



Groundsure Impact Report - Financial Year 2024-25

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Vision

We will be the leader for 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

"At Groundsure, we've always championed a customer-first ethos and put our customers at the heart of everything we do. Equally, we take pride in our people, who collaborate to deliver both informative and actionable products and services.

We take our responsibility for caring for the planet seriously. We're a business built on providing clarity on environmental and forward climate risks. We help our customers to actively consider climate and environmental risks in their property transaction or development.

When we achieved B Corp certification in September 2023 we gained recognition of our efforts to bring positive change to business practice. It also helped us to shape our sustainability strategy and our conversations with customers and our teams within the business. It has provided us with a framework for accountability, drawing together many of our already established practices and renewing our momentum to be even better. It's given us a clear structure to provide transparency about our impact and a solid foundation from which to keep raising the bar each year.

Our ambition is to be the leader in environmental and climate insight for land and property transactions. This year, we've made significant strides toward that goal. Our ClimateIndex™ product has expanded its reach more than ever and set the standard for site specific property risk assessment in transactions. We have also launched our new Explorer platform which has further enhanced the accessibility and depth of our environmental data offering to empower other land and property professionals.

Foreword: Malcolm Smith, CEO

We've also responded to the needs of the industry. Recognising that data security is fundamental to our services, we've implemented a full ISO 27001 certified system and so reaffirming our commitment to the highest standards of information security.

Our commitment to the community continues to grow, exceeding our engagement and donation target for the year. This year, our team dedicated **443 hours** (nearly 60 days) to volunteering, with over 65% of staff involvement and helped raise **£74,860** for charitable causes through our ongoing support and initiatives.

In the next year we will continue to challenge our previous achievements and improve again ensuring our products and services lead the industry for those very important land and property decisions for our customers. We will also develop our Equity, Diversity and Inclusion programme, develop our approach to Net Zero considering both our emissions and working on awareness in the office and at home."



Staff



Culture, innovation, and growth all begin with our team.

We're committed to creating a collaborative, inclusive and flexible working environment that helps employees balance their work-life fairly and smoothly. We strive to empower people within the business. We value diversity and aim to build a workplace where people feel comfortable being themselves.

We encourage people to foster, build and nurture relationships companywide; the success of the company and its future has its foundations in positive relationship-building within both internal and external teams.

Our investment in people and our teams is always a priority - we see the value in the big and small things. We work with staff to develop their skills and support our employees to reach their career goals. We encourage movement between teams and help people to broaden their experience, so that they can grow their careers in a way that matches their ambitions and strengths. We also invest in the smaller everyday elements of company culture, such as complimentary snacks, food and drinks within the office.

As Groundsure, we believe that it's not only businesses that benefit from working with socially-conscious organisations. We believe that by supporting our staff to contribute to causes that they care about it brings all parties value.

We work hard to build the best teams that are passionate about what we do as a company. We're committed to attracting and retaining the talent to make this happen, whilst supporting career development of our talented staff members. We build and nurture great teams to help positively shape the future of our organisation.

We build more than teams by creating space to develop relationships between people

Hackathon

For those unfamiliar, a Hackathon is an event set up by an organization that brings together employees and experts within a collaborative environment, to facilitate high-quality solutions through collaboration and sharing ideas and communication.



Staff

It brings together cross team skills, in a gently competitive environment, typically for a day with the intention of creatively solving a problem with a tech driven solution.

Groundsure's first Hackathon took place on 3 October 2024, bringing our home and office-based staff together to innovate and share their skills. Hackathon's structured yet flexible format encouraged creativity under pressure, while the shared focus on improving customer outcomes deepened appreciation for the roles across product, tech, and customer support departments, reinforcing cross-functional collaboration that will benefit future projects. The winning idea was considered as part of our developmental process - giving an opportunity for anyone with a good idea, to become part of the strategic decisions making process.

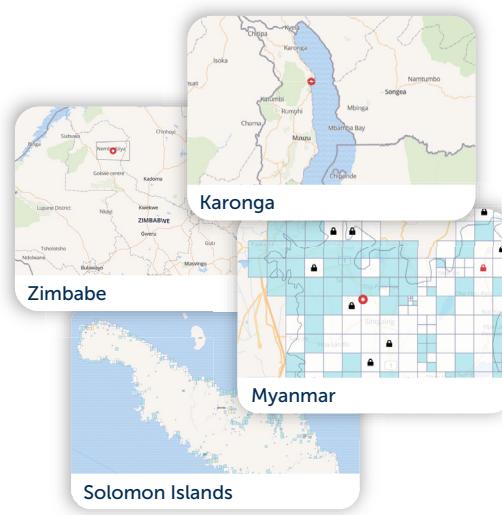
Investment in Future Leaders

Investing in Groundsure's Future Leaders is a key part of our long-term strategy, which focuses on developing the skills, confidence, and strategic thinking of emerging talent within the business. It supports succession planning and strengthens our internal culture by empowering individuals to lead, influence, and grow beyond their day-to-day roles.

Community days

Some of our best volunteer projects have been achieved with our Community Days, where people from across teams come together for a good cause. Increasingly we've found that these opportunities to collaborate outside of day-to-day work routines are helping to strengthen connections across the business.

We also recognise that not everyone enjoys the form of physical labour as part of their volunteering experience. Therefore, over the years, to make our activities more inclusive, we've hosted HOT mapping options, which are simple but impactful digital volunteering sessions - where participants use aerial imagery to support humanitarian efforts. All that's required is a laptop, a mouse, and a bit of patience.



Staff



This year, we reintroduced lunchtime volunteering sessions, making them more accessible for colleagues with outside responsibilities who are not always able to join later in the day. These sessions are not only fun, but also a great way to collaborate with staff and customers and make a difference together.

"I've been lucky enough to attend the Raystede Centre for Animal Welfare charity day (a couple of times now, and it honestly means so much to me. It's based in Lewes, and spending the day there feels really special – not only do we get to do something that directly helps the beautiful animals, but we also get to give a little support to the incredible staff who do so much, day in and day out. What I really love is that it's also brought me closer to people in the office I wouldn't usually get the chance to chat to, like finance and HR, which makes the whole experience even richer. It's such a wholesome, uplifting day on every level, and one I genuinely look forward to every year."

Haley Kain - Lead Product Manager and home-based worker

Next year we will start to build relationships with smaller local organisations we can support both practically and financially and work with our home based workers to find ways to enable them to be part of this initiative.

Community - Partnering



We believe in kindness through action. Whether it's offering time or supporting a cause, we support and encourage everyone to make a positive difference to their community.

We believe that working in partnership with organisations changes both parties for the better. We have supported Camborne Rugby Football Club (CRFC) for a number of years and the impact has been both visible and deeply felt within the community. It is humbling to see that relatively small amounts of funding can deliver big successes:

- The club's youth section now serves hundreds of children weekly, many from families that might not otherwise afford club sport.
- During the last financial year, the U16s won the Cornwall County Bowl and were proudly sponsored by Groundsure, —boosting community pride and inspiring younger players.
- Facilities are modernising to help the environment: new solar panels cut costs and carbon footprint; plus a dedicated physio space will improve player welfare.
- CRFC coaches and volunteers now reach local schools, connecting with children who might never have visited the club.
- Rugby has resumed post-COVID times even stronger than before, restoring structure, physical activity, and social belonging to children whose lives were disrupted.

These outcomes go beyond the sport of rugby. The club teaches valuable life skills such as discipline, teamwork and respect and these skills help children at school and at home. Parents have shared that previously shy or anxious children have since grown in confidence, built new friendships, and learned to persevere.

Groundsure's sustained support has helped CRFC stay true to its mission: sport for all, at the heart of the community.

Community - Partnering

From our blog on the U16 County Bowl win, **Matt Tagg - Youth Chairman** shared:

"Without Groundsure's continued sponsorship, this wouldn't have been possible... [it] not only keeps the players kitted out but enables the coaches to keep developing the squad and bringing young people through."

"The return of our junior teams post-COVID was the most exciting thing we've seen in years. To see those numbers back, with smiling faces, reminded us why we do it—and it wouldn't have happened without partners like Groundsure standing by us."

Parents, too, have spoken about the club's value. One said:

"My daughter wouldn't have tried rugby if the club hadn't come to her school. It's changed everything for her—confidence, friends, and a place to belong."

Colin Stevenson, CRFC Sponsorship and Community Team rounded up the partnership:

"Groundsure's support for the club has been part of an amazing transformation that we have seen over the last few years here at Crane Park. Their commitment to support our community through our junior squads and bringing the best of Cornish legal, construction and property businesses together has been admirable. We are delighted to be working with them... it means the world to all of us."

Together, these stories demonstrate why our project matters. By investing not just in sport, but in people, belonging, opportunity, and life skills, Groundsure and CRFC are helping to build a stronger, more resilient community.

Next year we will build on the successes and widen our sponsorship to include the Women's team.

Community - ED&I

Equity, Diversity and Inclusion (ED&I) is a core part of how we enable our people to bring their best selves to work. We want everyone to feel connected to our purpose and to see the value that comes from bringing many perspectives to the table.

We see two key strands to building diversity and inclusion. We are mindful that some of our offices are located in areas that are not culturally diverse, which creates recruitment challenges. To address this, we will evolve our approach this year by intentionally advertising roles across a wider range of platforms that reach a more diverse audience. Alongside this, we are reviewing our recruitment processes to identify opportunities to make them more accessible.

Our recent ED&I survey has given us valuable insight into both our strengths and areas for growth. It is encouraging that LGBTQ+ colleagues and staff of faith feel confident sharing their stories and see the progress we are making towards greater inclusivity. We also recognise that our office-based staff currently feel more comfortable sharing their experiences than home-based colleagues. In response, we will focus on creating more opportunities for connection and inclusion for those working remotely.

Customer



Our product development process is rooted in an Agile framework, evolving through a commitment to continuous improvement. We achieve this by receiving consistent customer feedback, enabling genuine collaboration and transparent communication. These attributes are vital for building trust and ensuring our products and features effectively meet market needs. The cornerstone of our approach is customer engagement, viewing our customers as essential partners, not merely recipients of our services.

From a business perspective, directly addressing customer problems and validating solutions, it guarantees our best chance of commercial success. More importantly, it reflects our customer-centered approach, ensuring we support those we aim to serve at every step.

Over the past year, our product development initiatives have directly involved over 50 firms and more than 100 customers and prospective customers. This extensive engagement is in addition to feedback gathered through surveys and insights that's continually provided by our customer-facing teams.

This synergy has led to significant product releases and outstanding positive outcomes for our customers over the last 12 months, including:

- **Explorer product launch:** We fully launched Explorer, an online tool designed to access, analyse, and interpret site-specific environmental data. This innovation empowers our target customer group to transition from traditional paper-based workflows to an efficient, sustainable, and flexible way of working, minimising resource consumption and maximising productivity.
- **Customer-centric platform rebuild:** We completely rebuilt our customer-facing websites, applying user-centered and service-level design principles. The result is modern, intuitive, and responsive platforms supported by structured and efficient services. This work significantly improved the end-to-end customer journey through streamlined onboarding and registration flows, enabling customers to quickly find what they need and achieve their objectives.

Customer

- Enhanced conveyancing report design and content: We overhauled the design system for our market-leading conveyancing report products and implemented crucial data-driven content improvements. These enhancements have significantly improved report clarity, reduced report length, and eliminated the need for some costly follow-up steps for both our customers and their customers. Given that we generate and deliver hundreds of thousands of these reports annually, these efficiencies scale to create substantial positive impact, saving time and resources across the industry.

Quotes about Explorer

"I then used Explorer solely for writing up the site history section of our Phase 1 report, removing the need to physically print the map packs out and mark them up manually"

"Conceptualising the data and main hazards/risks was completed very quickly and this supported client dialogue at very early stages of site appraisal."

"It saved me a lot of time as the map pack was huge and would have taken a lot of time to print out and work through it all manually."

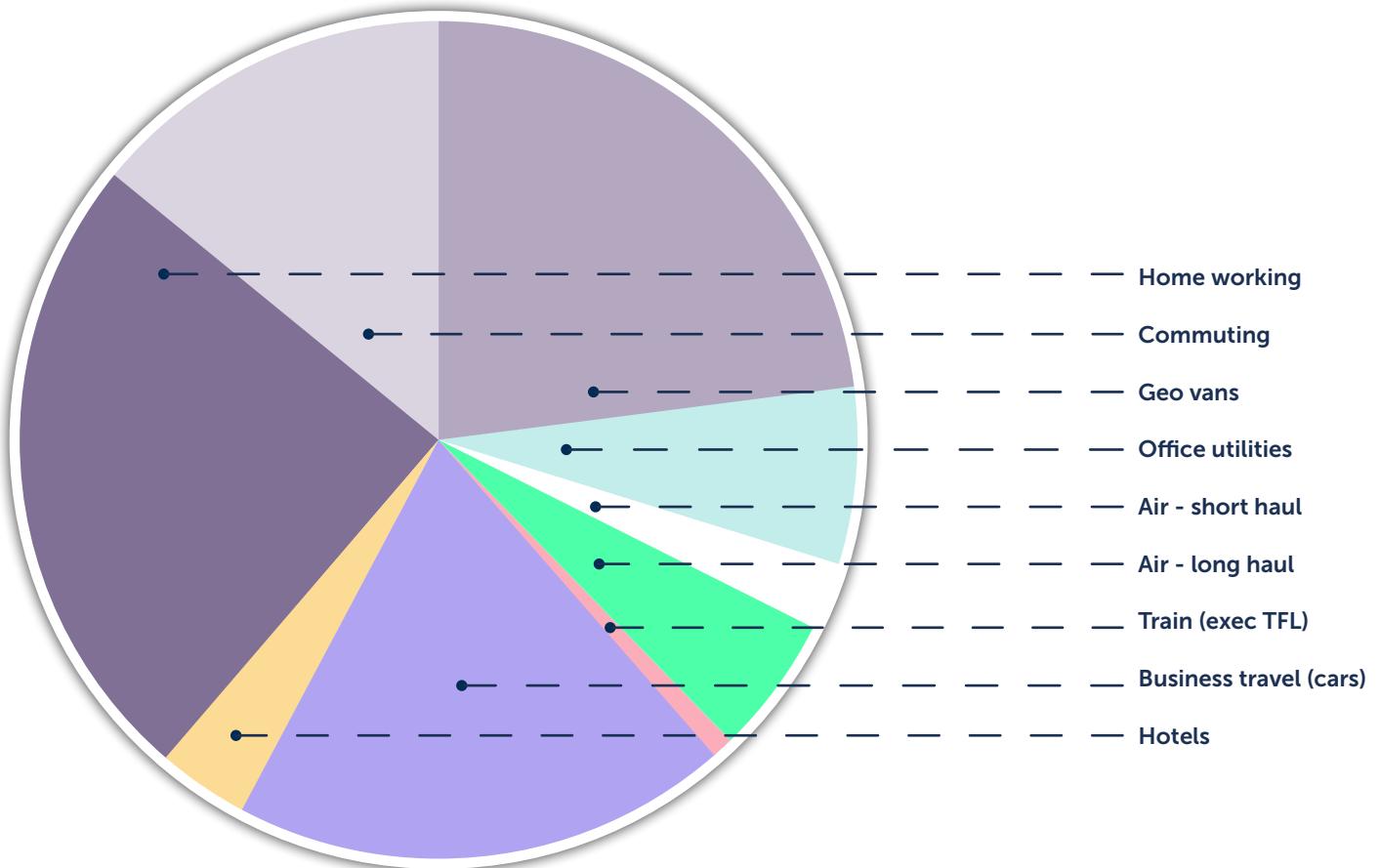
"Compared with the paper maps, finding all of the features using the online tool saved me around 2 ½ hours, which is phenomenal"

Environment - Emissions



As a company built on delivering environmental insights, we believe it's important to hold ourselves accountable to the same standards that we encourage in others. Despite our relatively low operational emissions, regular monitoring reflects our commitment to transparency, accountability, and continuous improvement.

By understanding our own footprint, however small, we stay connected to the real-world challenges that our customers face and we lead by example in the journey toward a more sustainable future.



Scope 1 - Direct Emissions: Our Scope 1 emissions are minimal and limited to diesel vehicles operated by our Geology team in the South West. These vehicles are nearing the end of their service life, and we are actively exploring lower-emission alternatives for future replacements. Given their pooled use and our regional context, we're considering practical and environmentally responsible options.

Environment - Emissions

Scope 2 - Indirect Energy Emissions: We believe we have no Scope 2 emissions under the standard reporting definitions. Although we operate from physical offices, both are under serviced lease agreements, which means we have limited control over the energy supply and infrastructure. However, we chose our current serviced offices in central Brighton and Cornwall because of their commitment to good and their approaches to improving energy management. And we maintain a strong relationship with our service providers and monitor our demise energy use for operational insight. These emissions are currently included within our Scope 3 reporting.

Scope 3 - Indirect Value Chain Emissions: Scope 3 remains the most complex category, with a wide range of activities to consider. We've begun this year to report our emissions based on the UK Government's GHG Company Reporting template and have conducted an initial assessment of our employee commuting-related emissions. As we refine our data collection and improve our understanding, we aim to expand this reporting and identify meaningful areas for reduction.

Now that we have a clearer picture of our emissions profile, we will be focusing on refining our data processes. We also plan to further raise awareness to our staff as well as sharing more widely, the practical actions that can reduce environmental impact.



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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