

POINTER



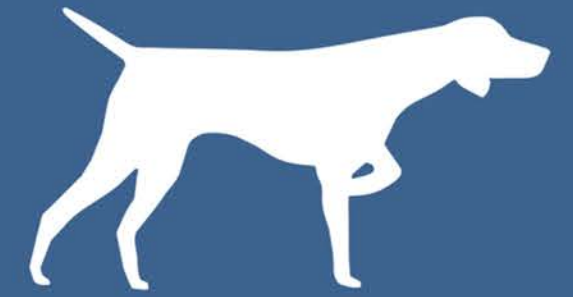
IMPACT REPORT

FY 23/24





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A Word from the Directors



Charles Ross-Smith & Richard Price

“ —

Annual impact reporting continues to be a great way to reflect on our role as a purpose led business in our community. Reviewing what we achieved last year gives a real impetus to identifying what works, what doesn't and what more we can do as we continue to move forward.

23/24 was a year of growth and consolidation for Pointer, with 3 new recruits and a focus on improving how we operate as a business.

— ”



Our Year in Numbers

65



hours volunteering

3



new full time recruits

59



hours pro bono

£1,500



donated to local charities

93



hours spent training



Our Impact Report Journey



At Pointer, we are a **purpose-driven** consultancy specialising in project management, bid management, sustainability, and change management.



Since FY 21/22, we've published annual impact reports to **promote transparency, accountability, and continuous improvement** in sustainability. This report highlights our progress for FY 23/24.



Recap from Last Year (Part 1)

In our last impact report, we set some targets for FY 23/24. Here is our current progress towards achieving the targets that cover our workers, the environment and our customers.

Workers



- **Target:** Recruit 2 Full time employees (FTEs), 3 interns, and utilise T Cup to implement wellbeing interventions.
- **Progress:** Surpassed targets with 3 FTEs and 4 interns. We have used T Cup features such as buddy-up and challenges to support employees. See pages 8 & 9 for details.



Customers



- **Target:** Diversify our customer base.
- **Progress:** Achieved by expanding into new sectors, including architecture, energy, and non-profits. We want to continue this next year.



Key:

 = Achieved

 = In progress

 = Not met

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Environment



- **Target:** Create a Carbon Reduction Plan to reduce our emissions.
- **Progress:** This is plan is currently in progress. This year we have focussed on improving our carbon footprint data and setting decarbonisation targets. See page 10 for details.





Recap from Last Year (Part 2)

Here is what we achieved across our final targets within our community, investment and governance:

Key:

-  = Achieved
-  = In progress
-  = Not met



Community

- **Target:** To plan how to use volunteer hours, increase attendance to local events and have more collaborations.
- **Progress:** This year our volunteer hours focussed on utilising our consultancy skills, see page 12 for more. We also attended 35 events and connected with many like-minded organisations who have helped us to continuously improve.



Investments

- **Target:** Continue investing in purpose-led businesses.
- **Progress:** We have ongoing investments in purpose-led businesses and have implemented new arrangements such as sweat equity to support early-stage start-ups.



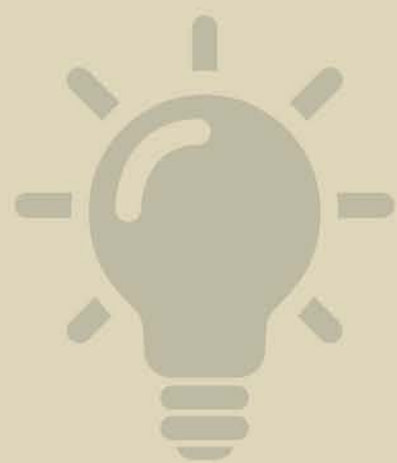
Governance

- **Target:** Implement a Customer Relationship Management System (CRM) to improve customer engagement.
- **Progress:** Achieved. We will continue to explore the different ways that our new CRM can improve customer experiences.

Development Opportunities

At Pointer, we want to invest in our people. The one way that we do this is through offering development opportunities which often gain valuable qualifications. For example, all employees work towards a project management chartership (through APM). In addition to this, there have been other company-funded opportunities such as leadership training. Here is what our employee Becca says about these opportunities:

93



hours spent on training

“ —
As a new graduate, looking for a role that offered valuable development opportunities was a huge priority. Since being Pointer for just over a year, I have been lucky enough to attend many training sessions and gain valuable qualifications. These have built my network, developed vital consultancy skills and have been aligned with my wider career goals. — ”

Becca Foster - Consultant

Internships

4 
internships

Internships offer students valuable growth opportunities while building our future talent pipeline. This summer, we hosted four interns who shared their experiences:

“—
My experience has been valuable and rewarding. It has been great to develop a range of skills as part of such a tight knit and supportive team. —”

Theo Gooding



Lucy Brown

“—
I am thrilled to be interning at Pointer. The range and depth of work I get to experience have already made this an enriching learning opportunity. —”

“—
I was keen to work with Pointer due to it’s size, knowing that small companies allow greater responsibility and innovation. —”

Devanshi Chengappa



Haydn Davies

“—
I’ve had a great experience working with the team. Everyone has gone out of their way to make me feel welcome and has been incredibly patient. —”



Our ED&I* Approach

*Equity, Diversity and Inclusion

1



Cultural Audit

We recognise the importance of flexible working for all our employees. We offer hybrid working or blended working, flexi-time, compressed hours and sabbaticals.

Flexible Working

Inclusive Recruitment

To create more equal job opportunities we anonymise CVs by removing personal details and have diverse interview panels.

Wellbeing

For over a year, we've been using **T-Cup** to track our team's well-being, measuring happiness, success and health. This enables more open communication, cultivating a more supportive and inclusive environment, and has helped us to discover the best ways to support one another.



This year we undertook a **Cultural Audit** facilitated by **People Equals Purpose**, to provide an initial baseline of where we are against a wide range of criteria across:



Psychological Safety

Social Support

Constructive Challenge

The audit results serve as a foundation for developing a **clear action plan**, focussed on monitoring and continuous improvement. This audit establishes a benchmark to track progress each year.



Planet



2050

Net Zero Target

We are committed to reducing our environmental impact and acting on climate change. Pointer is committed to achieving net zero emissions by 2050. We have recently set internal near-term and net zero Science Based Targets, aligned with the SBTi (Science Based Target Initiative for Small and Medium Enterprises (SMEs)).

Pointer commits to reduce absolute Scope 1 & Scope 2 GHG* emissions, by 42% by 2030 from a 2023 base year, and to measure and reduce our Scope 3 emissions.

By 2030...

Pointer commits to reach net-zero by 2050. As part of this we commit to an absolute reduction of Scope 1, 2 & 3 emissions by 90% by 2050 from a 2023 base year.

By 2050...

*GHG stands for Greenhouse gases.

Near Term Target

Net Zero Target

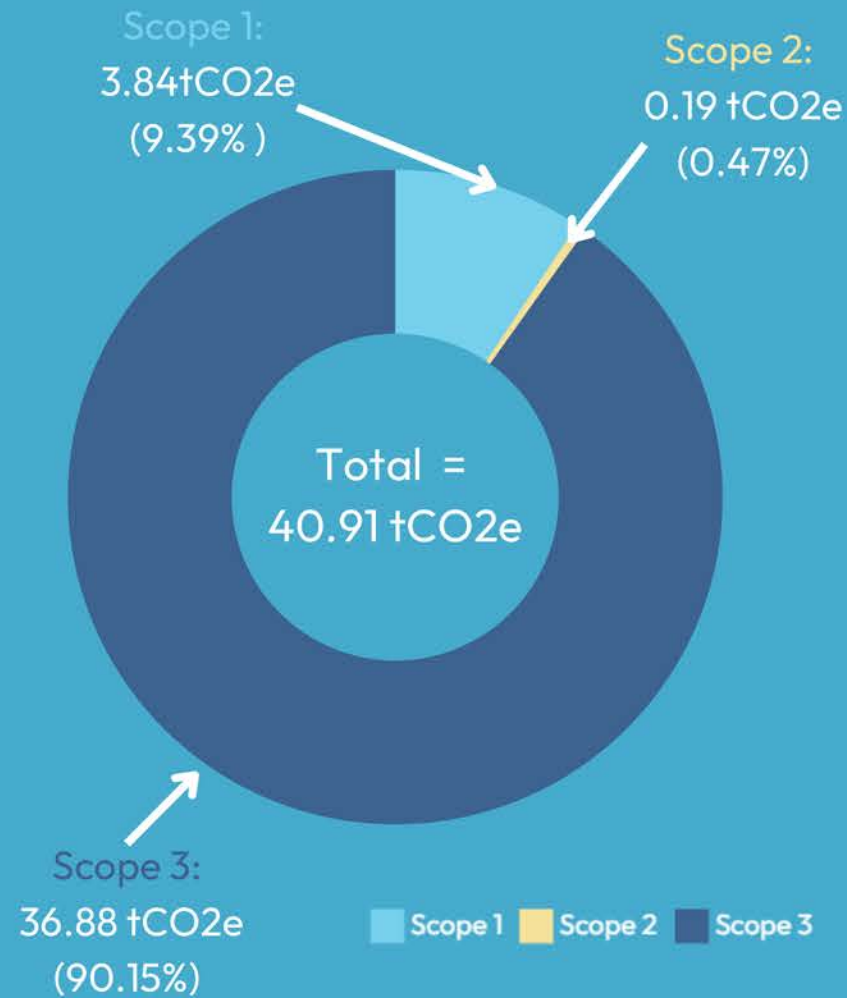


Carbon Footprint

2050
Net Zero Target

To achieve our targets, we aim to improve our carbon footprint data and focus on our emissions hotspots. After revising our baseline emissions, in FY22-23 our calculated carbon footprint was **30.13 tCO₂e***. For FY23-24, our total emissions increased to **40.91 tCO₂e** due to growing in size. The breakdown of this year's footprint is as follows:

Scope Breakdown:

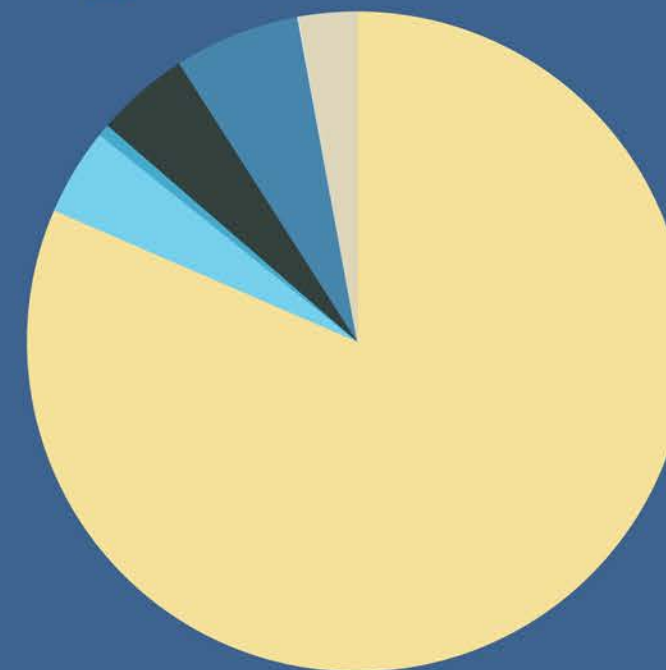


Hotspots:

Our main hotspot area within Scope 3 was **Purchased Goods & Services (30.06 tCO₂e)**, which is mainly made up of subcontractors emissions.

Another hotspot area is **employee-owned vehicles**, but we have categorised this under Scope 1 as a conservative approach. This is because we have operational control and feel we can be more accountable for driving action in this area.

- 3.1 Purchased Good & Services
- 3.2 Capital Goods
- 3.6 Business Travel
- 3.7a Employee Commuting
- 3.7b Remote Working
- 3.8 Upstream Leased Assets
- 3.15 Investments



Actions:

We are currently developing a **Carbon Reduction Plan** that will explain how we intend to reduce our carbon emissions in more detail.

However, the following actions have already been taken to start reducing our carbon footprint:

- Creation of a **Sustainable Business Travel Policy**.
- Having a company-owned EV.
- **Cycle to work** scheme.

*tCO₂e stands for tonnes (t) of carbon dioxide (CO₂) equivalent (e).



Giving Back

Our volunteering policy provides three annual paid days of leave for volunteering. The team did 65 hours of volunteering in total, see more below:

Emma



Promoting Equity, Diversity & Inclusion

...within her position on the ED&I Advisory Group at GB Surf and as an ambassador for Bristol Women in Business Charter.

Richard



Providing strategic support to charities

... and a local school through Cranfield Trust volunteering and a position as Co - Chair of the governors.

Mentoring Changemakers

Alice

...through Catalyst Change, a scheme that empowers young non-binary and women in sustainability.



Funding for SDG education

Becca



... through helping Sparks Bristol with grant research and award applications.

Supporting SMEs

Ben



...through the Digital Boost mentoring programme. Enabling SMEs to grow and innovate.

65 
hours volunteering

Donations

Each year, employees select a charity, and we donate on their behalf. This year, £1,500 in total was donated across:

- 1) The Wave Project
- 2) City to Sea
- 3) Sparks, Bristol
- 4) Sustrans
- 5) Hounds for Heroes
- 6) Alzheimers Research UK





Wider Community

59 
hours pro bono

To be able to make more connections in our local community we have attended **35 networking events** this year. This has helped us to learn more about interesting topics and has enabled us to meet more like-minded organisations.

Broadening our impact through joining networks has also been a priority. This year we renewed our **Future Leap membership**, joined the **Bristol Women in Business Charter** and **SilverStone Technology Cluster**.

35 
events attended

To help those in our business community, we also delivered **59 hours of pro bono work**. One of these projects was working with an architectural start-up from Bath, Lama Studios, to help them with their business strategy:

“— Pointer facilitated three invaluable sessions focussing on business strategy. They provided much-needed clarity, direction and structure for developing our practice. —”



Carly Mallon
Lama Studios (Co-founder)

Targets for next year...

To keep us moving forward and continuing to create a positive impact, here are our new targets for FY24/25:



1) People

1a) To increase inclusivity within our work experience opportunities by offering micro-placements through Not Impossible.

1b) To hold a company-wide internal ED&I training.

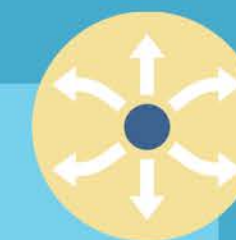
1c) To review and update our ED&I statement.



2) Planet

2a) To publish and implement a Carbon Reduction Plan in line with PPN 06/21.

2b) To remain on target to meet our Near-Term commitment of reducing absolute Scope 1 & 2 GHG emissions by 42% by 2030.



3) Community

3a) To maintain our annual charity donations at £250 per person.

3b) To complete 166 hours* of volunteering over the year.

3c) To allocate 5% of company work hours to pro-bono work.

*This is based on all 3 annual volunteering days per full-time employee being used, pro-rata.



Final Words

Every year creating our impact reports helps us to:

- ✓ Reflect on our year, celebrating key achievements.
- ✓ Identify room for improvement.
- ✓ View sustainability with a holistic perspective, valuing the social side alongside the environment, in addition to the governance systems we have in place to maintain accountability.

As a small business creating a sustainable impact and measuring this can be challenging, but many smaller organisations making small changes can have a widespread impact. As a consultancy we want to be able connect as many like-minded organisations to help drive this collective impact. Get in touch if you want to start making a difference and / or want to become part of our community.

Thank you for reading our Impact Report



POINTER CONSULTANCY GROUP

Enabling positive business change

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