

# Ascend

The UK's largest manager of single-family BTR homes

## Sustainability Strategy

2024 - 2026





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Ascend



## About us

We're the largest manager of single-family rental (SFR) homes in the UK. Partnering with leading property funds, we provide award-winning end-to-end management for 10,500+ homes, of which over 9,000 are SFR, valued at over £2bn in today's market. It means we have the experience to manage every aspect of a portfolio - from pre-build consultancy to move-in and beyond.

What's more, we've developed cutting-edge bespoke technology platforms and automated efficiencies, enabling our specialist teams to provide high-quality, low-hassle service and complete peace of mind for investors.

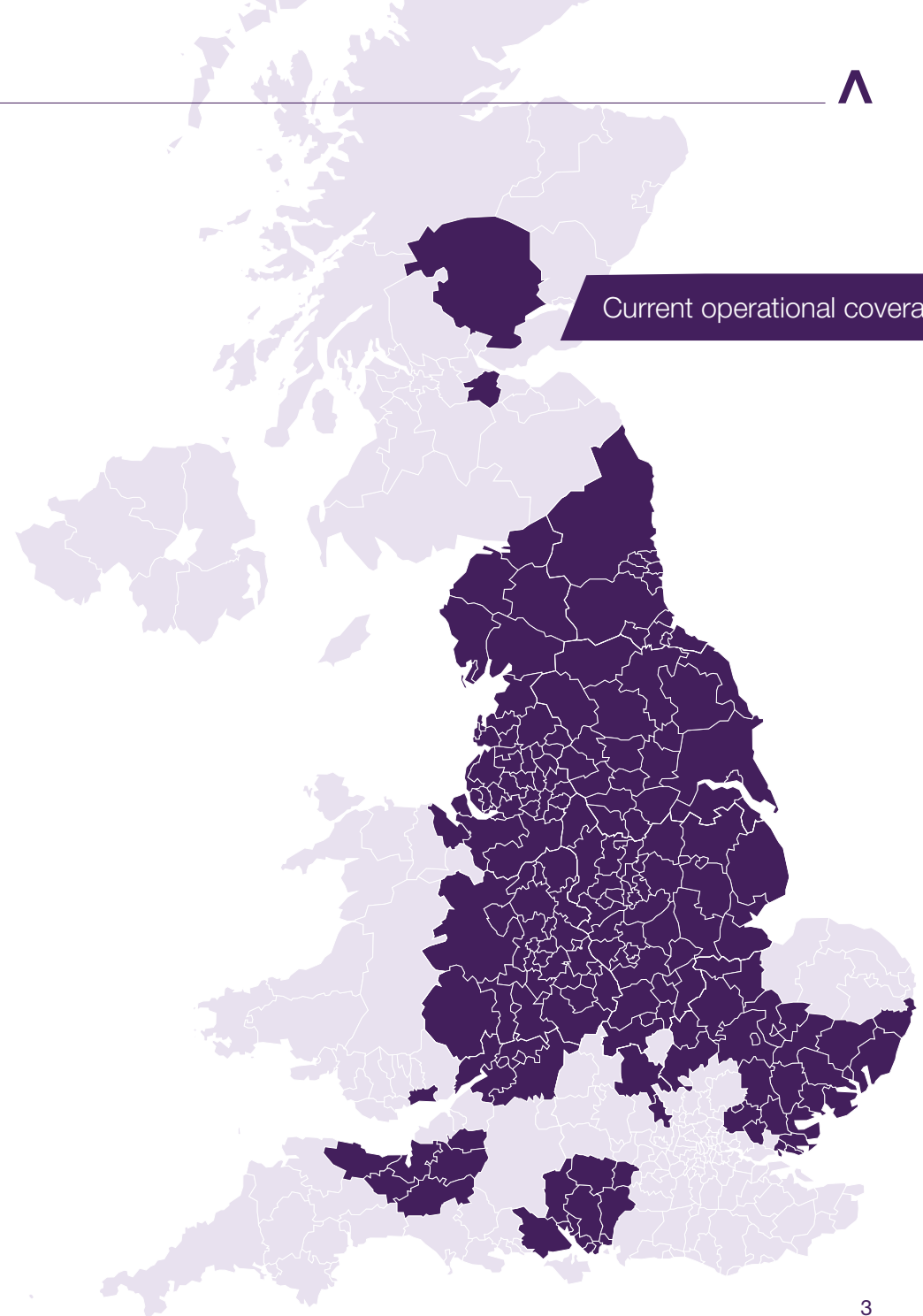
The Ascend commitment means we harness a portfolio's potential to deliver maximum ROI for investors and an unmatched rental experience for residents.

**It's an altogether rewarding experience for all.**

## Our coverage

Our nationwide team manages over 140 single-family BTR developments throughout the UK.

Current operational coverage



10,500+

Current number of managed properties

12,500+

Our 2026 projection



# Foreword

Addressing climate change is at the core of our mission. We are dedicated to reducing our carbon footprint, protecting the environment, and proactively embracing social responsibility. As the UK's largest third-party operator of single-family rental homes, we are fully committed to being a responsible business and minimising the environmental impact of our operations and services.

**Our 3-year Sustainability Strategy outlines our commitments across three key areas:**

- Our Residents and Homes
- Our Operations
- Our Communities

This strategy, aligned with the United Nations Sustainable Development Goals (SDGs), ensures we diligently focus on critical Environmental, Social, and Governance (ESG) issues.

We understand that how we achieve our goals is just as important as the goals themselves. Our industry-leading team of experts consistently exceeds expectations, particularly in delivering on our sustainability commitments. We act with integrity because it's the right thing to do.

We are optimistic about our role in fostering a sustainable future. Both as a company and as individuals, we take our responsibilities seriously. We will continue to advance our sustainability efforts across our business and keep you updated on our progress.



**Paul Stockwell**  
Group Managing Director





# Sustainability Vision & Values

Our Sustainability Strategy 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 bold 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 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 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 Values

### Reduce Our Environmental Impact:

We are committed to minimising our carbon footprint and conserving natural resources.

### 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 Environmental, Social and Governance pathways

## Our Residents & Homes





# Our Residents & Homes



Our dedication to our residents and homes forms the core of our business. We believe that by focusing on sustainable practices and high-quality living environments, we can make a lasting impact on society.

Through our extensive portfolio, we can positively impact our residents' lives through the homes and 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 own carbon footprint through efficient processes and optimising the use of cutting-edge proprietary technology.



## Good Health and Well-being

The health and wellbeing of our residents is paramount. We believe that a home should be more than just a place to live, it should be a sanctuary that supports physical, mental, and emotional health. We understand that wellbeing is multifaceted, encompassing everything from physical health to mental wellness and social connections. To support our residents, we will provide information on maintaining a healthy lifestyle, signpost support services and run campaigns to raise awareness about important health issues.



## Energy and Water Consumption

We are very aware of the cost-of-living crisis and support our residents may need. Protecting the environment requires similar action. Quite simply, we all need to reduce our energy and water consumption. Through our Green Living initiatives, we plan to help our residents to reduce energy and water consumption, make eco-friendly choices and live the most sustainable lifestyle whilst living in our homes, which in turn will also help to reduce their utility bills. As part of our ongoing efforts to support our residents in managing their energy use, we are actively promoting the adoption of smart meters.



## Sustainable Cities and Communities

We plan to step up to the challenge and optimise the engagements we have with our residents, as this is an ideal opportunity to educate and inform them on how to live a greener life. To achieve this, we will train our employees to become Green living experts. We will be able to share practical advice and information, specific to their home, on water, energy and waste efficiencies. We believe this is a fantastic platform to start driving the behavioural change needed. In addition, we will provide information and advice on our website and other digital platforms, so it is accessible to all our residents, at any time, to access at their convenience.



## Climate Action

We are committed to being as efficient as we can be in reducing our carbon emissions. An area we will focus on is unnecessary travel resulting in more emissions. We plan to work in partnership with our residents and suppliers to improve missed appointments because of 'no access' when arriving at occupied homes. We also plan to optimise the use of technology, and where virtual viewings or property inspections can be held, this will be an option provided to our residents.



# Our Residents & Homes

## Commitments

### Commitment 1



#### To promote good health and wellbeing:

Provide information, signposting and run targeted campaigns to help our residents maintain a healthy lifestyle

### Commitment 4



#### To reduce our emissions and deliver efficiencies:

Reduce 'no access' visits through improved processes and resident communications

### Commitment 2



#### To educate our employees:

Train our Property Managers on Green Living, including water, energy and waste efficiencies in the home

### Commitment 5



#### To reduce our emissions and utilise technology:

Promote and encourage virtual viewings and virtual property inspections where appropriate

### Commitment 3



#### To support our residents:

Provide Green Living home audits during resident interactions (e.g. moving-in), including water, energy and waste efficiencies in the home

### Commitment 6



#### To help reduce energy consumption:

Actively promote and encourage Smart Meters with our residents to increase adoption

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**Our Environmental, Social  
and Governance pathways**

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Our Operations





## 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.

## Diversity, Equality and Inclusivity

It is important to us to create an environment which supports individual differences, and everyone's contribution is valued and respected. We do not tolerate any forms of unacceptable behaviour between colleagues and/or with our residents. We create an inclusive environment where we treat everyone as a person, not a number. Overall, we are recognised for being a diverse, energetic team with a supportive and down-to-earth approach – which is something we are proud of.

## Climate Action

The climate challenge is immense, so we believe our response must be meaningful. This is why our sustainability strategy stretches across our multiple functions, from operating our day-to-day activities to the multi-level services we provide. We are committed to understanding our carbon footprint, setting reduction targets and becoming an operationally net zero organisation; we will be transitioning to renewable energy tariffs where possible and driving forward with initiatives to reduce consumption across our operations, measuring and monitoring our impact as we do so.







## Good Health and Well-Being

We already offer our employees a comprehensive employee benefits programme, but we want to take this further to encourage and promote both green living and good health. This will include introducing sustainable living campaigns, promoting health and wellbeing and providing access to mental-health first aiders.

## Decent Work and Economic Growth

We will enhance our employee's understanding of sustainable practices through mandating ESG training. Providing our workforce with the knowledge and skills to understand and implement sustainable practices and enabling a more innovative and productive work environment.

## Responsible Consumption and Production

We recognise we could do more to manage our waste in a smart and economical way. We will promote recycling across all our operations and services, and we will ensure that all electronic waste (e-waste) generated by our operations is responsibly managed through reuse and recycling.

## Partnerships and Sustainable Communities

We will continue to support and partner with local charities, businesses and local communities. We will do this through sponsorship of events, providing volunteering in projects that we are passionate about and through an annual contribution to a charity, which is selected by our employees. This initiative reflects our dedication to supporting causes that matter most to our team and making a positive impact on society. By involving our employees in the selection process and supporting their chosen charity, we strengthen our commitment to social responsibility and foster a culture of giving within our organisation.





# Our Operations

## Commitments

### Commitment 7



**To support good health and wellbeing of our employees:**

Ensure they have access to employee wellbeing services and an in-house mental health first aider

### Commitment 10



**To reduce our carbon emissions:**

Report on our Scope 1 & 2 carbon emissions annually from 2024 and set targets to reduce our operational emissions

### Commitment 8



**To drive business success and social responsibility:**

Actively support diversity, equality and inclusivity across the business, demonstrated through our policies and reporting

### Commitment 11



**To reduce our carbon emissions:**

Move to renewable energy sources and drive operational efficiencies to reduce energy consumption

### Commitment 9



**To reduce waste:**

Ensure that all electronic waste (e-waste) generated by our operations is responsibly managed through reuse and recycling

### Commitment 12



**To enhance community engagement and fulfill our social responsibility:**

Commit to supporting local charities, and through a variety of activities to achieve an annual contribution



# Our Operations

## Commitments

### Commitment 13



**To enhance community engagement and fulfill our social responsibility:**

Commit to supporting local communities, charities, schools or businesses through employee volunteering

### Commitment 14



**To educate our employees and drive sustainable working:**

Mandate ESG training for all employees through our Ascend Academy, to promote green living at home and work





## Our Environmental, Social and Governance pathways

## Our Communities



# Our Communities

As an industry-leading organisation, 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 10,500+ homes. Along with our clients and investors who specialise in build to rent and buy to let homes, we are all committed to our social and environmental responsibility. We actively engage with the communities where we operate, supporting local initiatives and fostering strong relationships.



## Sustainable Communities

We are dedicated to promoting sustainable living by providing residents and employees with access to eco-friendly products. To reduce energy and water consumption and encourage eco-friendly choices. Through our Green Living campaigns and collaborative partnerships, we will promote, advocate and influence where we can, for sustainable products. For example, moving-in welcome gifts.



## Responsible Consumption & Life on Land

As part of our commitment to environmental stewardship, we will actively raise awareness about green living through seasonal campaigns, informative resources, and clear signposting.

Supporting the next generation of environmental stewards is important to us. As part of our sustainability strategy, we proudly sponsor local schools to promote sustainable practices, including waste reduction and biodiversity enhancement. By sponsoring local schools, we aim to inspire and empower students to adopt eco-friendly practices and become advocates for the environment.



## Climate Action

How and when our employees travel has an impact on our carbon footprint. We are committed to transitioning our fleet to electric and hybrid vehicles. Through this transition we aim to significantly reduce our carbon footprint and contribute to cleaner air in the communities where we operate.

We are also committed to fostering a flexible and sustainable work environment. As part of our sustainability strategy, we have adopted a hybrid working model that allows employees to work remotely and only travel when necessary.



## Life on Land

Protecting our land and the multitude of lives living on it, we are committed to planting trees for every home we rent or sell. Trees are essential for people, wildlife and the environment. So, this is an easy commitment to make.





# Our communities

## Commitments

### Commitment 15



**To invest in future generations and community impact:**

Sponsor a local school to educate around sustainable practices, such as waste reduction and encouraging biodiversity

### Commitment 18



**To reduce our carbon emissions:**

Commit to replacing our fleet to Electric or Hybrid vehicles

### Commitment 16



**To reduce waste, optimise partnerships and promote sustainable living:**

Leverage partnerships to provide residents and/or employees with sustainable products

### Commitment 19



**To reduce our emissions and deliver efficiencies:**

Continue our hybrid working policy, avoiding unnecessary commuting

### Commitment 17



**To promote sustainable practices:**

Raise awareness of Green Living through education and awareness campaigns

### Commitment 20



**To help mitigate climate change:**

Plant a tree for every property we rent or sell

# Targets

## Our Residents & Homes



	Commitments	Baseline Year	Targets 2024	Targets 2025	Targets 2026
1	Provide information, signposting and targeted campaigns to help our residents maintain a healthy lifestyle	n/a	Launch information in resident literature	<ul style="list-style-type: none"> <li>• Launch information on website</li> <li>• Maintain website information</li> <li>• 2 targeted campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain website information</li> <li>• 4 targeted campaigns</li> </ul>
2	Train our Property Managers on Green Living, including water, energy and waste efficiencies in the home	n/a	Develop and pilot Green Living training programme	<ul style="list-style-type: none"> <li>• All relevant employees trained</li> <li>• Incorporate into induction process</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain training and annual refresher</li> </ul>
3	Provide Green Living home audits during resident interactions (e.g. moving-in), including water, energy and waste efficiencies in the home	n/a	Develop and pilot Green Living training programme	<ul style="list-style-type: none"> <li>• Launch Green Living home audits through resident interactions</li> </ul>	<ul style="list-style-type: none"> <li>• Continue Green Living home audits, targeted resident interactions</li> </ul>
4	Reduce 'no access' visits through improved processes and resident communications	Enhance 'no access' tracking and reporting	>90% of scheduled visits completed	>90% of scheduled visits completed	>90% of scheduled visits completed
5	Promote and encourage virtual viewings and virtual property inspections where appropriate	Launch virtual viewings	Launch virtual inspections	>20% of property inspections completed virtually	>20% of property inspections completed virtually
6	Actively promote and encourage Smart Meters with our residents to increase adoption	n/a	Baseline smart meter data	<ul style="list-style-type: none"> <li>• Through our partnership with a chosen supplier for resident utilities onboarding, increase adoption</li> <li>• 1 targeted campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Through our partnership with a chosen supplier for resident utilities onboarding, increase adoption</li> <li>• 1 targeted campaign</li> </ul>



# Targets

## Our Operations



Commitments	Baseline Year	Targets 2024	Targets 2025	Targets 2026
7 Ensure our employees have access to employee wellbeing services and an in-house mental health first aider	Employee Assist Programme	1 x Mental Health First Aider	2 x Mental Health First Aiders	On-going commitment
8 Actively support diversity, equality and inclusivity across the business, demonstrated through our policies and reporting	Inclusive Policies	<ul style="list-style-type: none"> <li>• DEI Internal Audit</li> <li>• DEI Management Training</li> </ul>	<ul style="list-style-type: none"> <li>• DEI Employee Training</li> <li>• Integrate DEI discussions (through Employee Engagement Committee)</li> </ul>	<ul style="list-style-type: none"> <li>• Develop Internal DEI Dashboard</li> <li>• Partner / Engage with DEI focused organisation or initiative</li> </ul>
9 Ensure that all electronic waste (e-waste) generated by our operations is responsibly managed through reuse and recycling	n/a	<ul style="list-style-type: none"> <li>• Reuse equipment policy</li> <li>• E-Waste Partnership to recycle equipment</li> </ul>	100% E-Waste Recycled	100% E-Waste Recycled
10 Report on our Scope 1 & 2 carbon emissions annually from 2024 and have targets in place to reduce operational emissions	n/a	Baseline Scope 1 & 2 emissions	<ul style="list-style-type: none"> <li>• Annual emissions reporting</li> <li>• Carbon reduction plan and targets established</li> </ul>	Annual emissions reporting
11 Move to renewable energy sources and drive operational efficiencies to reduce energy consumption	n/a	Identify renewable energy opportunities	Progress renewable energy opportunities	Monitor efficiencies aligned to carbon reduction plan
12 Commit to support local communities, charities and through a variety of activities to achieve an annual contribution	n/a	£5,000 p/a equivalent		On-going commitment
13 Commit to support local communities, charities, schools or businesses through employee volunteering	n/a	Up to 1 day per employee per annum		On-going commitment
14 Mandate ESG training for all employees through our Ascend Academy, to promote green living at home and work	n/a	Develop and pilot Green Living training programme	Mandatory ESG training incorporated into Ascend Academy	Yearly refresher training for all employees

# Targets

## Our Communities



	Commitments	Baseline Year	Targets 2024	Targets 2025	Targets 2026
15	Sponsor a local school to educate around sustainable practices such as waste reduction and encouraging biodiversity	n/a	Identify sponsorship opportunities	Launch sponsorship with 1 local school (minimum)	On-going commitment
16	Leverage partnerships to provide residents and/or employees with sustainable products (e.g welcome gifts)	n/a	Go-Green welcome gifts pilot with utility partnership	25% of welcome gifts are locally sourced and/or include sustainable products	Increase volume of welcome gifts that are locally sourced and/or include sustainable products
17	Raise awareness of Green Living through education and awareness campaigns	n/a	Develop and pilot Green Living training programme	<ul style="list-style-type: none"> <li>• Launch information in resident literature and website</li> <li>• 2 targeted campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain resident literature and website information</li> <li>• 4 targeted campaigns</li> </ul>
18	Commit to replacing our fleet to Electric and Hybrid vehicles	7.5 % complete	30% of vehicles Electric / Hybrid	60% of vehicles Electric / Hybrid	80% of vehicles Electric / Hybrid
19	Continue our hybrid working policy, avoiding unnecessary commuting to reduce our carbon emissions	c.20% hybrid / remote based roles	Continue hybrid / remote based roles, >20%		On-going commitment
20	Plant a tree for every property we rent or sell	2022: 2,886 trees planted 2023: 3,000 trees planted	c.3,000 trees planted		On-going commitment



# Our Governance Statement

Governance is the final component of any effective sustainability plan for ensuring an organisation has the right foundations in place to deliver their commitments alongside environmental and social responsibility.

We ensure the right Corporate Governance is in place through our Executive and Senior Leadership Teams, providing accountability and oversight across our entire operations and workforce.

## Prioritising Employee & Resident Well-being

Health and Safety of our employees and residents is a key priority for us. To maintain high health and safety standards, we ensure any risks are managed swiftly – and through our regular property and site inspections, we act proactively to prevent issues should we need to.

It is important to us to create an environment which supports individual differences, and everyone's contribution is valued and respected. We do not tolerate any forms of unacceptable behaviour between colleagues and/or with our residents. We create an inclusive environment, where we treat everyone as a person, not a number.





## Regular Review & Compliance

We regularly review our structures, policies, rules and controls to ensure we meet legislation, and they enable efficient operations and growth of our business.

We support the development of our employees and where possible, provide opportunities for our younger generation, either through apprenticeship schemes or trainee roles.

Overall, we are recognised for being a diverse, energetic team with a supportive and down-to-earth approach – which is something we are proud of.

## Continuous Improvement: Shaping Our Future Together

We will always strive to do more. Continuing to understand what's important to our residents and employees is important to help shape our future and continue to focus on the right things.

We will continue to gather this insight through our annual surveys, and where possible develop our Sustainability Commitments further.





# High Level Roadmap



## Delivery Highlights







[ascendproperties.com](http://ascendproperties.com)