

2025 Community Impact Report

March 2026

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For further information, please refer to:



Annual Report 2025
Scan the QR code
to read the report



**EPRA Sustainability
Data Report**
Scan the QR code
to read the report
(from April 2026)



◀ Front cover image: Covent Garden
Playground, a Shaftesbury Capital
Grants Fund recipient

Fair Shot Café, a Shaftesbury Capital
Community Grants Fund recipient ▶



Foreword

As a responsible, long-term investor in London's West End, Shaftesbury Capital is committed to being a good neighbour, contributing to the success of our local communities.

Underpinned by the purpose and values of our business, our approach recognises the communities that make our destinations thrive. Through collaboration with our stakeholders, including local partners, charities, and community groups, we focus on creating meaningful, long-term benefits to the lives of people across Westminster and Camden.

In 2025, we commenced our three-year community strategy, prioritising support for helping local people into employment as the area with the greatest potential to deliver lasting impact through partnership. We have worked with the Social Value Portal to improve our reporting by adopting the Themes, Outcomes, and Measures (TOMs) framework to quantify the wider impact of our community investment activities. Further information on the TOMs methodology and outcomes is set out on page 3.

This report highlights the key activities, programmes, and partnerships we supported throughout 2025. In addition to maintaining many long-standing relationships with our community partners, we have used the flexibility of our Community Grants Fund to provide funding towards the cost of projects and events delivered by local charities and organisations.

"We are proud to invest in programmes supporting local employment, addressing our communities' needs. I'm pleased to see the way in which our colleagues have embraced community initiatives this year, sharing their skills through volunteering programmes, fundraising events and supporting our interns. Using TOMs has also enabled us to capture more of the social impact we deliver in the local community."

Alison Fisher

General Counsel, responsible for sustainability

Top image: Employees volunteering with 2-3 Degrees (see page 4) ^

Pathways to Potential employability programme at the Cardinal Hume Centre, a Shaftesbury Capital Community Grants Fund recipient >

© Fergus Burnett Photography >



Our approach to supporting local employment

The below outlines our approach to supporting local employment over the next three years, with examples of activity in 2025



Local authority and industry peer group collaboration

Working together with Camden and Westminster Councils and industry peers to deliver joint employability initiatives. This expands our reach and enables us to link people to established programmes.

2025 activity:

Delivering "Made in Central London", a recruitment event in partnership with Westminster and Camden Councils and our industry peers to increase local employment highlighted on page 6.



Our resources

Utilising our resources and expertise through employee volunteering and mentoring, work experience placements and internships, and provision of in-kind space for initiatives focused at supporting employment.

2025 activity:

Collaboration with 2-3 Degrees to develop key employability skills through employee volunteering as referenced on page 4. Partnering with charities such as Change Please and Smart Works (see page 9), providing in-kind space to support their employment programmes.



Strategic partnerships

Utilising local expertise through strategic partnerships with youth organisations such as the Young Westminster and Young Camden Foundations, Department for Work and Pensions, Westminster Employment Service and Good Work Camden.

2025 activity:

Establishing a strategic partnership with the Department for Work and Pensions and launching "Shaftesbury Capital Recruit", a dedicated service to support our retail customers' with their recruitment.



Customers and supply chain

Collaboration with our customers and supply chain to maximise employment opportunities for local residents.

2025 activity:

Communicating with our customers to promote and encourage participation in local employment initiatives and events. Brokering our core supply chains with Westminster and Camden Councils to advertise vacancies and support local recruitment.



Community programmes

Realigning existing community programmes to increase the focus on employment and impact measurement. For example, refocusing our support to homeless charities to develop their members' employability skills.

2025 activity:

Continued investment in community programmes supporting local employment, including grants awarded through our Community Grants Fund referenced on page 10. Adoption of the TOMs framework outlined on page 3 to measure the social value delivered from local employment.

Our approach to measuring community investment

Shaftesbury Capital has consistently supported its local communities. We support a wide range of charitable and community initiatives across the boroughs of Westminster and Camden, focusing on local employment, community cohesion, and local needs.

Themes, Outcomes and Measures (TOMs)

In January 2025, we introduced the National Themes, Outcomes and Measures (TOMs) framework to measure our social value. Adopting the widely used TOMs framework ensures our social value is reported in a consistent and transparent manner, aligned with national benchmarks.

TOMs provides a standardised, robust method for businesses and organisations to measure their social value through various methodologies and proxy values. Proxy values are based on several sources including the Department for Work and Pensions, Office for National Statistics and HM Treasury.

Adopting the TOMs framework has enabled us to quantify additional social value in previously unmeasured areas, including local employment creation, stewardship, estate investment and marketing initiatives.

In 2025, our community investments and activities delivered £5,870,000 in social value. This is reported under three themes:



Social value delivered through initiatives resulting in local employment

£390,000

This includes initiatives that have directly enabled residents living within a London borough to secure employment within Westminster or Camden



Social value delivered through contributions to charities, community groups and organisations

£1,108,000

This includes our cash donations, free or subsidised 'in-kind' space and employee volunteer time



Social value delivered through stewardship, estate investment and marketing initiatives

£4,371,000

This includes programmes such as the Westminster City Inspectors, cleaning and greening initiatives, public realm improvements and marketing initiatives such as Christmas and cultural activations

Total value of our contributions



In line with TOMs, we do not report social value in instances where costs are recoverable via service charges, or where the investment is a Section 106, mandatory, or legal obligation. Where a cost has been part service charge recoverable, we only report costs absorbed by the business.

For more information on TOMs and our reporting methodology, please refer to the EPRA Sustainability Data Report which will be published by April 2026.

Supporting local employment

2025 marked the first year of our three-year community strategy, which is centred on supporting local employment.

Skills and employment

Several of our existing partnerships have been re-positioned for a greater focus on supporting people into employment, including our work with the Donmar Warehouse and homeless charities, as highlighted on page 5.

We have continued to maintain strategic partnerships with a range of charitable and community initiatives that prepare people for the world of work by developing their business and interpersonal skills. Our partnership with 2-3 Degrees, a Westminster based social enterprise that inspires and equips young people with skills for personal development, confidence, and employability, has continued in 2025. Beyond our financial support to 2-3 Degrees, we co-facilitated a LinkedIn masterclass. This session empowered young people to use professional platforms effectively while building the confidence to network in person with business professionals.

Employment placements

Through our primary supply chain, we have explored opportunities to maximise local employment by partnering with Westminster Employment Service and Good Work Camden, local authority employment and skills services.

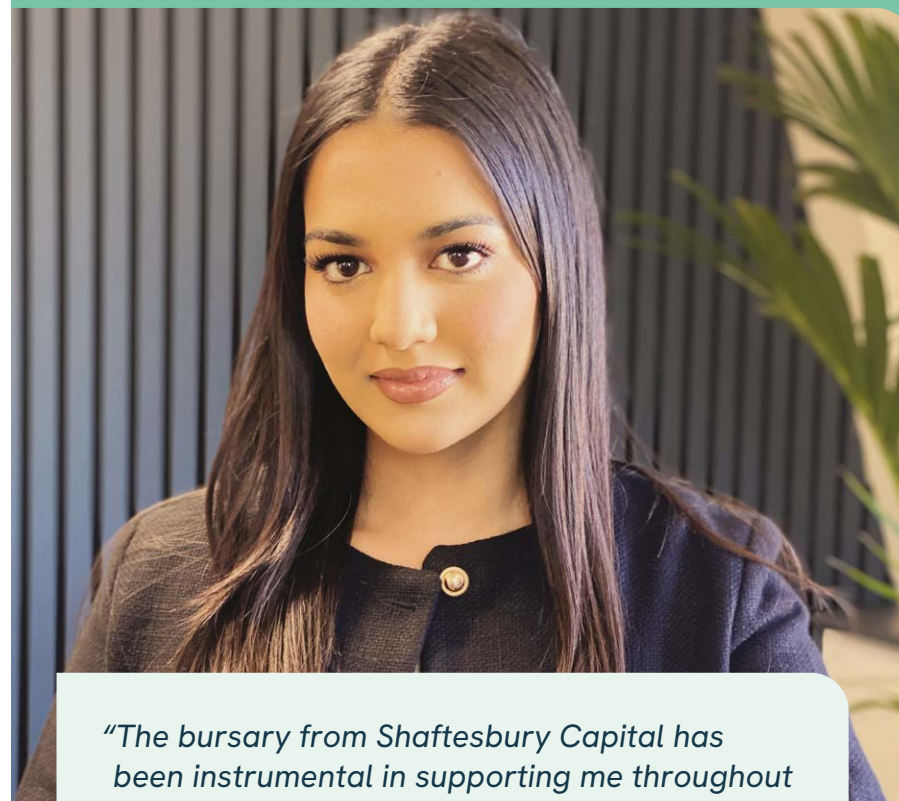
In collaboration with the Department for Work & Pensions, we have established Shaftesbury Capital Recruit. This new, free service supports our retail customers with their recruitment needs while promoting local employment by connecting Westminster and Camden residents with current job vacancies.

Internships

Throughout the year, we have continued to host paid work experience placements and internships with our partners including 10,000 Black Interns and social mobility charity upReach.

University of Westminster

Our ongoing partnership with the University of Westminster which provides a bursary for a Real Estate BSc (Hons) student is now in its fourth year. The annual bursary supports students' tuition and maintenance costs, ensuring the recipient can dedicate themselves to their studies and pursue the professional development opportunities essential for their future career. As part of the bursary, we also welcome the student on a four-week paid internship placement within the business, enabling them to gain real life experience of working within the industry.



"The bursary from Shaftesbury Capital has been instrumental in supporting me throughout my studies, both financially and professionally. It has allowed me to focus fully on my academic development while also giving me the opportunity to gain invaluable, hands-on industry experience through the internship. This scholarship has strengthened my confidence and clarified my future career aspirations. I am thankful for the meaningful investment Shaftesbury Capital has made in my development."

Najifah

Our fourth University of Westminster scholar

Supporting local employment *continued***Breaking the cycle of homelessness through employment**

Homelessness continues to be an issue across our local communities, and we remain committed to supporting local charities working to provide a path toward permanent stability through employability programmes.

Throughout 2025, we maintained our partnerships with The Connection at St Martin in the Fields and Single Homeless Project, charities that provide vital support to those sleeping rough or residing in temporary accommodation in the local area. Our partnership with The Connection supports their community team, which provides a comprehensive range of recovery and activity programmes designed to help individuals move away from the streets and work towards employment. Services include tailored career support, including skills training, professional CV writing, work placements, and community volunteering opportunities. Additionally, since 2024, we have supported Single Homeless Project's "Comeback Kitchen", which helps individuals to learn cooking skills and take their first steps into the hospitality industry.

"In 2025, your support has enabled 56 clients to progress through the Comeback Kitchen, with every participant achieving at least one qualification".

Single Homeless Project



^ Catalyst trainee operating the Donmar lighting desk during a technical session

^ © Tyler Fayose Photography

Donmar Warehouse

The Donmar Warehouse is a not-for-profit theatre in Seven Dials, recognised as where the world's leading artists make world-class theatre. The Catalyst talent development programme seeks to invest in the next generation of excellent theatre makers by providing bespoke, in-depth training opportunities.

In 2025, we provided financial assistance to the Catalyst programme, which offers paid traineeships to emerging designers and aspiring administrators who are from backgrounds that are underrepresented at the Donmar and in the wider creative industries.

Our funding has supported a cohort of twelve trainees to work across several administrative and creative roles. These included set and lighting design, costume, participation, and development, learning from experienced professional creatives and Donmar employees. Upon completion of the programme, Donmar Warehouse supports trainees to find employment within the sector as freelancers or at other London or major regional theatres, promoting diversity in the wider industry workforce.



"The experience I gained through Catalyst enriched my portfolio and gave me the confidence to take the next step in my career. This year, I have started working at the National Theatre as a production design assistant, and the Catalyst experience played an important role in making that possible. I am deeply grateful to Shaftesbury Capital for their generous support, and I hope more emerging designers will be able to benefit from this programme and continue to move forward in the industry."

Joy Chen

Assistant Set Designer on *The Fear of 13*

Supporting local employment *continued*

^ Made in Central London Recruitment Event

Made in Central London

In partnership with Westminster City Council, the Department for Work and Pensions, and our industry peers, we engaged with our supply chain and customers to deliver “Made in Central London”, a large-scale recruitment event in Leicester Square. The event connected over 700 candidates with employers across the retail, hospitality, construction, and facilities management sectors, resulting in 36 employment offers on the day and several more following the event. Following the event’s success, we are planning to repeat this initiative in 2026.

London College of Fashion, University of the Arts London

Since 2019, we have partnered with London College of Fashion (“LCF”), University of the Arts London, to support the next generation of young talent in the British tailoring industry. Every two years, we host a competition providing an opportunity for graduates from the BA (Hons) Bespoke Tailoring course to pitch their business idea to a panel of experts. The judges review competition applicants’ business models and designs based on sustainability, quality and innovation. Two winners receive two years of rent-free studio space in the iconic Carnaby Street area, providing a platform to scale their brands.

2025 marked the fourth round of the competition, with representatives from LCF and Shaftesbury Capital judging alongside iconic British bespoke tailor Mark Powell. Following presentations by five finalists, the judges selected Tilda Jonathan and Johanna Boone as the competition winners. Tilda’s work is centred on designing and crafting the highest quality bespoke womenswear. Johanna crafts one-of-a-kind garments and accessories which are rooted in her own designs, yet extend beyond through continuous conversations with her clients.

“Winning the competition with Shaftesbury Capital has helped to elevate my practice immensely. Having a dedicated workspace in the heart of Soho is really exciting and it enables me to push myself and my craft to the next level. Thank you Shaftesbury Capital and LCF for this opportunity.”

Tilda Jonathan

LCF 2025 competition winner

✓ Judges Mark Powell, Daniel Poulson, Frances Odell and Catherine Riccomini join competition winner Tilda Jonathan, on Carnaby Street



Supporting local communities

We continue to support and strengthen a cohesive, resilient West End by collaborating with long-standing partners like the Young Westminster and Young Camden Foundations, the London Chinese Community Centre, and the West End Community Trust. Our support includes investing in a wide range of local events, including the annual Sir Simon Milton Foundation Westminster Tea Dance and the Soho Food Feast.

Young Westminster & Young Camden Foundation

The Young Westminster and Young Camden Foundations are dynamic cross-sector charities, supporting local youth clubs and children's organisations through grants, training and networking opportunities. Forging partnerships with businesses, public sector partners, individuals, and major funders, the charities help to strengthen services for young people growing up in Westminster and Camden.

Our financial support to both the Young Westminster Foundation's and Young Camden Foundation's Brighter Futures Funds aims to increase long-term funding for youth provision in both boroughs. Organisations operating within Westminster and Camden can apply for Brighter Futures Fund grant funding towards the costs of projects that develop young people through a range of opportunities that support their physical, mental, and emotional wellbeing.

Westminster Brighter Futures Fund grant recipients included the Canal Story Explorers Club. Over eight weeks, children from North Westminster boarded The Floating Classroom to gain hands-on learning experiences exploring Paddington's canals and crafting stories inspired by local waterways. In Camden, funding to "icandance" empowered young adults

aged 18-25 by delivering free employability workshops to equip participants to thrive in professional interactions, co-facilitate community arts sessions and become confident, creative leaders. The sessions led to opportunities within icandance, as well as offering transferable skills to apply within other inclusive sessions.

"We are really proud of our partnership with Shaftesbury Capital. The vital funding to our Brighter Futures Fund fosters opportunities for so many young people. The commitment of the Shaftesbury Capital team is a great example of how supporting local projects is at the heart of building a community of support for children and young people."

Helen Mann and Daisy Srblin

Young Westminster and Young Camden Foundation CEO's



^ icandance, a Young Camden Foundation Brighter Futures Fund grant recipient

Supporting local communities *continued***Westminster Tea Dance**

Organised by the Sir Simon Milton Foundation, the Westminster Tea Dance is a large-scale, annual festive event for older residents of the City of Westminster. The event, organised in partnership with Westminster City Council, focuses on reducing social isolation with guests enjoying live music playing ballroom, latin and festive classics, dancing and an afternoon tea.

As a long-standing supporter, we co-sponsored the 2025 Westminster Tea Dance, which brought together over 1,000 Westminster residents. Students from the Westminster-based Sylvia Young Theatre School captivated guests with their energy, showcasing the exceptional talent and skill within our community.

✓ Westminster Tea Dance



^ Soho Food Feast

Soho Food Feast

We are long-term sponsors of the annual Soho Food Feast, a volunteer-led fundraising event organised by current and former parents of Soho Parish Primary School.

This year, we worked with the organisers to promote the event and increase its impact. With support from our food and beverage customers, we encouraged participation in the Food Feast, resulting in several customers donating prizes for the event's raffle.

The event generated essential funds for Soho Parish Primary School via ticket and token sales, supported by dozens of local residents that generously contributed their time, expertise, and high-quality ingredients. In addition to generating vital funding for the school, the event serves as a platform to strengthen relationships between Soho residents and the local business community.

Camden Giving

Kilburn Fruit Harvesting >

Camden Giving is an independent charity that connects local communities to tackle poverty and inequality. Since 2021, we've provided financial assistance to the "We Make Camden Kit", a fund offering grants of up to £5,000 to local groups dedicated to ensuring food security for everyone in the borough.

Our 2025 partnership with Camden Giving funded four We Make Camden Kit grants, including the Kilburn Fruit Harvesting project. Kilburn Fruit Harvesting supports local residents and community groups in Camden to establish fruit harvesting initiatives, increasing access to fresh and local produce, while building skills and confidence. This project improves food security, fosters social inclusion, and encourages long-term community resilience.

**Celebrating Pride in London**

To celebrate London Pride, we were delighted to co-sponsor "The Big Gay Brunch" at St. Paul's Church, Covent Garden. Organised by the 'Actors' Church' as a festive pre-parade celebration, the event transformed the church lawns with a vibrant programme of drag performances, live music, comedy, and food. The day was supported by several local businesses, including our customer Charlotte Tilbury, whose professional make-up artists provided "Pride-ready" makeovers for many of the 900+ attendees. Following the success of this year's celebration, we have pledged our support for the event in 2026.

The Big Gay Brunch at St. Paul's Church, >
Covent Garden



Supporting local communities *continued*[Change Please at Covent Garden >](#)**In-kind Space**

We continued to provide free pop-up space across our portfolio to charitable organisations during 2025.

Partnering with Change Please, a charity established in 2015 with a single coffee cart in Covent Garden, we were delighted to welcome the charity back to the Piazza for their tenth anniversary. Change Please tackles homelessness by training individuals as professional baristas. The Change Please pop-up van enabled visitors to purchase coffee, with funds from each sale reinvested within the charity.

Building on our long-term relationship with the women's charity Smart Works, we provided retail space on Henrietta Street for a boutique selling designer clothing and fashion accessories. All proceeds were reinvested into Smart Works' programmes, to support women accessing their employment support services across London.

Other charitable pop-up space activity included partnering with charity Tusk as part of "The Tusk Turtle Trail" to install giant turtle sculptures across Covent Garden and Seven Dials to raise awareness of marine conservation.

Wider charitable donations

In addition to charitable donations to charities operating within Westminster and Camden, we have made a small number of donations to national charities that undertake vital work across the UK. These donations have included LandAid, the property industry charity working to end youth homelessness, Only A Pavement Away, Acting for Others, Blind Veterans UK, Save the Children, and Mind (Hammersmith, Fulham, Ealing and Hounslow branch).

[Smart Works pop up unit, Covent Garden >](#)

Community Investment Forum

Our Community Investment Forum oversees a Community Grants Fund to support local projects and initiatives identified throughout the year.

19

Grants awarded in 2025

£98,695

Distributed in 2025

Our Community Investment Forum ("CIF"), comprises of employees from across the business, providing oversight of our community investment grants. Each quarter, the CIF considers applications to our Community Grants Fund in a fair and consistent manner in line with our aspirations and values. This ensures that we continue to partner with local charities and not-for-profit organisations that align with our strategy and are contributing to a cohesive and resilient community.

In 2025, we awarded 19 grants to projects and initiatives across Westminster and Camden. The following case studies highlight some of the beneficiaries. Additional beneficiaries include the Covent Garden Playground, Fair Shot Cafe, Soho Parish Church of England Primary School, The Cardinal Hume Centre, and The London Phoenix Choir.



△ Dragon Hall Trust Older Adults Mentoring, Coaching & Employability Programme

Covent Garden Dragon Hall Trust - £7,500 grant

Covent Garden Dragon Hall Trust is a charitable organisation and part of the Covent Garden Partnership (with Covent Garden Community Centre and the Phoenix Garden) that serves the needs of local people, in particular socially excluded children, young people and older adults. The Partnership provides a wide range of social, educational, and creative activities and services for local residents including events, trips, and support programmes.

A focus for the Trust during 2025 has been to support those aged over 55 to build their workplace capabilities, learn new digital skills and enhance their employment prospects. As a key element of that, our funding has enabled Dragon Hall to launch their Older Adults Mentoring, Coaching & Employability Programme. Over nine months, Camden and Westminster residents who are participating in the programme benefit from a package of support which includes mentoring, bootcamps and volunteering opportunities. In addition, a cohort of participants are undertaking paid work experience placements within the Dragon Hall's Community Development Team to develop skills, gain valuable world of work experience and prepare themselves for further employment.

Stage One - £7,500 grant

Stage One is a charity based within Westminster that identifies, supports, guides, and trains emerging commercial theatre producers in the West End and nationally through educational programmes and investment schemes. A core focus for the charity is supporting those who have been traditionally under-represented in the industry.

Our grant funding supports two year-long paid placements that provide hands-on training and experience in the West End, assisting award-winning commercial producers within Westminster, with supplemental training delivered by Stage One. Participants gain a comprehensive knowledge of the entire production process including budgeting and financial management, contract negotiation, marketing, press and ticketing strategies.

The programme is designed to make a real and ongoing difference to the participants in gaining a foothold within the industry.



△ Stage One 2025 Trainee Producer and General Management placements

Community Investment Forum *continued***Khadys Dream – £5,000 grant**

Khadys Dream is a community interest company delivering intensive workshops designed to stop young people from engaging in criminal behaviour by focusing on the consequences of such actions.

“Before You Commit” is a programme of workshops delivered by Khadys Dream for young people aged 11-25. The workshops empower young people to make safer choices, resist criminal exploitation, and understand the consequences of offending. Workshop participants are given valuable knowledge and awareness of the consequences of making poor decisions. Guest speakers include prison staff, mental health nurses, probation workers, solicitors, ex-offenders and deeply affected families who give their perspectives.

Our grant funded Khadys Dream to deliver two programmes of seven workshops at Youth Hubs within Westminster supporting 30 young people. The workshops engaged young people, including those more at risk of gang affiliation, school exclusion, and criminal behaviour.

✓ Khadys Dream workshop



^ Wac Arts summer sharing programme

Wac Arts – £5,000 grant

Wac Arts is a Camden based registered charity providing a range of creative programmes for young people aged 5 – 30, including evening and weekend classes, workshops, and holiday projects. The charity offers a variety of creative opportunities in arts and media, with a particular focus on empowering those who face barriers to participation, including young people with disabilities and those from disadvantaged backgrounds.

Our grant provided financial support to Wac Arts to deliver their “summer sharing programme”. The programme provided 250 young people with ten weeks of creative classes, successfully up-skilling and developing their potential. Classes during the programme covered art forms such as drama, dance, signing, instrumental tuition, film making, animation, art, and design.

Following completion of the programme, participants showcased their creative talent performing “This Is Me”, a performance celebrating heritage, culture, and identity at The Shaw Theatre in Euston to an audience of more than 350 people.

Go Live Theatre – £4,877 grant

Go Live Theatre is a Westminster based charity that uses the power of theatre to create inspiring experiences and unlock possibilities for children and young people. Through their programmes, Go Live Theatre removes barriers to access by providing workshops, subsidised tickets, and creative projects to build skills, confidence, and unforgettable experiences.

Our grant funding has supported Go Live Theatre’s Playmakers project at Burdett-Coutts and Townshend Foundation Church of England Primary School in Westminster. Playmakers is a playwriting project that develops soft skills such as communication, teamwork, confidence, creativity, and literacy skills. After attending a West End production, during a series of workshops and under the expert guidance of a professional playwright, pupils work collaboratively to create their very own play using a mix of theatre devising tools and traditional playwriting methods. The play created by pupils is then performed by professional actors on the very stage where they watched the performance.

✓ Go Live Theatre Playmakers project theatre visit



Community Investment Forum continued



^ Covent Garden Community Association Community BBQ

Covent Garden Community Association – £2,000 grant

Founded in 1971, the Covent Garden Community Association (“CGCA”) works for the protection and enhancement of the Covent Garden Area for the benefit of all who live, work and visit the area. This work is carried out by a dedicated team of local volunteers who generously donate their expertise, time, and enthusiasm to the community. The CGCA’s Community Events Team organises and delivers a programme of events throughout the year that increases social cohesion between residents and fosters a sense of community.

Our grant provided financial assistance to the CGCA’s Community Events Team for two social events at local venues. A Community BBQ at The Phoenix Garden enabled over 65 Covent Garden residents to meet new people and reinforce existing links within their community. At Dragon Hall, a vibrant Halloween themed costume party with games and entertainment gave local young people a valuable opportunity to connect and socialise.

Westminster LGBT+ Forum – £1,987 grant

The Westminster LGBT+ Forum is a group run by volunteers and a dedicated committee. The forum connects and support members and allies of the wider LGBTQIA+ community through shared lobbying, social and cultural events as well as sign posting to partner organisations providing wellbeing support.

Our grant enabled the Westminster LGBT+ Forum to deliver a vibrant, inclusive, and engaging stall at the 50th Soho Village Fete in St. Anne’s Churchyard in Soho. Local volunteers facilitated the stall which provided an opportunity for attendees to support and connect LGBTQIA+ individuals, allies, local residents, and visitors. In addition to activities including badge making, the stall provided a unique platform for emerging or low-income artists, especially from under-represented communities to showcase their creative talent.

✓ Westminster LGBT+ Forum members at the Soho Village Fete



^ West End Community Trust members in Brighton

West End Community Trust – £1,800 grant

The West End Community Trust is a small, registered charity working to connect and empower the West End community, particularly to reduce social isolation among residents through events, services, and digital support. Initiatives delivered by The West End Community Trust include themed community suppers, a summer BBQ and a Christmas lunch.

Through the donation of surplus Shaftesbury Capital IT equipment, the charity has partnered with a local hostel to deliver monthly workshops for people experiencing homelessness. The workshops equip hostel residents with basic technology skills, helping them access vital support and services online.

Our grant funding supported a day trip to Brighton for local older residents, enhancing community cohesion and giving attendees an opportunity to make new friends.

Employee volunteering and fundraising

We encourage our employees to volunteer with our charity partners through dedicated opportunities all year round

583 hours

Volunteered by our employees in 2025

All our employees receive two paid volunteer days annually, including one day dedicated to a cause of their choice. During 2025, we continued to offer colleagues a range of volunteering opportunities, with 583 hours donated during company time.

Throughout the year, we organised several team volunteering events to maximise our collective impact, supporting charities such as Fitzrovia Youth in Action, Kentish Town City Farm and Heath Hands. Our volunteering with Fitzrovia Youth in Action involved 24 employees redecorating the charity's youth space and giving their garden patio area a makeover. Partnering with Heath Hands, a conservation charity dedicated to preserving Hampstead Heath, our employees took part in various activities to maintain local green spaces and heritage garden areas.

Through our volunteering with The Buddy Bag Foundation, a previous Community Grants Fund recipient, 13 colleagues volunteered to assemble buddy bags. The work of The Buddy Bag Foundation involves providing buddy bags containing essential items to women and children who have fled domestic violence upon their arrival at emergency accommodation. Buddy bags packed by our employees were distributed to children arriving at emergency accommodation across Westminster and Camden.

We have continued our partnership with the Seven Dials Lunch Club at Covent Garden Community Centre. Our financial contribution subsidises a two-course lunch, creating essential opportunities for local residents to socialise and reducing the risk of social isolation among guests. During the year, our employees dedicated over 140 volunteer hours to serving lunches, greeting guests, and engaging in meaningful conversation.

In 2025, we marked the 20th anniversary of the Apple Market Challenge, an annual initiative that has engaged thousands of students to date. Mentored by sixth-form students, year-five pupils collaborate in teams to design innovative products for the Apple Market in Covent Garden. Finalist teams pitched their concepts to a judging panel of our employees who judged the team on their product, branding and marketing, pricing and profitability, and teamwork.



Employees volunteering with Fitzrovia Youth in Action



Employees volunteering with Heath Hands

Employee volunteering and fundraising *continued*

- Employees participating in Tough Mudder
- ✓ Students pitching to judges at the Apple Market Challenge

**Fundraising**

We recognise the significant impact our employees make through their charitable fundraising. Our donation match fund policy supports personal employee fundraising, typically matching contributions up to £250.

During the year, we organised engaging fundraising opportunities designed to connect colleagues with our charity partners and raise funds to support their vital work. Building on the success of our previous Tough Mudder fundraiser in 2024, eight colleagues took up the challenge again this year, raising £3,885 for charity Single Homeless Project.

Other fundraising activities include three employees completing the London Marathon in support of our long-standing partner, Blind Veterans UK. Additionally, two employees participated in the London Landmarks Half Marathon, while another colleague completed a London to Paris cycle to raise funds for The Story of Christmas Appeal, an annual fundraising event within the UK's property and construction industries.

Through our in-office charity appeals during the year, we've supported local appeals for the Covent Garden Pantry Food Bank and The Abbey Centre at Christmas. Both appeals have enabled employees to donate items for local households experiencing hardship which have been matched by the business in line with our match fund policy.

"Thank you to everyone at Shaftesbury Capital for your generous contribution to this year's Christmas Gift Collection. Your support has made a real and immediate difference to some of south Westminster's most vulnerable residents."

The Abbey Centre

- ✓ Employees volunteering with The Buddy Bag Foundation



Our stewardship, estate investment and marketing initiatives

We are committed to responsible stewardship and estate investment across our portfolio, recognising its positive impact on the local community. In addition to investing in our community partners, we absorb the costs of numerous initiatives to enhance the local area and environment.

Our commitment to flagship experiences across the West End continued during 2025. We are proud to celebrate our local community's incomparable character through high-profile events, including supporting West End LIVE, the world-renowned Chinese New Year celebrations and the installation of iconic Christmas decorations across our portfolio.

Stewardship

We are committed to maintaining a safe, inclusive, and welcoming environment for all who live, work, and visit the West End. We take a collaborative approach to resolving local issues, working in close partnership with the Soho Neighbourhood Forum, the Northbank Business Improvement District, and key amenity societies such as the Covent Garden Community Association and The Soho Society.

Our on-site security teams act as a visible deterrent to crime and anti-social behaviour. The teams offer essential support to the public, from assisting with wayfinding and emergencies to signposting vulnerable individuals to local charities and support agencies. Managed by our teams, an actively monitored 24/7 CCTV network allows for rapid responses to any identified issues.

We continue to fund the Westminster City Inspectors, a team of 'visible ambassadors' who ensure our streets and businesses remain safe, clean, and well-managed. In 2025, we expanded this support by contributing to the Westminster Night Stars, a volunteer-led initiative providing vital safeguarding and assistance to help West End visitors get home safely.

Our on-site teams complement local council services by deep cleaning public areas, proactively removing graffiti, waste, and weeds removal. To further enhance the West End streetscape, we have painted hundreds of pieces of street furniture including lamp posts, benches, and bollards ensuring a high-quality environment.

Estate investment

Throughout 2025, we continued working with Westminster and Camden Councils to invest in several high-impact public realm schemes designed to enhance the connectivity and character of the West End. Our strategic investment in Henrietta Street, which commenced in early 2026, is transforming the area into a more accessible and vibrant pedestrian destination. These enhancements feature a seamless level-surface design and premium materials that complement the historic architecture of the Covent Garden Market Building and surrounding piazza.

At Carnaby Street, our vision is to celebrate and reinvigorate Carnaby Street's unique character while making it greener, easier to enjoy and better connected.

Following a public consultation, where we invited those who live, work in, and visit the area to share what they value most about Carnaby Street, we are now working closely with Westminster City Council as the proposals are developed.

Throughout the year, we maintained thousands of window boxes and planters across the portfolio. This included the installation of new greenery on Carnaby Street, specifically designed to increase green cover and enhance urban biodiversity across the West End.



^ Street space improvements, Covent Garden Playground

✓ Covent Garden Christmas lights switch-on



Our stewardship, estate investment and marketing initiatives *continued*

Marketing initiatives

Co-produced by Westminster City Council and the Society of London Theatre, West End LIVE is an annual weekend event showcasing performances from top West End musicals live in Trafalgar Square. Since its debut in Leicester Square two decades ago, West End LIVE has grown into Europe's largest free celebration of open-air theatre, attracting world-class talent, blockbuster productions, and fans from around the globe. 2025 marked West End LIVE's 20th anniversary concert with 64 performances from West End shows attracting 70,000 people. Shaftesbury Capital is a long-term associate sponsor of this event, which brings communities together and drives economic growth, with attendees supporting West End shops, bars, and restaurants throughout the weekend.

As the largest celebration of its kind outside Asia, attracting more than 300,000 visitors, Chinatown London transforms into the ultimate destination each year to experience the energy and rich traditions of Chinese New Year. Our financial support to the London Chinatown Chinese Association helps bring the annual parade through the West-End to life, filling the streets with dragons, lions and floats that delight visitors as they celebrate East and Southeast Asian culture. To celebrate the 2025 Year of the Snake, restaurants across Chinatown London introduced a series of limited-edition Year of the Snake-themed celebratory dishes and drinks, offering visitors a truly unique and immersive experience.

Chinese New Year Parade >

▼ West End LIVE, Trafalgar Square

▼ © Danny Kaan





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