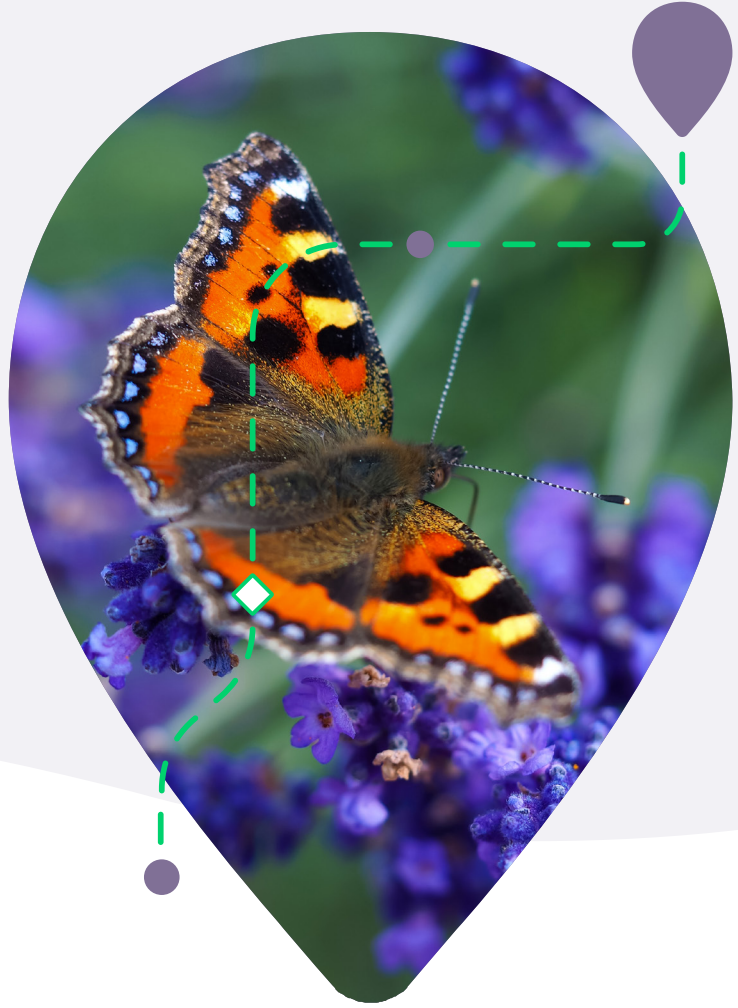




Groundsure
LOCATION INTELLIGENCE



Groundsure Impact Report - Financial Year 2023-24

Groundsure Impact Report Financial Year 2023-24

Vision

We will be the leader for global environmental and climate insights to land and property transactions

Mission

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



Foreword: Malcolm Smith, CEO

“What an exciting B Corp journey so far for Groundsure. The staff and I are filled with immense pride being part of the B Corp community, for what we have achieved and even more excited for the road ahead. 2023-2024 has been a year of tremendous growth and transformation for Groundsure, as we took bold steps towards becoming a purpose-driven organisation. At the core of that transformation was our successful B Corp certification in September 2023, with a fantastic score of 101.4. For me personally, stepping into the CEO role of a purpose-led business has been a journey of constant learning, and one that has reminded me of the importance of combining ambition and purpose with responsibility. And I am so proud that Groundsure, the first in our Global group, is now B Corp certified.

B Corp is not just a badge of honour, it's a testament to the dedication and passion of our people to ensure that purpose is embedded in everything we do. But it's also a reminder that our work is never done, we must and will strive to improve on this long and meaningful journey. B Corp certification has opened up a world of opportunity for us, connecting us with like-minded organisations and a network of inspiring businesses that share similar values. The challenges ahead are significant, but so is the opportunity to lead by example and create lasting change in our industry and across the world.

In the past year, we were honoured to win several prestigious awards, such as the Mortgage Finance Gazette Award for Innovation and the Modern Law Conveyancing Award for Innovation, both for our work on ClimateIndex. And while we're proud of those accolades, the real reward comes in the form of how our work is making a tangible impact when it comes to climate change. Our commitment to leading the industry in ESG is reflected in the growing number of people who now have the data and insights they need to make informed environmental property decisions, that's more than a million transactions so far and counting.

Foreword: Malcolm Smith, CEO

Through our tools, such as ClimateIndex, our GroundTalk podcast and professional development training programme, we've brought to the forefront crucial conversations around environmental risk, property, and sustainability.

We all have a responsibility and our collective effort to improve the world we live in. I'm particularly proud of how we've embraced the B Corp community, proactively engaging with other businesses and helping those looking to take the same steps we have. We know that real change comes when we collaborate, share knowledge, and empower each other to do better and be better.

As we look to the year ahead, our commitment to sustainability and responsible growth remains steadfast. From expanding our influence in the environmental search market to ensuring sustainable procurement practices and continued investment in staff development and training, we are determined to stay at the forefront of our industry while staying true to our purpose. Currently we're working toward ISO27001 certification, strengthening our data protection and security, so we can continue to serve our clients with the trust and confidence they expect from a responsible B Corp business.

None of this would be possible without the hard work, creativity, and determination of the Groundsure people. They inspire me and all who know them every day, and together, we'll continue to make a positive, measurable impact on our planet, our communities, and the industries we serve.

The future is exciting, and I look forward to seeing what we can achieve together in the coming year".

Customer



Listening to and engaging with our customers is at the heart of our approach, especially as climate change-related issues become increasingly significant in the property sector. Our products and services are built on this foundation of research, helping our customers adapt to evolving regulations and best practices.

This year we responded to customer feedback by creating a cleaner, more interactive platform for our Insights customers, offering valuable environmental data to consultants and property professionals. We continue to provide Groundsure.io, which offers a wide range of environmental data at no cost. This platform includes an environmental data viewer—a map to access location-specific environmental conditions—and a product ordering platform.

We launched *Knowledge Base*, a comprehensive online resource for professionals, environmental consultants, and land experts. It enables users to dive deeper into our product offerings, datasets, and training materials, ensuring they stay up-to-date with the latest product enhancements, compliance requirements, and data standards.

“Knowledge Base is our new customer portal, allowing you to access up to date information whenever and wherever you need. It will help streamline your access to information and allow you to provide better solutions for your clients. Information available on the portal includes user guides, client care letters, clauses, fact sheets, webinars and podcasts.



If there is something you would like to see added to the portal, then do let us know, as we are always looking to enhance it to suit all of customers’ needs.”

Cat Shiers Head of Customer Support



Customer

In April, we launched the GroundTalk podcast to delve into key topics at the intersection of environmental risk, property, and sustainability. Featuring expert insights and real-world case studies, the podcast offers valuable guidance for professionals navigating environmental challenges in the property sector. It is designed to support continuous learning, from Graduates to Directors, with a broad range of topics—from streamlining transaction workflows to sharing our positive experiences volunteering on HOT mapping projects, where we apply our mapping expertise.

At the forefront of industry leadership and change, we take these responsibilities seriously, and we're thrilled to have received recognition through multiple nominations and awards.

- Purpose - Mortgage Finance Gazette Award for Innovation winner for ClimateIndex™
- Purpose - Modern Law Conveyancing Award for Innovation winner for ClimateIndex™
- Finalists in the category Proptech Solution of the Year for ClimateIndex at the Property Awards 2024.

This year saw the publication of Ellis Hammon's *research PhD*, jointly funded by Groundsure and the British Geological Survey (BGS). The research focused on building a decision support system (DSS) for regional land use planning of brownfield land. This project not only advanced our market understanding but also supported the next generation of experts in the field.

Ellis presented his findings at the International Symposium on Resilient and Sustainable Cities and the 22nd Annual General Meeting of UK-CARE, where he was awarded the Excellence Prize for Best Student Oral Presentation.

Testing the DSS with stakeholders from the Liverpool City Region Combined Authority, Ellis received positive feedback on its usability, relevance, and potential to aid decision-making. His findings are also set to contribute to the Liverpool City Region Combined Authority's evidence base for the Brownfield Land Release Fund, helping guide future funding allocations. This case study highlights the real-world impact of his research and the potential influence it will have on land use planning.

Customer

In the spirit of collaboration and giving back, we partnered with other B Corp certified organisations to host networking sessions that also support a good cause. Our long-standing commitment to *HOT mapping* through regular in-house sessions provided the perfect opportunity for staff to network with our customers in a new way—over pizza, while digitising disaster areas to support relief efforts.

“Collaborating with property solicitors on mapping efforts for disaster relief in Petawawa was an incredibly rewarding experience. Together, we mapped over 1,000 buildings, supporting communities impacted by tornadoes and flooding. It was an opportunity to network naturally, build strong relationships, and contribute meaningfully to a critical cause.”



Tom Harvey-James Lead Technical Support Specialist

Also this year we:

- Implemented a Customer Effort Scoring system (CES) on a 1 up to 7 scale. We recorded an average score of 6.0 (easy to deal with).
- Provided 66 CPD and webinar sessions to 1,918 people to disseminate and train our customers about climate change in transactions as well as environmental and mining matters.

In 2024-2025 we plan to:

- Continue to improve across our business in accordance with our B Corp commitment.
- Engage proactively with the B Corp community ensuring we share, listen, learn and implement change to improve our business.
- Invest in our product set around ClimateIndex™ to meet regulatory requirements and inform land and property decisions across all our geographies.
- Expand access and use of our data assets to other land and property through the NEW Groundsure Explorer platform.

Staff



In September 2023, to celebrate our B Corp certification we hosted our first in-person Groundsure conference. This event marked a significant milestone, offering an opportunity to celebrate our people and reconnect after years of remote work during the COVID-19 pandemic. The theme, Reconnecting and Growing Together, was carefully chosen to enable us to rebuild our corporate identity, encourage collaboration, and strengthen team bonds. The response was overwhelmingly positive, with staff highlighting the value of coming together, reenergising our collective spirit, and reinforcing a sense of purpose that had been difficult to maintain during the pandemic. Three key themes emerged:

Building Relationships

- Focus on recognising individual and team strengths
- Foster connections through active listening and understanding diverse working styles

Collaboration

- Promote open communication and create more face-to-face opportunities, such as events and workshops, to strengthen team cohesion.

Inclusivity

- Ensure everyone has opportunities to contribute, focusing on potential and breaking down social barriers to create a safe, inclusive environment.

This year has been about reconnecting staff across all teams and growing together. One of the most effective ways we've achieved this is by getting together to focus on collaboration and mutual support. This has laid a strong foundation for further teamwork next year.

Looking ahead, we plan to organise team workshops and cross-team collaborations, including a company-wide hackathon, to showcase our strengths and foster stronger relationships.



Staff

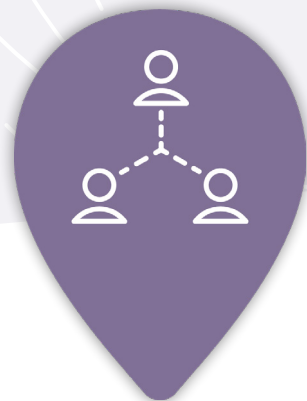
Throughout the year, we made notable progress in refining our internal processes. One significant development was a comprehensive review of our induction and onboarding procedures. Our goal was to provide new starters with the best possible introduction to the company, helping them settle in quickly and feel like part of the team.

We also worked closely with our Managers to develop our recruitment practices, focusing on attracting a more diverse talent pool. This included revising job advertisements, improving CV screening, and refining interview questions to promote inclusivity and fairness. In 2024, we plan to implement these recruitment improvements company-wide, furthering our commitment to diversity, equity, and inclusion.

In 2024-2025 we plan to:

- Develop the profile of our welfare support, improving awareness of the range of support services available to staff.
- Identify a new training platform to better deliver and monitor training delivered across the company.
- Develop the management training for our managers.
- Deliver a company-wide hackathon, developing inter-team collaboration and showcasing strengths.

Community - Charity



We have a strong history of supporting community organisations and this year it was an area of particular focus. We continued to support HOT mapping initiatives, bringing our staff and customers together for wider benefit. And we achieved:

- 67% staff were involved in raising volunteering or match funding
- 392 hours of volunteering
- Donated £62,043
- Mapped 11 HOT mapping disaster areas
- 37 Charities benefitted.

Supporting Camborne Rugby Club: Empowering the Next Generation

Our partnership with Camborne Rugby Club is a cornerstone of our commitment to community development and social impact. Since 2016, we have supported the club, providing sponsorship across all teams, from the youngest members of the mini section to the adult teams, including the first XV competing in National League 2 West—the fourth tier of English rugby. Over the years, the club has achieved remarkable progress. The first team has made significant advances through the leagues, while the junior teams continue to grow in both numbers and skill.

Children can join Camborne Rugby Club as young as four years old, beginning their journey in an inclusive and nurturing environment. Although formal tag rugby begins at the age of six with the Under-7 group, the club ensures that younger children benefit from early exposure to physical activity and teamwork, setting a strong foundation for their personal and athletic development.

Our sponsorship focuses particularly on the junior, youth, and development teams, which play a vital role in the lives of children and young people in Camborne and Redruth. These areas face significant socioeconomic challenges, and the rugby club serves as a beacon of hope, opportunity, and community cohesion. By providing access to structured sports programs, the club offers a safe and supportive environment where young players can develop essential life skills such as teamwork, discipline, and resilience. Rugby teaches much more than just athletic ability; it instills values that prepare these young people to navigate life's challenges and contribute positively to society.

Community

The ripple effect of this support is felt far beyond the pitch. Families in the community benefit from the positive influence the club has on their children, fostering pride and engagement in the local area. In addition, the club's emphasis on inclusion ensures that no child is left behind, regardless of their background or circumstances.

Camborne Rugby Club is not only a hub for sports but also a force for good in the community, actively engaging in a range of charitable initiatives. Whether it's fundraising for local causes, supporting food banks, or creating outreach programs, the club's charitable efforts align closely with our own values. Through our partnership, we contribute to these initiatives, amplifying the positive impact they have on the wider community.

"The support from Groundsure is transformative. It allows us to provide resources and opportunities for children and young people across Camborne and Redruth, ensuring rugby remains accessible to all and continues to be a force for good in our community. Together, we're helping to shape the next generation."

Richard Jewell, Sponsorship and Community Team, Camborne Rugby Football Club

By supporting Camborne Rugby Club, we play a role in creating a brighter future for the community. This partnership is a testament to our belief in the power of collaboration and the importance of investing in grassroots initiatives that make a real difference.



Community

South Downs Protector Scheme: A Commitment to Ecological Protection, Climate Action, and Community Engagement

As part of our ongoing commitment to sustainability and social impact, we are a member of the South Downs Protector Scheme. This initiative not only helps safeguard the unique and diverse ecosystems of the South Downs National Park but also aligns with our broader environmental goals, particularly in the areas of climate change mitigation and community involvement.

The South Downs are home to a wide variety of habitats, from heathlands and woodlands to chalk grasslands that support rare and endangered species. By being part of the South Downs Protector Scheme, we contribute to the conservation of these precious landscapes. Through habitat restoration projects and the protection of native flora and fauna, we are directly helping to preserve the ecological integrity of this vital area. Our involvement ensures that the South Downs remain a haven for biodiversity for future generations.

As climate change continues to present significant challenges, our participation in the South Downs Protector Scheme is an important step in addressing the environmental impact of our operations. Healthy ecosystems such as those in the South Downs play a crucial role in carbon sequestration, helping to offset greenhouse gas emissions. By supporting reforestation, sustainable land management, and the protection of carbon-rich landscapes, we are taking meaningful action toward combating climate change.

Being part of this initiative also brings tangible benefits to our staff. The South Downs Protector Scheme offers opportunities for team members to engage directly with conservation efforts through volunteer days. These hands-on experiences not only allow our employees to contribute to environmental sustainability but also foster a sense of connection to nature and a deeper understanding of our role in protecting the planet. Volunteer days have proven to be a powerful tool for employee engagement, promoting teamwork, well-being, and a sense of purpose.

Community

“Groundsure’s support through the Protector scheme is set to be a huge help in tackling the impacts of climate change and flooding within the South Downs National Park. This new partnership, which gives us access to their unique skills and expertise, will really boost our ability to take on this important challenge. On top of that, their generous financial support, commitment to the local area, and hands-on volunteering in habitat restoration have been a fantastic addition to our efforts to protect and care for this special landscape for future generations.”

James Winkworth - South Downs National Park



Community

Raising Funds for Breast Cancer and Prostate Cancer Charities: Corporate Thames Cruise and Golf Day

Making a positive impact beyond the workplace is something we value. Our commitment to social responsibility extends to supporting vital causes, and we host our Annual Thames Cruise and Golf Days this year, raising significant funds for breast cancer and prostate cancer charities.

The event brought together colleagues, clients, and partners for networking, fun, and giving back. The Thames Cruise offered a unique opportunity to enjoy the stunning sights of London while raising awareness for two causes that touch the lives of millions worldwide.

Following the cruise, our Golf Day provided a chance for attendees to enjoy friendly competition, all while contributing to a greater purpose. Teams competed on a beautiful course, with all proceeds from the event directly benefiting breast cancer and prostate cancer research, as well as support services for those affected. A range of sponsorships, raffle prizes, and donations helped maximize the funds raised throughout the day.

Our Corporate Thames Cruise and Golf Day is a reflection of our ongoing commitment to driving positive social change, and we look forward to continuing to support these critical charities in the future. Thank you to everyone who participated and contributed—together, we are making a real difference in the fight against cancer.

In 2024-2025 we plan to:

- We will aim for 70% charitable engagement by staff
- Maintain our £65K donation through all routes

Community - Equity Diversity & Inclusion



We are dedicated to encouraging a culture of inclusion, where individuals feel valued, respected, and empowered to thrive. Our commitment to equity, diversity, and inclusion (ED&I) has grown steadily, with meaningful actions taken to ensure that our workplace is one where people feel safe, supported, and celebrated. In the past year, we've made several significant strides in developing and strengthening our ED&I strategy, with initiatives that embrace both education and personal connection.

ED&I Workshops for All Staff

To deepen understanding of equity, diversity, and inclusion, we introduced a series of ED&I workshops for all staff. These sessions focused on key topics such as unconscious bias, inclusive leadership, and creating an environment where everyone feels valued and empowered to thrive. These sessions combined thought-provoking discussions, real examples and activities to engage employees at every level. Participants were encouraged to reflect on their own biases, explore how these biases might impact their interactions and give them actionable steps to counteract them. Practical tools were discussed to help promote inclusivity, including encouraging more open communication and creating opportunities for underrepresented voices to be heard. These workshops enabled employees to reflect and take action, helping create a welcoming workplace.

Celebrating LGBTQI History Month

During LGBTQI History Month, we took the opportunity to not only celebrate the rich history and contributions of the LGBTQI community but also to reflect on how we can continue to foster an inclusive environment for our LGBTQI colleagues.

Race Equality Awareness Week

We dedicated a week to raising awareness about race equality, offering a series of daily microlessons focused on the experiences of people of color in the workplace and society providing an insight into lived experiences from microaggression to being seen and acknowledged. Along with the discussion of LGBTQI it shone a light on the simple as well as the larger behaviours that ensure staff feel included. We now encourage everyone to include their preferred pronouns in email footers and digital profiles, creating a culture of openness and respect for racial and gender identity.

Community - Equity Diversity & Inclusion

We also offer tools to assist in the correct pronunciation of names—ensuring that every colleague's name is honored and spoken correctly, a small but meaningful step toward building an inclusive environment where people feel acknowledged and valued for who they are.

Personal Introduction to Ramadan and Islamophobia

As part of our ongoing we invited colleagues from Muslim backgrounds to share their experiences, the significance of the holy month, and how it impacts their daily lives. By fostering a greater understanding of Ramadan, we aim to create an environment where our Muslim colleagues feel supported, and where the entire team can appreciate the diversity of religious practices.

Later in the year a colleague shared their personal experience of Islamophobia, shedding light on the daily challenges and the impact of prejudice. By sharing personal stories, we aim to create a deeper understanding and solidarity, fostering an environment where everyone feels comfortable and respected, regardless of their background or identity.

Mental Health Awareness Week

Mental health is a crucial aspect of our well-being, and Mental Health Awareness Week gave us an important opportunity to prioritise and discuss mental health within the workplace. Our aim was to ensure that mental health is treated with the same importance as physical health, and that all employees feel empowered to speak openly and seek support when needed.

Line Manager Menopause Awareness Training

Menopause is a natural part of life, yet it remains under-discussed in many workplaces. To ensure that all employees, particularly those going through menopause, feel supported, we implemented Menopause Awareness Training for line managers. This training helped raise awareness of the physical, emotional, and psychological changes that can occur during menopause, and provided managers with strategies to support colleagues through this life transition with empathy and understanding. We also now have nine trained Menopause Champions, including two men to provide support who are experiencing menopause either directly or for help how to support partners or family members who are.

Community - Equity Diversity & Inclusion

Understanding our People

This year's ED&I survey received responses from 85 employees, up from 80 in 2022. The survey revealed that 28% of employees occasionally felt uncomfortable discussing diversity and inclusion topics. In response, we organised company-wide workshops aimed at encouraging open conversations around Diversity and Inclusion. These workshops focused on creating a safe and inclusive environment where employees could feel comfortable sharing their backgrounds and experiences at work. These efforts demonstrated our ongoing commitment to building a culture of trust, understanding and mutual respect.

In 2024-2025 we plan to develop our E,D & I Plan including:

- Conduct analyses of our job description language and requirements to ensure they are inclusive and equitable
- Company ED&I Survey to monitor our performance and identify areas for improvement
- Continue sharing personal stories across the company resonate with people

Environment



Comprehensive Environmental Data and Climate Change Analysis

The vast majority of our products and services support customers by providing invaluable insights into the impact of climate change on property at the point of transaction. This forward-looking approach allows organisations to prepare for future challenges and regulatory demands to understand and adapt to the risks we face.

A Smaller Footprint for Our Own Operations

While our services aim to allow our customers to understand their own environmental risks, we also recognise the importance of minimising our own environmental footprint. Despite having a relatively small environmental footprint, we are committed to formalising and continually improving our own sustainability practices.

Over the past year we've taken steps to begin understanding and reducing our emissions. By working closely with our office providers we have started to gather accurate data on our energy consumption, waste, and carbon emissions. This data is crucial in understanding where we can make the most meaningful reductions. We have taken the first steps already by choosing the best environmentally performing offices available to us. We are now working with our office partners to understand where we can reduce the emissions associated with our serviced space further by encouraging more granular reporting of consumption by office space meters as well as developing a formal annual environmental audit to assess our progress and maintain performance.

Building a Sustainable Future

As part of our ongoing commitment to sustainability, we recognize that measuring and reducing our organisational footprint is a journey. While we are still in the early stages of tracking and reducing our emissions, we are fully committed to. This includes setting measurable targets to reduce our environmental impact and aligning with broader global climate goals.

In 2024-2025 we plan to

- To continue to develop and extend our product range to support better, data based, sustainable decisions.
- Complete our materiality assessment of our emissions in preparation to develop a route to Net Zero.

Governance



Although not a headline making topic, governance underpins everything we do. Establishing robust processes and maintaining transparency around governance are key to building trust with our clients, staff, and stakeholders.

We pride ourselves on the quality and reliability of our data and the analysis our consultants provide translating data into actionable recommendations for our customers. We continually seek to extend and improve the data we use to meet market requirements as they evolve. The data on which our products and services are based and its subsequent analysis is vital to our offering. We are also custodians of our customers' information and we understand the security of this is important.

We work with the search industry to provide standards that customers should expect from their Searches and are founders of the Conveyancing Information Executive (CIE) who have a mission to raise data quality standards across property searches.



"At CIE we have established the high standards supported by comprehensive compliance guidelines for all CIE members. We also have a wide range of trusted Industry Partners, such as Ordnance Survey, who we work with to ensure data quality is at the forefront of what we do. This year CIE has committed to ensuring all members have a Data Ethics policy in place. Stuart Telfer, Director Conveyancing Information Executive."



Stuart Tefer - Chief Operating Officer

We have a robust quality system in place to monitor, manage and maintain our data and analysis to a high standard and hold ISO 9001 certification.

Governance

Cybersecurity is a critical focus for businesses today due to the increasing prevalence of sophisticated cyber threats and the growing value of digital assets. Groundsure relies heavily on technology and data, making us more vulnerable to attacks such as data breaches, ransomware, and phishing. A single security incident can have devastating consequences. By prioritising cybersecurity, we mitigate these risks and ensure the resilience of our operations in the face of evolving threats.

Focusing on cybersecurity also strengthens trust. In a digital-first economy, data protection and privacy have become non-negotiable expectations for customers. Additionally, strong cybersecurity measures enable compliance with regulatory requirements, avoiding potential legal penalties and ensuring the business operates within industry standards. By embedding cybersecurity into our strategy, we safeguard not only our systems but also our reputation, relationships, and long-term success in an increasingly interconnected world.



Julian Cohen - Chief Technology Officer

In 2024-2025 we plan to:

- Achieve certification to ISO27001 Information Security System



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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