



Impact Report 2024/25

A Word from Our CEO	1
Our Values	2
Sustainability at Aspen Grove	2
2024/25 Highlights	3
Our B Corp Journey	4
Why an Impact Report?	4
Impact Areas	4
Our Community	5
Our People	7
Environment	9
Our Customers	11
Governance	12
Next Steps	13

A Word from **Our CEO**

"Welcome to Aspen Grove's 2024/25 Impact Report.

This report provides an overview of the steps we have taken as a company in the last 12 months to "walk the talk" when it comes to being a sustainable company. We hope you find the work we have done so far both interesting and inspirational, and that you are able to apply some of our key learnings to your own operations and take a step towards operating more sustainably.

At Aspen, we play the infinite game. We promote continuous learning and a growth mindset, and strive to contribute positively wherever possible. It's about being better tomorrow than we were yesterday. We feel sustainability is an integral part of our infinite game, and achieving B Corp certification this year is a tangible demonstration of our ongoing commitment to excellence and growth in this area.

We are proud of our progress and the journey that becoming a certified B Corp has taken us on so far, we also recognise that this is just the first chapter in a story that will span the lifetime of Aspen Grove. As a company, we are committed to continuing to grow our positive social and environmental impact, and this commitment is central to everything that we do.

Thank you for being a part of this journey so far, we can't wait to see what the future holds!"

Mike McAuliffe
CEO, Aspen Grove



Our Values

Our mission as a company is to empower our customers to create experiences that are easy to use and quick to implement. This vision is underpinned by our core values:

Ambition to succeed profitably and sustainably to enable the Infinite Game.

Support, encourage, help, take ownership, show leadership, in your team, in the company, with our customers, with our partners and in our community.

People - Trust in our people, take care of our people and ensure our behaviours reflect our values.

Enjoyment - Let's have some fun doing what we want to do.

New Learning - Embrace challenges and take on new ideas and learning.

Sustainability at Aspen Grove

At Aspen Grove, sustainability is more than a principle, it's a responsibility we embrace. We are dedicated to driving real, measurable change for the environment and our communities.

Through education, innovation, and collaboration, we empower our people, clients, and partners to contribute to a more sustainable future

Our commitment extends beyond simply what is required. It's a long-term promise to future generations, one we honour by taking meaningful action today. Our sustainability initiatives are centred around 5 pillars:

- **Minimise our footprint:** We aim to reduce our energy & water consumption and minimise waste.
- **Foster social responsibility:** We prioritise well-being. We value diversity, equity & inclusivity throughout our organisation and communities.
- **Uphold transparency:** We promote integrity, honesty, and ethical governance in all aspects of our organisation.
- **Engage and educate:** Through education, collaboration, and empowerment, we will inspire positive change.
- **Measure and improve:** We set benchmarks against which we strive to innovate and improve our ESG impact.

We know we can't ask others to embrace sustainability without holding ourselves accountable first. Rather than quietly pursuing incremental gains in adopting sustainable business practices, Aspen Grove is proud to put our name on bold sustainability initiatives to foster positive change and collective action.

Some Of Our 2024/25 Highlights



Aspen Grove is proud and honoured to have been announced as a 2025 HW Tech100 Mortgage Winner. The Tech100 program provides housing professionals with a comprehensive list of the most innovative and impactful organisations in the industry. We are delighted at this recognition of our innovation and commitment to cutting-edge solutions that shape the future of the industry.



We are thrilled to have been awarded Best Learning Workplace at the Tech Industry Alliance Leaders Awards 2024! This is great recognition of the achievements and ambition of our team, and our ethos of promoting both individual and collective growth. You can read more about the initiatives we have to support our employees to succeed in the 'Our People' section of this report.



Our B Corp Journey

As part of our formal commitment to transparency and accountability as a company, we are proud to have recently achieved full accreditation as a Certified B Corp scoring 84.9. This process involved a detailed review across our operations and processes through the B Impact Assessment (BIA), followed by evaluation and verification of our answers and evidence by a global network of sustainability experts from B Lab.

Our final BIA score is compared to relevant benchmarks, as shown in the figure below, and we are proud to have surpassed industry standards to become part of the global B Corp community!



We are proud to be part of a global community of companies that meet high standards of social and environmental impact.

Why an Impact Report?

To fulfil the requirements of B Corp certification and maintain our dedication to transparency and accountability, we will annually publish an Impact Report on our website. These reports will detail our objectives and strategies for ongoing improvement and growth, as well as assess our progress against the goals set in the previous year. They will offer valuable insights for all stakeholders into our operations and inspire other companies to establish similar targets as they strive to operate in a socially and environmentally responsible manner.

Impact Areas

The B Corp certification assessment, or Business Impact Assessment (BIA), evaluates performance across five key areas of impact; **Workers, Community, Customers, Environment** and **Governance**.

This report is structured around these categories to allow clear year-on-year comparisons and to align our reporting with other B Corp companies and includes our most recent BIA score for each section. We have also mapped our actions and targets against the UN Sustainable Development Goals for ease of comparison against organisations who are not currently engaged in B Corp certification. It is worth noting that the BIA scoring is not evenly distributed across the five categories and is tailored to our industry and operations. Therefore, it can be observed that some sections have much higher scores than others. This is more of a reflection of the distribution of points available but still provides a useful metric for us to measure performance from year to year.

Our Community

BIA Score:
12.9

We are deeply committed to supporting the communities in which we operate. Through a range of targeted policies and initiatives, we aim to create a meaningful and lasting impact by embedding community engagement and social responsibility at the core of our operations.

- **Charitable Giving:** We are proud to have donated over 2.5% of profit to worthy causes and intend to continue to grow our charitable impact as our team continues to expand.
- **Volunteer Action:** We offer all employees one day of paid volunteer leave per year, to allow our people to support worthy causes within our communities. Some have chosen to get involved with CoderDojo, a global network of free, volunteer-led coding clubs aimed at empowering young people aged 7 to 17 to become digital creators.

Aspen set up the third Dojo in the world in 2011, and since then, it has become a global phenomenon. Not alone do we volunteer our time but we refurbish expired laptops and other electronic equipment that are suitable for our young aspiring coders. Each year, up to 200 youngsters participate in Coder Dojos across our region (thanks to the support and championing of Aspen Grove).

Additionally, we partner with the local Tidy Towns to get active in maintaining our towns and beaches.





- **Local Focus:** Our internal processes and policies give preference to both local suppliers and local hiring, to drive economic growth and prosperity within the communities we operate. We believe that building a strong team and network of people who understand our communities helps us to deliver the best possible service and experience for our valued clients.

"Seeing our collaboration with CoderDojo bloom has been a heartening experience. To witness the eureka moments when young individuals create, innovate, and challenge the digital norms using the skills they've acquired - it's a testament to the transformative power of shared knowledge. It goes beyond coding; it's a movement to instill confidence and proficiency in the next generation, enabling them to architect our digital future."

Patrick Lynch

Aspen Grove Chief Technology Officer



Our People

BIA Score:

36.9



At Aspen Grove, our people are at the heart of everything we do, which is reflected in this being the highest-scoring area of our B Corp assessment. We recognise that our growth is driven by the dedication and hard work of our team, and we are committed to helping every team member achieve their personal and professional goals, allowing us all to grow stronger, together. To empower our people to reach their full potential, we have implemented the following processes and practices:

- **Career Growth:** We believe that if our employees grow, so will our company. We aim to provide our team with extensive opportunities for career development, and an incredible 61% were able to make internal career development changes last year.
- **Professional Development:** All team members can benefit from paid development time each year. On average we have provided 5 days per year and often more! We support our team to enrol in courses up to Masters' degree level, and also provide financial support for membership of relevant professional associations to encourage career-long learning and development.

- **Diversity:** We are proud to be home to a diverse workforce from around the world, with ten nationalities represented amongst our talented team.
- **Employee Retention:** At Aspen Grove, we pride ourselves on hiring and retaining the brightest talent. Our average employee retention is over five years, and we are thrilled to have had some team members on board for 20+ years!
- **Work-Life Balance:** While we are very proud of the work we do as a team, we also recognise the importance and value of balance. We have an active sports and social club, and regularly enjoy each other's company in less formal settings like family open days, BBQs and even sea safaris!



Environment

BIA Score:
10.7

We're taking decisive steps to minimise the impact our company has on the environment, and to take the lead in our communities and industry as leaders in sustainable operations. While we are proud of our progress to date, we recognise that we must continue to strive for a brighter, more sustainable future. Some of our key steps towards this include:

- **Emissions Reduction:** We have taken steps to both measure and reduce our environmental impact by assessing our Scope 1, 2 and 3 emissions. Through a number of targeted initiatives including switching all energy to renewable sources, we are proud to have reduced our Scope 1 and 2 emissions by approximately 35% compared to our 2018 baseline!
- **EV Chargers:** We have recently installed EV points in our parking lot and aim to empower our employees to make low emissions options a part of their daily routines.
- **Waste Minimisation:** We have developed a comprehensive Waste Management Policy, and have set a target of a further 2% reduction in waste sent to landfill in 2025.





- **Cycling to Work:** We are proud to support the Cycle to Work Scheme.
- **Hybrid Working:** We offer our employees the option to work remotely at times, and enable meetings to be held virtually where suitable to limit work-related travel.
- **Training Initiatives:** Through Sustainability 101 training, a 10 module training course covering topics from Circular Economy to Renewables, we aim to boost awareness of all Aspen team members and empower them to take action in their own lives/homes.

Our commitment to sustainable transformation has garnered attention and accolades from trusted leaders of ESG transformation and sustainable change.



Our Customers

BIA Score:

4.8



Our valued customers are central to everything we do at Aspen Grove, and with over 25 years' experience, we know what it takes to provide a seamless service and industry-leading support. We value the trust our customers place in us, and are committed to continually growing and improving our service offerings to meet their needs.

- **Product Guarantee:** 100% of our products are covered by a warranty to give our clients confidence in the quality of the products and services we provide.
- **Customer Care:** Our dedicated customer care team are available over 50 hours a week to provide specialised, hands on support.
- **Feedback:** We actively seek and monitor feedback from our customers to continually develop our services to meet and exceed the needs and expectations of our clients.
- **Satisfaction Targets:** Last year, we were proud to achieve our internal targets for client satisfaction and aim to continue to do so year on year!
- **Data Privacy and Security:** At Aspen Grove, we are fully aware of the value of our clients data and the trust that is placed in us. We fully uphold the highest standards of data privacy and security.
- **ISO 27001 Accredited:** With this ISO accreditation we protect the confidentiality, integrity, and availability of our clients information. We also align with ISO 22301.



Governance

BIA Score:
19.4

At Aspen Grove, we are committed to transparency and accountability, starting with our governance structure and processes. These underlying principles reinforce our dedication to ethical operations and sustainable growth, and strengthen both our company and the quality of service we offer our clients.

- **Financial Transparency:** We believe our employees are entitled to information about how we are performing as an organisation. To support this, all financial information (with the exception of salary information) is disclosed at least quarterly.
- **Social and Environmental Transparency:** As a requirement of B Corp accreditation, we will provide clear insights into our sustainability efforts and progress toward our environmental and social goals through annual Impact Reports, of which this is the first!
- **Code of Ethics:** We have a formalised Code of Ethics, provided to all staff members, outlining clear expectations on how they can uphold and support our mission and values.
- **Independent Board Member:** To provide greater accountability and unbiased input, our Board of Directors includes a non-executive member.



Next Steps

For 2025, our main focus is to continue delivering exceptional service to our customers while increasing our positive impact on the communities we operate within and the environment. The B Corp accreditation process has highlighted some key areas of strength in our company, as well as some areas that could be improved. We are aware that this is not just a one-off process, and we are committed to continuing to grow and shape our services and processes to maximise our positive impact. Some key areas of focus are:

- **Continued Improvement:** As part of the B Corp process, we are required to recertify in three years. During this period, we will publish an annual Impact Report to track our progress against targets and commitments. Our goal is to continue to improve our score across each section of the BIA and to continue to grow our positive social and environmental impact.
- **Employee Engagement:** We are committed to empowering our employees to engage fully with our sustainability initiatives. To support this, we are rolling out further Sustainability training for all staff. We also hold annual team building trips centred around eco-conscious activities.
- **Waste Reduction:** We have set a target of further reducing our waste to landfill by an additional 2% in 2025 to limit our environmental impact and embed circular principles into our operations.
- **Scope 2 Emissions Reduction:** As we continue to upgrade our premises, we strive to align with the carbon reduction efforts set out in the Paris Agreement. In November 2024, we installed solar panels and hope to see a 40-50% reduction in our energy usage, from the grid.
- **Electric charging:** Electric charging bays have been installed for the use of all team members in Aspen.
- **Social Value:** with a focus on increased community engagement, we have a number of planned initiatives in partnership with our local Tidy Towns.
- **Humanity Ball:** Each year, Aspen identify an initiative that has a high social impact and we channel time and support to this effort. In 2025, in partnership with the local business community, Aspen is supporting the organisation of a New Year's Eve ball aimed at raising funds for 3 charities.

By focusing on these goals, our aim is to continue to lead by example, and encourage our team members, clients and suppliers to adopt more socially and environmentally responsible operations.

Thank you for being part of our journey to date, we are excited to see where being a part of the global B Corp community will take us in the years to come!



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