



# ESG Impact Report 2024

Transforming Communities,  
Changing Lives



# Foreword



**I am immensely proud to present our ESG Impact Report for the 2024 financial year.**

This report is a testament to our unwavering commitment to sustainability, social responsibility, and robust governance practices. In an era where the global community faces unprecedented challenges, our dedication to integrating ESG principles into our core operations has never been more critical.

Over the past year, we have made positive strides in reducing our environmental footprint, fostering an inclusive and equitable workplace, and ensuring transparency and accountability in our governance structures. These efforts are not just about compliance; they are about leading by example and driving positive change across our industry.

Our achievements are a direct result of the collective efforts of our wider stakeholders. Together, we have implemented innovative solutions that not only benefit our business but also contribute to the well-being of the communities we serve and the planet.

Looking ahead, we remain steadfast in our mission to create long-term value through sustainable practices. We recognise that the journey towards a more sustainable future is ongoing, and we are committed to continuously improving and adapting our strategies to meet the evolving needs of our stakeholders and the environment.

**Peregrine Lloyd**  
CEO



# Why ESG Matters

**In today's rapidly evolving global landscape, the importance of Environmental, Social, and Governance (ESG) factors has never been more pronounced.**

With ever increasing demands for transparency and accountability, our commitment to sustainable and ethical practices stands at the forefront of our corporate strategy and identity.

This ESG Impact Report provides a comprehensive overview of our initiatives, achievements, and future goals in the realms of environmental stewardship, social responsibility, and governance excellence. Through this report, we aim to highlight our dedication to creating long-term value for our stakeholders while contributing positively to the communities and environments in which we operate.

We invite you to explore the various sections of this report to gain a deeper understanding of our ESG journey, the challenges we face, and the innovative solutions we are implementing to drive sustainable growth.

# About the company

**Pinnacle Group is a leading provider of housing, neighbourhood and community-facing services across the UK; managing and maintaining communities and places where people live, learn, work and play.**

Over three decades we have become a trusted service delivery partner of Government and public authorities, institutional investors, housing associations, housebuilders and businesses.

Our experience in successful place-making and place-keeping means we are able to deliver comprehensive and integrated solutions across all living sectors and community infrastructure.

To learn more about Pinnacle visit our [website](#) and watch this short [video](#).

# Community Stewardship

**At the heart of what we do is community stewardship; supporting long-term approaches to the sustainable success of places and communities where people choose to live, learn, work and play.**

Our socially conscious and commercially minded culture informs everything we do; creating and enabling opportunities to invest and operate in a customer-focussed way that embraces new technology and innovation.

 **30+**

years as a trusted delivery partner for public and private sectors

 **3,800+**

directly employed members of staff

 **200+**

delivery locations nationwide

 **70k+**

mixed tenure homes under management

 **300k+**

homes provided with neighbourhood services

 **160+**

schools, colleges and universities receiving integrated FM services

 **£100m**


Social value impact (using TOMs framework)

 **1m+**

1m+ calls annually to our Customer Contact Centres

# Our Approach to ESG

 **Protect Our Planet**

 **Our People & Culture**

 **Community Impact**

 **Responsible Business**

## Incorporating social value is key to our mission of positively impacting society.

We create inclusive opportunities, promote diversity, and support community well-being. By integrating social value into our operations, we address societal challenges and help build resilient communities. This includes ethical practices and engaging with stakeholders to understand their needs. Through community outreach, employee volunteers, and local partnerships, we aim to transform communities and change lives. Our ESG framework helps us track progress across our four pillars.

### We do this by:

- Ensuring our framework supports our purpose and forms an integral part of our business strategy, planning and decision-making processes.
- Engaging with our colleagues to understand how our purpose and framework relates to them and how they can personally contribute.
- Establishing an annual ESG action plan to map, drive and measure progress.

### Sustainable Development Goals (SDGs)

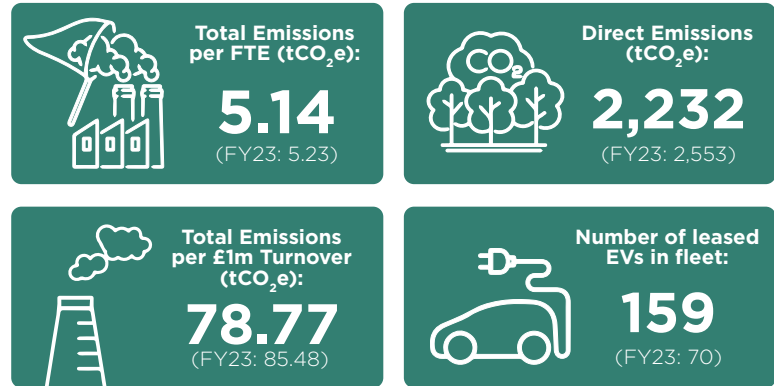
Pinnacle is proud to be playing its part in the UN 2030 Agenda for Sustainable Development. We do this by aligning our values and operational delivery with several of the SDGs. How each SDG goal aligns with each of our ESG pillars is clearly indicated on the next page.



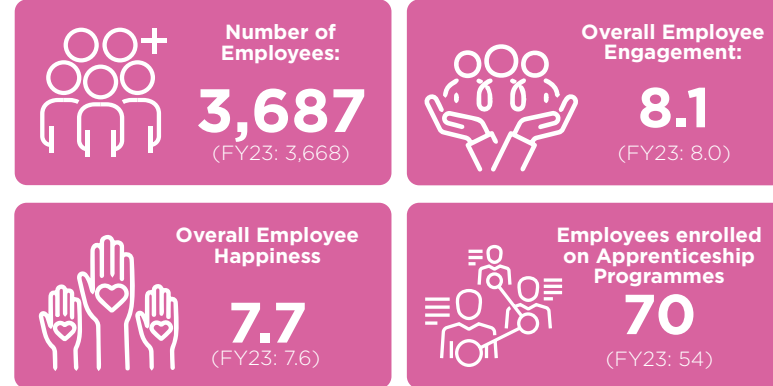
# Snapshot of our Achievements

## (FY24 Highlights)

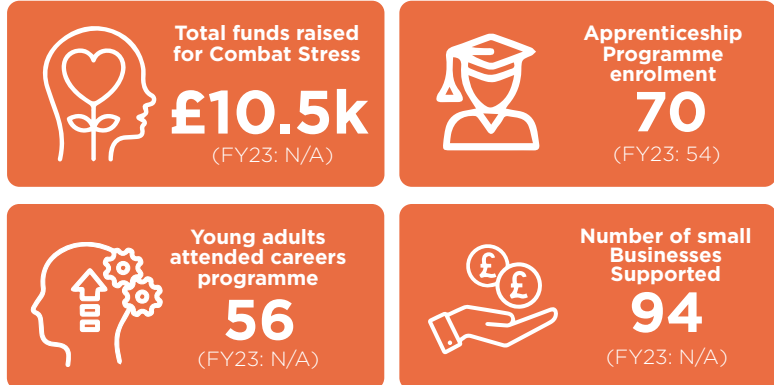
### Protect Our Planet



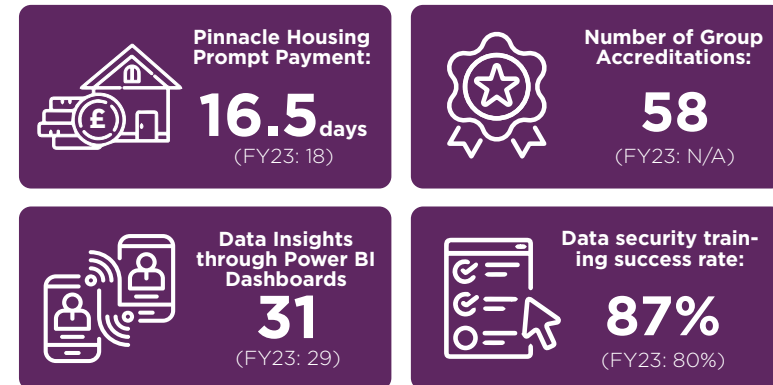
### Our People & Culture



### Community Impact



### Responsible Business





# Our People & Culture

Being a great place to work for all, empowering our people to achieve and realise their ambition.

## Our Commitments



Prioritise the happiness and wellbeing of our people



Provide equal opportunities for all to realise their ambitions



Bring employment opportunities to the local community



# Andy Lee

Group HR Director



## Andy Lee's Our People & Culture Highlights



**8.1**  
Employee  
engagement score



**70+**  
Countries represented  
in our diverse workforce



**15.5%**  
reduction in  
voluntary turnover



**“I am very pleased to share the positive strides we’ve made across the business against each of our ESG commitments under the Our People & Culture ESG pillar.**

Throughout the year, our employee engagement scores have consistently demonstrated high levels of engagement, a crucial indicator of a healthy organisational culture that translates into performance. We have a robust system in place where each engagement survey marks the beginning of an engagement project. This involves further face-to-face consultations with our teams to collaboratively agree on action plans, which is key to achieving lasting success. Acting on the results is always more important than the results themselves.


During the year, building on the fact that one of the key components of employee wellbeing and happiness is how you are managed, we invested in new performance management software through our partner, StaffCircle. The system helps our managers follow our well-developed performance management framework more easily, helping us to grow without diluting those fundamental messages of how we want people to be managed, in the Pinnacle Way. It’s about creating an inclusive environment where people look forward to meaningful, rewarding work. We ensure individuals can be themselves, are listened to, supported, recognised, and developed, all underpinned by our values-led behaviours.

Additionally, we’ve collaborated with LearnPlus to deliver apprenticeships, run a trainee manager scheme, and celebrated our people’s achievements at The Pinnacles, our annual staff awards. These accomplishments not only reflect our commitment to fostering a supportive and inclusive workplace but also align with our goal of empowering our people to thrive both personally and professionally.”



# Another Successful Year of Marching Through March

Now in its fourth year, Pinnacle's month-long walking challenge has become a highlight of the annual calendar. It successfully motivates colleagues to increase their physical activity, foster healthy competition, and promote teamwork all whilst working towards a common goal and enjoying themselves along the way.



**100**  
individuals took part (20 teams of 5)



**20,650 km**  
collectively walked

## We asked participants what they liked best about this year's Marching Through March challenge:



'Getting to know other people in my team who I would never have met if it wasn't through this.'

**Jessica Wright**  
Executive Assistant



'Increasing my activity overall and consciously making an effort to get steps in!'

**Harriet Morriss**  
Facilities Manager



'Enjoying the fresh air and nature (and RAIN....)!!'

**Anna LeJehan**  
General Counsel



'Pushing myself to get outside and explore nature has helped with my mindset at work. I've mostly tried to make the time where possible and have really enjoyed improving my walking statistics!'

**Nikki Delaney**  
Regional Operations Manager



'Motivation to be more active and seeing the results on daily basis (cool Power BI Dashboard).'

**Eva Kobylecka**  
Business Analyst



'Bringing the Pinnacle family together.'

**Daniel West**  
Operations Manager



'Meeting baby lambs.'

**Lauren Packard**  
High Profile Customer Service Manager



'Kickstarting my running season!'

**Greg O'Brien**  
Divisional Managing Director



# Pinnacle Group takes on Yr Wuddfa (Snowdonia)

A group of colleagues from our Soft FM Division climbed Yr Wuddfa (Mount Snowdon), the highest peak outside the Scottish Highlands.

The team raised funds and awareness to help The London Autism Group Charity (LAG) create lasting change and support autistic individuals and their families. Thanks to the amazing support from colleagues, clients, and suppliers, the team was able to exceed their target and raise over £3,400



21

Pinnacle climbers



£3,400

Raised for The London Autism Group



“

“The climb wasn’t just about reaching the top, it was about the journey, the people, and the difference our donation will make to The London Autism Group. I’m immensely proud of the group, and the support and encouragement they provided one another was fantastic.”

**Stuart Devine**  
Operations Director, FM

”



# Providing Opportunities and Training for Our People

**A highly qualified workforce brings many benefits to individuals and the wider Group.**

That's why Pinnacle provides many opportunities to enhance individuals' level of skills by investing in programmes that deliver recognised qualifications for roles within the Group and give people the tools to progress their careers.



## We expanded our Apprenticeship Training Programme

During the year, we launched the expansion of our Apprenticeship Training Programmes, aimed at providing our employees with valuable opportunities for professional development and career advancement. A full range of programmes are available on our internal intranet site or via the Institute of Apprenticeships and Technical Education.

## What we offer at Pinnacle

We provide our people with a wide range of development programmes. These can be split into two main areas; managerial (delivering skills in team leadership or supervision) and technical, providing training in housing and property management, horticulture or landscaping and plumbing and heating, to name a few.



**70**  
Pinnacle people on Apprenticeship Programmes



“Since joining the apprenticeship programme I have gained extensive knowledge outside my area of the business. It has given me the opportunity to spend time with other teams, understand housing in much more detail and learn new skills which help me in my day to day role. I've since started to build my own team and am very grateful for Pinnacle's support and investment in my development.”

**Ella Fletcher**

Shared Ownership Manager



## Collaborating with LearnPlus to Deliver Apprenticeships

46 of our people undertook apprenticeships relating to their roles. Each student was assigned a tutor to support them through their apprenticeship. The courses were a blended approach of online training, written assignments and practical on the job training. Most apprenticeships take 12 - 18 months to complete.



“I am completing the Level 4 Senior Property Management course with LearnPlus, which includes off-the-job training and 1-1 tutoring. This course is enhancing my understanding of both the 'how' and 'why' of our processes, and I look forward to applying these lessons to improve and create new processes that comply with regulations and enhance customer experience. I am grateful for the support from my tutor and manager, and I appreciate the collaborative spirit with colleagues across Pinnacle.”

**Sonia Alvarez**

Senior Property Manager

# Celebrating the Success of our Trainee Management Scheme

**43 of our people completed our Trainee Manager Scheme which provides aspiring managers with the skills and knowledge to take on leadership roles.**



The scheme consisted of four cohorts with workshops covering topics such as communication, teamwork, problem-solving, coaching, change management and company values. The 43 delegates received certificates of achievement and provided overwhelmingly positive feedback expressing their gratitude for the learning experience and enthusiasm for applying their new skills in their roles.



# Celebrating 23 years of Investors in People/ Employer Recognition

In recognition of our positive values-led workplace culture, Pinnacle has been awarded silver status by Investors in People (IIP). This is the 23rd consecutive year to be recognised by IIP and is a testament to how we have continued to be a place where people want to work, can be themselves and make a meaningful difference.



**Christopher Hodson, CFO, receiving our IIP Award**



“Our Values drive us to create a workplace culture that enables everyone to deliver excellent services that make a positive difference to people’s lives. This accreditation recognises how successfully we have put these Values into practice to date, helping us to shape an organisation that is largely characterised by a positive work environment, where our people feel empowered to do meaningful work.”

**Peregrine Lloyd**

Chief Executive, Pinnacle Group

# Supporting Mental Health & Wellbeing

We take our people's happiness & wellbeing seriously and continuously encourage everyone to be open and talk about their mental wellbeing. Through a variety of channels we support, encourage and provide options by:



Supporting Mental Health Awareness Week



Sharing regular communications with links and tips and tricks to look after your mental wellbeing



Training Mental Health First aiders who can spot the signs of mental ill health and provide initial support to staff who need assistance



Providing an industry leading app to all staff (Wisdom app)



Being a Menopause Friendly employer



Providing access to Pinnacle's Employee Assistance Programme facilitated by Health Assured, which provides a free and confidential 24hr helpline



"The role of a Mental Health First Aider (MHFA) is designed to spot the early signs of mental health issues, which is crucial for early intervention.

They are also encouraged to promote open conversations about mental health reducing the stigma associated with such issues.

Having MHFAs around can really make a difference. They get people to talk more freely, seek help when needed, and support each other in times of distress.

This proactive approach not only aids in recovery but also builds a more compassionate and resilient workplace."



Steve McKenna

Head of Learning & Development



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Mental Health First Aiders

Mental Health First Aiders (MHFAs) are individuals who have completed a certified training course to recognise the signs and symptoms of mental ill health.

They are equipped to offer initial help and guide individuals towards appropriate professional support. MHFAs are not therapists or psychiatrists, but they play a vital role in providing immediate, non-judgmental support and reassurance.

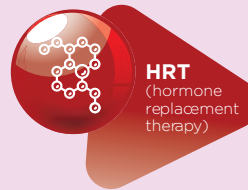
Mental Health First Aiders

# Menopause Friendly Employer

Research says that **72% of women feel unsupported at work and 9 out of 10 women feel unable to talk to their managers.**

By engaging with, and openly discussing, menopause at work we promote wellbeing, reduce sickness absence and turnover as well as retaining knowledge and experience. Pinnacle supported World Menopause Day by raising awareness of the 5 pillared approach to menopause management, as seen below.

As a menopause-friendly employer Pinnacle is proud to show its support for women going through menopause and does this by providing manager training as well as having menopause champions throughout the business.

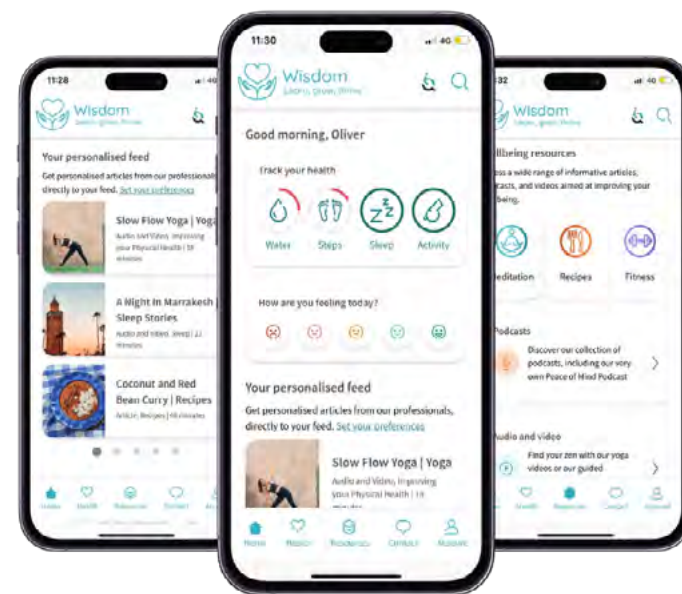


# Implementing the new Wisdom app from Health Assured

We moved to our new Wisdom app (previously My Healthy) which is the industry-leading health and wellbeing platform for organisations and individuals.

## New health and wellbeing features include:

- Wellbeing trackers
- 4-week health plans
- Mini health checks
- Yoga, meditation, and breathing exercises
- Access to hundreds of wellbeing resources
- Live chat available 24/7, 365 days a year
- Exclusive perks and discounts with Bright Exchange
- Wisdom Ai



# Our Armed Forces Colleagues

**Pinnacle openly champions the wellbeing of our military community by fostering a robust Armed Forces network that embraces the transferable skills gained from military life.**

Committed to diversity, we recruit and integrate military spouses/partners and ex-service personnel, recognising the profound social impact. Pinnacle's support extends to easing the transition to civilian life and addressing multifaceted needs.

With recruitment managers receptive to Armed Forces candidates, they create an environment where their new employee experience seamlessly integrates into Pinnacle.



## Proudly Taking Part

**During FY24, many of our armed forces and veteran colleagues took part in official Coronation events.**

As a company, we are incredibly proud of our armed forces community and their involvement in the coronation. Pinnacle Service Families, Area Manager and RAF Reservist, Kayleigh Pennington, was selected to represent the Royal Auxiliary Air Force at the King's Coronation along with her husband, WO David Pennington of the Royal Lancers.



“What an absolute honour, and to top it off, I even managed to find my husband amongst the troops. Out of all companies I've worked for, Pinnacle has been the most flexible and warming to our service connections, and really promotes that they value military life experience.”



**Kayleigh Pennington**

Area Manager and  
RAF Reservist  
**Pinnacle Service Families**



## Getting Involved in Armed Forces Day

**Pinnacle was proud to support Armed Forces Day.**

Alongside many who showed their support, Pinnacle shared stories across our social media channels of Pinnacle Services Families (PSF) colleagues and their commitment to the Armed Forces. PSF also took part in #SaluteOurForces, an initiative where staff share images saluting on social media.



# Pinnacle Impact Awards

To celebrate the success of our teams, Pinnacle hosted its annual awards ceremony, held at the Victory Services Club in London.

More than 160 Pinnacle Group employees attended the event, which was held in recognition of the hard work of Pinnacle colleagues throughout 2023. On the night, a total of 34 finalists were celebrated from across all areas of the business and seven award categories, designed to champion both teams and individuals.

The nominations were all made by colleagues, who were encouraged to submit those who uphold Pinnacle's core values of trust, respect, involve, challenge and deliver excellence.



“

“The Impact Awards show our appreciation for colleagues who have embodied the spirit of what it means to be a Pinnacle employee. This year it was wonderful to celebrate such inspiring achievements and recognise those who have positively impacted the communities we serve.”

**Peregrine Llyod**

Chief Executive,  
Pinnacle Group

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# The Award Categories

 <p><b>Employee of the Year</b></p> <hr/> <p><b>ABBY CORKER</b></p> <p>Helpdesk Team Leader at Pinnacle Service Families</p>	 <p><b>Manager of the Year</b></p> <hr/> <p><b>JO KERRY</b></p> <p>Head of Customer Experience at Pinnacle Service Families</p>	 <p><b>Commercial Impact Award</b></p> <hr/> <p><b>ANNA LE JEHAN</b></p> <p>General Counsel</p>	 <p><b>Partnership Impact Award</b></p> <hr/> <p><b>MICHAEL COOPER</b></p> <p>Lifecycle &amp; Variations Manager</p>	 <p><b>Customer Impact Award</b></p> <hr/> <p><b>JULIE IMPEY</b></p> <p>Community Manager</p>
 <p><b>Team of the Year</b></p> <hr/> <p><b>UNIVERSITY OF HERTFORDSHIRE TEAM</b></p>		 <p><b>Community Impact Award</b></p> <hr/> <p><b>LEEDS SENIOR MANAGEMENT TEAM</b></p>		



# Looking Ahead

## Staff Circle

Towards the end of FY24, we piloted the new Performance Management Framework (StaffCircle).

StaffCircle will revolutionise productivity and growth tracking, providing a central hub for goal setting, feedback, and performance reviews.

It will align objectives, identify strengths and development areas, and celebrate achievements, ultimately empowering our workforce and promoting transparency.

## Social Value Platforms

As part of our mission to create social value, we are developing a Social Value platform aligned with the TOMs framework.

This platform will more easily track and measure our impact across our four pillars: Protect Our Planet, Our People & Culture, Community Impact, and Responsible Business.

It will help us monitor our carbon footprint, foster a diverse and inclusive workplace, evaluate community contributions, and ensure ethical operations.

This approach will highlight our achievements and identify areas for improvement, driving continuous progress in our social value efforts.





# Community Impact

Always placing the public at the heart of our services, creating healthier, safer and more resilient communities where people want to live and can thrive.

## Our Commitments



Support local causes alongside community partners



Partner with local charities and social enterprises to provide help where it matters most



Contribute to the health and wellbeing of communities through education and initiatives



# Claire Kober

Managing Director, Homes



## Claire Kober's Highlights from Our Work Within Communities



80+

young adults benefitted from our career development programs



£10.5k

raised through various charity events to support Combat Stress



**“We made significant strides in fostering positive social change under our ‘Community Impact’ ESG-pillar.**

Our Social Value team hosted several career development programmes within our communities, which directly impacted over 80 young adults and resulted in new opportunities for all those attending.

In celebration of the King's Coronation, we organised several well attended parties for residents across the country. They were enjoyed by all and created a great sense of community for an event that hasn't been seen in well over a generation.

We also partnered with Combat Stress, the UK's leading veterans' mental health charity, which does life-changing and often life-saving work for our armed forces. I'm immensely proud of the numerous fund-raisers and events we've hosted and contributed towards during the year, raising over £10,500 and providing Combat Stress with vital resources so they can continue their exceptional work.

These are only some of our achievements that not only reflect our core values but also set a strong foundation for future initiatives aimed at sustainable community development. Looking ahead, we plan to expand these programmes across all areas of our business, ensuring even greater reach and impact as we continue our mission in transforming communities, changing lives.”



# Celebrating the King's Coronation



## Crowning Glory Across Castle Point

To celebrate the coronation, our Castle Point grounds maintenance team got together to design, build and install two planters outside the Council office filled with flowering begonias and coloured stone to create a crown fit for a King. The team also installed coronation crowns onto the grass banks for commuters and passers by to enjoy outside Benfleet train station.



## Canning Town Celebrates in Style

On the eve of the King's Coronation, residents of Ruscoe Road Sheltered Housing Scheme in Canning Town, London, participated in a spirited celebration. Organised by Pinnacle's housing management team in collaboration with local volunteers, the event featured a buffet lunch, a special Royal quiz, bingo, a raffle and a singalong of classic East End songs.

### Partygoer Quote

"What a brilliant treat! It's been a fantastic afternoon... it's a shame we can't have a coronation every week".

### Paul Williams Head of Housing

"It's brilliant to see such a great turnout today and so many happy faces. It's events like today that make our job so worthwhile, as housing is about making that difference to our residents' lives, and social events like this do just that!"





# Forget Me Not Gardening Day and a Special Guest

**Our commitment to charitable causes was highlighted during the Forget Me Not Gardening Day, where Princess Beatrice visited the Children's Hospice in Huddersfield.**

She unveiled a plaque commemorating a tree gifted by the late Queen on her Platinum Jubilee. As patrons of Forget Me Not Children's Hospice, we are also honoured to receive our Platinum Membership, reflecting our dedication to community impact.

# A Feast Fit for the King



Our catering teams from several of our school contracts prepared Royal standard picnic boxes for pupils to enjoy while celebrating the coronation. The lunchtime celebration was enjoyed by all the children and created a fun and festive day of celebrations.



## Our Partnership with

# COMBAT STRESS

FOR VETERANS' MENTAL HEALTH

During the year, **Combat Stress, the veterans' mental health organisation, became Pinnacle Services Families' official partner charity.**

Combat Stress is the UK's leading charity for veterans' mental health. For over a century it has been helping former servicemen and women deal with issues like post-traumatic stress disorder (PTSD), anxiety and depression.

Our teams have done some exceptional work in both raising awareness and funds, whilst having some fun in supporting this great cause.



### Healing Military Minds Ball

Pinnacle Service Families (PSF) sponsored the Healing Military Minds Ball in Oxfordshire, with ten colleagues attending. The ball raised over £25,000 for Combat Stress. Client Director, Luke Smith, delivered a short speech and promoted our social value programme, which provides career coaching and mentoring to veterans and military families.



### Halloween Fundraiser

Colleagues across the country dressed up and donated, raising nearly £300. We also ran a photo competition, so some colleagues dressed up their pets or children and paid £2 to enter.



### Will McMaster's Walk

Will McMaster, Head of Repairs and Maintenance for PSF, wandered the National Service Centre offices and surrounding estates for 12 hours solid in freezing conditions. His aim was to walk 3 miles every hour, totalling 70,035 steps, an amazing 32.86 miles, and raised £1,300.



### Carols for Combat Stress

Former Operations Director, Nick Crossland, set a festive atmosphere by playing carols on his euphonium in the National Service Centre. The team set up a live link so others could watch from across the regions. Staff could request songs and donate to Combat Stress, raising £375.

£25,000+

Nearly  
£300

£1,300

£375





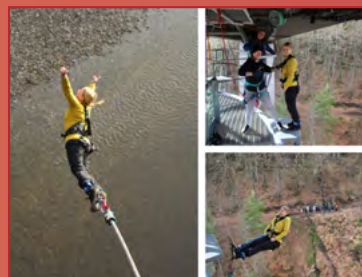
### Luke Takes a Dip

Client Director Luke Smith took part in Healing Military Minds' Santa Splash with his brother and nephew, taking a dip in the lake close to his home in Wales. The trio raised over £400 for Combat Stress.



### Dart-a-thon hits the target

Sarah Chapman, Customer Solutions Delivery Manager for PSF, and her 12-year-old son Alistair, arranged a 12-hour dart-a-thon to raise funds for Combat Stress. The pair played different darts games throughout the day including 301, 501, 701, Around the World by singles, doubles and trebles. The challenge was broadcasted live on YouTube for the audience to keep track of their progress. They raised over £1,600.



### Leni Takes the Plunge

Senior Housing Officer, Leni McKendrick, bungee jumped off a specially constructed platform below Garry Bridge, located near the famous site of the Battle of Killiecrankie in Scotland, raising nearly £300.



### Tina Runs Three Ultra-marathons

Tina Smith, Senior Housing Officer completed a three-race ultramarathon challenge, taking part in three runs over the spring/summer months. Running a total of 90 miles in 8 weeks and raising £1,350.



### Team members summit Snowdon

Client Director, Luke Smith, and Regional Manager, Kayleigh Pennington, conquered Snowdon with Healing Military Minds, raising money for Combat Stress. The pair joined other hikers and raised nearly £300.

**£400+**

**£1,600+**

Nearly  
**£300**

**£1,350**

Nearly  
**£300**

# Showing Our Support for Local Charities

Alongside the amazing work done for Combat Stress throughout the year, Pinnacle has also (amongst others) supported:

## Toy Appeal

Collecting and delivering over 800 toys to multiple charities and families in need through North London and Swanscombe Schools successful Toy Appeal.



**£110k+**

raised at the World Child Cancer Ambassador event

## World Child Cancer

Members of Pinnacle's MTVH team attended the World Child Cancer Ambassador dinner in Westminster. The event's aim was to raise money to give children with cancer the chance of a future. The event helped raise over £110,000 through donations and auctions.



**£18k**

raised for the Forget Me Not Children's Hospice

## Forget Me Not Children's Hospice

Our Leeds FM team held the Pinnacle Golf Day to raise funds for the Forget Me Not Children's Hospice. Ninety golfers took part and managed to raise £18,000 to fund the automation of all doors within the hospice.

# Supporting Service Families

## RLC Marchwood Cultural Day / Promoting Support for Veterans

Pinnacle was honoured to be invited by the Royal Logistic Corps (RLC) and Army Welfare Services to an event at Marchwood Barracks to promote our support offerings to veterans on-base.

### The day aimed to:

- Showcase the diverse nationalities within the 17RLC.
- Provide an opportunity for the Regiment to come together, learn about different cultures, form new relationships, and enhance operational effectiveness.
- Provided an opportunity for all regular, reservist, civilian servants, and families of the 17RLC and its supporting departments to come together for the day's events.



# Bournemouth Airshow Wessex Cancer Trust / Fundraising and Community Support



**£33k+**

raised at Bournemouth Airshow Wessex Cancer Trust



## David Beck, Pinnacle's Social Value Business Partner, represented Pinnacle at an all-day event and charity luncheon hosted on Bournemouth Pier.

The event, attended by 185 guests, focused on raising funds for a charity that David has supported for many years. The day featured inspiring speeches from individuals dealing with cancer and those in recovery. Guests, including two veteran-supporting VCSEs, enjoyed front-row seats for The Centenary Flight, Chinook, Wasp, Typhoon, and The Red Arrows. The event raised over £33,000, with one lucky attendee winning a wheelbarrow of wine.



## Breakfast Club



### Our Pinnacle Service Families team supported Crimsham Farm Veterans Hub (CFVH) at their Breakfast Club/ Family Day on a 4.5-acre farm.

The hub offers hands-on learning with a communal area for tea and rolls around a campfire, a poly-tunnel for growing plants, and animal rearing. It's a community space benefiting veterans and locals. Crimsham Farm is also setting up a school classroom, with young volunteers, including those with learning difficulties and mental health challenges, working together for everyone's benefit.





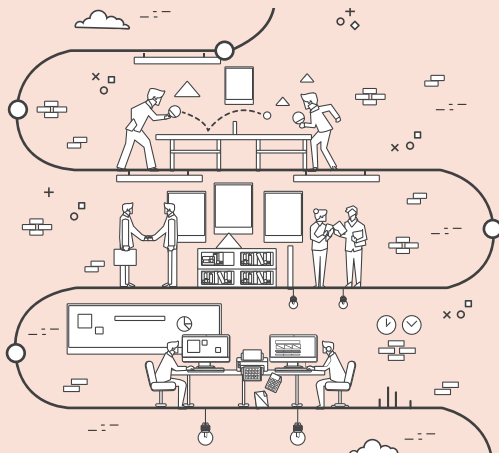
# Helping Empower Young Adults / Supporting Youth Development

## MTVH Work Experience



**Pinnacle’s Social Value team supported Metropolitan Thames Valley Housing (MTVH) by providing an interactive ‘entrepreneurial futures’ session for six young adults as part of a week-long work-experience initiative.**

The session, delivered by experienced mentor Linda Etheridge, encouraged exploration of entrepreneurial thinking in future career paths. Linda emphasised the importance of good advice at this stage in young adults’ lives and recommended a hybrid career concept or pathway approach for socio-economic development. The session was created in collaboration with MTVH Projects and Partnerships Manager, Ewa Van De Schootbrugge.



## Youth Empowerment at Myatts Field North



The team at Myatts Field has been instrumental in providing a wide range of opportunities for local youths. Through a partnership with Fight4Change, a local youth-led charity, the youth leadership course offers mentoring, CV writing, volunteering opportunities, and trips—all free of charge. This initiative aims to empower young individuals and equip them with essential skills for their future.

## Supporting Education and Career Development

As part of the DARE (Determination; Aspiration; Respect and Equality) days at Highlands School, Costas Nicolaidis, Contract Manager for our North London Schools (NLS) contract, volunteered his time to conduct mock interviews for year 10 and 11 students. This effort provided valuable experience and preparation for the students’ future careers.



“Costas showcased remarkable talent and dedication to volunteer and assist with the interviews. The school was thankful for his support in the event. This provided the students with a valuable opportunity to hone their interview skills and better prepare for the future”

**A representative of the Highlands School**

# Flourishing Futures

Pinnacle was invited by MTVH and The Young Brent Foundation to attend a networking evening to discuss employment challenges faced by young people in the area.

Additionally, 15 young people from Brent were trained as peer researchers to investigate the barriers to employment for individuals aged 11 to 30. Their research, conducted through interviews, focus groups, surveys, and networking events, aims to provide insights and solutions to these challenges.



# Nottingham Academy

Pinnacle provided an Entrepreneurial Futures session for 56 young adults at the year 10 Lifelong Skills Building event, part of the "Lifelong Skills Building", Nottingham Academy's annual careers programme which offers pupils opportunities to experience the world of work and attend local and national careers events.



# Continuing Our work with Homeless Street Angels



## Throughout the year, Pinnacle continued to support Homeless Street Angels through:

- Monthly provision of food, supplies and containers to produce hot, portable meals for the homeless in Leeds City Centre.
- Supplying wild weather coats with joint logos, proudly worn by the Street Angels team.
- Providing essential home appliances such as cookers, fridges and furniture to individuals setting up new homes.
- Arranging home refurbishments to create more comfortable and practical living spaces, including decorating, carpeting, tiling, and installing new or existing appliances.



'Pinnacle Group have supported us for a number of years now. They have just installed all the shelving in our foodbank at our new support centre, Abi House, and they are contributing a large amount towards the signage for the building. We are only a small charity and without the help of such kindness from companies like Pinnacle Group we wouldn't be able to do what we love to do.

We go out every Thursday night and give out hot food, snacks, drinks, blankets, clothes and toiletries to the guys on the streets and we now have over 700 families on our foodbank register.

We have been fundraising for over eight years now and we are in the process of opening our dream of a support centre for the families we support.

Thank you Pinnacle Group'.



**Shelley Joyce**

Co Founder of Homeless Street Angels



# Other Short Stories



Our housing team on the Myatts Field North contract recently helped a vulnerable resident by transforming their cluttered flat into a welcoming home.



On Good Friday, Pinnacle volunteers baked cakes and joined the Stillbirth & Neonatal Death Support (SANDS) charity cake sale at Frinton Golf Club, raising over £300.



In collaboration with Home Group (HG) GM teams and Housing Manager Craig Dearlove, Pinnacle organised a planting day for residents at Hawthorn Meadows in Yorkshire. Pinnacle delivered 100 shrubs purchased by HG, and several residents helped clear garden areas, plant shrubs, and provided tea and coffee to the Pinnacle team.



The Pinnacle team at Swanscombe Schools partnered with Ebbsfleet Academy to host a tea and cake morning for guests from the Alzheimer's and Dementia Support Services (ADSS). The event, supported by our client, LAT (Leigh Academies Trust) and Kent County Council, featured beautifully decorated tables and freshly baked goods, fostering community spirit and support for those affected by dementia.



**Pinnacle partnered with several schools for the Festive Food Bank 2023 initiative, providing basic and luxury food items for families struggling during Christmas.**

**In partnership with Tottenhall Infant School's headteacher, Pinnacle donated bikes to The Bike Project, a charity that refurbishes bikes for refugees. This initiative promotes sustainable transportation and helps integrate refugees into the community.**

**Key residents of Ashburton Estate organised a litter-picking event, with children also joining in. Pinnacle supported the effort by providing 18 litter pickers, black bags, and refreshments.**



**Our team at Myatts Field North, in partnership with Healthy Living Platform, hosted a cookery workshop for 10 residents. Air fryers, recipes, fresh ingredients, and shopping vouchers were donated, promoting healthy eating and community well-being.**



**Highlands School and Pinnacle worked together, within the community, to donate books and toys in support of World Book Day.**



**Under a joint initiative, Pinnacle partnered with Ebbsfleet Academy to drive the festive food bank, collecting and donating an overwhelming amount of food items to the Gravesham Sanctuary for the homeless.**



**The Clacton contract supported the local Rotary Jubilee Club Christmas Day meals for the vulnerable by staffing and supplying the Clacton County High School's facilities free of charge on Christmas Day.**



# Protect our planet

Removing carbon, reducing pollution and considering all aspects of how we do business through a zero harm lens.

## Our Commitments



Reduce our carbon footprint to Net Zero in 2027 for direct emissions and 2035 for total emissions according to the principles of Science Based Targets (SBTs)



End procurement of all environmentally harmful substances where sustainable products and materials exist



Collaborate with our colleagues, customers, and communities on how to lower their impact on the environment



# Paul de Kock

Head of Projects and Governance



## Paul de Kock's Highlights from Our Work in Protecting Our Planet



6%

Reduction in total emissions



127%

Increase of electric vehicles (EVs) in Fleet compared to FY23

“

**“In FY24, our dedication to the ESG pillar “Protect Our Planet” has resulted in notable achievements.**

**I am very pleased to share that the Group made good progress on its Net Zero journey, due in part to the positive impact of the various projects initiated since 2021.**

We reduced our total emissions by 6% compared to FY23, whilst growing significantly as a business, underscoring our commitment to minimising our environmental impact. Some of this was driven by the 127% increase in electric vehicles (EVs) in fleet with nearly a quarter (23%) of our fleet now comprising of EVs.

Additionally, we established a new Consumable Category Committee in early FY25 to raise minimum order values, address key chemical product concerns, and support the shift to closed-loop recycling products. These accomplishments highlight our ongoing efforts in reducing our carbon footprint and promoting sustainability.

Looking ahead, we remain focussed on achieving our Net Zero targets in 2035, continuing to innovate and implement strategies that further reduce our environmental impact and contribute to a greener and more sustainable future.”

”

# Our Impact on Protecting Our Planet



## New Eco Pod at Castle Hill School

**Our team at Kirklees successfully completed an eco-friendly classroom at Castle Hill School, a Special Educational Needs and Disabilities (SEND) institution for students aged 3 to 19.**

In collaboration with architects and specialist builders, we utilised modern, environmentally friendly techniques to construct the building. Remarkably, the installation was completed in under two weeks during term-time without disrupting staff or students.

Designed with Passivhaus methodology, the building features several green innovations including solar panels, a living roof, a heat recovery system, and a unique multi-faceted curved lattice wall with thermal wood cladding. This new space will serve as a dedicated area for students to learn about green objectives and the importance of recycling.

**The success of Pinnacle's Castle Hill Eco Pod, which featured on Grand Designs, has led to nominations for several awards, including:**



**Client of the Year at the Education Estates Awards**



**Project of the Year at the Structural Timber Awards**



**8**  
Full black bin bags

## Clacton Clean Beach Days

During the summer, the team at the Clacton Schools PFI contract held two Beach Clean Up Days to help raise awareness about the importance of keeping beaches and coastal areas clean and free from pollution. The team collected eight full black bin bags filled with an array of items that regularly get washed up on our shores.



“The school is delighted with the completed project. This will be their flagship building proudly situated at the front of the school site. The students are further overjoyed as the building also includes superb views over the ancient Castle Hill monument.”

**Michael Cooper**  
Lifecycle & Variation Manager

# Kirklees Schools help build a safe haven

Pinnacle organised a hedgehog box competition for Birkenshaw, Ravenshall, and Fairfield primary schools. As part of this initiative, Pinnacle donated three hedgehog boxes to each school and committed to maintaining 15 boxes within the Kirklees estate.

The aim was to raise awareness among younger generations about the endangered status of hedgehogs. Children from all age groups showcased their creative skills, with winning designs printed on the boxes and winners receiving a wildlife gift pack.



# Continually Raising Awareness of our Carbon Footprint

## Internal communications

### INSIDE ANGLE

NEWS & UPDATES FROM ACROSS PINNACLE GROUP

Our internal magazine, "Inside Angle," published monthly, highlights all initiatives, achievements, announcements and awareness campaigns under each ESG pillar. Inside Angle regularly includes information on key awareness days, tips on minimising our carbon footprint, and educational pieces on Net Zero and reducing both company and private carbon footprints.

The Group actively conducts Carbon Footprint Awareness sessions aimed at educating various divisions about their carbon footprint. These sessions help identify areas requiring attention to achieve our Net Zero goals and where improvements can be made. Through these efforts, we ensure that all members of the Group are well-informed and actively engaged in supporting our sustainability objectives.

## Battersea Park Litter Picking Day



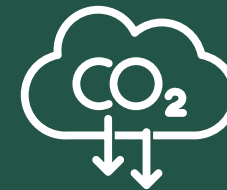
The team from Prince of Wales Drive, managed by our Homes division, volunteered to help the local community by organising a 'Residents Litter Picking Event' at Battersea Park. The team, led by the Development Manager, Michail Kamariotakis, worked hard cleaning the park, tidying up and collecting litter.



The team were also selected as finalists for the 'Onsite Team of the Year' for the Property Management Awards 2023



Revenue has increased by **84%** against FY20 baseline



tCO<sub>2</sub>e per £1m revenue has reduced by **40%** against FY20 baseline

## Our Commitment

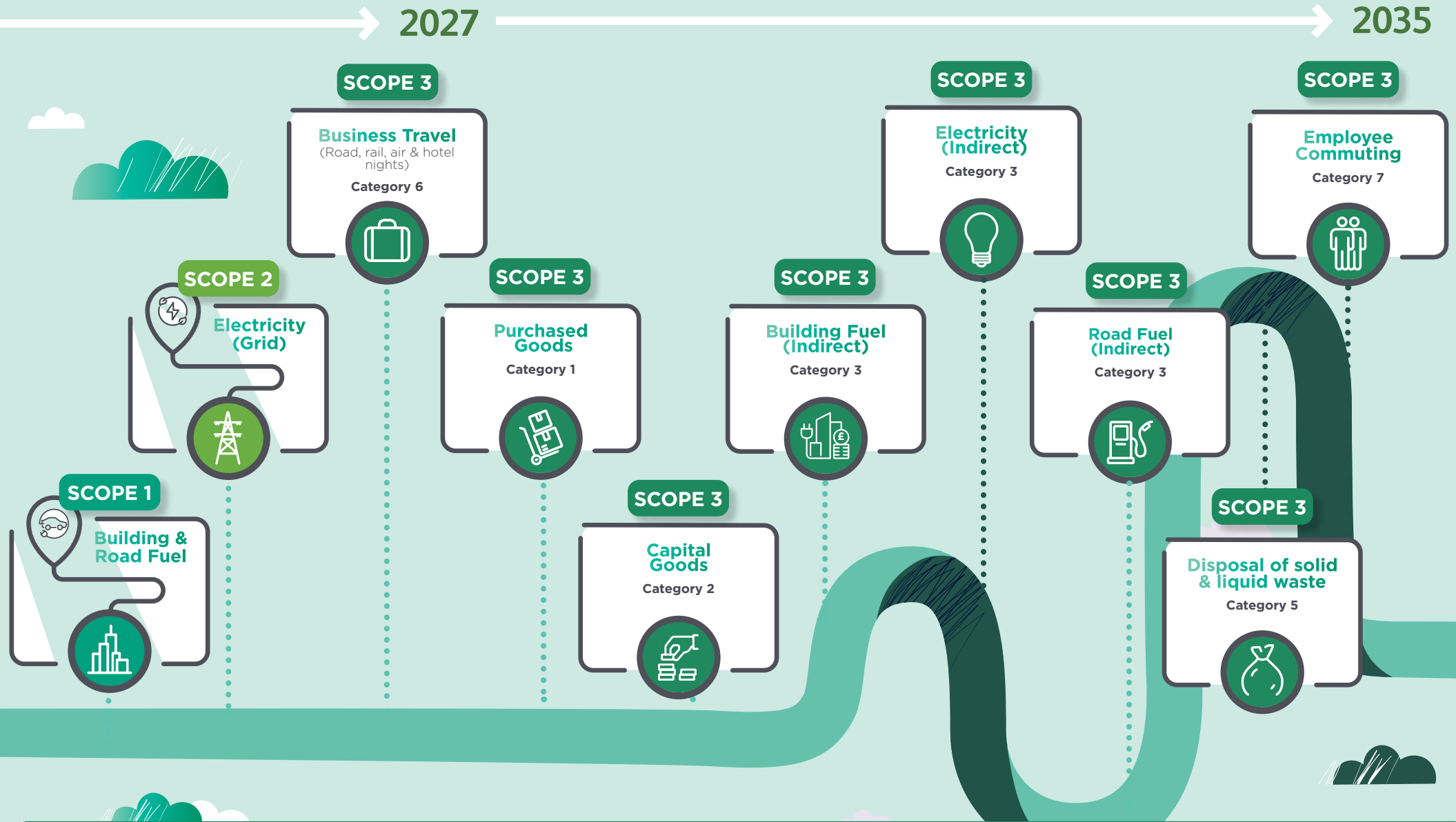
We are committed to achieving Net Zero by reducing direct emissions by 95% from our FY20 baseline in 2027 (scope 1 and 2) and reducing total emissions by 90% from our FY20 baseline in 2035 (scope 3). This commitment is supported by our [Carbon Reduction Plan](#), a Home Office Declaration, which states we will meet or exceed the government's 2050 target.





# Our Plan to Net Zero

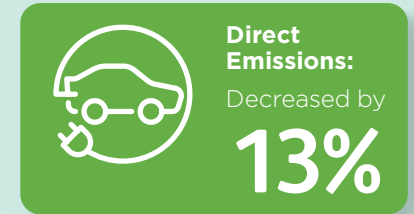
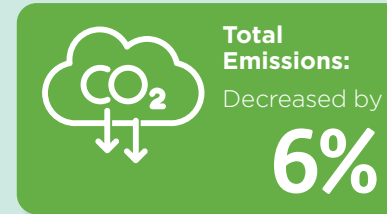
Our Plan to Net Zero details our pathway to achieving Net Zero on direct emissions in 2027 and total emissions in 2035. The plan is pivotal to ensuring we remain on track and monitor our progress towards reaching our Science Based Target initiative (SBTI) aligned targets.



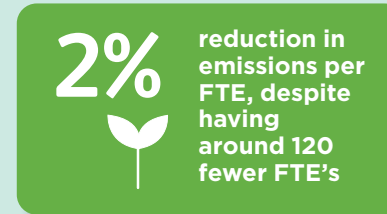
# Our FY24 Carbon Footprint

## Year-on-Year Comparison (FY24 vs FY23)

The Group achieved a notable decrease in emissions despite good growth, increased offices and a reduction in FTE's.



These reductions are mostly attributable to the positive impact of project electrify (fleet transition to EVs) and other projects initiated since 2021.

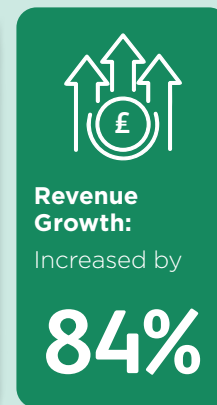


“Being a sustainable business encompasses everything we do at Pinnacle. We're optimistic about the progress we've made over the past year, and we recognise the importance of always being able to do more.

Our long-term approach to sustainability and commitments to reducing our environmental impact is also a basis for collaboration with others including our clients, delivery partners and supply chain. Together we can drive innovation and make the fundamental changes required to provide truly sustainable services and solutions to the communities we serve.”

**Paul de Kock**  
Head of Projects & Governance

## Baseline Comparison (FY20 vs FY24)



Since our baseline, the company has grown significantly, explaining the **10% increase** in total emissions.

**Despite this, the company has made positive strides:**



# Our Emission Reduction Pathway

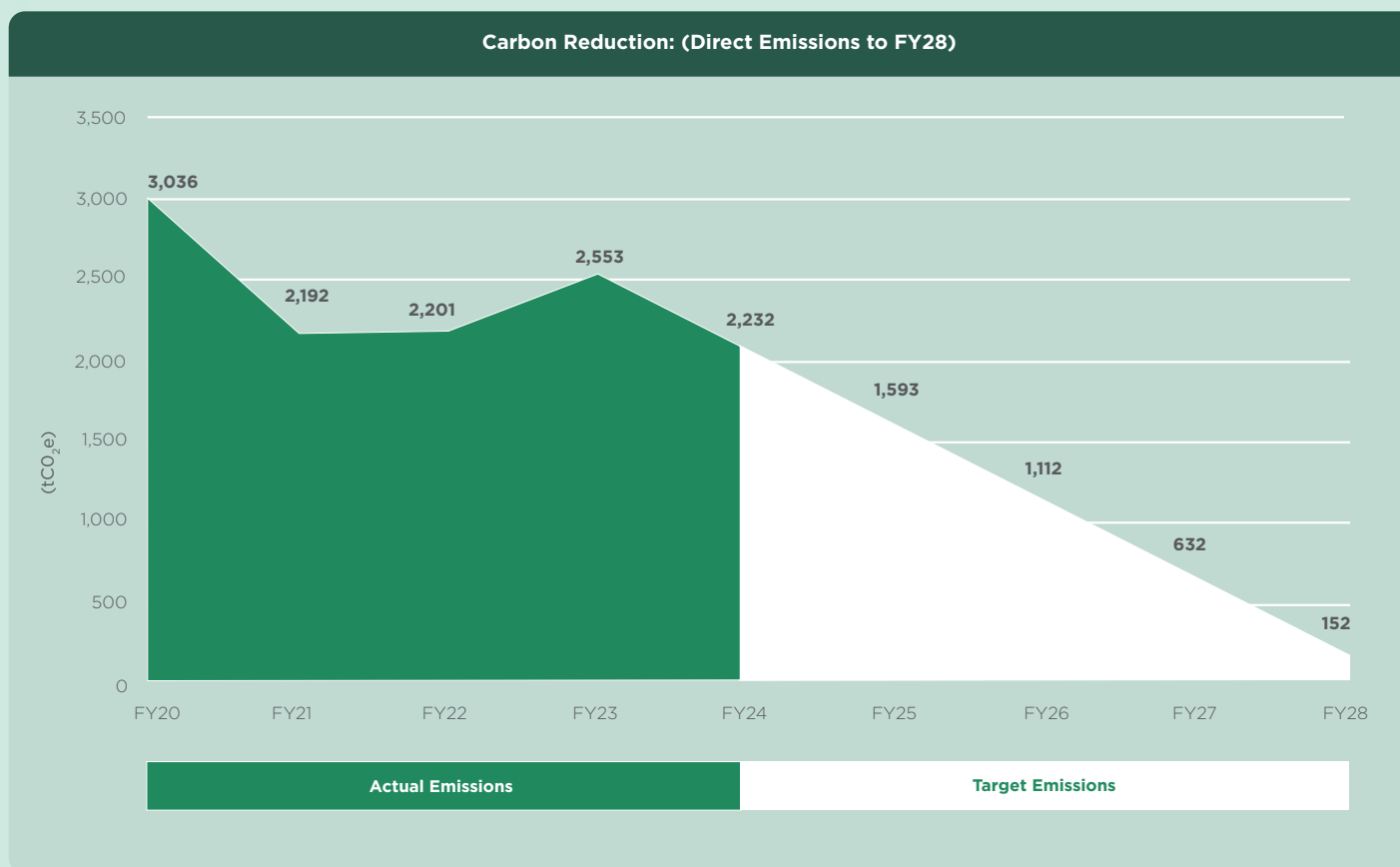
## Direct Emissions

We have committed to reducing our direct emissions by 95% from the FY20 baseline in 2027, with specific focus on scope 1, 2 and category 6 of scope 3.

These targets have been set in line with Science Based Targets Initiative (SBTIs) definition of Net Zero.



Scope	Cat.	Source	FY20 (Baseline)	FY23	FY24	FY28 (Target)
1		Building & Road Fuel	2,777	2,232	2,020	138
2		Electricity (Grid)	35	88	84	3
3	6	Business Travel (Road, rail, air & hotel nights)	224	233	128	11
<b>Total Emissions (tCO<sub>2</sub>e)</b>			<b>3,036</b>	<b>2,553</b>	<b>2,232</b>	<b>152</b>



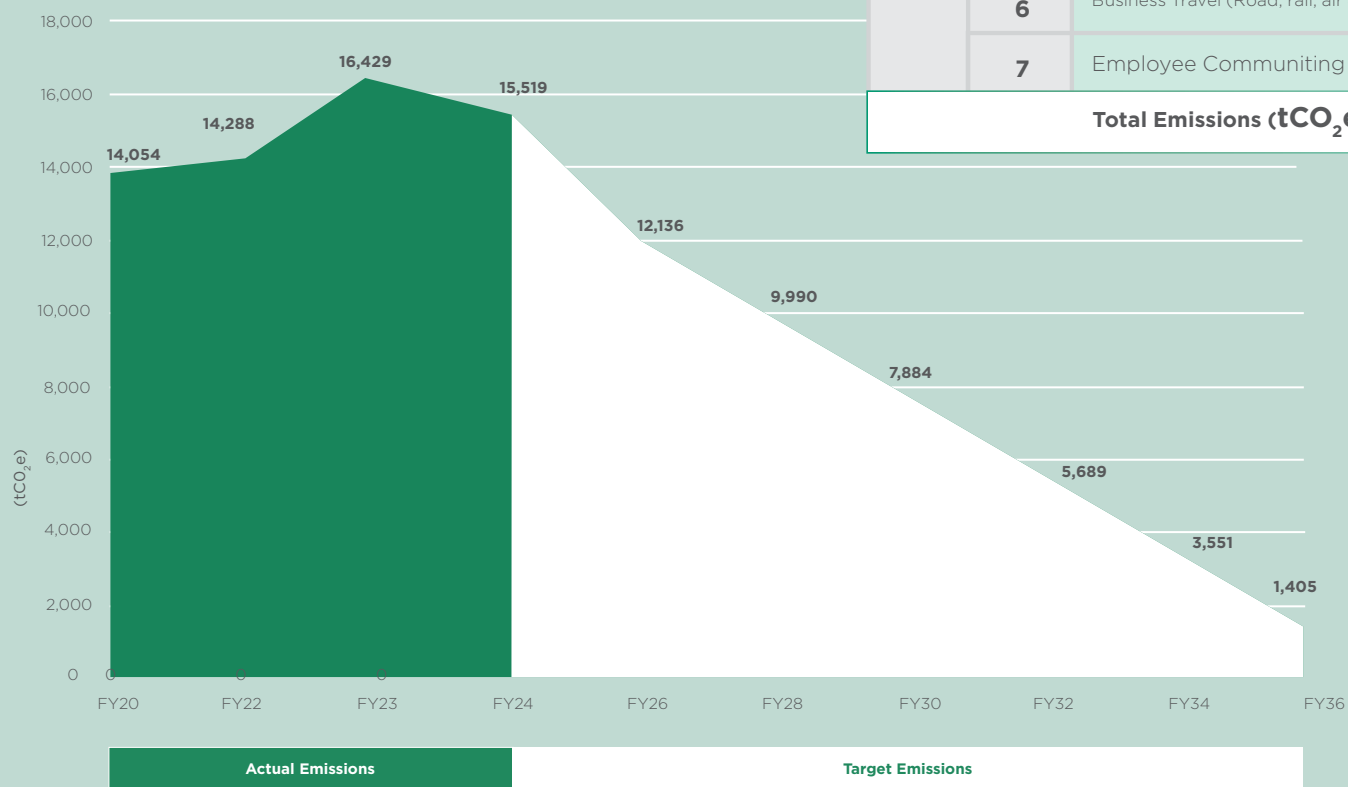


# Total Emissions

In the long term, we will achieve net zero in line with SBTs in 2035, with scope 1 and 2 emissions cut by at least 95% and scope 3 by 90%.

Scope	Cat.	Source	FY20 (Baseline)	FY23	FY24	FY36 (Target)
1		Building & Road Fuel	2,777	2,232	2,020	191
2		Electricity (Grid)	35	88	84	8
3	1	Purchased Goods & Services	8,931	11,606	11,588	993
	2	Capital Goods				
	3	Indirect	934	1,472	799	125
	5	Disposal of Solid and Liquid Waste	7	0	0	-
	6	Business Travel (Road, rail, air & hotel nights)	224	233	150	20
	7	Employee Commuting	1,146	798	878	68
<b>Total Emissions (tCO<sub>2</sub>e)</b>			<b>14,054</b>	<b>16,429</b>	<b>15,519</b>	<b>1,405</b>

Carbon Reduction: (Total Emissions to FY28)



# Looking forward, we will:



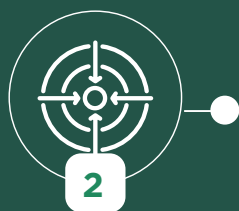
1 Address the gaps in our pathway, such as agreeing what method / offsetting strategy we will use for our residual emissions.



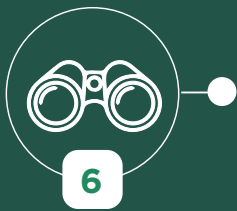
5 Account for the environmental and social benefits from offsetting schemes, in line with our ESG Pillars.



9 Account for the impact our operations have on nature, with the aim at implementing nature-related targets.



2 Validate our Science Based Targets through the SBTi validation process in 2025.



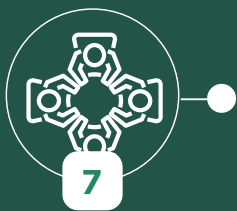
6 Consider behavioural changes as well as technological changes to adopt a holistic approach to the plan's delivery.



10 Continue the switch to electric and hybrid vehicles.



3 Consider the role and future partnerships with SME's in the delivery of this plan.



7 Provide support for the upskilling of our clients and supply chain partners that lack Net Zero and sustainability resources and expertise.



11 Continue to increase the accuracy of our emissions data, for example using real time data rather than benchmarks or proxy data.



4 Implement a 'Green Business Travel Programme' to promote sustainable alternatives for employee commuting.



8 Ensure we are reporting transparently on our progress towards Net Zero, both internally and externally on an annual basis.



12 Account for home working emissions and implement employee education and engagement initiatives to reduce office and remote working emissions.

# Key Projects

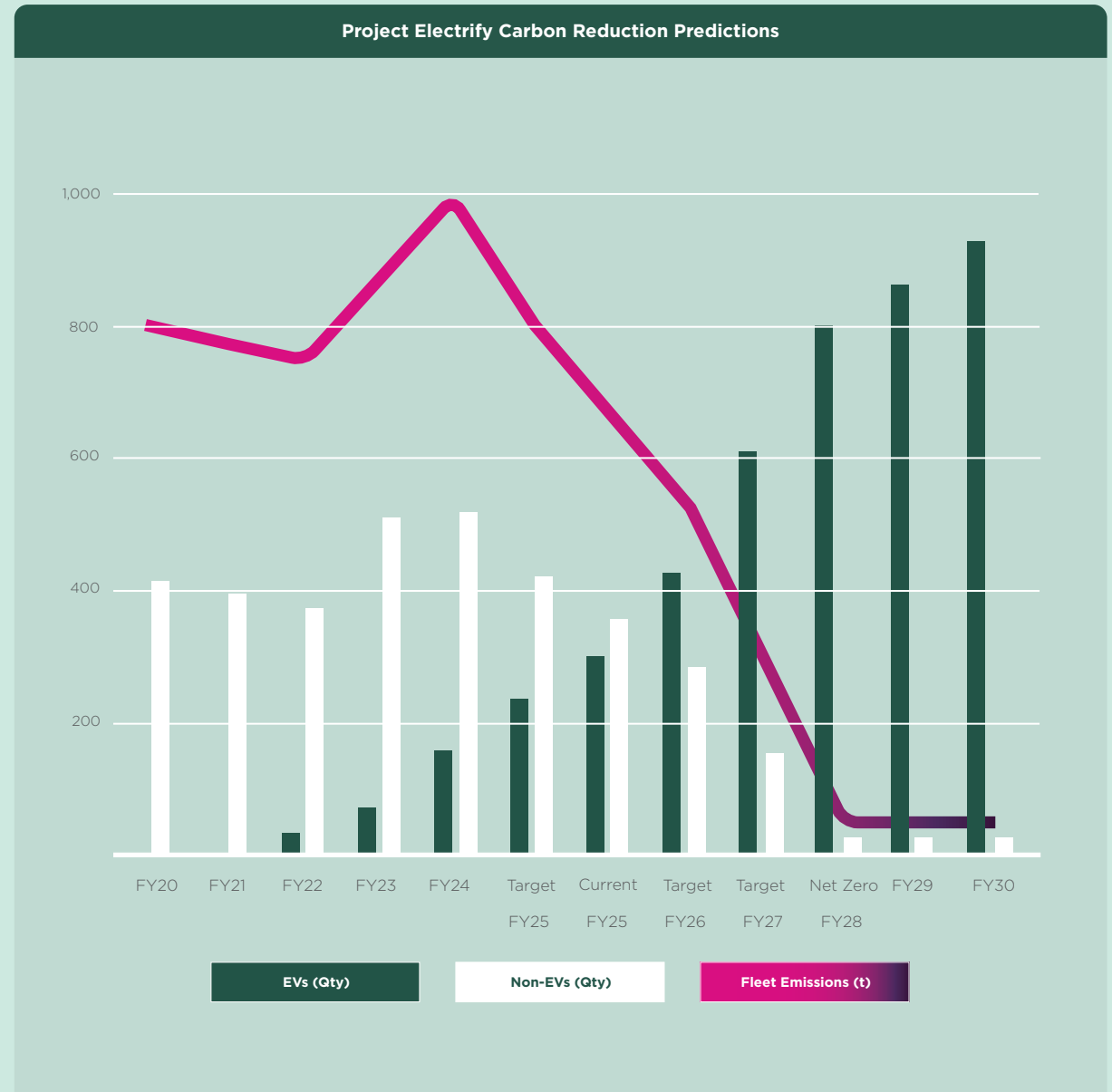
## Project Electrify (Fleet)

Electrification of the Group's fleet

- By the end of FY24, the Group had 159 EVs in fleet against a target of 129, a 127% increase from FY23
- Almost a quarter (23%) of the Group's fleet were EVs compared to 11% in FY23
- Fleet produced 1,995 tCO<sub>2</sub>e, 225 tCO<sub>2</sub>e outside our FY24 target due mainly to timing of EV deliveries
- We aim to have a **45%** EV fleet by the end of FY25
- The Group also continued to roll out driver awareness campaigns to encourage sustainable driver behaviours. Since FY23, the Group has reduced idling by 3,212 hours, equating to a saving of 16,895 kg tCO<sub>2</sub>e

## Visualising the Impacts

By increasing the number of EVs in fleet, the Group will see a significant reduction in emissions by FY28, in time for our Net Zero targets, as demonstrated in the graph below.

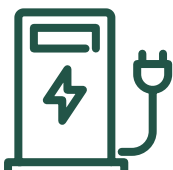


# Advancing Towards an All-Electric Fleet



**Pinnacle has made significant progress towards its goal of implementing an all-electric fleet of vehicles through Project Electrify.**

Despite challenges related to carrying capacities and logistical issues, FY24 marked the testing of the Maxus eDeliver 9. This vehicle offers a larger payload, towing capability, good range, and various configurable options. These advancements highlight our commitment to overcoming obstacles and achieving a sustainable, all-electric fleet.



## Introducing Fully Electric Window Cleaning Vehicles



**Following the successful launch of our electric vehicle (EV) fleet in Lambeth and the installation of 10 charging points at our Tulse Hill depot, we have also introduced fully electric window cleaning vehicles.**

Despite initial concerns about electrical and water-related challenges, this initiative represents a timely and eco-friendly shift. These advanced vehicles will not only help us achieve our carbon targets but also underscore our commitment to a cleaner and more sustainable planet.



## Project Green Energy

Migrating all end of term utility supply contracts to green energy across our offices and depots.

By the end of FY24, 114,389 kWh of our energy consumption was sustainably sourced from green energy.

## Project Switch (Supply Chain)

**Project Switch is a nationwide sustainability benchmark for commercial cleaning and hygiene provisions in collaboration with national provider, Bunzl Cleaning and Hygiene Services (BCHS)**

- In FY24 the Group, via BCHS, offset 15 tCO<sub>2</sub>e through verified carbon reduction projects and planting 15 trees in the United Kingdom.
- A Bunzl Spend Analysis Dashboard was created to enhance visibility of our chemical and product purchases across each contract, ensuring the procurement of environmentally friendly consumables.
- Looking ahead, Pinnacle will introduce a Consumables Committee in early FY25 to increase minimum order value, address our top red flag chemical products and support the transition to closed loop recycling plastics.
- FY25 will also see the launch of our new Supply Chain Management System, GEP Smart, that will allow greater visibility of our supply chain and their carbon footprint.



# Responsible Business

Doing the right things the right way, underpinning high quality decision making in all areas of strategy, performance and accountability.

## Our Commitments



Be transparent, resilient and accountable in how we do business with all our stakeholders



Maximise our social impact through our delivery partners and support their growth as responsible businesses



Run a highly principled and ethical business that listens to staff, customers, delivery partners and shareholders





# Nick Wright

Group Commercial &  
Legal Director



## Nick Wright's Highlights in Creating a Responsible Business



**In our commitment to responsible business practices, we have made excellent progress this year.**

We have attained or reattained all of our key accreditations and conducted comprehensive GDPR and data privacy awareness training to ensure our people are well-versed in data protection.

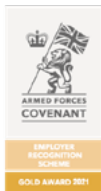
The introduction of new PowerBI dashboards has provided greater visibility into our supply chain and additional rigour to our recruitment, payroll, expenses and overtime processes.

Our continuous efforts to enhance corporate governance are evident through the launching of our new Code of Conduct, introduction of GEP Smart, our new supplier management system, and the strengthening of our boards and policies.

Looking ahead, we aim to further increase the visibility of our supply chain and continuously improve our corporate governance practices, ensuring we remain at the forefront of responsible business by doing the right things in the right way.



# Our accreditations help us drive continuous improvement



Our teams are continuously working to improve how we do things, so we can flex and adapt to the world around us. Drawing from industry best practice via our accreditations helps us do this effectively.

# Our Information Security Journey



## Always trained on GDPR

All employees receive regular data protection training through an online video and Q&A every two weeks.

New starters also attend a bespoke training session to walk through our policies and procedures, their role in protecting personal data and corporate information, and to learn latest tips to avoid making a security / data breach.

All training results are monitored through a Power BI dashboard, and anyone falling below the minimum pass rate is required to complete refresher training.

Over **1,230** hours of Data Protection training delivered in FY24



## Data Breach Webinars

Our Technology & Innovation Team explained the best ways of sharing using OneDrive, SharePoint and Mimecast Secure Messaging.

# Milestone Achievement: Cloud-First Initiative

FY24 marked a significant milestone as we completed the first stage of our Cloud-first initiative, migrating our line of business applications to Software as a Service (SaaS) solutions.

This strategic move has led to a remarkable reduction in our server infrastructure, decreasing our server count from 63 to just 9 in our Ekco-hosted data centre. This transition not only optimises our resource utilisation but also aligns with our sustainability goals by minimising our environmental footprint.



## Enhancing Data Governance with ShareGate

We introduced ShareGate, an automated, user-friendly tool integrated with our Microsoft 365 environment to bolster data governance and security for Microsoft Teams and SharePoint.

This crucial data management tool provides valuable insights and helps by identifying inactive Teams and Groups, prompting owners to review and decide on their relevance.

## Cyber Essentials Plus and ISO 27001

In our commitment to responsible business practices, we have successfully achieved reaccreditation for Cyber Essentials Plus and ISO 27001 certifications.

These frameworks not only enhance our cyber security and also demonstrate our dedication to maintaining high standards of information security management, ensuring that we consistently manage customer, client and company data to the highest standards.



# Leading through Data

Data driven insights ensure our managers have all the information they require to run their contracts responsibly and successfully through access to insightful data in Power BI.

Our intuitive suite of dashboards provide invaluable information to our teams and managers, creating a highly agile approach for teams to better govern themselves and operate responsibly, whilst also providing oversight for senior leadership.

We continually develop new or enhance existing dashboards and FY24 was no exception. Some key highlights are mentioned alongside.



## 1. New Bunzl Spend Analysis Dashboard

To enhance our responsible procurement practices and ensure our compliance with our sustainability goals, a Power BI dashboard launched early FY25.

This tool enables all contract managers to access and evaluate their procurement behaviours.

## 2. New Data Protection Dashboard

A new data protection dashboard, enhancing our ability to monitor and analyse data protection training statistics was developed.

This innovative tool will provide detailed insights on completion rates, answer scores and enable managers to identify and support individuals who may require additional training.



Ensuring that we are doing all that we can to protect customer, client, employee and company data at all times.

## 3. New Audit Dashboard



A new audit dashboard and app were developed to streamline and centralise the internal and external audit process.

It offers a comprehensive oversight of audit activities, enhancing risk management and compliance by providing audit plans, automated reports and ownership and automation of key observations or corrective actions.

## 4. Job Watch Dashboard



Provides our teams with access to key information to help managers monitor all planned and current jobs in real time.

## 5. People Hub Dashboard



Provides key metrics on diversity, turnover, sickness, headcount, and results from our regular staff surveys like strength of culture and more.

## 6. Fleet Dashboard



Delivers key fleet information for EVs and ICE vehicles including maintenance, driver and vehicle behaviour, route planning and full life costs.

## 7. Financial Dashboard



Hosts in-depth data for budgets, invoices, spend and detailed analysis of each contract's financial health.

## 8. Health & Safety Dashboard



Provides data on incidents, RIDDORS, audits and general H&S matters.

## 9. ESG Dashboard

Brings together data covering our four pillars, Protect our Planet, Our People and Culture, Community Impact and Responsible Business. Development is underway to include social value calculations and impact across our 4-pillars.

 **Protect Our Planet**

 **Our People & Culture**

 **Community Impact**

 **Responsible Business**



# Statutory Reporting

Our **S172 Report**, Corporate Governance Statement, **Gender Pay Gap Report**, **Modern Slavery Transparency Statement**, are all publicly available either on our **website** or via our submitted Report & Accounts and helps us to provide assurance to our stakeholders that the company is well run.



## Pinnacle Introduces New Health & Safety Champions

**This year, new Health and Safety Champions were introduced across the Group.**

These trained workforce members promote safe working, provide basic advice, and highlight concerns or non-safe practices. They help managers understand workplace hazards and mitigate risks. Champions also assist teams with safety inductions and support during audits.



“Health and Safety Champions support managers and colleagues, encouraging a safer workplace by raising concerns and sharing ideas. They complement the Health and Safety Team, promoting a positive approach and improving safety habits. This helps increase safety awareness and reduce incidents”.

**John  
Butcher**

Group Health and Safety Manager

## Speak up at Pinnacle

**We actively encourage our teams to voice their concerns.**

To uphold our commitment to being a responsible business, we gather employee feedback through surveys, foster open communication in manager-employee relationships, conduct quarterly performance development reviews, and utilise our Speak Up mechanism—a dedicated email for raising concerns related to:

- **Business Integrity**
- **Fraud, Bribery & Corruption**
- **Environmental Health and Safety**
- **Money Laundering**
- **Modern Slavery**
- **Other misconduct not in compliance with our Code of Conduct**



# System Evolution

**Our teams rely on accurate and informative systems to help them manage our clients' assets.**

To ensure they are using the latest and most appropriate technology we undertook a rigorous review of the leading Computer Aided Facilities Management (CAFM) systems on the market and identified the MRI Evolution system as the most closely aligned solution for the functionality, service, and security requirements necessary to achieve current and future contract requirements.

The new system allows our teams to establish robust, auditable and reportable processes for both maintenance and asset management which will significantly assist with various contract types and avoid potential disputes when returning assets to a client at the end of contract.



## Enhancing our Corporate Governance



### Launching Our New Code of Conduct

Due to significant growth, legislative changes, and our diverse workforce, we launched a new Code of Conduct.

It unites our purpose, values, and ESG pillars to ensure transparency, accountability, and ethical behaviour at Pinnacle.



### Updating our policies

Our automated review reminders and clear policy ownership ensured timely updates and approvals of all policies. New or updated policies on fraud, bribery & corruption, tax evasion, expenses and signing authorities were introduced.

These refinements enhance our ability to detect and prevent unethical behaviour, safeguard financial integrity, and uphold the highest corporate governance standards.



### GEP Smart Launch

By the end of FY24, we completed development and testing of our new supplier management system, GEP, with input from various teams.

Our goal is to ensure the system is robust, user-friendly, and enhances governance, reducing risks related to Health and Safety, claims after insurance, modern slavery, fraud, corruption, and anti-competitive behaviours.



### Strengthening our boards

To enhance our corporate governance, we appointed new non-executive members to various boards. They will guide our strategic direction, ensure robust oversight, and uphold high standards of accountability and transparency.



## Place by Pinnacle

**Pinnacle introduced a new brand in our homes Division, Place by Pinnacle, a specialist market rent operator for investors and developers.**

Designed for long-term growth in the UK's Build to Rent and market rent sectors, to which it offers comprehensive management services. Place by Pinnacle combines industry experts in letting and property management. With 30 years experience, Pinnacle's trusted reputation will help position Place by Pinnacle as a leading brand in the market rent sector.

