

WHAT IS THE COMMUNITY INSIGHT TRACKER?

The **Community Insight Tracker** is a survey tool funded by both **Asda Foundation** and **Asda** to gather valuable insight into community needs and priorities. It is designed to capture the voices of three key audiences:

- Grassroots community groups and charities
- Asda Community Champions
- The general public

Four surveys are conducted each year, providing a regular snapshot of what matters most to local communities.

This tracker helps us understand the issues and challenges people face, monitor community sentiment, and explore important topics in depth.

The insight gathered is used by **Asda Foundation** and **Asda** to shape programmes and funding decisions, ensuring we support local communities in the most effective way possible.

WHO ARE THE



The **Asda Foundation** is a grant-giving charity, guided by a committed board of trustees.

We're passionate about supporting **grassroots community groups** that tackle local needs and make a difference where it matters most.

Our focus is on **practical, community led solutions**, helping people come together, strengthen connections, and create lasting impact.

LISTENING TO LOCAL VOICES...

To gather our insight, we surveyed 4,000 local people across the UK to understand what is most important to them in their communities. **Here are the key findings...**

We identified **five key groups** as being the most important to support and fund...



and these **four priority areas** as most in need of funding support...



Key insight: We found that teens and young people—especially those who are vulnerable or living in low-income households—are one of the core groups most in need of support. Our summer survey revealed that 51% of the general public and 58% of community groups believe supporting teenagers in their communities is a top priority.



OUR 2026 PROGRAMME

In 2026, the **Asda Foundation** received **£3.2 million in funding from Asda**—a powerful commitment to supporting communities across the UK.

Guided by insight from our **Tracker**, we're using this funding for **themed grants** that focus on the people and places most in need. This report shares how we will implement this.



YOUNG FUTURES FUND

INSIGHT TOLD US...

85% of people across the UK believe it is important to support young people with their mental health.

85% of people felt access to sports is important to promote positive mental health and wellbeing.

Concerns over food and essentials, and lack of activities to keep young people occupied were the **top two concerns for families and communities** during the school holidays.

SO, IN JANUARY 2026 WE WILL PROVIDE GRANT FUNDING FOR...

Up to
£950k of
funding
available

Mental health and wellbeing support for teenagers. Our Healthy Teen Minds Fund will support vulnerable teens.

Applications through the Asda Foundation Website.

Kit and equipment for children's sports clubs. Our Active Young Lives Fund will be available through our Community Champions who will identify and nominate eligible local groups.

Food and activities for children. Our School Holiday Essentials Fund will be available through our Community Champions who will identify and nominate eligible local groups.



FOODBANK FUNDAMENTALS FUND

INSIGHT TOLD US...

86% of people feel it is important to have foodbanks in communities.

Access to food and essentials consistently ranks as a **top community service** people felt the Asda Foundation could support with.

SO, IN 2026 WE WILL...

Continue support for foodbanks across the UK with food, hygiene items, white goods and delivery costs through our Foodbank Fundamentals Fund.



Up to
£400k of
funding
available



LOCAL COMMUNITY SPACES FUND

Community spaces are the heartbeat of local life. That's why, **over the past four years, the Asda Foundation has invested over £3 million to revitalise and restore community hubs across the UK.**

With the support of the Community Insight Tracker, we have been able to target this funding where it makes the biggest difference.

INSIGHT TOLD US...

85% of the general public thinks free, accessible community spaces are important, while **91%** of the groups and charities surveyed feel local community spaces need extra funding to improve services.



Multi-use community centres are one of the most important spaces people believe are key for the Asda Foundation to support, along with Youth Clubs.

COMMUNITIES BELIEVE THEIR SPACES SHOULD BE...



Affordable or free to access



Safe and secure



Warm and inviting



Accessible for everyone



Inclusive and open to all

SO, IN SPRING 2026 WE WILL...

Repeat the Local Community Spaces Fund. This will continue to support community spaces across the UK by funding essential repairs, maintenance, and improvements. The funding will help centres expand capacity, upgrade facilities, and create more inclusive, welcoming environments that meet the needs of local communities.



Over £1M of funding available



INSIGHT TOLD US...



Better Together Fund

In 2025, loneliness and isolation ranked as one of the top social issues. Older people, the vulnerable and low-income households were considered the most in need of support.

We asked what people believe are the best ways to support the most vulnerable in communities, especially through the winter and festive months. Here's what they said was needed...



Support local community groups with core costs such as rent, utilities, or essential supplies:

52%



Donate to local community groups to help them host events and bring people together:

46%



Support local groups with funding to run warm spaces:

45%

Up to
£400k of
funding
available

SO, IN 2026 WE WILL...

Continue to support the most vulnerable people in our communities to help them come together and reduce loneliness and isolation. Through our Better Together Fund, Asda Community Champions will identify and nominate grassroots groups to receive funding and make a difference in their local community.



HAVE YOUR SAY AND FIND OUT MORE!

The Community Insight Tracker will continue to be shared in 2026, take a look at our socials to see how you can get involved and contribute to our strategy!

