

# GenNorth

## Social Impact Report

September 2023

Generating a Sustainable Future

# Introduction

Welcome to the GenNorth impact report for the period September 2022 to August 2023 which aligns with our second full year in business and the first time we have sought to capture our impact in a report.

This report captures our progress as we build the business in line with our goals, including to working towards becoming a B-Corp as a method to demonstrate our commitment to Planet, People and Profit.

Although a very small micro-SME, we aim to make an impact across a wide range of activities and initiatives. This report presents an overview of the positive change we have collectively driven during the period for our people, our clients and the communities in which we operate.

We have kept our report deliberately short, concise and to the point. It sets out what we have delivered and gives a flavour of what we will be focusing on the coming year as we continue to grow and further increase the benefit we deliver.

## Our Why

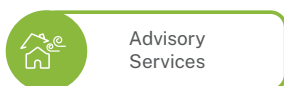
The GenNorth name came from a desire to ‘Generate a sustainable future’ which remains our purpose. In line with our B-Corp aspirations, we aim to be a force for good and to reflect that in everything we do. We therefore take into account the ESG implications of every client we work for, person we employ or contract and every product we buy so that all of our activities bring maximum benefit to communities and the environment.

## Our Services

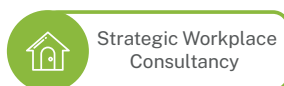
We bring extensive experience to the property and construction industry, working across all aspects of the public and private sector, with a track record of delivering successfully across the UK. Our hands-on collaborative approach is focused on generating a sustainable future, through the provision of Board level strategic advice, the development and implementation of workplace change journeys, as well as the delivery of complex programmes and projects whilst reducing carbon footprint.



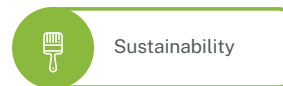
- PROJECT & PROGRAMME MANAGEMENT
- CAPITAL PROGRAMME PLANNING
- PROGRAMME / PROJECT DIRECTOR
- PROJECT AUDIT & ASSURANCE
- TECHNICAL DUE DILIGENCE



- CHANGE MANAGEMENT
- BUSINESS CASE DEVELOPMENT
- ESTATE & PORTFOLIO OPTIMISATION
- OPTIONS APPRAISAL
- WORK WINNING
- POST OCCUPANCY EVALUATION



- PRE-POSITIONING / VISIONING
- DATA CAPTURE & STAKEHOLDER ENGAGEMENT
- UTILISATION STUDIES
- SPATIAL ANALYSIS AND MODELLING
- BRIEFING / CLIENT REPRESENTATIVE
- FEASIBILITY STUDY / TEST FIT
- CONCEPT DESIGN & FURNITURE SPECIFICATION



- SUSTAINABILITY BRIEF DEVELOPMENT
- SUSTAINABILITY IMPLEMENTATION PLANNING
- CARBON BASELINE & NET ZERO STRATEGY
- MATERIALITY ASSESSMENTS

# Our Impact

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Over the past year, GenNorth has made a positive impact through the delivery of a range of activities and initiatives which are summarised below:

## People

Our key people have committed in excess of 100 hours of time to support charitable causes, primarily focussed around supporting young people.

As a Trustee of the Hunslet Club in Leeds, Richard Shaw has supported the Board in the continued provision of education, sports and youth club provision for the children and young people of south Leeds. With over 3,000 members and 4,000 visitors per month the importance of the Club in the local community can not be underestimated. Activities including drama and dance run in parallel with numerous sports teams, many of which have produced regional and national trophy winners.

Over the past year, the Board has also been working towards enabling the Club to become a member of the OnSide youth movement, an organisational with national reach that will allow the Hunslet Club to further increase its offer to the communities of south Leeds.



Richard also supports the Luminare Education Group (LEG), one of the 5 largest Further Education providers in the country that includes Leeds City College, Keighley College, Harrogate Collage and Leeds Conservatoire. LEG supports the development of over 9,000 students a year with a key focus on promoting social mobility. Richard sits on the Group Board and the Finance Committee and also Chairs the Groups Property Strategy Committee which aims to ensure that appropriate, good quality spaces are developed and maintained to support teaching and learning in line with changing demographics and educational provision.

# Our Impact

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As Chairperson and Trustee, Helen Nicol leads the Committee of the Kirklees Trampoline Club (KRTC), a charitable organisation supporting children from a range of backgrounds across West Yorkshire to take part in the exciting sport of trampolining. In partnership with the Huddersfield Trampolining Academy, the club is able to provide access to the sport for recreational purposes as well as a development squad who take part in a range of regional and national competitions.

Helen works closely with the team to manage the clubs operations, reporting to the Charity Commission and provides oversight and support to the committee and coaches.



As Chairperson and Trustee, Helen Nicol leads the Committee of the Kirklees Rebound Trampoline Club (KRTC), a charitable organisation supporting children from a range of backgrounds across West Yorkshire to take part in the exciting sport of trampolining. In partnership with the Huddersfield Trampolining Academy, the club is able to provide access to the sport for recreational purposes as well as a development squad who take part in a range of regional and national competitions.

Helen works closely with the team to manage the clubs operations, reporting to the Charity Commission and provides oversight and support to the committee and coaches.

GenNorth also agreed to make a charitable donation this year to KRTC, which has allowed the club to subsidise the procurement of club kit for competitions and Helen has also secured a further £1,620 grant to purchase more safety equipment.

## Our Influence

We also seek opportunities to magnify our impact through the influence we have in the market. For example, when developing the tender documents for the Redcar & Cleveland College and Bede VI Form projects, GenNorth included a 20% weighting on social value and

# Our Impact

also defined a number of specific activities that the successful contractor would need to engage with along with their own initiatives. This resulted in a significant impact from both contractors with Britcon in particular capturing a wide range of social and sustainability related benefits.



*In response to the focus on social value in the contractor procurement process driven by GenNorth, Britcon undertook a range of social value activities to support their contracts at Redcar & Cleveland College including an 'Open Doors' event, careers talks and a beach clean.*



We also led a presentation to a large number of students at Bede VI Form college around the opportunities and benefits of working in the construction Industry.



# Our Impact

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## Profit

GenNorth has donated £2,000 to the Kirklees Rebound Trampoline Club to ensure all children are able to wear club kit at regional and national competitions that help develop their confidence, social skills and physical health. The kit enables the members of the club to feel part of a team when attending competitions and even representing Yorkshire.

## Planet

In September 2022, we entered into partnership with 'Make it Wild', an organisation dedicated to re-wilding natural habitat in North Yorkshire. GenNorth has offset 60 tonnes CO<sub>2</sub>e through tree planting at Dowgill Grange, Summerbridge in North Yorkshire which is well in excess of our teams carbon footprint.

Through our role with both Leeds Community Health Trust and Proxima, GenNorth has been able to influence the reuse, refurbishment and recycling of significant amounts of furniture, minimising waste volumes and carbon impact. Our team also work hard with clients and their supply chain to ensure any new products which are required, are able to meet the needs of their carbon reduction targets as well as their budget.

Where possible we seek to purchase good in a sustainable way. The majority of our promotional materials have been procured from Fluid Branding a B-Corp that seeks to maximise the impact from all of its sales, an example being our new Ocean bottles that each fund the collection of 1,000 ocean-bound plastic bottles before they enter the ocean.



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# What's Next

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As we continue to grow our business and the number of clients we support, we aim to continue to increase our impact building on and adding to the initiatives described in this report with particular initiatives focussed around measuring the carbon footprint of our Associate network, increasing our charitable contributions and volunteering time.

We aim to build on our social impact as the business grows, by strengthening our partnerships with external stakeholders and our associate network many of whom also hold volunteer positions with non-profit organisations, community groups and charities.

Our recent success in securing a place on the North of England CPC framework will help us further as we strive to maximise the net-positive ESG impact of all of our activities through continuous improvement. During our 2023/24 financial year, we also aim to complete and submit our B-Corp application reinforcing our commitment to our purpose, to 'Generate a sustainable future'.