

**Managing
Communities**

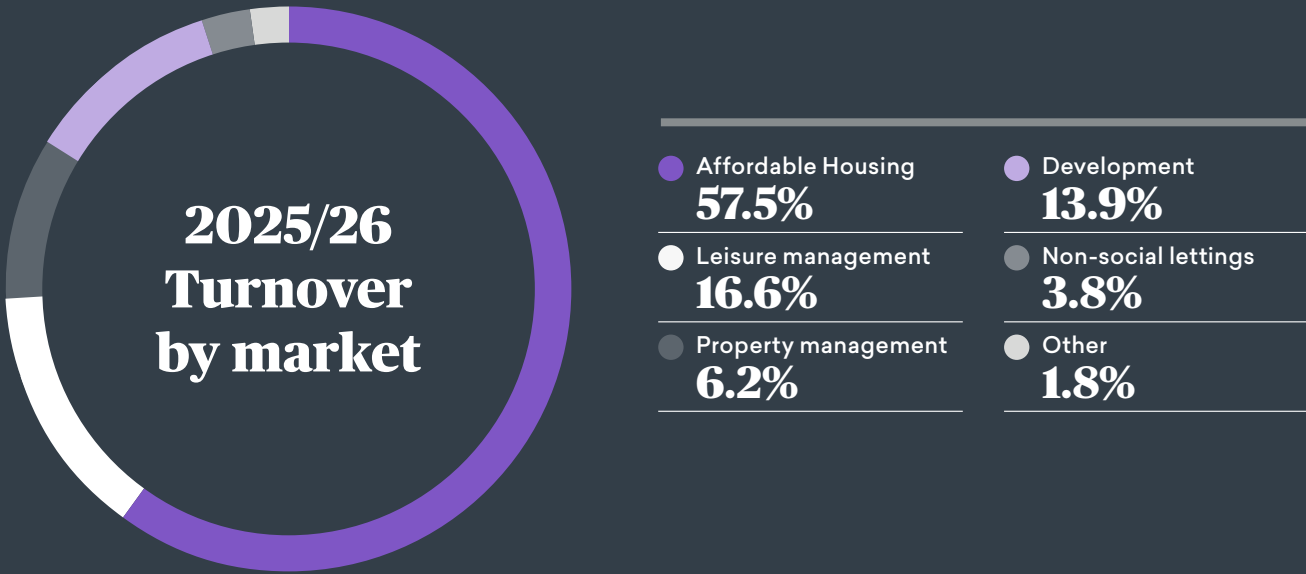
OUR PURPOSE

**Developing
Communities**

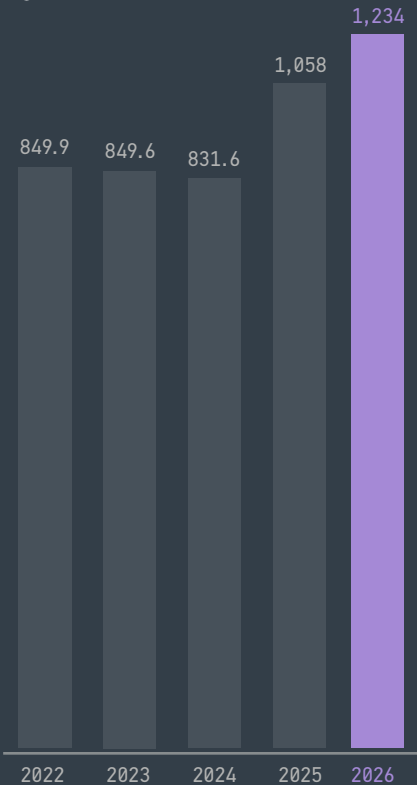
**Helping
Communities**

**We're
changing lives
by creating
and supporting
thriving
Communities.**

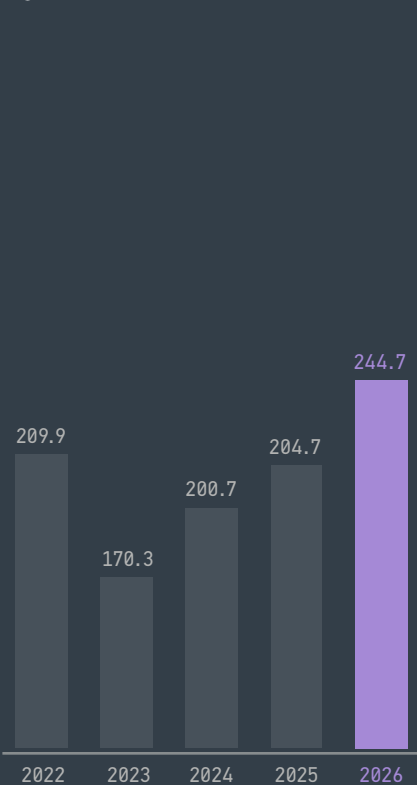
Turnover	£1,234.4m	2025: £1,058m
Reserves	£1,490m	2025: £1,319m
Operating profit	£244.7m	2025: £204m
Fixed assets	£8,226m	2025: £7,488m
Social value*	£678m	2025: £550m



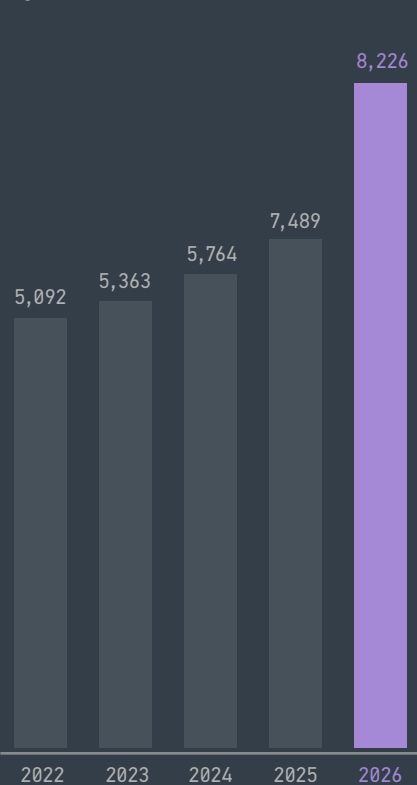
Turnover
Figures shown in £m



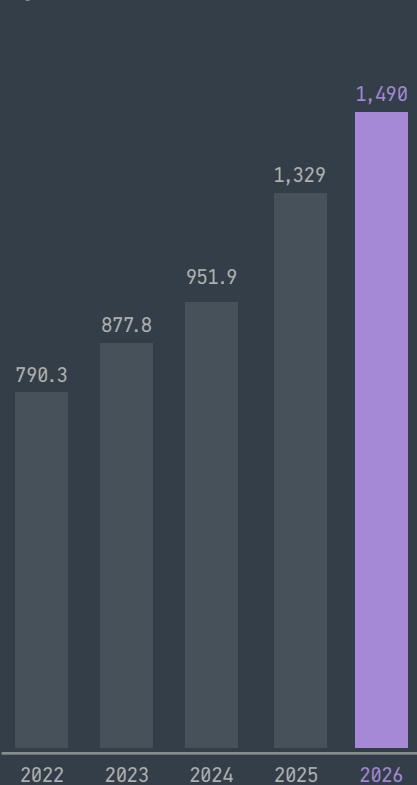
Operating profit
Figures shown in £m



Fixed assets
Figures shown in £m



Reserves
Figures shown in £m



Homes owned
or managed
Figures shown in 1,000s properties



STRATEGIC REPORT



We create and support thriving Communities

1

Managing Communities

Looking after the quality and safety of homes and places - whether ours or our Partners'

2

Developing Communities

Building and acquiring homes and places in the right location

3

Helping Communities

Supporting education, health, wellbeing, employment and inclusion

The Strategic Report was approved by the board of directors and signed by order of the board by,

Kate Deacon

Kate Deacon
Group Company Secretary
July 2026

Our People Promises

These are our People Promises - it's what we stand for and how we roll. When People are in our Community, this is what they sign up to.



DO THE RIGHT THING. ALWAYS.

We always aim to do the right thing for our Customers, for our Communities, for each other.

What is the right thing? Never walking by. Owning it. Picking up the litter. Doing that bit extra. Helping. Giving. Being transparent. Making choices for the right reasons. Never letting anyone down. Running through the line.

We know what the right thing is because it's in our DNA. It's who we are.



BE RESPECTFUL, EARN RESPECT.

We keep our promises. We're not scared to admit we're wrong. We're open, honest, humble. We'll always listen, we're always accessible.

We are respectful, and we respectfully challenge and question. We trust each other and in turn are trusted.

We recognise, appreciate, and celebrate each other. We say thank you, a lot.



FIRED UP, READY TO GROW.

We have a drive to improve and make things easier. We do something new, and something better, every day. We have a thirst to learn. We're curious.

We take care of our precious resources so we can reinvest them wisely. We're bold, we're adaptable. We're passionate about thriving Communities.



ENJOY WORK.

Work can be hard, but we have a very special role to play — to be a force for good for our Customers, for our Communities, and for our society.

That's why we enjoy what we do.

It's a rare opportunity we've been given, we never take it for granted.



ONE COMMUNITY.

Our differences make us who we are, our shared mission makes us different.

In our inclusive Community everyone is welcome, everyone is important, everyone is supported, and everyone can thrive.

Our Customer Promises

Our Customer Promises are the commitments we make to the Communities we serve. These, along with our People Promises, are the guiding principles for how we all do things at Places for People.

Before and when you're a Customer...

We'll make it easy for you to join our Community.

We'll welcome you, make it clear about how things will work, how we'll engage with you, and what we should expect from each other.

While you're with us...

We'll be considerate and compassionate, fair and honest.

We'll trust you and want you to trust us. We'll respect you and your individuality, we'll listen, understand your needs, and support you. We'll always think of ourselves as a Customer.

When you need us...

Our approach to Environmental, Social and Governance (ESG)

Throughout 2025/26, we continued to strengthen our services and deliver positive outcomes for our Customers, our People and the planet.

This year marks our third year of aligning our ESG Report with our Annual Report to maintain a consistent overview of financial and non-financial performance. It is also our second year of reporting progress against our [ESG Strategy](#), with improved data insights giving us a clearer understanding of where we are performing well and where further focus is needed across our 13 strategy themes. This is complemented by our continued adherence to the Sustainability Reporting Standard for Social Housing (SRS), enabling us to benchmark progress against our peers.

Across ESG, our focus is on delivering the most meaningful outcomes for our Customers, Communities and the environment, ensuring our investment is targeted where it has the greatest impact.

This includes accelerating our retrofit programme to target lower-performing homes and support delivery of EPC C by 2030, alongside taking a more targeted approach to reducing carbon emissions by focusing on high energy use assets and progressing our Climate Transition Plan.

Our full ESG Report provides a detailed overview of our performance in 2025/26 and future ambitions. Selected highlights are presented in the graphic to the right, providing an overview of how we are continuing to do the right thing for our Customers and Communities.

Our Climate-related Financial Disclosure (CFD) and Streamlined Energy and Carbon Reporting (SECR) are included on the following pages.

ENVIRONMENTAL	87.4% of our homes were rated EPC C or above (up from 87.1%)	59% of new homes included renewable energy technologies (up from 47%)	909 'Homes for Nature' measures were installed across our new homes
	6,587 energy efficiency improvements were made to our homes	Over 98% of waste from workplaces, leisure centres and development sites was diverted from landfill	1,264 information technology (IT) assets were refurbished and returned to PfP Colleagues
SOCIAL	£667.7 million of social value was generated across the Group (up from £550.5 million)	2,509 new homes were delivered, of which 78% were affordable (8.7% decrease)	29.8 million leisure centre visits were recorded (up from 25.3 million)
	An average of 3.5 responsive repairs were completed per day in 2025/26 (up from 2.7)	8,525 people who were experiencing or at risk of homelessness were supported	98.6% of homes in England met the Decent Homes Standard (1.3% decrease)
GOVERNANCE	We maintained regulatory gradings of G1, C1 and V2	Recognised by Great Place to Work® as one of the Top 50 Workplaces for 2026	We supported 64 internal and 87 external apprenticeships, and delivered 673 green or future skills training sessions, reaching 6,412 individuals
	1 in 30 colleagues trained in Mental Health Awareness	The mean gender pay gap decreased to 6.7% (from 7.4%), and median pay gap to -2.4% (from -0.9%)	74% of our People submitted their diversity data (up from 55% in 2024/25)

4. ENERGY

Energy consumption across the relevant business entities is outlined below. This includes stationary gas combustion and electricity for business operations, and fuel for vehicles used for business purposes.

Energy bill data has been provided for most of the electricity consumption procured centrally by PfP Group. Mobile fuel consumption has been divided into two categories: (1) vehicles and construction machinery owned by the Group and (2) vehicles leased by the company or owned by employees and used for business purposes. These categories correspond to emissions scope 1 and scope 3, respectively.

Data for onsite electricity generation has been provided by Places for People Leisure covering energy produced from both gas-fired Combined Heat and Power (CHP) and rooftop solar photovoltaics (PV). Workplace Solutions also has onsite PV generation at some of its facilities, but insufficient data is available for the reporting year to estimate annual generation, therefore this is excluded from the figures.

TABLE 2: ENERGY CONSUMPTION AND GENERATION

Energy consumption (kWh)	2025/26	2024/25	2023/24 †
Natural gas	209,884,961	208,317,120	194,163,749
Vehicle fuel – owned vehicles	33,914,756	23,121,891	22,147,406
Vehicle fuel – non-owned vehicles	5,086,590	8,155,261	4,161,642
Purchased electricity ²	66,050,662	72,600,938	50,233,626
Onsite electricity generation	12,599,034	10,081,442	7,431,038
Total energy usage	327,536,003	322,276,653	278,137,461

² In previous reporting years, the summary tables included a total electricity consumption figure, comprising both grid-supplied electricity and onsite generation, alongside a separate onsite generation figure. To improve clarity and avoid duplication, the current year's report presents grid electricity consumption and onsite generation as separate line items. Prior-year figures have been restated on the same basis to ensure consistency and comparability.

† Annual figures are not directly comparable against most recent two years because data did not include all relevant business entities

5. EMISSIONS

Emissions associated with energy and fuel consumption are set out below. This is reported in line with the Greenhouse Gas Protocol emission scopes, including reporting of fuel consumption against scope 3 business travel.

Market-based scope 2 emissions have been calculated covering the whole Group, but this is based on limited information on energy tariffs.

In 2025/26 Places for People Group Limited and entities included in the Group contract procured electricity from EDF under the Zero Carbon tariff. This tariff is not backed by Renewable Energy Guarantees of Origin (REGOs) but instead uses Generation Declarations for nuclear power to report zero emissions for market-based reporting³. Alongside this, Places for People Leisure Limited reported tariff-specific emissions factors. Otherwise, tariff information is not readily available for other entities, so emissions have been calculated using residual grid-mix carbon factors as a default.

The overall figure may therefore represent an over-estimate of market-based emissions if other entities are procuring tariffs with full or partial REGO coverage.

Emissions intensities have been reported using annual turnover of the Places for People Group at £1,234 million and the number of Full Time Equivalent (FTE) staff at 7,228. The intensity figures are based on location-based scope 2 emissions figures due to higher confidence in these emissions figures compared to the market-based scope 2 emissions.

Year-on-year comparison of emissions between 2024/25 and 2025/26 shows a decrease in gross emissions in the most recent year. The decrease is mainly driven by lower reported consumption for electricity. Emissions intensity per unit of turnover has decreased year on year, while emissions per full-time employee (FTE) have shown a slight uplift, suggesting that despite improved revenue efficiency, workforce growth has not been matched by equivalent reduction in emissions.

TABLE 3: GREENHOUSE GAS EMISSIONS AND EMISSIONS INTENSITIES

Emissions category (tCO2e)	2025/26	2024/
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Target	Metric	2025/26	2024/25
New Homes (P2, P1, P3, T1, T2, T5, O1)			
Ensure at least 90% of our new homes are rated EPC B or above from 2025.	% of completed new homes at EPC B or above	98	96.6
	Average SAP rating (new homes)	87.69	86.27
Build a minimum of 20% of new homes using Modern Methods of Construction from 2024.	% of new homes built using modern methods of construction	31	30
Complete whole life carbon assessments for homes in our new developments and set targets by 2026 for reducing embodied carbon.	Total number of archetypes with whole life carbon assessments completed	20	3
Integrate renewable energy technology into at least 60% of new build homes by 2030.	% of completed new build homes with renewable energy technology	59	47
Increase the uptake of renewable energy through 100% of new builds being on renewable energy tariffs at the point of handover to Customers by 2027.	% of completed new builds on renewable energy tariffs at handover	23	8
Climate risk, impacts, monitoring and resilience (P1, P2, P5)			
We will carry out in-depth climate risk assessment at locations identified as being at high risk from the impacts of climate-related events by 2025 and integrate adaptation and mitigation measures into our Planned Investment Programme, where required	Number of locations assessed through CCRRA	11	11
	Number of assets incorporated into the climate risk dashboard	88,871	-
We will install 6,000 Internet of Things (IoT) devices by 2027 to help us mitigate environmental risks within our homes.	Number of environmental / Internet of Things (IoT) monitoring devices installed	215	927

Target	Metric	2025/26	2024/25
Workplaces and Leisure (P2, T1, T5, O2)			
Continue to install solar panels at our operational sites where we can and self-generate electricity. At our leisure centres, up to 45% of energy consumed will be self-generated by on-site solar panels by 2026.	% of operational sites with solar panels installed	16	22
	% of energy self-generated at leisure centres	24	21
	% of energy self-generated at leisure centres from solar PV	6	3
Work towards our workplaces being rated EPC B or above by 2030 and strive for ratings of EPC A when refurbishing and future-proofing our facilities.	% of workplaces rated EPC B or above	30.4	28
Fleet (T4, T5)			
Continue to transition our fleet to hybrid and electric vehicles with at least 20% of new orders for light commercial vehicles being hybrid or electric by 2026	% of company cars that are hybrid or electric	92.5	88
Water (P4, P5, P2)			
We will install water saving backwashing technology in our leisure centre swimming pools across four sites by 2025, reducing water consumption by up to 80%, then introduce across a further eight sites by 2026	Number of sites with water-saving technology installed	3	1
	% water consumption reduction at leisure centres (vs. FY 2019/20)	23.6	-
We will design and build our new homes to have a water efficiency rate of 105 litres per person per day from 2024	Average litres per person per day in new builds completed	104.8	105
We will partner with water providers to provide water saving devices to our Customers and reduce their water demand	Number of Customers water-saving devices installed across homes*	0	272
Skills (T1, T5, O3)			

