societal needs - in housing, employment, health, and the climate transition - where the scale of unmet need creates durable, long-term investment opportunities for capital seeking both impact and attractive returns.

### Our distinctive role

We operate at the intersection of policy, social demand and investment opportunity, investing ourselves while building the markets, structures and partnerships that allow others to invest with confidence.

### Our track record

Since 2012, we have helped grow the UK social impact investment market by 13 times, to more than £11 billion, demonstrating how impact investing can scale when investment opportunity and social outcomes are aligned.

### The outcome

A unique approach to impact investing, that brings together like minded investors to work together, to enable capital to flow at scale into solutions that improve society for everyone and unlock compelling investment opportunities.

# Four challenges, one strategy



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## Housing: safe, affordable homes for all

### The challenge

Millions of people across the UK lack access to safe, affordable housing. Social housing waiting lists are at record highs, homelessness is rising, and people with complex needs fall through the gaps, creating a need for investment in social and affordable housing of all types and tenures.

### How we invest

We invest in models that not only increase supply of safe and affordable housing, but do so with sustainable financial and tenant outcomes. This includes social and affordable housing, transitional and supported housing for people with complex needs and housing for people who are experiencing or at risk of experiencing homelessness. We believe social impact investment can play a significant role in addressing this crisis. Our ambition is to positively impact the lives of tens of thousands of people in the UK, over the next ten years.



## Economic Opportunity: pathways to prosperity

### The challenge

Millions face barriers to education, skills, quality employment and affordable finance, limiting their access to opportunity. Those on lower incomes and furthest from the labour market face the greatest obstacles, while underserved businesses in disadvantaged communities struggle to access the capital needed to grow and create opportunity.

### How we invest

We channel capital where traditional finance doesn't reach: enabling lending to local businesses and social enterprises; using blended finance and outcomes-based contracts to support skills and employment pathways; and backing ventures that improve financial resilience and deliver education and training solutions. Our investments aim to positively impact the lives of millions of people over the next decade.



## Climate and Energy: A just transition that benefits everyone

### The challenge

The transition towards a low carbon, climate resilient UK risks deepening inequality if not designed inclusively. Families in cold, draughty homes face the highest energy bills while communities hosting renewable infrastructure rarely benefit directly from the clean energy they help generate.

### How we invest

We invest in community-owned renewables that give people a stake in their energy future; retrofit programmes prioritising disadvantaged areas to reduce bills and improve health; nature-based solutions to build climate resilience; and green skills pathways for workers transitioning from traditional industries. Our aspiration is to support hundreds of thousands of people to benefit from the climate transition by providing new economic opportunities and empowering communities.



## Health: building a fairer health system

### The challenge

Health inequalities mean people in disadvantaged communities live 19 fewer years in good health. They face longer waits, struggle to access preventative care, and often miss out on digital health innovations, while NHS pressure creates urgent demand for efficiency solutions.

### How we invest

We back health technology ventures that improve health outcomes and NHS efficiency. We mobilise investment into funds that support community organisations, charities and social enterprises to improve access to healthcare in local communities, including through innovative commissioning models such as outcomes-based contracts. Our ambition over the next decade is to enable millions of people to access better health support, preventative solutions and stronger community-based care.





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