# Sustainability Highlights Report

*Ascend Properties*



Ascend

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# About Us

We are the largest manager of single-family rental (SFR) homes in the UK. Partnering with leading property funds, we deliver award-winning, end-to-end management services for more than 12,000 homes, including over 9,500 single-family rental (SFR) properties, with a combined market value in excess of £2 billion. It means we have the experience to manage every aspect of a portfolio from pre-build consultancy to move-in and beyond.

We have developed cutting-edge bespoke technology platforms and automated efficiencies, enabling our specialist teams to provide high-quality, low-hassle services and complete peace of mind for investors.

The Ascend commitment means unlocking a portfolio's potential to deliver maximum ROI for investors, and an unmatched rental experience for residents. We aim to do this purposefully, limiting our impact on the planet while having a positive impact on our people.

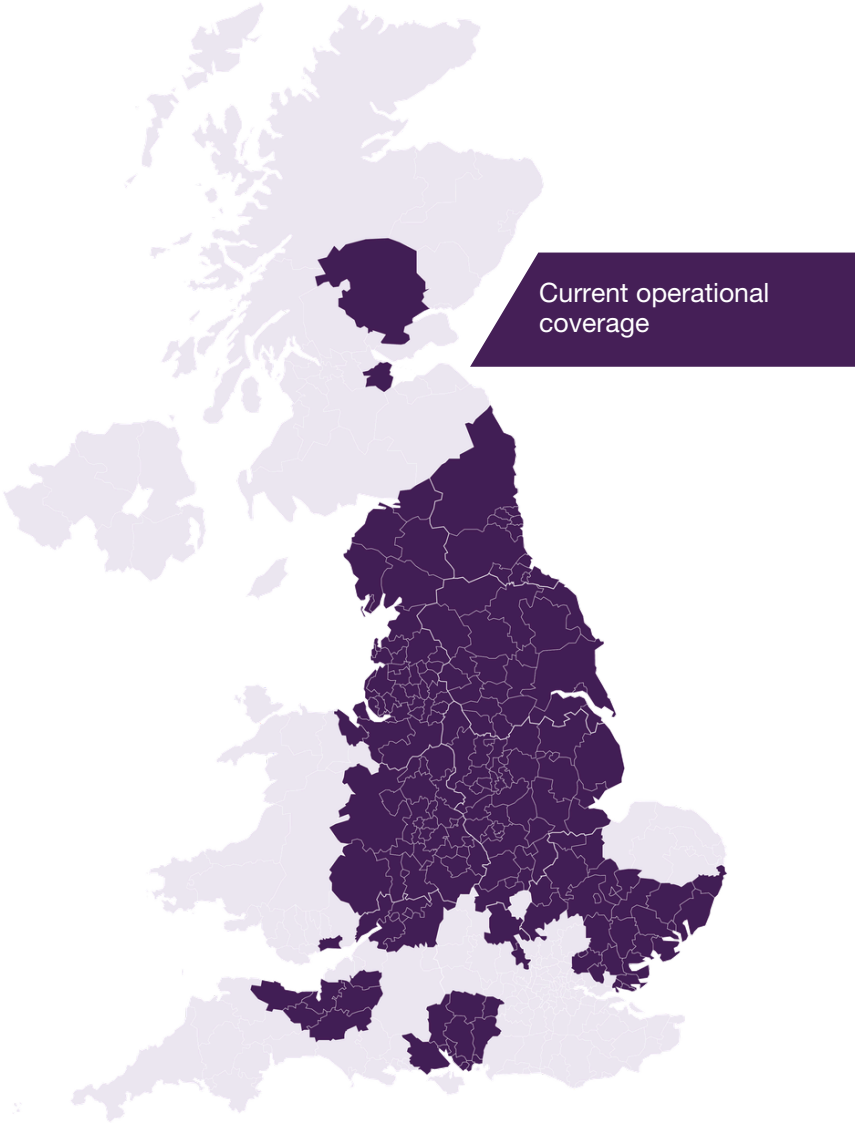
**£2bn**
Worth of managed assets

**150+**
Developments managed

**12,000+**
Current number of managed properties

**9,500**
SFR units

**2,500**
PRS units




A proven track record 90+ industry awards won:

RESI AWARDS WINNER

insider NORTH WEST RESIDENTIAL PROPERTY AWARDS 2025 10TH ANNIVERSARY WINNER

Winner
Best Use of Operational Tech in Build to Rent Award
love to rent Build to Rent Awards 2024

# Foreword

At Ascend, we exist to provide high-quality homes for thousands of people in the UK. Sustainability is a vital part of this; we cannot continue to thrive without satisfied tenants, supported and motivated employees, and a functioning planet. We acknowledge that we are not perfect, but we have made significant progress through our inaugural sustainability strategy, which concludes at the end of 2026. With increased investment and focus on sustainability, we are excited about the impact we can make in 2027 and beyond.

As we conclude the final year of our 2024–2026 Sustainability Strategy, I am delighted to present our Sustainability Highlights Report, reflecting progress through to August 2026. Over the past year, we have accelerated our transition to cleaner transport, expanded our Green Living and wellbeing initiatives, improved energy efficiency across our operations, and strengthened support for our people through enhanced wellbeing programmes, training opportunities, and community partnerships. We have also continued to promote responsible resource use, reducing electronic waste and encouraging more sustainable behaviours across our business.

Our charity project with a local primary school received external recognition, with Ascend named a finalist for the **Social Impact Award at the North West Resident Property Awards**, highlighting the dedication of our colleagues and the positive impact we are making in our communities.

As we approach the end of our current strategy, we are encouraged by the progress made and excited about the opportunities ahead. The appointment of our Group Sustainability Manager reflects our growing commitment to sustainability, and we will continue to build on our achievements by embedding sustainable practices across the business.



Paul Stockwell,
Group Managing Director



*“It's been great to see the progress made on sustainability at Ascend over the last three years; there's real ambition, and a lot to be proud of. Having just joined the business, I'm excited to get stuck in. For now, my focus is on supporting a strong close to the existing strategy, before we turn our attention to accelerating our sustainability progress.”*

Joe Cooke,
Group Sustainability Manager



# Sustainability Vision and Values

In 2024, we developed a comprehensive sustainability strategy that built on our previous achievements and intensifies our focus on environmental, social, and governance (ESG) deliverables. This strategy includes 20 targeted sustainability commitments across three areas.

Our sustainability strategy underscores our dedication to continuous improvement, as we have set ourselves ambitious goals to enhance our impact. It is built on our values, which distinguish us and guide our actions. We are committed to conduct our business in a socially responsible and ethical manner. Taking steps to protect the environment and benefit our residents, clients, investors and the communities in which we work.

## Our Vision:

To enhance our high standards by integrating sustainable practices into all aspects of our operations. Safeguarding the environment and ensuring a positive impact for our residents, and the homes and communities in which they live.

## Our Mission:

Our mission is to be recognised as a conscientious and sustainable business, acting responsibly and inspiring our employees to do the same, both at work and at home.

We strive for maximum efficiency and to deliver our services in the most sustainable manner. Through our Green Living campaigns, we actively support our residents to reduce energy, water and waste consumption, and encourage them to make eco-friendly choices.

We are committed to partnering and collaborating with local businesses, charities, and schools to drive positive impact in our communities. We aim to stand proud and lead the behavioural change necessary to create a more sustainable, inclusive, and equitable future for everyone.

# Our Sustainability Values

### Reduce Our Environmental Impact

To enhance our high standards by integrating sustainable practices into all aspects of our operations. Safeguarding the environment and ensuring a positive impact for our residents, and the homes and communities in which they live.

### Green-Living Education

We provide guidance and support to promote sustainable living practices among our residents and employees.

### Health and Wellbeing

We prioritise the health and wellbeing of our employees and communities, fostering a supportive and healthy environment.

### Sustainable Communities

We collaborate with local businesses, charities, and schools to build and support sustainable communities.

### Responsible business

We are dedicated to conducting our business in a responsible and ethical manner, prioritising sustainability, social responsibility and economic integrity.



# Our ESG pathways

In our 2024-2026 strategy we defined three pathways to deliver our commitments:

## Our Residents & Homes

Our dedication to our residents and our homes is at the core of our mission. We believe that by focusing on sustainable practices and high-quality living environments, we can make a lasting impact on society. Throughout our extensive portfolio, we aim to positively impact our residents' lives, homes and the communities in which they live. We encourage sustainable living at any opportunity, and equip our employees with the skills and knowledge they need to support our residents in this mission. We are also committed to reducing our carbon footprint through efficient processes and optimising the use of technology.

## Our Operations

As individuals, we can make a small contribution to society; as a whole business, this impact can be far greater. We are committed to integrating sustainability into every aspect of our operations. Our sustainability strategy is designed to ensure that our business practices not only meet the highest standards of efficiency and productivity, but also contribute positively to the environment and society. As we continue to grow, we will build on our commitments and embed these principles into our operations, creating lasting value and sustainable growth.

## Our Communities

As an industry-leader within the property sector, our residents, clients and employees are at the core of everything we do. Our social reach is broad through the management of our nationwide portfolio of 12,000+ homes. Along with our clients and investors who specialise in single-family rental, multi-family BTR and Buy to Let homes, we are all committed to social and environmental responsibility. We actively engage with the communities in which we operate, supporting local initiatives and fostering strong relationships.





# Our Sustainability Highlights

01.

We have transitioned 84% of our fleet to hybrid, plug-in hybrid or electric vehicles

02.

We have maintained our tree-planting commitment, planting 3,722 trees in 2025 and are currently finalising our planting commitment for 2026.

03.

Throughout the last few years we have communicated about Green Living and Wellbeing to support our residents. This includes sustainable swaps, promoting local amenities and encouraging outdoor walking.

04.

We have launched and delivered our local school sponsorship commitment. Combining this with employee volunteering, we designed and built an outdoor classroom and sponsored a new football kit for a local primary school.

05.

Continued our support of local communities through charity contributions, supporting over 15 charity organisations through employee charity nominations and corporate events.

06.

Implemented Diversity, Equality & Inclusion (DEI) and ESG training.

07.

Recycled over 34 items, including laptops, computers and servers.

08.

Gave 174 hours of our time back into our communities.

09.

Trained two Mental Health First Aiders and launched our Employee Assistance Programme.

10.

We have reduced our scope 1 and 2 location-based emissions by 28% since our baseline emissions measurement (2023). We aim to complete our first full scope footprint by the end of the year.

# Our Sustainability Commitments

Our 20 commitments from our existing sustainability strategy are reviewed below with updates on how we have performed. We will look to build on these commitments in the new strategy.

## Our Residents & Homes

| Sustainability Commitment | End of Strategy Target | Status | Update |
|---|---|---|---|
| Provide information, signposting & targeted campaigns to help our residents maintain a healthy lifestyle | • Maintain website information<br>• 4 targeted campaigns | Complete | Integrated healthy-living guidance across resident touchpoints, including the Resident Handout & the Ascend Living App. Activity focused on World Water Day, local amenities, outdoor wellbeing & green space access. |
| Train our Property Managers on Green Living | • All relevant employees trained.<br>• Maintain training and annual refresher | Ongoing | Strengthened internal capability by identifying three Green Living Champions in our Territory Manager (TM) team. We are working on our tenant communications to align with tenants priorities. |
| Provide Green Living home audits during resident interactions | Launch and maintain Green Living home audits through resident interactions | Ongoing | Launched pilot campaign of Green Living audits through the enhanced Move-In Demo, which enabled TMs to provide sustainability advice during resident interactions. |
| Reduce 'no access' visits through improved processes and resident communications | >90% of scheduled visits completed | Ongoing - measurement under review | Collecting data for these visits is problematic. We have however achieved significant progress with journey optimisation. |
| Promote and encourage virtual viewings, and virtual property inspections where appropriate | >20% of property inspections completed virtually | Discontinued | Due to concerns raised by tenants and client on the accuracy of virtual inspections, we have discontinued this commitment. |
| Actively promote and encourage Smart Meter adoption | • Increase adoption, through our move-in partnership with our chosen supplier.<br>• 1 targeted campaign | Ongoing | Continued to drive smart meter awareness and uptake through the Green Living Move-In Demo, Resident Handout and Ascend Living App. |



# Our Operations

| Sustainability Commitment | End of Strategy Target | Status | Update |
|---|---|---|---|
| Ensure employees have access to employee wellbeing services and an in-house mental health first aider | 2 x Mental Health First Aiders | Complete | • Trained two in house mental health first aiders.<br>• Launched Health Assured confidential hotline to give employees confidential mental health support. |
| Actively support diversity, equality and inclusivity across the business, demonstrated through our policies and reporting | • Develop Internal DEI Dashboard<br>• Partner / Engage with DEI focused organisation or initiative | Ongoing | All employees have undergone DEI training and the DEI data has been captured and is monitored. We don't capture resident gender or ethnicity through any onboarding. |
| Ensure that all electronic waste (e-waste) generated by our operations is responsibly managed through reuse and recycling | 100% E-Waste Recycled | Complete | All e-waste is recycled through our partner Cloud 10. |
| Report on our Scope 1 & 2 carbon emissions annually from 2024 and set targets to reduce our operational emissions | Annual emissions reporting | Complete | 2025 scope 1 and 2 emissions have been finalised internally. We are aiming to complete a full scope 3 baseline for 2025 by the end of this year. |
| Move to renewable energy sources and drive operational efficiencies to reduce energy consumption | Monitor efficiencies aligned to carbon reduction plan | Ongoing | We have addressed our scope 1 and 2 footprint by transitioning 84% of our fleet to hybrid or EV. |
| Commit to supporting local charities, and through a variety of activities to achieve an annual contribution | £5,000 p/a equivalent from 2026 | Ongoing | £4,332 was donated in 2025 to a number of charities, against a £5,000 internal pace target. We are working to close this gap ahead of the End of Strategy Target. |
| Commit to supporting local communities, charities, schools or businesses through employee volunteering | Up to 1 day per employee per annum | Ongoing | Our policies around employee volunteering are currently under review. |
| Mandate ESG training for all employees through our Ascend Academy | Mandatory ESG training incorporated into Ascend Academy | Complete | All employees had to undergo online ESG training in 2026. This session is to be refined and improved. |



# Our Communities

| Sustainability Commitment | End of Strategy Target | Status | Update |
|---|---|---|---|
| Sponsor a local school(s) to educate around sustainable practices, such as waste and encouraging biodiversity | Launch sponsorship with 1 local school | Complete | Exceeded expectations by sponsoring a local school and delivering hands-on support, including building an outdoor classroom and funding new football kits. |
| Leverage partnership to provide residents and/or employees with sustainable products (e.g welcome gifts) | 25% of welcome gifts are locally sourced and / or include sustainable products | Paused | Welcome gifts have been removed for all portfolios due to various circumstances. This decision will be reviewed and we will liaise with stakeholders to determine whether welcome gifts will be reinstated. |
| Raise awareness of Green Living through education & awareness campaigns | • Launch and maintain resident literature and website<br>• 4 targeted campaigns | Ongoing | Green Living initiatives, included Sustainable Swaps, Purifying Plants, and the Green Living Move-In Demo. We have updated resident literature and the Resident Handbook to empower residents to adopt more sustainable habits. |
| Replacing our fleet to Hybrid/Electric vehicles | 80% of vehicles Electric / Hybrid | Complete | Transitioned 84% of the fleet to hybrid or electric vehicles. Vehicle leases will be reviewed at the next review date to discuss transition to EVs. |
| Continue our Hybrid working policy | Hybrid / Remote based roles, >20% | Complete | Maintained and strengthened flexible working practices for our staff, with over 20% of roles hybrid or remote, ensuring work life balance. |
| Plant a tree for every property we rent or sell | c.3,000 trees | Ongoing | In total we have planted 12,851 trees around the world with Ecologi since 2024. We are in the process of confirming our lettings and sales and projects to support for 2026. |





# Our Sustainability Achievements

In addition to our targeted commitments, we have also continued to progress other initiatives to drive sustainability across our organisation, in our communities and with our residents.

## Employee Benefits Programme

Launched in 2024, we continued our employee benefits programme, which includes defining and promoting our employee values and behaviours, an internal intranet, and an employee engagement committee. We enhanced employee benefits to support health and wellbeing, including increased holiday entitlement, enhanced maternity/ adoption/paternity pay, and support for medical appointments.

## Green Living

We established Green Living Champions in our Territory Manager team and developed a Green Living Move-In Demo to ensure residents receive all essential sustainability information from day one. Practical guidance on recycling, smart meters, and energy-efficient behaviours in the home are included in resident onboarding documents.

## Christmas Wish Tree campaign

In partnership with Number One Riverside's Giving Back Christmas Toy Appeal, we filled our tree with Christmas wishes for children & teenagers from underprivileged families. Our team then selected a tag, purchased the gift and wrapped this ready to be opened on Christmas Day. In addition to personal donations, Ascend also funded a number of gifts to further support this appeal. Thanks to the generosity of our team, we donated gifts for 50+ children & teenagers so they have something special to open on Christmas Day.

View the Christmas Wish Tree journey and the impact it made here.

# Charity Donations & Volunteering

We are proud to have contributed funding and volunteering hours to over 15 charity organisations during 2025 and into 2026.

## Corporate events

To maximise the impact of our charity donations, we integrated three charity contributions with employee volunteering:

- LandAid - Several members of our team participated in LandAid's Sleep Out event in Manchester. This involved spending a night outdoors to raise crucial funds and awareness to combat youth homelessness in the UK. LandAid provides transformative support, from safe accommodation to essential grants, helping young people rebuild their lives.

- Manchester Dogs Home – Members of the Ascend team spent the day volunteering for Manchester Dogs Home, caring for and walking the dogs that live there. A contribution to food and supplies was also given to this charity.





# Embassy

We are also proud to continue supporting Embassy, a local charity dedicated to supporting individuals facing homelessness by developing the Embassy Village.

Embassy is a Greater Manchester-based homelessness charity that provides housing, skills training, and wraparound support, and has developed Embassy Village - a purpose-built community of 40 homes designed to help rough sleepers rebuild their lives. The project transformed land beneath Manchester's railway arches into a safe, stable village for people at risk of homelessness, with facilities that support long-term independence. It is the UK's largest purpose-built village for rough sleepers once complete. The aim is to provide short-to-medium-term accommodation and support to transition residents into permanent housing and employment.

During 2025, we funded the creation of a training kitchen for the charity Embassy, helping to give homeless people cooking skills and confidence in the kitchen. We also provided recycled equipment, including desks and fridges, which were no longer required due to office moves.










# Sponsorship and Volunteering Event

## Supporting local education at Elmridge Primary School

One initiative we are especially proud of is the delivery of our local school sponsorship commitment.

We have given a new lease of life to the outdoor space at Elmridge Primary School in Trafford, transforming it into a vibrant ‘woodland classroom’. The whole project was funded by Ascend and built by employee volunteers.

We are proud to share that our Woodland Classroom project at Elmridge Primary School has been shortlisted for the Social Impact Award at the North West Residential Property Awards 2026.

View the transformation of the Elmridge Primary School outdoor classroom here.

insider NORTH WEST RESIDENTIAL PROPERTY AWARDS 2026 SHORTLISTED



Before




After

# Football kits

We provided and sponsored new football kits for Elmridge Primary School's sports team, supporting opportunities that help young minds thrive both on the pitch and in the classroom.




# Regular charitable donations

Monthly donations continued throughout the year to support causes that matter to our communities. This year, we have supported:

- Manchester Mind
- NSPCC
- Cats Protection
- Bolton Hospice - Reindeer Run
- Alzheimer's Society
- St Ann's Hospice
- Derian House Children's Hospice
- Save The Children
- Elsie's Story
- The Christie
- Manchester & Cheshire Dogs Home



# Looking Forward

As we near the end of our three-year sustainability strategy, formulated in 2024, we have entered a period of transition for sustainability at Ascend. Our focus remains on delivering the targets set out across our 20 sustainability commitments, while also looking ahead to the next phase of our journey and how we can accelerate our progress even further.

With the appointment of our first Group Sustainability Manager, a dedicated resource for this area, we are beginning to redefine our sustainability priorities. In the coming months, this includes strengthening our reporting and data tracking, so that our progress is measured against consistent metrics, and improving how we identify, manage, and report sustainability-related risks in support of Ascend's wider growth ambitions.

More broadly, our aim for the next phase is a strategy that is fully embedded within, and works alongside, our wider business objectives. We will keep our clients and other key stakeholders informed of the updated strategy where this is deemed appropriate.

Our determination to deliver long-term environmental and social value across our homes, communities, and operations remains constant, and we are excited about the next chapter of this work.

Ascend

**For Better BTR**

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