



**Groundsure**  
LOCATION INTELLIGENCE



# Groundsure Impact Report - Financial Year 2022-23

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## Vision

To be the leader in global environmental and climate insights

## Mission

To help our climate-challenged society make positive, sustainable and responsible land and property decisions.



## Foreword: Dan Montagnani, CEO

We are delighted to have successfully become a Certified B Corporation showing that our focus is not only on giving customers expert environmental and climate change analysis but by being a great place to work and taking pride in contributing to society and our communities.

Whilst we have been in business since 2001, it was in 2022 that we launched our ClimateIndex™ proposition in the UK. This is designed to assist buyers, investors, lenders and advisers involved in the conveyancing of residential and commercial property assets.

With approximately 1.1m UK property transactions in the last year, with a high proportion already taking and benefiting from expert Groundsure insight, we saw an opportunity to extend our analysis into climate change risk and provide the property industry with a major upgrade in terms of understanding and visibility of these issues.

Once, our core risk areas covered contaminated land, flood, planning and infrastructure, mining and ground stability. Now it also includes climate change - both in its physical and transitional risks.

For our business, becoming B Corp Certified has been less about developing new ways of working or new structures in the business. It's more about the practicality of bringing together existing themes and activities in the business, formalising where necessary with policies in order to present a coherent and connected approach to people, society and the environment.

It gives me great pleasure to present our progress in 2022-23 which led up to our certification and where we are committing to go next.

# Customer



We take serving our customers seriously; be they people buying their first house, lenders, property conveyancers, valuation surveyors or environmental consultants. We believe in supplying actionable solutions to the insights we provide with the intention that they should be simple to use and fit seamlessly into an organisation's workflow.

We work with our customers to understand their needs and anticipate them when new data becomes available or we can improve the method of interpreting the data. This allows us to design and build products that will meet their needs. Where we identify risks we work with our community of customers to find answers that will allow the risk to be clarified or resolved.

We adopt a customer-first approach so we have a skilled team of customer service staff to provide help and guidance to customers via telephone, chat or email. We also provide direct access to our Technical Consultants who interpret risks and provide more detailed commentary on their significance and next steps.

Our approach is underpinned by a prominent Data Governance commitment ensuring the quality of our data.

2022 saw the launch of ClimateIndex™, a proposition that we had been working on for some 18 months prior to launch. At the time of writing, we have provided ClimateIndex™ analysis for around 400,000 property transactions in the UK.

## In 2022-2023 we:

- Launched ClimateIndex™ in New South Wales, allowing climate change impacts in Australia to be considered at point of transaction.
- Developed a series of Climate Clauses providing lawyers with a ready made format in which to disclose the findings of our ClimateIndex™ proposition.
- Implemented a Customer Effort Scoring system (CES) on a 1-7 scale. We recorded an average score of 6.5 (very easy to deal with).



## Customer *(continued)*

- Provided 157 CPD and webinar sessions to 3181 people to disseminate and train our customers about climate change in transactions as well as environmental and mining matters.
- Reviewed IT and cyber policies for our current operations released with supporting refresher training.
- Worked with customers and other stakeholders to build and develop products that meet their needs, an example being the inclusion of non-mining data into our data Insight reports for environmental consultants.

### In 2023-2024 we plan to:

- Run our business in accordance with our B Corp commitment.
- Engage proactively with other B Corps and companies seeking to become B Corp to see if we can support them.
- Expand our product set around ClimateIndex™ to likely include expansion of our footprint in Australia as well as the UK.
- Continue to lead our market in the disclosure of environmental and climate change risk information so as to inform as many property transactions and related matters as possible.



# Staff



Creating a great company to work for is important to us and so maintaining and developing our systems are essential to our success.

This year, we focused on two areas: building our training and benefit packages.

The Groundsure Academy is a platform we launched two years ago to provide staff access to a wide variety of learning providers in one online training hub. It has over 80,000 learning resources spanning topics from general compliance, leadership skills, vocational skills & personal development. This year, we focused on embedding it further into our culture.

We have used the platform analytics to track learning and help identify learning gaps in our people's personal development pathways. Alongside this, we have encouraged teams to create their own content, making courses feel more personal and bespoke to a department or specific need.

When sourcing our benefits platform, we knew we wanted to help our people to save money during a period of rising costs of living as well as providing a comprehensive set of benefits. It has become a central reference resource providing news, advice and developing a sense of community - important with a hybrid working model and some permanent home workers.

## This year we:

- Delivered in-person courses, topical playlists, new starter compliance, lunch and learn sessions and independent self-learning.
- + Delivered 952 courses (excluding compliance training).
- + 100% of staff have used the platform for at least one course.
- + Averaging 1 working day per person across the year.



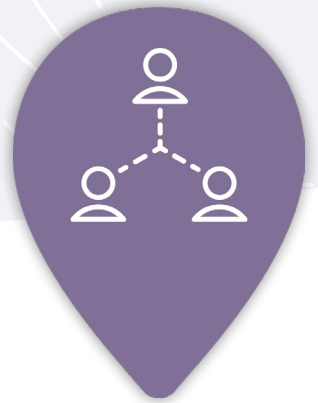
## Staff (continued)

- Delivered a benefits package including access to staff discounts, a well-being centre including advice and individual support on exercise, nutrition, finance and mental health available free of charge to all staff.
- Added a private health care option to the benefits package for all staff.
- Created a Health Safety and Wellness team from our qualified position holders to ensure compliance with our Health and Safety policy and legal requirements.
- Our staff engagement team provided all staff activities including organising our BCorp launch online conference and other events during the year including an LGBTQ+ event, Seasonal Affective Disorder (SAD) awareness webinar, pumpkin carving competition and a team Winter 'Run to the Sun' competition month.

### In 2023-2024 we plan to:

- Review, develop and implement our induction/onboarding programme.
- Use East Sussex's [Wellness at Work Award](#) bronze level as the template for our wellness provision.

# Community



We have always been proud of our contribution to the global community with regular HOT Mapping sessions since 2016.

Humanitarian OpenStreetMap Team (HOT) provides aerial imagery which anyone can digitise, with minimal training, in support of a number of UN Sustainable Development Goals relating to disaster and climate resilience.

We chose this because of the link with our mapping skills and environmental focus. Staff join sessions in person and online to bring us together for a good purpose. We ensure that half the time is provided in working hours. You can find more information about the organisation and how to get involved [here](#). If you would like further information please [contact us](#).

In Cornwall, there has been a similar long-term involvement with the community local to our office. This includes Camborne Rugby Football Club where we are providing ongoing sponsorship. Camborne, while close to the tourist coast, is a former mining town and has been a marginalised community and economy for many years. We have supported the youth team for their first year as a playing group, as they achieved a string of wins, culminating in claiming the County Bowl.

The aim was to instil pride in the shirt and local community, providing a focus for achievement where academic and other routes were perhaps less appealing. We have extended this relationship to now sponsor the senior team, using matches as networking opportunities, as they were promoted to the National League. Our contribution is highly valued by players, management staff and local supporters alike.

We have enabled our staff to take a volunteer day to support an organisation that they are passionate about. Other areas, including Equity, Diversity and Inclusion and Sustainable Procurement, are being reviewed with the intention of developing them in the year ahead.



# Community *(continued)*

## This year we:

### Donated

- £12K donations or contributing to staff fundraising.
- £10K for Camborne Rugby Football Club to support their junior development team.
- £14K was raised from our annual charity golf day in aid of Prostate Cancer UK and Breast Cancer UK.
- 35 donations to individual charities, with nominations being staff-led.
- 5 staff-led community fundraising events with matched sponsorship.
- 3 schools received IT equipment, office furniture and crockery as part of our office relocations.
- Unused Christmas dinners caused by rail strikes given to a local food charity.

### Contributed

- 46% of staff volunteered or contributed to HOT Mapping.
- 81 hours of Groundsure time plus 81 hours of personal time spent HOT Mapping.
- 49 staff contributed a volunteer day.

## In 2023-2024 we plan to:

- Donate £55K to charity in cash or time.
- Become Corporate Supporters of The South Downs National Park.



## Community *(continued)*

- Increase community engagement with 65% of staff attending either HOT Mapping or volunteer days.
- Develop and implement a Diversity Equity and Inclusion plan.
- Develop the remit of the Diversity, Equity and Inclusion team to help implement the plan across the company.
- Implement a Supply Chain Management System.
- Run HOT Mapping sessions with our customers - expanding our impact for this charity and driving awareness amongst our customers.

# Governance



Good Governance underpins everything we do, so we invested time in refining our existing policies to ensure they reflected the operations of Groundsure as a stand alone organisation.

Data governance is a key focus area, as this is the foundation of all our products and services. We champion this as founding members of the Conveyancing Information Executive ([CIE](#)). We operate a robust Data Governance Executive drawn from across the company to evaluate and manage our data which is overseen by a Data Governance Council to ensure that data is used and explained appropriately throughout.

## This year we:

- Adopted a four-monthly objective setting approach providing a clear company focus. and ensuring that all members of staff have purpose-driven targets whatever their role.
- Adopted GS Academy as our tracking tool for compliance training.

## In 2023-2024 we plan to:

- Further refine our policies to ensure they fully reflect the high level of Governance within the company.
- Formalise and develop our recruitment and onboarding processes.



# Environment



Our purpose is to make a positive impact on the environment by providing data and insight for property professionals to make informed decisions. Building and developing products in collaboration with our stakeholders to meet their needs is core to our operations.

As a service company, we have a relatively small environmental footprint, but we take our environmental impact seriously. From an environmental materiality assessment, we understood that office occupation was one of the most significant impacts that we can control, so we chose smaller offices when we relocated. It was important to us that they had the best available environmental performance ratings. Ultimately, we selected a serviced office in Brighton, with a provider who is in the process of applying for BCorp certification, so our approaches align. We also took our final steps and fully migrated to cloud servers, which has removed our reliance on much less efficient local server rooms.

## This year we:

- Became fully cloud-based.
- Relocated to offices with an EPC A rating (from a former D rated location) and with a BREEAM Excellent rating (from a C rated former location). Both offices are supplied by 100% renewable electricity tariff.
- Encouraged staff to leave their car at home by providing a Bike to Work Scheme and access to discounted public transport in the Brighton area.
- Marketing product collateral is 100% digital delivered online or via QR codes, making us an almost paperless office.

## In 2023-2024 we plan to:

- Update our environmental impacts using post-Covid and office move data and set and implement improvement targets.
- Create and implement a programme to reach Net Zero.





Groundsure is a leading UK environmental and climate data authority. We give land and property professionals expert information on risks including land contamination, flooding and ground stability, as well as forward guidance on potential climate risks, to advise their clients in the transaction. We provide high value, property-specific opinions and analysis of land use, turning data into practical, actionable insight.



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