lendology·cic

SOCIAL IMPACT REPORT

2025/2026

Lending with Heart and Mind

"The work needed was preying on my mind. As a pensioner, I was finding it almost impossible to save enough money to get it done. A new front door and side window mean that next winter my home will feel warmer and less draughty. Everything feels white and light now. I'm very relieved and happy. Thank you."

Contents

A year to be proud of

Despite continued financial pressures for many households, we have supported more homeowners, strengthened our partnerships and continued to demonstrate the difference that access to fair and responsible finance can make.

What makes me particularly proud is that behind every loan is a person, a family and a home. Our success isn't measured by how much we lend, it's measured by what happens afterwards – a home that is warmer or safer, essential repairs finally completed, an empty property brought back into use, or simply the relief of knowing that there was somewhere to turn for help.

That is why this Social Impact Report matters so much to me. It allows our customers to tell us, in their own words, what difference our support has made.

Making responsible finance easier to access

This year we have continued to invest in making Lendology easier to access and understand.

The launch of our new website and improved customer journey has been an important part of that. Customers can more easily understand the support available in their area and the options that may be right for them.

We have also worked hard to make our processes simpler and clearer, while maintaining the personal support that remains such an important part of Lendology.

At the same time, we have strengthened our relationships with local authorities and community partners, helping us reach more homeowners who may struggle to access appropriate finance elsewhere.

Why responsible home improvement finance matters

For many of our customers, improving the energy efficiency of their home isn't primarily about carbon. It is about having a home that is warmer, costs less to heat and is more comfortable to live in.

The Government's Warm Homes Plan has brought greater national focus to this challenge. We welcome that ambition and believe there is a significant opportunity to ensure that homeowners who cannot, or do not want to, access mainstream finance aren't left behind.

Our experience of working with homeowners and local authorities means we understand that every household is different. Fair, affordable and inclusive finance has an important role to play alongside grants and other support.

Looking ahead

We finish this year as a stronger organisation, with an even clearer sense of the contribution Lendology can make.

We want to help more people access essential home repairs, improve the energy efficiency of their homes, bring empty properties back into use and improve the quality of privately rented homes.

We also want to take what we have learned through more than 20 years of responsible lending and make it available to more homeowners and communities.

None of this would be possible without the commitment of our team, the support of our local authority and community partners, and, most importantly, the trust our customers place in us.

To everyone who has shared their experience for this report, thank you. Your stories demonstrate far more powerfully than numbers alone why our work matters.

We have achieved a great deal this year, and I am incredibly proud of what we have done together. But I am even more excited about what comes next – supporting more people to live in homes that are safe, warm and affordable, and ensuring fair finance is available to those who need it.

Emma Lower

Chief Executive, Lendology CIC

The need isn't simply for more lending. It's for the right finance, available in the right circumstances, so people can make necessary improvements to their homes when grants, savings or conventional finance don't meet their needs. Lendology provides that missing option through responsible lending, delivered in partnership with councils.

Why responsible home improvement finance matters

A safe, warm and suitable home sometimes requires significant investment.

A roof may need replacing. A heating system may need upgrading. A home may need adapting to support someone's changing needs. An empty property may need substantial work before it can be lived in again.

But knowing what needs to be done and being able to pay for it are not the same thing.

Savings and grants do not meet every circumstance, and conventional finance may not always be available or appropriate. This can leave a gap between the work a home needs and the finance a homeowner can realistically access.

The loan is not the impact. It is what the finance makes possible.

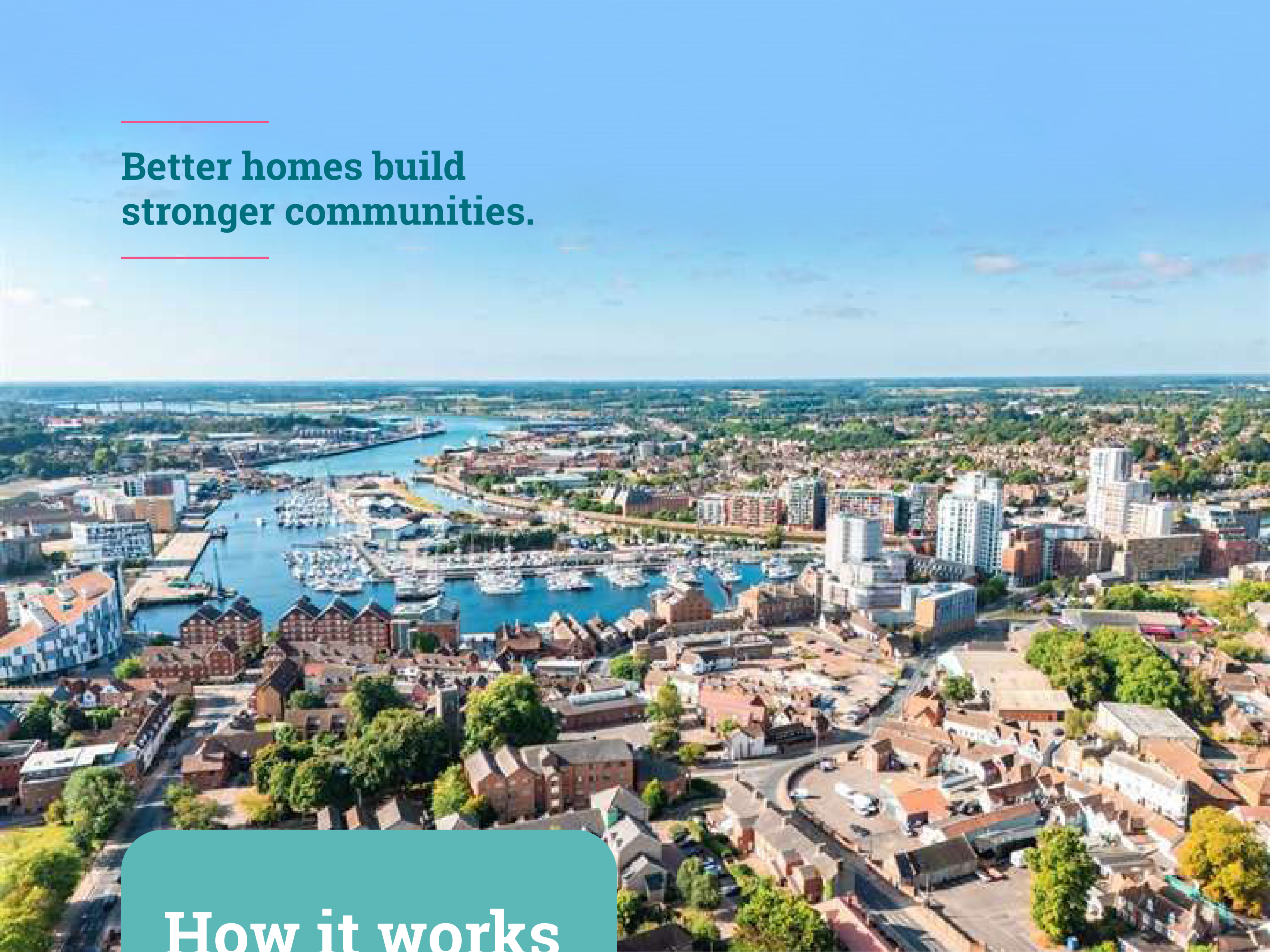
Lendology helps bridge that gap

Working in partnership with local authorities, we provide responsible home improvement finance that gives homeowners another route to fund necessary improvements.

Our role is not simply to provide a loan. It is to help make better outcomes possible — safer and warmer homes, greater independence, improved energy efficiency, empty properties brought back into use and homes that are better suited to the people who live in them.

- Safer Homes
- Warmer Homes
- More Sustainable Homes
- Greater Independence
- Stronger Communities

Better homes build stronger communities.



How it works

Local authorities identify housing priorities and make funding available for eligible homeowners and properties in their area.

Lendology provides the specialist lending expertise and customer support needed to turn that funding into responsible home improvement finance.

Together, this enables councils to use recyclable loan funding to support improvements including essential repairs, energy efficiency, adaptations and bringing empty homes back into use.

"Lendology has supported Suffolk with a bespoke solution for our loan management scheme which has worked effectively and has been incredibly successful. They provide attention to detail combined with compassion and always ensure the support of the Suffolk community is at the heart of their service."

Geeta Gaundar,
Senior Project Manager

Suffolk County Council

2025/2026 Highlights

£4.52 million

More Lending, supporting more homeowners

We delivered **£4.52 million in lending**, an increase of **21% year on year**, and supported **388 homeowners**, 13% more than in 2024/25. The average loan value **£11,759**

Environmental improvements remained our largest area of activity

Renewable energy and energy-efficiency schemes accounted for **65.8%** of loan records, overtaking home improvement loans for the first time.

We supported **177 solar installations**, 40% more than the previous year and the number of heat pumps increased by **169%**.

169%

Our estimated carbon impact nearly tripled

CO_2

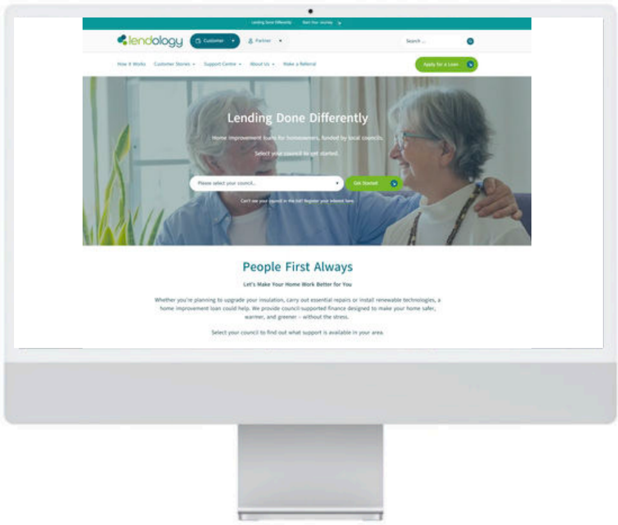
Improvements supported during 2025/26 are estimated to deliver **165.8 tonnes of CO_2e savings**, representing a **179% increase** on the **59.4 tonnes of CO_2e saved in 2024/25**.

Customers valued the support they received

Our customer impact survey recorded a **100%** satisfaction score, with every respondent saying they were satisfied or very satisfied with their Lendology loan experience. This is supported by our **4.9 feefo** rating and reflects our friendly, supportive and personalised service.

An improved customer journey

Our new website has simplified the customer journey. Clear partner and loan scheme information has improved transparency and customer understanding, supporting better Consumer Duty outcomes.



Cornwall Council extended its loan scheme beyond green measures to include wider home improvements, adaptations, empty and landlord properties, and major renovations and repairs.

New partner Suffolk, represented approximately **40%** of all activity, with **£1.727 million** of funds released.

West Oxfordshire became our newest council partner, offering an **Empty Property Loan scheme**.

Lendology was named a finalist for **Alternative Lender of the Year** at the Credit Strategy Lending Awards 2025 and a finalist for **Service Excellence** at the Somerset Business Awards 2026.

Every £1.00 of approved lending for essential home improvements and disability adaptations

generated an estimated £2.23 in wellbeing value

Home Improvement Lending is based on essential repairs and adaptations, excluding all green measures. *Wellbeing value figures have been produced using the WELLBY methodology and MeasureUp Social Value Framework - see pages 24-25 for further details.

Our reach and council partnerships

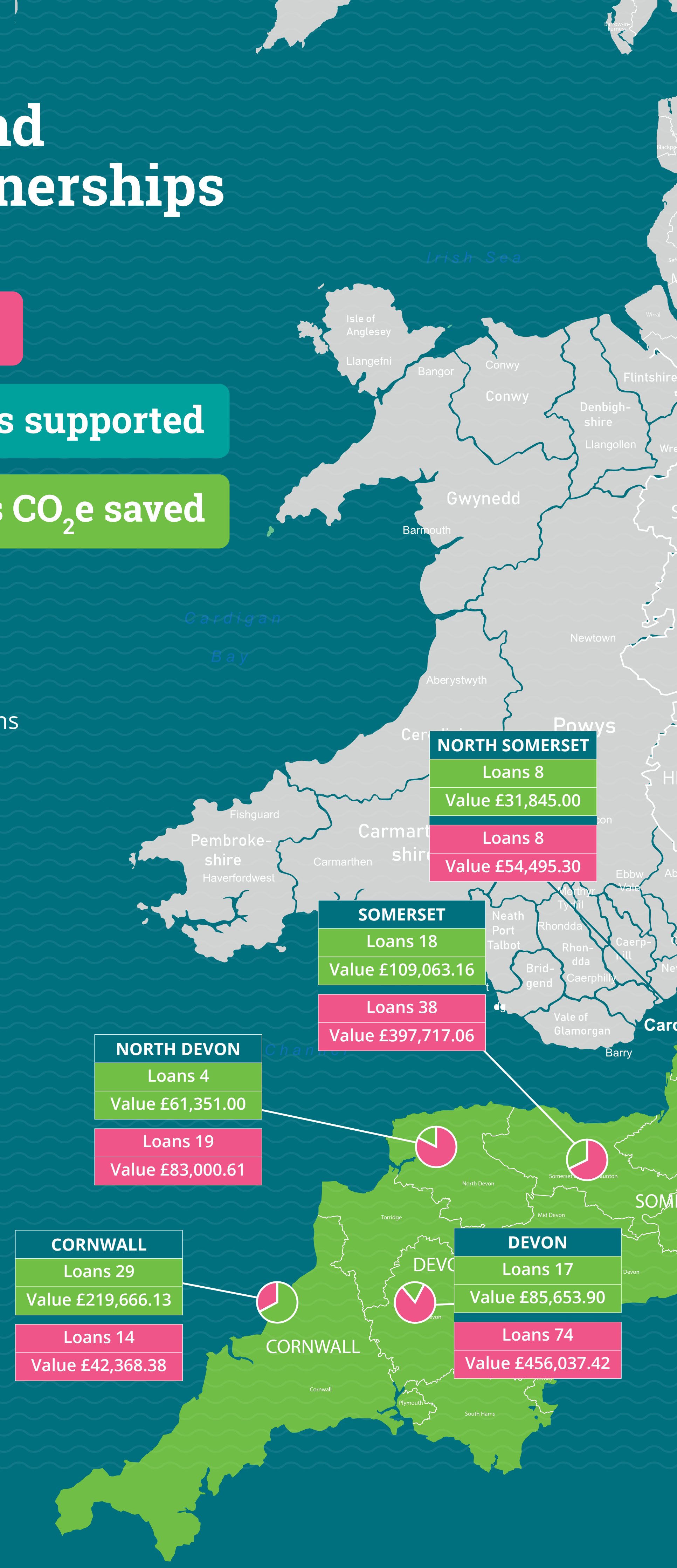
✓ £4.52m released

✓ 388 homeowners supported

✓ Est. 165.8 tonnes CO_2e saved

Energy efficiency loans

Home improvement loans



NORTH SOMERSET	
Loans 8	Value £31,845.00
Loans 8	Value £54,495.30

SOMERSET	
Loans 18	Value £109,063.16
Loans 38	Value £397,717.06

NORTH DEVON	
Loans 4	Value £61,351.00
Loans 19	Value £83,000.61

CORNWALL	
Loans 29	Value £219,666.13
Loans 14	Value £42,368.38

DEVON	
Loans 17	Value £85,653.90
Loans 74	Value £456,037.42

WYCA
Loans 74
Value £501,694.43
SUFFOLK
Loans 267
Value £1,727,142.21
SOUTH GLOS
Loans 9
Value £34,806.00
Loans 13
Value £81,829.81
BRISTOL
Loans 17
Value £77,366.95
Loans 33
Value £230,158.95
WEST OXFORDSHIRE
Loans 2
Value £25,514.63
BANES
Loans 8
Value £39,521.00
Loans 12
Value 100,501.50
MERTON
Loans 6
Value £52,888.00
DORSET
Loans 7
Value £6,026.08
Loans 10
Value £79,400.00
WILTSHIRE
Loans 3
Value £23,180.82
LANCASHIRE
WEST YORKSHIRE
EAST RIDING OF YORKSHIRE
GREATER MANCHESTER
SOUTH YORKSHIRE
CHESHIRE
DERBYSHIRE
NOTTINGHAMSHIRE
LINCOLNSHIRE
STAFFORDSHIRE
RUTLAND
NORFOLK
CAMBRIDGESHIRE
NORTHAMPTONSHIRE
WORCESTERSHIRE
BEDFORDSHIRE
SUFFOLK
BUCKINGHAMSHIRE
ESSEX
HERTFORDSHIRE
GLOUCESTERSHIRE
KENT
SURREY
WILTSHIRE
HAMPSHIRE
WEST SUSSEX
EAST SUSSEX
DORSET

Greener, warmer homes

Improving the energy efficiency of homes has become an increasingly important part of our work. Through responsible, council-backed finance, we help homeowners access funding for improvements that can make their homes warmer, more comfortable and more energy efficient, while reducing concern about energy costs and supporting lower carbon emissions.

Green lending at a glance

£2.81 million in approved loan value through renewable energy and energy-efficiency schemes

263 homeowners supported through green lending schemes

266 loan records relating to renewable energy and energy-efficiency improvements

65.8% of all loan records in 2025 / 2026, supporting more environmental improvements

177 solar installations supported during the year - **40% more** than in **2024/25**

70 battery installations supported an **increase of 6%** year on year

35 heat pumps supported, compared with **13** in the previous year- an increase of **169%**

These figures demonstrate the growing role that responsible finance can play in helping homeowners access renewable technologies and energy-efficiency improvements.

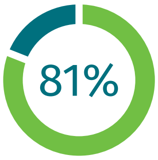
> *“Since the installation of our solar PV system, our household has seen a significant improvement in both our energy costs and our overall quality of life.”*

The difference for homeowners

The impact of green lending is not only environmental. Improvements such as solar panels, batteries, heat pumps, insulation and more efficient heating can also help customers create warmer, more comfortable homes and feel more in control of their energy use.

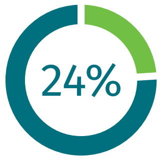
Our customer survey helps us understand what happens after the finance has been provided and what these improvements mean in people's everyday lives.

What customers told us

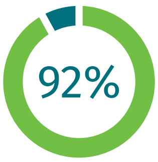


agreed that their home was **warm and comfortable** after the improvements, compared with **55%** beforehand.

Concern about the **cost of heating and powering the home** fell substantially.



remained concerned after the improvements, compared with **88%** (66 of 75) before.



agreed that their home supported their **health and wellbeing** after the improvements, compared with **73%** beforehand.

Average life satisfaction increased from **7.72** to **8.57 out of 10**, an increase of **0.85** points.

Customer satisfaction was also high: all **76** customers responding to this question were satisfied with their Lendology loan experience - **68** were very satisfied and **8** were satisfied.

The home outcome questions received 75 responses, while the customer satisfaction question received 76. These findings should be viewed as indicative of the experiences of the wider customer group.

Our estimated carbon impact nearly tripled

The renewable energy and energy-efficiency improvements supported during 2025/26 are estimated to deliver carbon savings of 165,783kg CO_2e - equivalent to 165.8 tonnes.

This represents a 179% increase on the estimated 59,355kg CO_2e recorded in 2024/25. It demonstrates how growth in green lending, particularly solar and heat-pump finance, is increasing the potential environmental impact of our work.

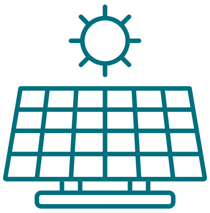
The £2.81 million figure represents the approved value of loans created through renewable energy and energy-efficiency schemes during 2025/26. It should not be directly compared with Lendology's £4.52 million total funds-released figure, which is measured on a different basis.

Estimated carbon savings are based on the improvements recorded as supported during 2025/26 and standard carbon-conversion assumptions. They are modelled estimates rather than measured reductions in individual household emissions. See the methodology appendix for further information

Case Study

Giving homeowners greater control over their energy costs

Type of Work:	Solar and Battery
Loan Scheme:	Renewable Efficiency
Council Partner:	Mid Devon District Council



After moving into their home two and a half years ago, Liam and Naomi quickly realised how expensive it was to heat an all-electric property during winter.

As energy costs increased, they found themselves constantly thinking about what they can afford to switch on and when. For Liam, who works from home, it affected everyday life.

> *"I had two jumpers on, slippers and obviously a hat, and it's quite difficult to type on a keyboard when you're wearing gloves"*

Wanting a warmer home and greater control over their energy costs, Liam and Naomi decided to install solar panels and battery storage with support from Lendology and Mid Devon District Council.

Since making the change, they say the improvements have made thier home more comfortable while helping them feel more confident about the long-term cost of running it.

Today, Liam and Naomi say they no longer have to think twice about heating their home, allowing them to enjoy everyday life more comfortably.

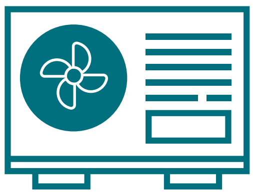
> *"As long as we make or save £3.50 a day, then it's worth it."*

> When my grandchildren come down to visit in the summer, the savings will go towards days out.

Case Study

Confidence in low-carbon heating

Type of Work:	**Heat Pump and Battery**
Loan Scheme:	**Renewable Efficiency**
Council Partner:	**Cornwall Council**



After moving into her home five years ago, Jan quickly realised the oil-fired heating system was becoming a constant concern.

Checking oil levels, arranging deliveries, and worrying about running out meant heating her home never felt straightforward. Wanting a more reliable solution, she began looking into alternative options.

With support from Lendology and Cornwall Council, she decided to replace the oil system with an air source heat pump.

Since the work was completed, Jan says her home feels more comfortable and much easier to manage day to day.

> ***It is a cleaner way of heating the home and a very positive investment for the property itself***

She says having constant hot water and heating that works well with the underfloor system has made the house feel more comfortable and easier to manage.

But what matters most to Jan is what that peace of mind now allows her to focus on instead.

Safer, healthier homes

Essential repairs cannot always wait. Through responsible, council-backed finance, we help homeowners invest in improvements that can enhance their properties, making them more comfortable, practical and better suited to their needs.

Home improvement lending at a glance

100 properties improved

£1.3 million in approved loan value

39 roof repairs supported

12 window replacements alongside doors, heating and other essential work

Approximately **£2.1 million** in estimated economic activity

> *"I now have a safe and secure home for my children and me. Before, the roof was falling in, rainwater was running into the kitchen electric lights, and the ceilings were collapsing. We couldn't use the kitchen light when it rained or during the winter, which meant cooking in the dark or by lamp. This made it difficult to prepare meals and make sure they were cooked properly. When there was heavy rain, I dreaded it because I thought everything was going to collapse and flood."*

What customers told us

93% agreed that their home was **warm, comfortable** and met their needs after the improvements, compared with **38%** beforehand.

79% felt able to deal with **unexpected problems or challenges** after the improvements, compared with **52%** beforehand.

The proportion who agreed that the condition of their home **negatively affected their health** and wellbeing fell from **72%** before the work to 21% afterwards.

83% felt **in control of their finances** afterwards, compared with **69%** before the improvements.

Average life satisfaction increased from **5.79** to **8.38 out of 10**, representing an improvement of 45%

This is estimated to have generated approximately £2.8 million in wellbeing value across the 100 properties improved.

Survey findings are based on 29 Home Improvement Loan respondents unless otherwise stated and should be viewed as indicative. Customer satisfaction was based on 32 responses. Estimated wellbeing value has been extrapolated across the relevant loan cohort using the WELLBY methodology and should be considered alongside the survey findings, customer stories and wider evidence. See the methodology appendix for the assumptions used.

Case Study

Protecting homes for future generations

Type of Work:	**Roof Repairs (Specialist Work)**
Loan Scheme:	**Home Improvement Loan**
Council Partner:	**Mid Devon District Council**

Rupert lives in a thatched home that has been passed down through generations of his family.

Knowing the roof would eventually need replacing was something that had always been in the back of his mind. With thatched roofs typically lasting between 20 and 40 years, he knew it would become a significant expense.

> ***"It was always a worry... but there was never really enough spare money to set aside for it"***

When a hole appeared in the roof, Rupert knew the work could no longer wait.

Because thatching is highly specialised, finding suitable finance wasn't straightforward.

While looking into his options, he discovered support through Lendology and Mid Devon District Council. With the work now completed, Rupert says the biggest feeling is relief.

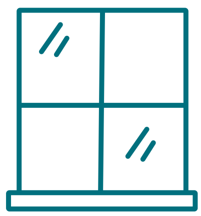
> ***"Having the work completed on the house is a great relief... and it means there's less to worry about for my daughter when she inherits it."***

> *Now every day in the morning we don't get up and shiver. We just get up and the house is warm.*

Case Study

Making homes warmer and more comfortable

Type of Work:	Double Glazed Windows
Loan Scheme:	Energy Efficiency
Council Partner:	The London Borough of Merton



David lives in South Wimbledon with his wife, Athena, in an 1880s semi-detached home.

Full of character, the house wasn't built to retain heat, making it increasingly uncomfortable during the colder months.

> *The difficulty of living in an 1880s house is it gets cold and the bills go up*

Wanting to make the house warmer and more comfortable, David and Athena decided to replace the windows with double glazing through support from Lendology and Merton Council.

Since the work was completed, David says the difference has transformed everyday life.

Empty property and landlord loans

22 properties supported

£572,002 in lending

Approximately **£915,000** in estimated economic activity

10 Empty Property Loans included within the analysis

All three customers responding to the survey agreed that the property was safe, comfortable and suitable for occupation following the work, compared with none beforehand. All three were also very satisfied with their Lendology loan experience.

For the 10 Empty Property Loans specifically, the analysis estimates:

- **£105,000** in **annual local economic contribution**
- **£1.5 million** in **avoided new-build costs**

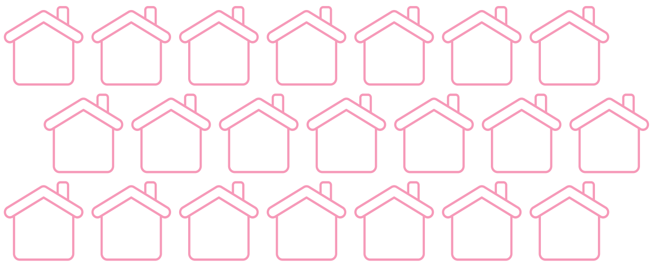
Together, these outcomes demonstrate how responsible home improvement finance can benefit not only individual homeowners, but also tenants, future occupants, local services and the wider community.

Improving properties and strengthening communities

Empty Property and Landlord Loans help improve homes for future occupants, support the supply of suitable housing and address the wider effects that poor-quality or empty properties can have on communities.

Across the two loan types, the impact analysis covers

21 properties and **£572,002** in lending.



Home Improvement Loan findings are based on 29 survey respondents unless otherwise stated. Customer satisfaction was based on 32 responses. Disability Adaptation and Empty Property/Landlord findings are each based on three survey respondents and should be treated as indicative.

Wellbeing value, economic activity, NHS and social care savings, local economic contribution and avoided new-build costs are indicative estimates based on survey findings, proxy values and extrapolation across the relevant loan cohorts. See the methodology appendix for the assumptions used.

Case Study

Bringing empty properties back into use

Type of Work:	**Empty Property Renovation**
Loan Scheme:	**Empty Property Loan**
Council Partner:	**Teignbridge District Council**

When Mark and Martin Pow spotted a neglected building in the centre of Teignmouth, they immediately saw its potential.

The property included a commercial unit on the ground floor and two empty flats above that had stood unused for years.

> ***"No one's been living in the flats, they were just very old and dated"***

Wanting to bring the building back into use, Mark and Martin refurbished the property with support from Lendology and Teignbridge District Council.

The work transformed the upper floors into two modern rental homes, giving the building a new purpose and helping increase the supply of housing in the town centre.

> ***"It's definitely helping the local community"***

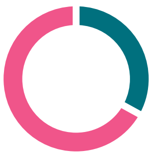
For Mark and Martin, the project was about more than restoring a building. It was about creating homes that people can live in again and helping breathe new life into part of the local high street.

Supporting independence through adaptations

For some customers, adaptations can make the difference between struggling at home and living more safely and independently.

During the year, four properties were supported through Disability Adaptation Loans, with **£39,477** in funding released. Across the wider lending data, eight adaptation measures were recorded, including accessible bathrooms, a stairlift and a wet room.

What adaptation customers told us



Two-thirds agreed that their **home supported their health and wellbeing afterwards**, compared with none before the work.

Average life satisfaction increased from **3/10** to **9/10**.

Two-thirds of respondents agreed that their **home met their needs after the adaptations**, compared with none beforehand.

These findings are based on three survey respondents and should be treated as indicative.

The analysis estimates that this lending generated approximately **£270,400** in wellbeing value and could contribute around **£125,000** in potential NHS and social care savings.

> ***"Due to my disability, I am at home almost all the time and have been for the last eight years. Before the kitchen adaptations, I couldn't reach the cupboards and couldn't safely cook or even warm up simple meals. I was deprived of hot meals for years. Now I have a small induction hob and air fryer which I can manage, and I can use the cupboards and put things away myself."***

Case Study

Creating homes that support independent living

Type of Work:	Single-story extension for accessibility
Loan Scheme:	Disability Adaptations
Council Partner:	Somerset Council

Meet Mark. After shattering his leg in a football accident in 1991, everyday life gradually became more difficult in a home that was no longer suited to his needs.

Over the years, Mark and his family explored different ways to make the house more accessible, but none provided the long-term solution they needed.

> ***"We tried a whole manner of things... But it was detrimental to my own health at the end. Something had to be done"***

Following advice from an occupational therapist, Mark transformed part of his home to create an accessible bedroom, living space, and kitchen that better supported his day-to-day life.

> ***"It's not clinical, it's not a hospital room"***

Since the work was completed, Mark says everyday life has become much more straightforward.

> ***"If I could have done this 20 years ago, I'd have been so happy"***

Our year in pictures (April '25 - September '25)

APRIL

Digital Somerset
Louise and Emma attended Digital Marketing at the FCDI, hosted by Digital Somerset.

Suffolk Case Study
Real homeowner stories showed how 0% finance made Suffolk homes warmer, safer and more energy efficient.

Merton Interest Rate
Reduced loan rates helped more Merton homeowners create safer, warmer and more sustainable homes.

MAY

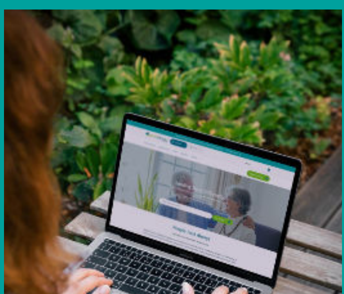
South West Community Finance
James Berry, CEO of Great Western Credit Union, Emma Lower, CEO of Lendology, and John Peters, MD of WIG Finance. South West Community Partnership makes record breaking year.

Mid Devon Networking Event
Supporting landlords with changing legislation helps create safer, higher-quality homes for local tenants.

Cornwall Case Study
Filming case studies in Cornwall.

JUNE

Installer Show
Emma on panel with National Retrofit Hub to discuss green finance and real-life barriers to retrofit.



We Launched Our New Website
A more accessible website helped homeowners find information and access support with greater confidence.

JULY

Credit Strategy Conference
Sharing expertise helped promote fairer, more inclusive customer experiences across the financial services sector.

Community Energy England Summer Conference
Supporting community energy collaboration helped advance fairer access to the lowcarbon transition.

DFG Foundations Summit
Championing accessible finance helped more disabled residents live safely and independently at home.

Race 4 Life
£750 raised helped fund life-saving cancer research and support better outcomes for people affected by cancer.

Iceberg is melting Growing Vision

AUGUST

Give Back Day
Creating a welcoming space helped Bold & Brave continue supporting young people to build skills and confidence.

South West Ultra Hike
Fundraising helped Mind continue providing vital mental health support to those who need it most.

Presentation Skills
Training with John Garland at Growing Vision

Our year in pictures (September '25 - March '26)

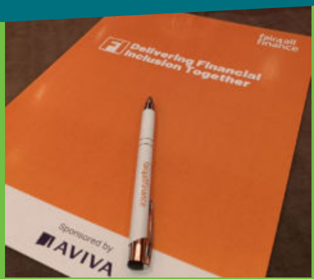
SEPTEMBER

Fundraiser
Louise hiked from Yeovil to Taunton for Margarets Hospice.

Retrofit West Home Energy Fair

APSE Awards
Championing partnership working helped deliver safer, warmer and healthier homes for local communities.

NOVEMBER



Fair4All Finance
Learning from sector leaders helped strengthen Lendology's approach to financial inclusion.

Responsible Finance Members Day

RAW filming
Working with RAW to give homeowners a voice. Highlighting the impact of home improvements.

DECEMBER

Christmas Jumper Day
Supporting Taunton Foodbank helped provide support for local families during the festive season.

Merton Case Studies – David & Giles
Videos showcased how trusted advice and home improvements help create warmer, healthier homes.

FEBRUARY

APSE

Recognising outstanding partnerships celebrated projects creating greener, more sustainable communities.

MARCH

Somerset Business Awards

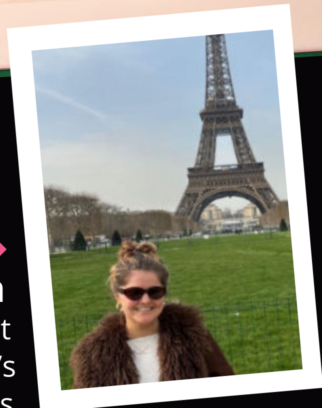
Service Excellence finalist recognition celebrated our commitment to positive outcomes for homeowners and communities.

B Corp filming

Brand and B Corp films brought our mission, values and social impact to life.

Shannon's Half Marathon

Shannon's dedication helped support Great Ormond Street Hospital Charity's work with children and families.



How we measure our impact

Behind the figures in this report are the experiences of the people and households we support. Our impact analysis combines lending data with customer feedback to understand the difference home improvements have made to people's homes and lives.

Listening to our customers

Our customer impact survey explored the outcomes most relevant to different types of lending.

Customers were asked to reflect on their circumstances before and after their home improvements, allowing us to compare how things had changed.

Depending on the type of loan, questions covered areas including:

- warmth, comfort and suitability of the home;
- concerns about heating and energy costs;
- health and wellbeing;
- confidence and independence at home;
- financial resilience;
- whether empty or rented properties were safe and suitable for occupation; and
- overall satisfaction with their Lendology loan.

We report the proportion of customers who agreed or strongly agreed with each statement before and after the improvements.

Not every customer answered every question, so response numbers vary. Findings based on small samples, particularly Disability Adaptations and Empty Property/Landlord Loans, should be treated as indicative.

Measuring life satisfaction and wellbeing

For relevant loan types, we also asked customers:

"Overall, how satisfied are you with your life nowadays?"

Customers responded on a scale from 0 – not at all satisfied to 10 – completely satisfied.

We compared average scores before and after the improvements and asked customers how much of the change they felt was attributable to the home improvements supported through their Lendology loan.

This is known as attribution and helps avoid assuming that every change in wellbeing was caused by the loan or the improvements alone.

Life satisfaction is recognised as one of the most appropriate questions to ask when measuring individual wellbeing.

How the WELLBY calculation works

We use the WELLBY, or Wellbeing-Adjusted Life Year, approach to estimate an indicative monetary value for changes in life satisfaction.

One WELLBY represents a one-point increase in life satisfaction for one person lasting for one year.

HM Treasury's wellbeing guidance gives an indicative value of approximately £16,900 in 2025 prices for one WELLBY.

Our calculation

Change in life satisfaction

x

Attribution

x

WELLBY value

x

relevant customer cohort

The calculation assumes that the improvement in wellbeing lasts for one year

Where survey findings are based on a sample of customers, the resulting wellbeing estimate may be extrapolated across the relevant group supported during the year.

Example: Home Improvement Loans

Average life satisfaction increased from **5.79** to **8.38**.

After applying the average attribution rate, this resulted in an estimated wellbeing value of approximately **£2.8 million** across the relevant cohort.

Other social and economic measures

Alongside customer survey findings, we use recognised external evidence to estimate wider impacts, including:

- economic activity generated through renovation;
- local economic contribution and avoided new-build costs associated with empty homes;
- potential NHS and social care savings from disability adaptations; and
- the societal value of carbon savings.

These are indicative estimates, not direct financial returns to Lendology, customers or council partners.

How to interpret the findings

Social impact is influenced by many factors, so the figures in this report should not be viewed as precise measures of cause and effect.

Our wellbeing estimates assume that improvements last for one year and, where survey findings are extrapolated, that respondents are reasonably representative of the wider customer group.

We therefore use these estimates alongside customer feedback, case studies, lending data and other outcomes to build a fuller picture of the difference our lending can make.

Methodology reference

Our approach draws on the WELLBY (Wellbeing-Adjusted Life Year) methodology described within HM Treasury's Green Book Supplementary Guidance: Wellbeing and its practical application within the MeasureUp social value framework, developed by Impact Reporting, State of Life and PRD and licensed under the Creative Commons Attribution-NonCommercial 4.0 International Licence.

Our Partners

With special thanks to our funders for continuing to invest in our loan scheme

Our Accreditations

“Paying taxes in the right place at the right time, and explicitly shunning tax avoidance and the use of tax havens, means businesses are able to give back to the communities in which they operate, creating social impact by contributing to the funding of essential services”

Lending with Heart and Mind

Lendology CIC is a community interest company limited by guarantee, registered in England, company number 4512225.
Registered address: Heatherton Park Studios, Bradford on Tone, Taunton TA4 1EU.
Lendology CIC is authorised and regulated by the Financial Conduct Authority (675263) for credit regulated activities.