

# Annual Impact Report 2024



Certified



Corporation

# Our impact *in numbers*

**>48MWh**

Clean electricity generated  
by the solar panels  
on our offices

**90**

Charities or community  
interest companies that  
benefited from Bidwells  
Community Investment  
Fund

**~30%**

Emissions reductions

**£120k**

Donated to charity partners and  
community interest companies

**2030**

On track for net zero

**1,665**

Volunteering hours

**>6,400**

Training hours

**+92**

Net promoter score

**115.2**

Current B impact  
score

# Introduction

2024 was a landmark year for Bidwells; we celebrated 185 years in business and became a purpose-led B Corp.

In the 185 years since Bidwells was founded, we find ourselves in a climate and biodiversity emergency and still grappling as a nation with challenging social inequality and a housing crisis. It is in response to these challenges and the opportunity to make a measurable difference that led us to become a B Corp. We do this by putting our people first, building lasting relationships within our communities, actively collaborating with industry and supply chain partners, and moving from vision to action in partnership with our clients through the projects we deliver and our expert advice.

One year on and our Impact Report is our opportunity to share what we've achieved in the past 12 months since certifying. Highlights include expanding our graduate and apprenticeship programme to attract a diverse talent pool into our industry and to Bidwells; enhancing our benefits package to improve employee wellbeing; advancing employee learning and development to nurture our talent; using our volunteering days to support vulnerable and underserved groups within our communities; covering the roof of our head office with solar panels; and working on impactful projects right across our service lines that create a meaningful difference.

We have also taken time to reflect on our progress and share our vision for the future as we launched our Nexus30 five-year business plan. We know there is more to be done towards building an equitable society and improving peoples' quality of life across the country, decarbonising the built environment at scale, supporting the UK's energy security, and restoring our natural habitats as we grow our business over the next 185 years.

*We know we can't do this alone, and we thank all our collaborators as we look forward to the future.*

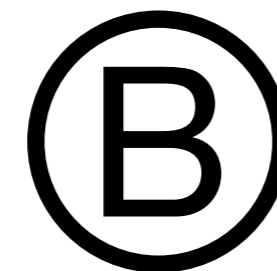
# 1 year

as a Certified B Corporation

# 185+

Years in business

**Certified**



**Corporation**

**Nick Pettit**  
Senior Partner – Cambridge (Joined 2003)

**Kelly Bream**  
Chief Operating Officer – London (Joined 2023)



# About Bidwells

## 600+

Strong team at Bidwells



## 40

Specialist teams



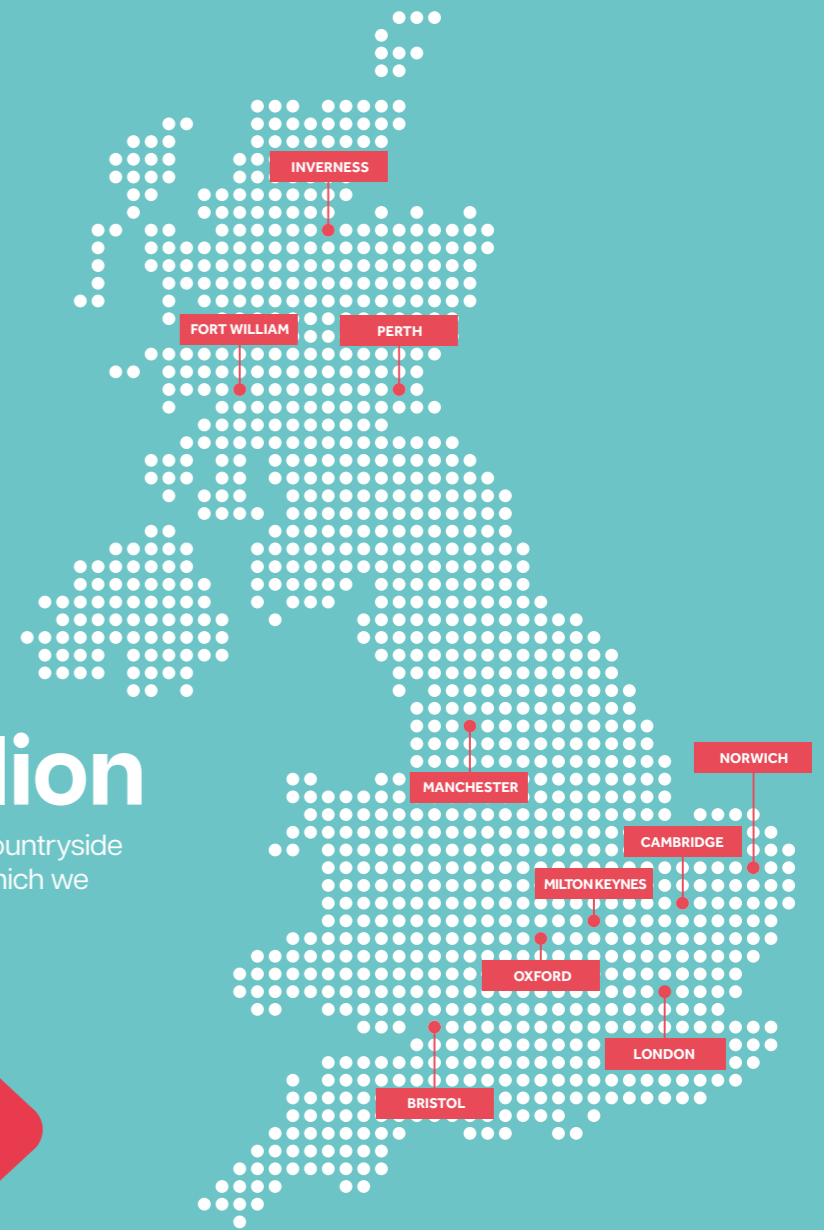
## 100+

years experience managing property endowment portfolios



# 10

UK offices



## 4million

acres of the UK's countryside and coastline on which we manage or advise

# No.1

leading in two of the most dynamic real estate markets in the UK: the Oxford-Cambridge Arc and the emerging field of Natural Capital



## >3,750

Clients



## 6%

Apprentices and graduates



## 6.6

Average staff retention in years

## £5.1bn

AUM



Certified



Corporation

# The challenges

## Social inequality

Property touches most people's lives from the moment we are born; encompassing the places where we live, learn, work, shop, heal, experience culture and leisure activities. Equally important are the spaces that connect our buildings and the ease of moving from place to place. Those working in our sector have a significant opportunity to enhance people's everyday experience in a positive and lasting way – we are privileged to be able to help leave a positive legacy through the work we do.

And there is a lot of work to do. The UK experiences one of the highest levels of income inequality in Europe, with housing costs increasing considerably for lower-income households and an affordable housing crisis. With two of our offices located in Cities that have the highest wealth gap in the Country, we feel passionately about taking action to support, as we believe everyone should have a safe, comfortable and healthy place to call home.

## Equity, diversity & inclusion

While our sector can make a substantial positive contribution towards tackling many of our environmental and social challenges and offers a career with a strong sense of purpose, the sector itself is still working hard to attract and retain a diverse talent pool at all levels. We continue to work on our apprenticeship and graduate programmes, as well as supporting diversity throughout our organisation, as well as taking more action to support social mobility.

## Cambridge Charter to End Homelessness

Homelessness has long been an issue in Cambridge and is continually increasing with over 400 individuals estimated to be vulnerably housed as of December 2024.

The Charter aims to make homelessness rare, brief and non-recurring in line with local priorities. By signing the Charter, we have pledged to support the 6 pillars of change, specifically around employment. This is vital to a sustainable solution for people experiencing homelessness, and involves increasing opportunities for training (particularly accredited training); volunteering and paid employment.



## The climate and biodiversity crisis

Scientists have confirmed that 2024 was the world's hottest year on record and significantly, the first calendar year to surpass 1.5C of warming above pre-industrial levels. We are also experiencing an unprecedented scale of nature and biodiversity loss, with wildlife populations declining by an average 69% in the past 50 years.

The built environment is a significant contributor to these global challenges, with buildings in operation being responsible for over 30% of worldwide energy consumption and 40% of carbon dioxide emissions, and in the UK buildings are the largest emitter of carbon dioxide emissions after surface transport. The sector also consumes 50% of global raw materials and accounts for 40% of waste streams, plus it is responsible for as much as 30% of the world's biodiversity loss.

These long-term changes to our climate and natural environments are already impacting human health and wellbeing, resource availability, as well as presenting material risks to financial markets and business.


## Property Week ESG Edge Awards Excellence in Habitat Restoration, Highly Commended


Lover Valley Farm, South Cambridgeshire



## The built environment global context

**>30%**   
global energy consumption

**40%**   
global carbon dioxide emissions

**50%**   
global raw materials consumption

**40%**   
global waste streams

**30%**   
global nature and biodiversity decline

[www.wbcsd.org/wp-content/uploads/2024/10/WBCSD\\_Exploring\\_nature\\_positive\\_buildings.pdf](http://www.wbcsd.org/wp-content/uploads/2024/10/WBCSD_Exploring_nature_positive_buildings.pdf)

# The challenges

## The solution

Positively, there remains a window of opportunity to act through individual and collective action to not just manage risks but leverage the opportunities to deliver better outcomes for people and planet. With sustainability central to our mission and values, we are committed to working collaboratively with all our stakeholders including across our business, alongside our supply chain partners, with the sector and our industry associations, with local community partners, and in partnership with our clients – through our expert advice, ideas and innovation we will use our influence to help progress industry best practice, as well as guide sustainable project outcomes.

We know we can't solve these problems alone and we are part of a movement and an industry that has significant influence and opportunity to drive real change.

### Case study: Achnacarry Estate



We are leading the design and delivery of 2,500 hectares of native woodland restoration on Achnacarry Estate in the West Highlands, part of a wider 15,000-hectare landholding. This ambitious project reflects a shared long-term vision with the estate owners to transform historic grazing land into a thriving, nature-rich landscape.

The project has three core aims: to boost biodiversity through habitat restoration and connectivity, to sequester carbon at scale and to generate verified carbon credits – creating a lasting natural capital legacy for the estate.

We're delivering the entire project from design through to implementation on behalf of the Estate.

*“Working collaboratively with Achnacarry Estate to design and develop a landscape scale restoration project is challenging, exhilarating and, whatever the weather has thrown at me, been great fun.”*

*Landscape scale restoration is not without its difficulties, but an open and honest attitude combined with a ‘can do’ mind-set usually finds its way around most problems and turns them into opportunities.”*

**Hazel Boyd**  
Associate, Forestry – Fort William (Joined 2022)



# Our commitment to sustainability

Since we published our first Sustainability Strategy in 2022, we've been working hard to deliver on "Our Promise".

These commitments created a guiding set of principles which we have used to inform our decisions over the past three years.



*"Our Promise has to be an integral part of each and everyone's working life, hour by hour. Being part of a generation that has, I regret, been responsible for / significantly contributed to many of the issues the world is facing today, I found it educational and inspirational. Bidwells will be a very much better place as a result of this."*

**John Tweddle**  
Partner, Investment and Property Management – Cambridge  
(Joined 1969)

## Our Promise

*Everyone at Bidwells promises to play their part in...*

- Creating a healthy working environment and culture that enhances our physical, mental, and social wellbeing
- Embedding sustainable thinking in all the services we offer
- Operating our business ethically and with relevant stakeholder input throughout
- Behaving transparently by reporting our performance, enabling all our stakeholders to hold us to account
- Inputting into the decision-making processes of the business
- Building a truly inclusive culture of belonging, where everyone can thrive and succeed as their true and authentic selves
- Having all employees realising their potential by attaining, building and demonstrating our values, behaviours, knowledge and skills in their role
- Responding to the climate emergency by reducing our greenhouse gas emissions to net-zero before the end of 2030
- Influencing cultural change not only within our business but through the interactions we have with our clients, partners and other institutions with which we interact
- Positively influencing our value chain by only cultivating relationships with businesses that we believe to be operating sustainably
- Being an active and constructive member of our wider community
- Ensuring we go beyond just climate change mitigation to effectively manage all aspects of our interaction with the environment



# In 2024, we launched our new mission, vision and values

## Our Mission

To provide the UK's most sustainable and innovative property advice. Working with the most talented people and visionary clients to shape the future of our environment.

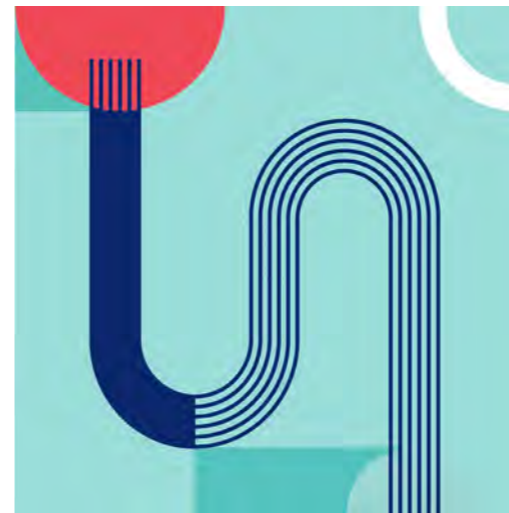
## Our Vision

To become the country's leading adviser in science & technology and sustainability, to enhance the quality of life for communities across the UK.

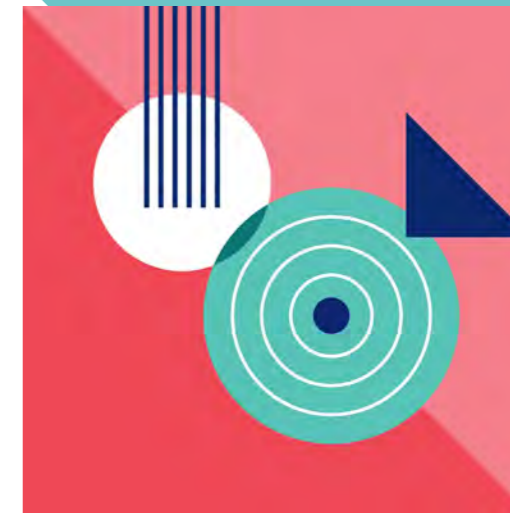
## Our Values



**Captive Clients**  
Anticipate needs, exceed expectations



**Connect to Innovate**  
Share knowledge; provide integrated solutions



**Resilience Drives Results**  
Adapt quickly; stay focused



**Disrupt the Status Quo**  
Shake things up; set new standards



**Passion Powers Performance**  
Make it happen, with purpose



**Sustainability Matters**  
Care deeply; make an impact

As you can see, sustainability is key in each of these fundamental parts of our business plan. Every person in the business has their performance evaluated against each of these values. In this way, the golden thread from the Board and Partners is embedding into everyone's day-to-day life.

*"Sustainability sits at the heart of our business, so we actively seek out partnerships with like-minded organisations whose values align with our mission and commitments. Bidwells stands out for its team of passionate, professional experts. We congratulate them on their B Corp anniversary and look forward to continuing our collaborative work together."*

**Ed Ellerington**  
Founder & CEO, Packaged Living



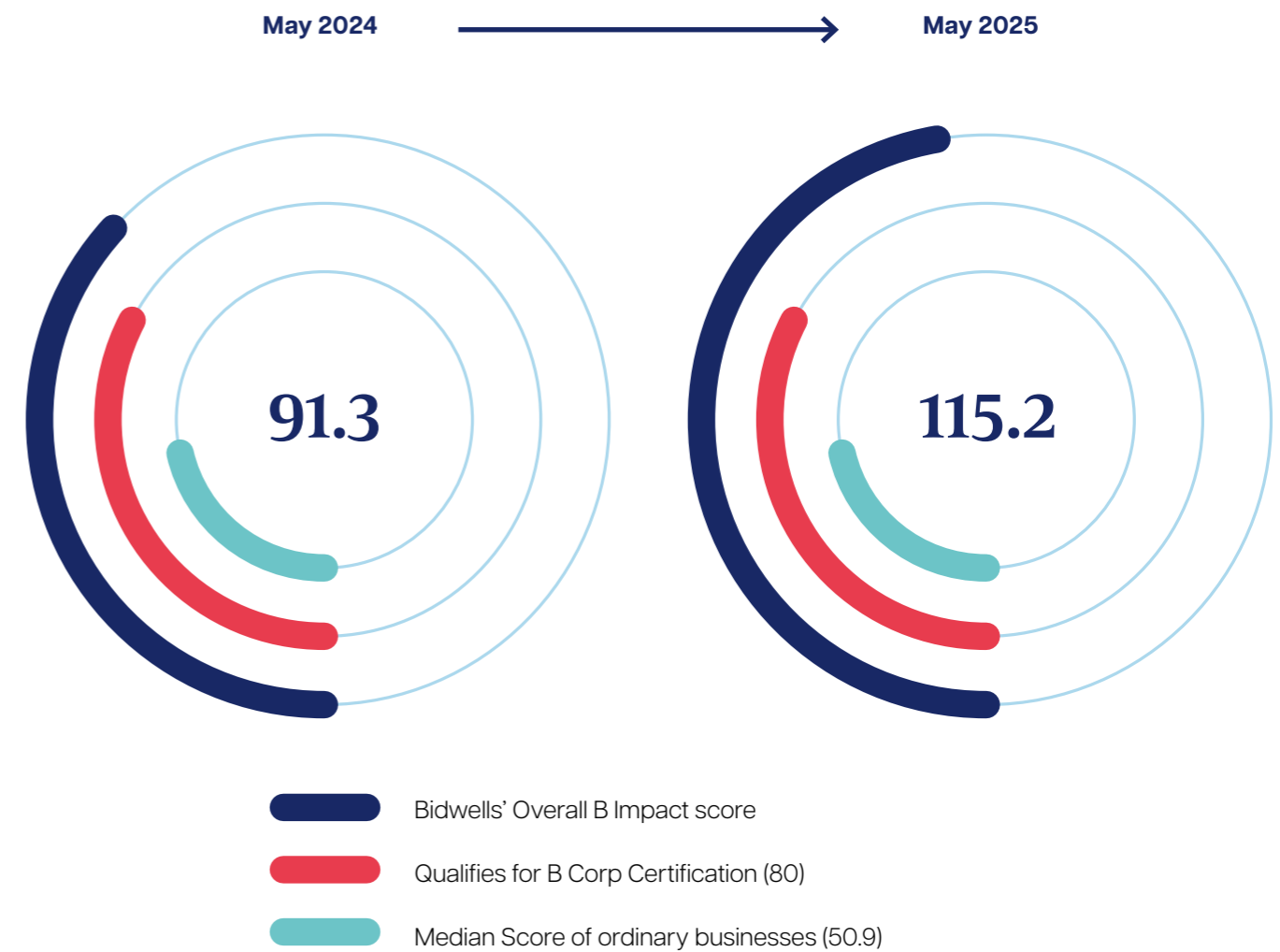


# Our B Corp certification

For us, certifying as a B Corp was a natural progression from wanting our business to be a force for good and the desire to ensure we were achieving this aim. B Corp provided us with a framework to objectively view how our business performs against a wide array of non-financial metrics and, crucially, highlights areas where we should improve year-on-year.

The process itself began in May 2023 and took over a year to complete requiring input from every part of our business and culminating in a Partners vote to make the fundamental changes to the Partnership agreement that are a pre-requisite to certification – upliftingly, the Partners voted overwhelmingly in favour of the change and we are now pleased to have stakeholder value creation as our core business mission.

Since certifying as a B Corp in May 2024, we've already implemented many changes that mean our score is already in excess of 100 and will continue to improve before we recertify.



*“Socius are pleased to celebrate Bidwells' one-year anniversary as a B Corp. Working with the team has been a rewarding experience, as we share a commitment to high standards of social and environmental performance, accountability, and transparency. Their dedication to these values aligns seamlessly with our own, and we value the trusted advisor role they have played in our journey”.*

**Olaide Oboh**  
Executive Director, Socius & Populate (fellow B Corp)



# Transparency and accountability

Increasing transparency and holding ourselves to account through our B Corp Certification.

## Transparency

Since publishing our first Sustainability Strategy in 2022, we've been increasing the amount of information that we provide to a broad range of stakeholders including internally and externally with clients, suppliers and partners.

This year, we're increasing that transparency by expanding our non-financial reporting in this, our inaugural impact report. We hope you find the content insightful.

*“As a fellow B Corp, Stanhope is thrilled to celebrate this incredible milestone with Bidwells. It's inspiring to see more real estate and property companies join the B Corp movement, reflecting a strong values alignment and a shared commitment to using business as a force for good. We look forward to deepening our collaboration and driving positive impact together.”*

**Laura Collins**  
Senior Development Director  
Stanhope PLC

**STANHOPE**

## Accountability

We are seeking external assurance on our processes to ensure we are honest in our disclosures and hold ourselves accountable for delivering on our promises. For example, we are collaborating with Planet Mark to third party validate our carbon footprint, and we are strengthening our ISO management systems 9001 (quality) and 14001 (environment), which we've held continuously since 2007, by certifying under 27001 (data security) and 45001 (occupational health & safety).

 PlanetMark

 ISO

# A movement of change makers

Being a B Corp is about supporting a movement for positive change and championing collective action.

Bidwells is an active member of several industry associations, many of whom are trying to solve the social and environmental challenges we face by developing approaches and guidance that share best practice knowledge across the membership, as well as representing the members collective views on policy and legislation.

As much as possible we choose to engage with these organisations and apply current industry best practice.

One example is the UK Net Zero Carbon Building Standard; launched in September 2024 with a pilot phase to gather feedback on the draft. In support of this new, performance-based standard, we are participating in the pilot phase. Additionally, we have been leading one of the Better Buildings Partnership workstreams for Managing Agents as part of advancing sustainable property and facilities management.

Here are some of the Industry Bodies of which we are active members:



## Our Supplier Chain Partners

To improve risk management and integrate sustainability into our procurement decisions, we appointed a dedicated Procurement Manager, who has integrated sustainability into our due diligence questionnaire. This enables us to make more informed decisions when choosing suppliers and to work more collaboratively with our supply chain partners to advance our performance in this area.

\* This report covers any initiatives that have been launched since we were certified as a B Corp in May 2024 up to May 2025. The data disclosed such as volunteering hours and carbon footprint cover the calendar year 2024.

# Board and management

In 2024, we launched a new vision, mission and values as well as our business strategy Nexus 2030. Alongside this we revised our Governance Structure and established a collection of committees to ensure a golden thread running through activities, working groups and departments right across the business, and up to the Senior Leadership Team and Main Board.

The committees meet throughout the year and have representation from all departments and offices to promote equitable feedback from across the business.

Our committees comprise the following:

- Be@Bidwells
- Client
- Technology & Innovation
- Risk & Audit Committees inc. Health & Safety Sub-committee
- Remuneration & Nominations

*“Bidwells is an exceptional fit for me due to its dynamic and friendly work environment, underpinned by strong values and a forward-thinking approach. The company's commitment to innovation, sustainability, and client-focused service aligns perfectly with my professional aspirations. At Bidwells, we strive to captivate clients by anticipating their needs and exceeding expectations, while also disrupting the status quo with bold ideas and ground-breaking solutions. Our collaborative culture encourages sharing knowledge and providing integrated solutions, which accelerates everyone's' trajectories.*

*In the finance function and wider, we are dedicated to adopting sustainability-related financial disclosures to ensure transparency but owning our positive direction of travel. By disclosing material information about sustainability-related risks and opportunities, we aim to support our clients in making informed decisions that contribute to a sustainable future. Our ESG strategy reflects our commitment to ethical and responsible practices, reducing our impact on the planet and enhancing the wellbeing of our staff and communities. This approach not only strengthens our proposition but also helps our clients achieve their sustainability goals”*

**Chris Underwood**  
Executive Finance Director –  
Cambridge (Joined 2024)



## The Nexus Den

2024 also marked the launch of our Nexus Den program. Designed to harness the innovative spirit that runs deep in our company's DNA. Nexus Den offers everyone - regardless of position, length of service or department - an opportunity to make a tangible impact on the future of our business. In a nod to the popular Dragon's Den show, 5 senior leaders reviewed over 40 entrants in 2024 covering the following categories:

- Diversity & Culture
- Sustainability
- Technology
- New Business Lines



Four winners were chosen each receiving a grant to launch their initiative from digital AI avatars to an internal podcast informing our staff of the latest activities we've been up to across the business.

Clockwise from top-left:

**Robert Leadbetter**  
Partner, Investment & Property Management – Cambridge (Joined 2022)

**Nick Pettit**  
Senior Partner – Cambridge (Joined 2003)

**Mike Jones**  
Partner, Planning – Milton Keynes (Joined 2017)

**Rebecca Wilson**  
Partner, Head of Residential New Homes – Cambridge (Joined 1996)

**Kelly Bream**  
Chief Operating Officer – London (Joined 2023)



# IT risk management, AI & security

In today's digital age, one of the greatest governance issues that any organisation faces is how it handles data, both that of its clients and its people. As a business that processes personal information, we take this area very seriously. We are Cyber Security Essentials Plus accredited and are in the process of implementing ISO 27001 across our digital estate.

Have a look at some of the steps we've taken in the past 12 months and our plans for the next:

## 2024 Achievements

In 2024, Bidwells advanced IT risk management and data security through key initiatives:

### Microsoft Purview

Deployed to enhance data governance, compliance, and risk mitigation with AI-driven insights.

### AI-Powered Email Security

Introduced Mimecast's NLP and behavioural analytics to block phishing, BEC attacks, and insider threats.

### Cybersecurity Culture

Delivered scenario-based training and regular audits to maintain strong security awareness and compliance.

*"I joined Bidwells for its forward-thinking culture and commitment to innovation and sustainability. Here, I'm empowered to drive positive change in IT governance and data security for lasting impact and develop new technologies to enhance how we interact with and provide real value to our clients"*

### David Stringer

Director of Technology & Innovation –  
London (Joined 2024)



# Our people

Our people are our business – and together we form a Partnership that we're proud to say has a family feel.

Without the talent of our amazing colleagues, we can't deliver for our clients, so we continually consider how we retain and attract the best people, nurture our culture of inclusivity and passion, and support a healthy work life balance.



*“The graduate programme has been great in connecting me with other graduates in the company, giving me more exposure as an individual and better understanding of what the business does as a whole.*

*I really love the people at Bidwells. I have a fabulous team that is extremely supportive of my learning goals and well as making it a fun working environment.*

*I used one of my volunteering days to help New Meanings Foundation build beach huts. They are a great charity who help disadvantaged individuals gain valuable skills. It was relevant to my job, as well as gratifying seeing*

*the small impact we made as a team. Additionally, it was a great day for team building.”*

**Sophie Wallis**

Graduate Land & Development Surveyor – Cambridge (Joined 2023, Programme Participant '23-'24)



*“I feel valued and part of the Bidwells family. It's encouraging to work for a company that prioritizes sustainability, ethical practices, and a long-term positive impact on society and the environment.”*

**Jake Allen**

Graduate Surveyor – Business Space Agency, Oxford (Joined 2023, Programme Participant '23-'24)



# Employee survey

In early 2025, we launched an extensive employee survey through the 3rd party platform Culture Amp. This will enable us to understand better what we need to do more of to continue to support our people, as well as any areas of weakness that we need to address. The survey received a fantastic response rate, with over 79% of people taking the time to complete the questionnaire. We're busy reviewing the feedback and look forward to acting on the suggestions.

This follows our participation in the 2024 Most Sustainable Workplace Index with 18 of our peers, as arranged by the UK Green Building Council. The Index identifies the action gap between our sustainable intentions as companies and employees and how to overcome the barriers. Encouragingly, 94% of our staff say that sustainability is important to them and 73% would like to do more at work to support the sustainability agenda.

# 79%

Employee survey response rate

# 94%

Bidwells People say  
"Sustainability is important to them"



Most Sustainable  
Workplace Index

*"I am really grateful for the work culture, especially within my team. The attitude of Bidwells as a whole feels very respectful to all employees, as it is understood that we are all capable of delivering high-quality work - we do not need to be pressured to make this happen. I also enjoy feeling as though I am on the cutting edge / leading the industry, particularly with the scientific research and rigour involved in my team.*

*There is no shortage of mentors or role models willing to share information, and everyone ultimately gets on. I find the positive environment of my office really helpful, and I always feel like no matter what happens outside of work, I know when I'm in the office I am always supported (whether this is having a chat at lunch, or being given the space to focus alone to get work done).*

*In terms of the environment, I do appreciate the steps that have been taken (light upgrades in the Perth office to cut down energy usage, solar panel installation) and think that we should not shy away from the importance of these. As my role is highly focused on the environment*

*and working with clients and partners who have a strong passion for the environment, being able to add that we are a BCorp is a huge selling point. I am glad to see us constantly referring to this in both external and internal communications. I do think that being BCorp aligns with Bidwells' values."*

**Jamie Strachan**  
Natural Capital Consultant –  
Perth (Joined 2023,  
Programme Participant  
'23-'24)



# Equity, diversity and inclusion

As anyone working in Real Estate will be aware, there is an industry-wide drive to improve the lack of diversity within the sector. From becoming a Level 2 Disability Confident Employer to hosting Women in Leadership events, we are building a business that is as welcoming as possible to everyone no matter what their lived experience has been to date.

Here is a selection of the EDI Initiatives that we have completed in 2024 as part of our detailed plan running through to 2030.

EDI Initiatives:

- Further enhanced our Parental leave policies and including Neonatal care
- Implemented Stickerbook for EDI and Sustainability training
- Launched a reverse mentoring programme
- Created the Be@Bidwells committee to lead EDI, wellbeing and culture initiatives with a diverse representation covering all offices and departments.
- Became Level 2 Disability Confident Employer
- Hosted 5 diversity-focused coffee breaks with an average of 70 attendees at each:
  - Insights into Speaking English as a Second Language in Property
  - Neurodiversity Celebration Week
  - Domestic Abuse Education
  - Dystonia UK
  - Social Mobility

*"Our Coffee Break Series sessions form an essential part of our EDI strategy as we continue to raise awareness of the different experiences and backgrounds of our colleagues through employee-led storytelling. These sessions highlight the significant benefits of diversity as well as the challenges that can be faced in the workplace. The sessions are empowering and thought-provoking and highlight how we can all play a role in being effective allies."*

**Hattie Fletcher**  
People Operations & Reward Manager –  
Cambridge (Joined 2019)



# Social impact projects

## Projects with co-benefits

We choose to actively participate in several community projects. From outreach programmes for state-funded schools to providing work experience to individuals who come from a background of underemployment, we focus our efforts on those who are most at risk of ending up not in employment, education or training.

An example of this is Inspire 2 Ignite. Targeting a diverse cohort of young people, including those who are NEET (Not in Education, Employment or Training), at risk of becoming NEET, care-experienced individuals, and high-performing students, the initiative aims to create inclusive pathways into professional careers. Participants engage in practical challenges, develop key employability skills, and deepen their understanding of the property and business sectors.

The experience, taking place over three days, has been co-designed by Inspire 2 Ignite and Bidwells to ensure it delivers an experience that provides young people with authentic insight into the world of work. Focused on building essential skills, expanding career awareness, and developing confidence, the programme offers participants a unique opportunity to engage directly with industry professionals and experience the working environment first-hand.



Last year's programme had a profound impact, with participants reflecting on both their professional development and personal growth. One young person commented:

*"I got such a nice welcoming by Bidwells. I've now met a new community which I now see as a new family. I already had an Inspire 2 Ignite family, but I now have a Bidwells family. Others treat me like work colleagues, whereas you treat me like a human being. I really appreciate this and giving me the belief to want to be my true self."*



# Next gen talent

## Graduate and apprenticeship programme

We are passionate about attracting diverse talent into our sector and have been running our graduate and apprenticeship development programmes for many years.

This is a two-year scheme designed to expose participants to real projects right from the beginning.

The end-goal is for the participants to achieve chartered status with RICS, RTPI or any other related accreditation, whilst learning from colleagues with a wealth of on-the-job experience. We see our apprentices and graduates as future leaders and partners in the business.

Our programme aims to help our graduates and apprentices to develop beyond their technical expertise in three main areas: personal effectiveness and impact; delivery excellence; and commercial acumen, focussing on areas such as business development and networking, time management, writing, presentation and negotiation skills and much more.

Currently, we have 23 employees on accredited apprenticeship programmes, and we are continually striving to expand this programme. Our apprenticeships span the full breadth of the business from Project Management, Building Surveying and Residential Sales, Rural Estate Management to Finance, HR, IT, Marketing and Facilities Management.

*I'm so grateful for my role at Bidwells because of the supportive environment where everyone is treated as a person and empowered to succeed. There's always something going on—team volunteering days, quizzes, and sports matches. I've felt truly supported throughout my apprenticeship and am excited to see where my career at Bidwells takes me!"*

**Claire Galilee**  
Assistant Planner –  
Cambridge (Joined 2023,  
Programme Participant  
'23-'24)



*The apprenticeship programme was very beneficial to meet members of other teams and offices, helping me understand what other teams do day-to-day. It also broadened my knowledge on wider business strategies, and techniques when presenting, negotiating etc.*

*The collaboration between different teams on a number of projects and the friendly office environment makes working at Bidwells really enjoyable. Everyone is really good at providing the right amount of support without hand-holding which helps you progress at a good rate.*

*Bidwells has a very supportive culture and forward-thinking values which makes it a very exciting*

*place to work. Bidwells is also very environmentally responsible which is really positive to see. Bidwells' B Corp status shows genuine accountability towards sustainability and helps us drive positive change for the environment.*

**Charlie Boyle**  
Assistant Project  
Manager – London  
(Joined 2021,  
Programme  
Participant '23-'24)



Graduates participate in the Programme in their first year; apprentices join the Programme at different points on their development journey.

*"My motivation for joining the Environmental and Climate team is the contribution the sector brings to our national mitigation efforts. I think Bidwells does a lot of work to maintain our B Corp status; the Graduate programme was great at helping me feel more integrated into the company. I was able to learn about other sectors that I otherwise would not have interacted with.*

*I enjoy working in a genuinely lovely office, from the friendly people to ice cream Fridays and fancy teas. I attend a Yoga class on Monday which is subsidised by work, this really helps with my wellbeing since I am sat at a desk for most of the day. I also enjoy learning on the job and I have learnt a lot and am confident in my ability to lead on jobs.*

*I also love the annual leave allowance, having a proper balance and flexibility to take time off makes you feel trusted by your employer. I also really enjoyed watching the Autism/dyslexia awareness series."*

**Katie Heppell**  
Energy & Renewables Consultant – Oxford  
(Joined 2023, Programme Participant '23-'24)



*"When I started my Project Management Degree Apprenticeship with Bidwells I knew I wanted more than just a degree—I wanted real experience, real challenges, and real growth. What I didn't realise was how much this journey would shape me. Balancing full-time work and university isn't easy.*

*There are long days, new challenges, and moments of doubt. But every challenge is an opportunity to grow, and every lesson learned is a step closer to the future I'm building. Choosing an apprenticeship wasn't the 'safe' option—it was the bold one. It meant stepping out of my comfort zone, proving myself in a professional environment, and continuously pushing my limits.*

*And I wouldn't have it any other way. A huge thank you to my mentors and colleagues at Bidwells who continue to support and inspire me. This is just the beginning!"*

**Ayeisha Kone-Massouma**  
Apprentice Project Manager – Cambridge  
(Joined 2024)





# Safety, health & wellbeing

## We're investing in our people and supporting a healthy work life balance.

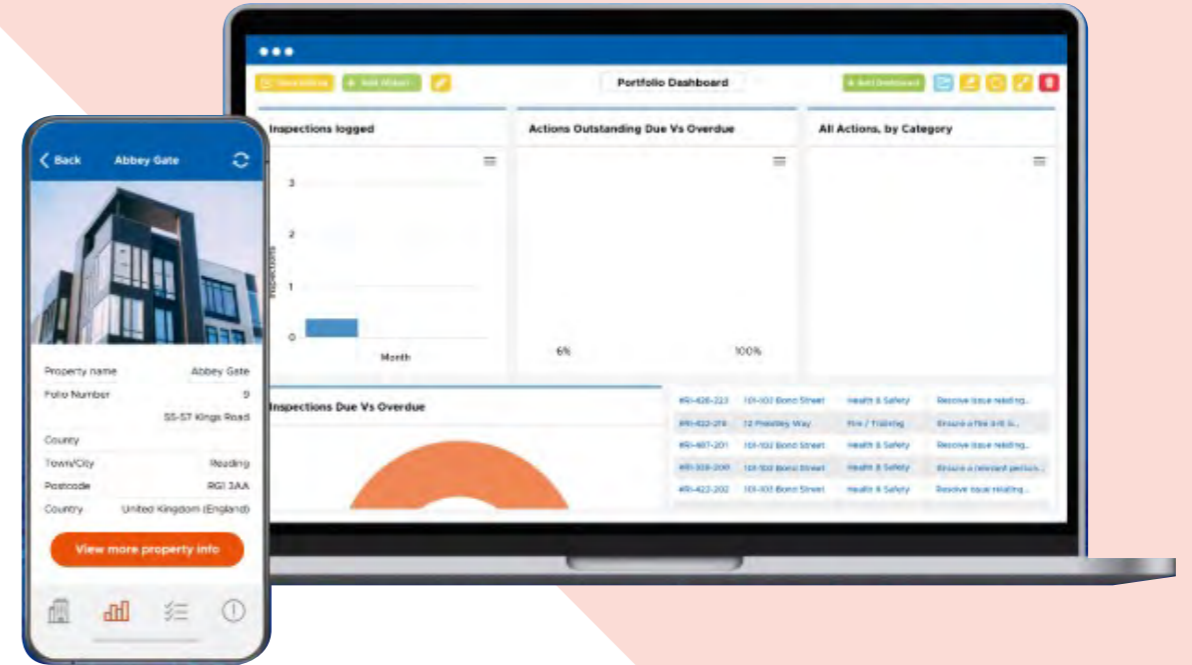
### BWell

We've been working hard to enhance the work life balance for all employees.

We have enhanced the benefits package including increasing holiday entitlement, enhancing parental leave, rewarding continuous service, and offering a BWell Day each month.

### BEmpowered

Our annual BEmpowered Week offers essential resources and guidance, including self-defence classes, wellbeing talks, and financial support initiatives. We have also created a dedicated wellbeing space that hosts activities such as workouts, book club meetings, and other wellbeing-focused programs.



S2 Riskwise – Health & Safety Auditing and Reporting Platform

## Developing a culture of positive health & safety management

### Culture

As part of our Health & Safety culture campaign, we've identified where our business lies on the health & safety culture scale and where we will focus on driving improvements in future.

This is part of our work developing an open and honest culture of health & safety reporting across the business so that everyone feels empowered to report near misses, incidents and accidents.

To enable these cultural improvements, we've expanded our health & safety technology provision through RiskWise & Peoplesafe to mitigate and reduce lone worker risk.

### Competency

In 2024, we developed our Health & Safety Management system aligned to the ISO45001 and grew the Health & Safety team to ensure we have the capacity to respond to effectively manage responses to any near miss or incident reports.



Examples of some of the safety devices we supply our loneworkers.

## Our new *benefits*



**BWell Day**  
1 day per month



**28 days base holiday entitlement**  
Plus bank holidays



**Paid sabbaticals every 5 and 10 years**  
Rewarding continuous service



**Enhanced parental leave**  
Maternity - 26 weeks at full pay  
Paternity - 6 weeks at full pay

# Learning and development

## Learning and development programme

Learning and Development drives employee performance, helping to deliver our vision and plan. We recognise that continuous professional growth not only empowers our people but also drives employee engagement, excellence in client delivery and strengthens long-term talent retention. We manage all of our learning and development through a centralised programme: BDeveloped. This programme manages the process of Performance & Development Reviews (PDR) for all colleagues, which is a bi-annual programme, ensuring our people have a development plan co-created with their line manager, which identifies any learning and development requirements. Each department has a skills matrix setting out what skills are needed in the various roles within the teams/departments.

We are RTPI Learning Partners, members of the UK Green Building Council, accredited by the Institute for Environmental Managers and Assessors (IEMA) and regulated by RICS. This allows us to keep up with the latest trends in our sectors and provides access to a wealth of learning & development materials that our people can use to develop their professional knowledge. By investing in robust career development pathways, we ensure our teams are equipped with the skills, knowledge, and mindset needed to navigate a rapidly evolving business landscape. This strategic approach to Learning and Development supports our people in reaching their full potential while reinforcing our ability to deliver innovative, high-quality services to our clients.

# >6,400

## Training hours

On average a person at Bidwells will undertake 15hrs training per year via online and in-person training sessions.



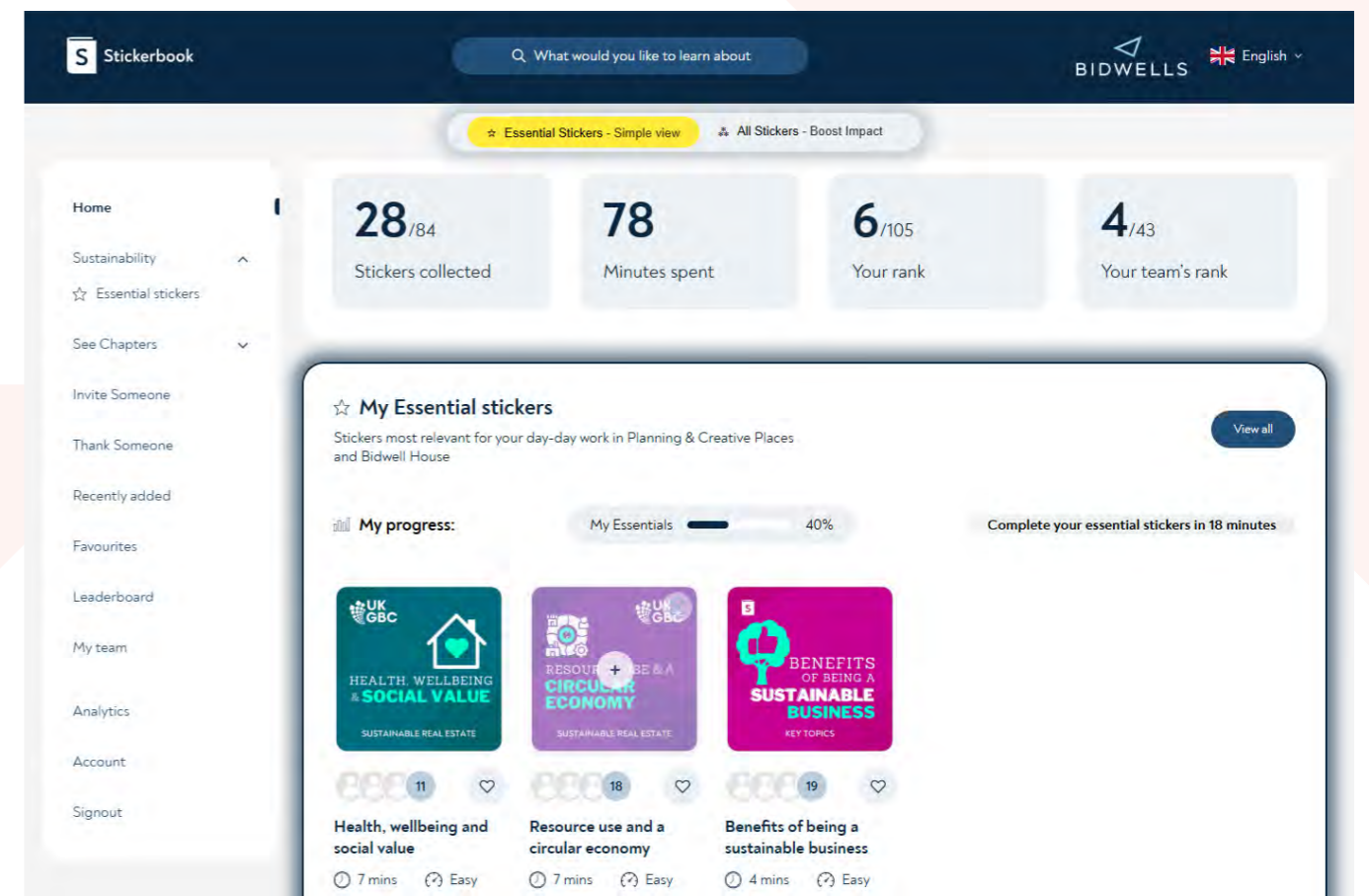
## Sustainability upskilling

As part of our learning and development programme, we ran a pilot of the Stickerbook platform that offers micro-learning on key sustainability topics. Following the great feedback we are rolling this out across Bidwells in 2025.

To complement our on-line learning and development, we provide face-to-face sustainability training, including specific training on client ESG goals and objectives tailored to specific teams in our business, as well as broader CPD on sustainability fundamentals available to all employees.

*"Stickerbook is a fantastic resource - such an accessible way to absorb bite-sized nuggets of information. Thanks for setting it up!"*

**Tim Hyde**  
Associate, Architecture - Cambridge (Joined 2015)



# Community investment

In 2023, we increased our Community Investment Fund from £60k p.a. to £120. This is allocated to each office on a headcount basis. Each office has a Community Involvement Champion to create a focal point for our local community outreach programmes. This includes volunteering activities in addition to any partnerships and sponsorship of local charity and community interest companies.

## Being a Community Champion

*“Becoming a Community Champion for Scotland was a chance to play a more active role in supporting local initiatives and making a meaningful impact. It felt like a natural extension of my role as an office manager, but also an opportunity to connect with inspiring individuals and communities both within and beyond the business.*

*There’s so much passion and enthusiasm for making a difference, and I believe it’s a lovely way for colleagues to build stronger connections together through shared experiences, all while contributing to something valuable, no matter how big or small. It’s a win-win!*

*This experience has given me a deeper understanding of the challenges faced by the different groups we support, and seeing the amazing resilience within our communities, especially during these tough environmental and economic times. Supporting our charities of the year, CHAS and now SCAA, has shown me firsthand how even small efforts, like bake sales and sponsored events, can create positive change in many meaningful ways.*

*I’ve also learned so much from working with our Social Committee, who share the same passion for community involvement. Seeing different perspectives and approaches has been really inspiring. One recent standout experience*

*was volunteering at Greener Kirkcaldy in their community food gardens. As someone passionate about the environment, it was wonderful to see how bringing local people together can also support sustainability and reduce our collective impact on the planet. It was both rewarding and educational, I even picked up a few gardening tips along the way! Their enthusiasm was contagious, making the experience so fulfilling and reinforcing the importance of working toward a greener future.”*

### Melanie Buchanan

Office Manager and Community Champion for the Scotland Offices – Perth (Joined 2024)



Additionally, we expanded our volunteering programme so each employee has x2 days FTE per year. The idea being that one of those days can be used for their own personal community interest, whether that is a local school or nationwide fundraising event and the other day can be used across their team for a team-building volunteering activity. Some of the great examples of these are shown below.

In 2025, we have again increased our Community Investment Fund to £132k and we’re directing the investment towards the most historically underserved populations in these communities aligned to the multiple indices of deprivation as supported by our Social Value reporting platform, Thrive.

90  
charities or Community Interest Companies that benefited from Bidwells Community Investment Fund



Bidwells HR team supporting Turtle Dove at their first young women’s conference, supporting young women into the workplace and business.



£120k

Donated to charity partners and community interest companies

# Community activities

# 1,665

Volunteering hours



## Rural team

Each school holiday, the Cambridge holiday lunch programme provides free meals and activities for disadvantaged families at different venues across the city.

**CAMBRIDGE SUSTAINABLE FOOD**

## Energy & Renewables team

In 3 hours: 50 bags of rubbish, a bike, a shopping trolley, a traffic cone and a road sign!



## London office

The team completed the Thames 16 Bridge challenge, covering a total of 27.35km and raised £3,925 for Sue Ryder.



## Project Management team

Volunteering at Restore (Rehabilitation Services Trust For Oxfordshire Re-Employment)



## Investment & Property Management team

880 items collected weighing 11.1kg from 100m of beach at Trimley foreshore.



## Cambridge office

Fundraising for Arthur Rank Hospice. Phill Theaker, Group Ops, led a series of fundraising activities in the Money Multiplier Challenge. Starting with only £50, through quizzes, raffles, bake sales and other activities, we raised over £4,000 for the Arthur Rank Hospice, winning the challenge in the process.



# Pro bono

In addition to casual volunteering, we are increasingly supportive of our staff dedicating time to pro bono volunteering. The difference here is that we are using our expertise for which we would ordinarily charge a fee to benefit a charity or Community Interest Company. One example is the project management of Joy's Corner, a collection of 4 modular homes in support of It Takes a City, a Community Land Trust working in partnership with the broader End Homelessness Charter. We dedicated over 6 weeks as Pro Bono work supporting the management of a very technical delivery and we're very proud to see the result:



LandAid is the property industry charity working to end youth homelessness in the UK. It brings the property industry together to support charities delivering life-changing services for young people who are or have been homeless, or who are at risk of homelessness in the future.

## LandAid

*“Tackling homelessness is a cause that I care about deeply and I am grateful that working at Bidwells has enabled me and the team to support It Takes A City as well as take a position on the Board of LandAid. Making a meaningful difference to a part of society in desperate need of support is a huge motivation that extends to all the other projects the team work on.”*

**Ben Hayek**

Partner, Project Management & Board Member of LandAid – Cambridge (Joined 2014)



*“We are delighted to announce that Joy's Corner, our first modular homes scheme, has been completed and our four residents have settled in.*

*This is a small part of a much larger effort to work together to end homelessness and rough sleeping in Cambridge. We look forward to our residents being welcomed into the community with a sure sense they have somewhere they can call home. Plans are now being laid for further schemes in and around Cambridge, and we encourage anyone that is keen to help to get in contact!*

*We had an amazing group of partners who supported us in delivering this innovative project, which is part of the larger efforts to end homelessness and rough sleeping in Cambridge.*

*The knowledge and experience of the team at Bidwells were invaluable in developing Joy's Corner, and we are delighted that they will continue to help identify and assess other potential sites in and around Cambridge.”*

**Chris Jenkin BEM**

Founder and Chair, It Takes A City and ITAC Community Land Trust



# Headline charity partnership

Since 2023, we've been the headline sponsor for the MDUK Town & Gown 10k races in Oxford & Cambridge. Founded in 1982, the Oxford 10k was inspired by Daniel Cleaver, a local boy with muscular dystrophy, and continues to donate all proceeds to Muscular Dystrophy UK. Over 5,000 runners attend the events, and they have raised over £3 million for MDUK since their inception.

Each year we have actively engaged with the organisers to promote the events as widely as possible. MDUK were also keen to reduce any negative environmental impact from hosting the event, so we supported by calculating the footprint from all travel and operations such as diesel generator hire. We then purchased high-quality Gold Standard carbon offsets. This is in addition to MDUK's efforts to ensure the events are single-use plastic-free, making them one of the most sustainable mass participation sporting events in the UK.

# MUSCULAR DYSTROPHY UK

OUR MUSCLES MATTER



# Climate impact

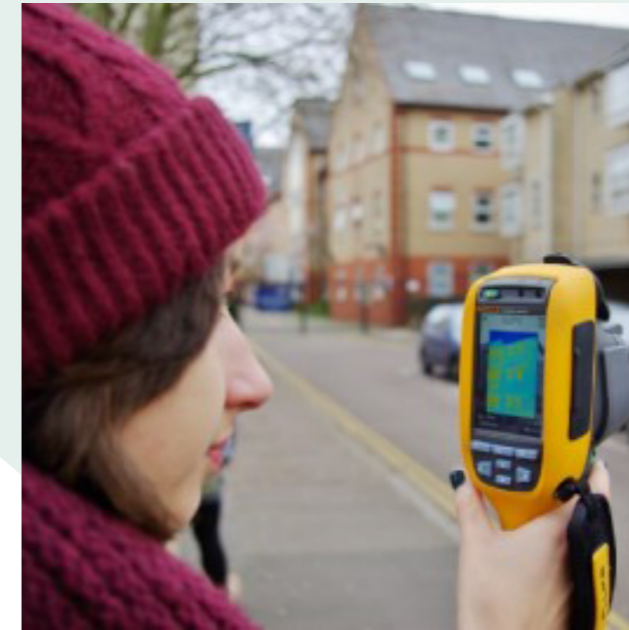
As recognised in our introduction above, we are acutely aware of our responsibility towards mitigating and reversing the global climate and biodiversity crisis, as well as helping our clients manage the material risks and opportunities across their property assets. Our multidisciplinary teams are supporting clients through investment in high-quality forestry carbon removals, emissions reduction and landscape-scale regeneration through peatland restoration, and building optimisation and decarbonisation.

When it comes to our operations, as a professional services business, our operational carbon footprint is relatively modest, but we are taking action across our business. We have calculated our footprint across all the SECR-mandated categories since 2019. Additionally, we have set a near-term science-based target to reduce this to 10% of the baseline year\* by 2030. We are currently on track to achieve this ambitious goal.

We have also embarked on our journey to become Planet Mark certified, which will cover the entirety of our material emissions, including those in our value chain, such as purchased goods and services and employee commuting.



\* UK Streamlined Energy & Carbon Reporting, which is mandatory for all businesses with >250 employees and turnover >£36m.  
 \*\* Our baseline year is set at 2019. We have also set an SBTI-aligned net-zero target across the whole of our value chain by 2040.



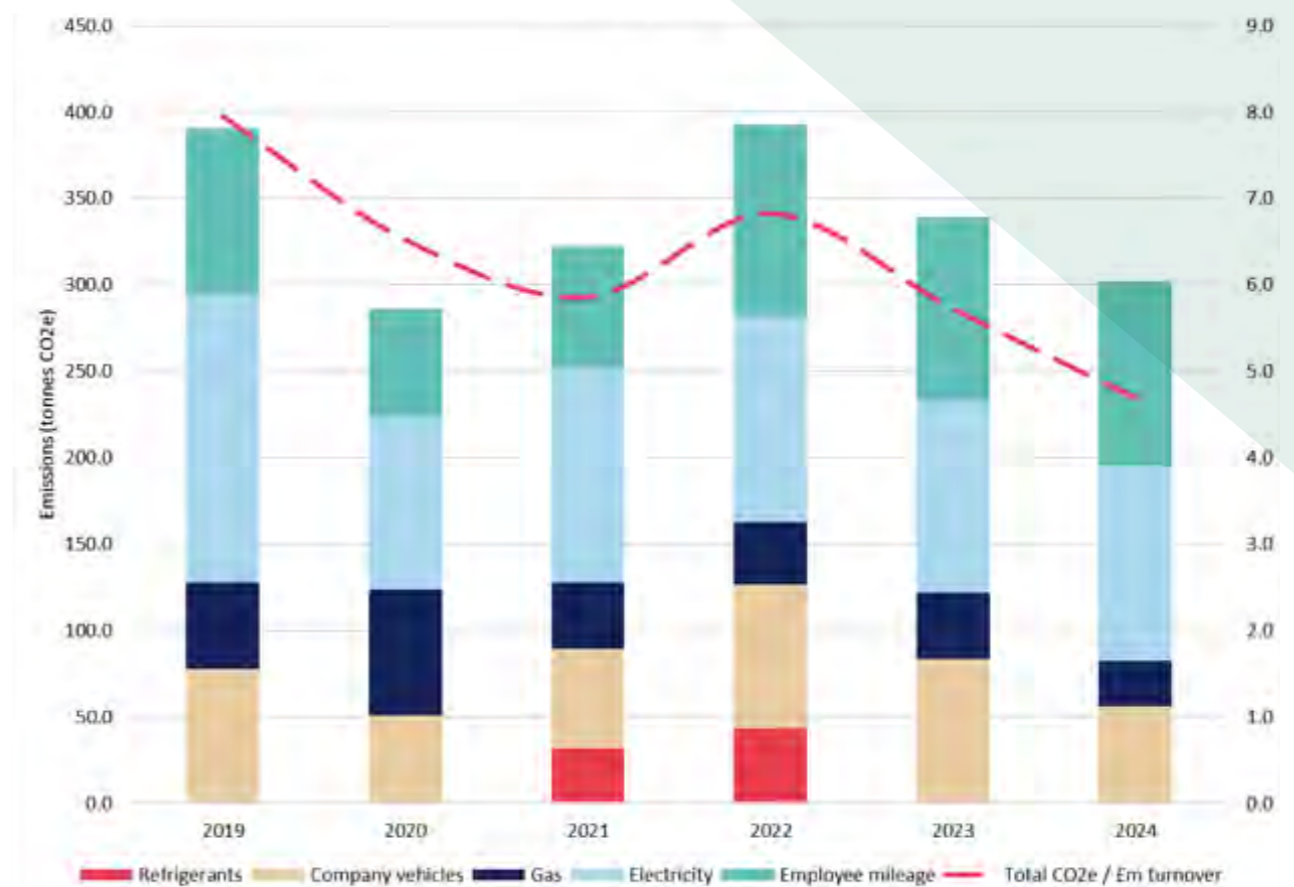
## Community climate action

As part of our support for the Cambridge City Council-backed charity, Cambridge Carbon Footprint, we host an infrared camera in our Cambridge office. Any member of the public can request to rent the camera and will receive a free 1.5 hr training session explaining how to use the camera and what to do with any findings. Local residents are able to utilise this service to make quick, no-regrets alterations to their home to improve its thermal efficiency thereby reducing the region's carbon footprint.



**~30%**  
Emissions reductions

## Bidwells carbon footprint



# Climate impact

Here are some key projects we've undertaken to ensure we make continual progress towards our net-zero targets

In 2024, we completed the installation of 125 solar panels on the roof of our headquarters in Cambridge. These will generate 48 MWh of clean electricity (equivalent to around 20% of the building's annual requirements). This is equivalent to saving the same amount of energy as consumed by 15 average UK homes.

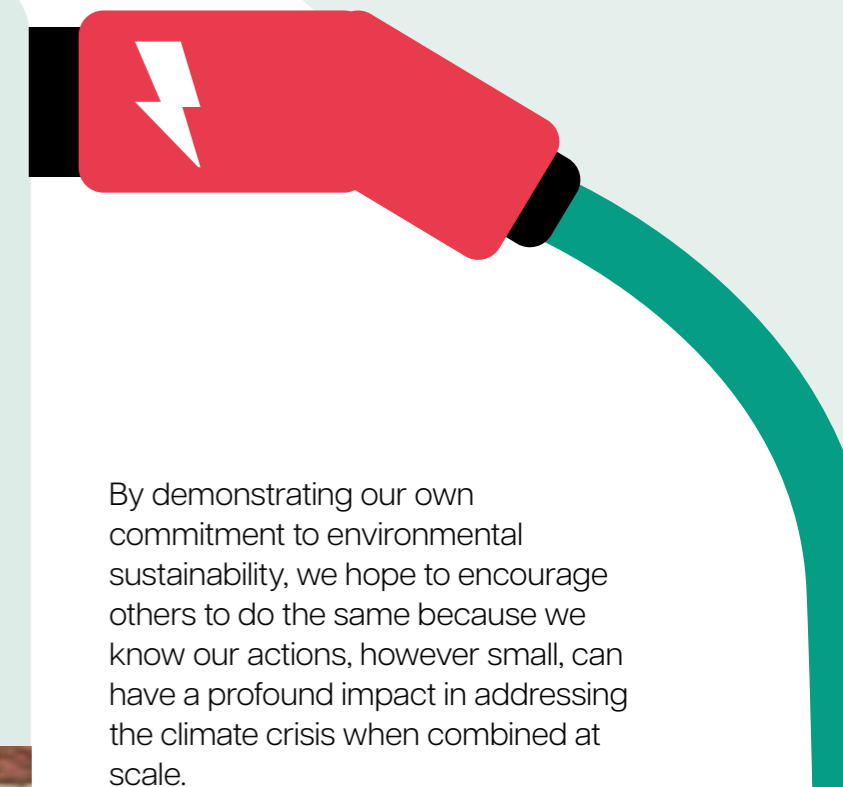


>48MWh  
of clean electricity per year

We updated the company car policy to ensure that eligible employees select a fully electric or plug-in hybrid electric vehicle, where practical. Over the past 3 years, our fleet has progressed from 16% xEV to 71% in 2024, resulting in a relative reduction in carbon emissions from 137 gCO<sub>2</sub>e/km in 2022 to 78 gCO<sub>2</sub>e/km in 2024. This means we can continue to visit clients and remote sites whilst reducing the negative impact of the journeys.



When moving into our new offices in both Oxford and Norwich, we insisted on fossil-fuel free buildings with the addition of solar panel provision and EV charging facilities in the Oxford office.



By demonstrating our own commitment to environmental sustainability, we hope to encourage others to do the same because we know our actions, however small, can have a profound impact in addressing the climate crisis when combined at scale.



# Case study: Cambridge Science Park



Our relationship with Trinity College, Cambridge spans over 100 years and reflects a deep level of trust established through long-term stewardship and delivery of sustained return out-performance across a diverse portfolio of rural and commercial real estate assets. We've helped shape projects of national significance, while maintaining a clear line of sight to the College's values and long-term objectives.

We provide comprehensive investment, property and facilities management services across the College's endowment investment portfolio, with a view to ensuring resilience, performance and alignment to the College's strong sustainability mission and net zero objectives.

This includes Trinity's flagship asset: Cambridge Science Park, which is home to 170+ companies ranging from dynamic start-ups working on next-generation technologies to established global leaders in science and technology. The Park currently accommodates more than 7,000 high tech jobs. At the Park we manage assets as well as the whole science park estate. We secure planning, design landscape improvements, project manage construction, set up partnerships and support occupier engagement on sustainability, let offices and labs, and crucially advise and deliver the long-term decarbonisation of the Park.

As estate manager for Trinity's rural portfolio we are involved in strategic development while stewarding the majority of land for both agricultural production and wildlife conservation, planting over 3km of new hedging, producing 9 Woodland Management Plans and proposals for 2,100 new trees.

Our work also includes the delivery of projects on the College's heritage assets to accommodate the growth of the College while simultaneously decarbonising its activities, helping the educational estate to evolve and remain a site of global leadership in education and academic research excellence.

*"Trinity's investment team is delighted to see Bidwells celebrating its 1 year anniversary of being a B Corp. Trinity and Bidwells' long-term partnership, spanning multiple decades, has yielded many positive outcomes for the College and beyond, including a strengthening of our sustainability approach across the portfolio."*

**Romane Thomas**  
Investment Manager at Trinity College Cambridge



*"I joined Bidwells in 2024 to be the Portfolio Manager of Cambridge Science Park, on behalf of Trinity College, Cambridge. I'm passionate about building on the Park's remarkable 50-year legacy and helping it remain a vibrant home for science and tech companies for decades to come. I was attracted to Bidwells because its values really spoke to me — a business that cares about making a difference, with its B Corp status and commitment to profit with purpose. I love creating workplaces where people enjoy coming to work, feel fulfilled and can be proud of what they achieve every day."*

**Jo Hawkings**  
Partner, Investment and Property Management –  
Cambridge (Joined 2024)



# Clients

The property industry is evolving – and so are we but one thing stands firm: our commitment to exceptional client experience. To deliver on this, we are investing in expertise, technology and innovation, and new locations to meet client need.

## Sustainability services

In 2024, we invested in additional expertise and expanded our services across sustainability and social value to provide expert advice to our clients and deliver their objectives across the broad remit covered under sustainability. As a result our Sustainability Team is supporting clients on both their strategic sustainability and ESG approach, and delivering enhanced sustainability integration into our asset and property management.

Established in 2024 our Environment, Society and Economy team that comprises a range of advisory and research services covering social value and neighbourhood needs analysis, community engagement, socio-economic and health impact assessments, integrating these with our existing EIA expertise. We have invested in Thrive, a market-leading technology platform that combines robust local data and reporting metrics to complement our research and analysis. Together we our helping our clints understand the social context of a place, engage with stakeholders, and identify areas of underserved need and the opportunities where meaningful impact can be made.

*“The Sustainability Team at Bidwells brought deep sector knowledge, clarity of thought, and a collaborative spirit to every stage of their process. Their ability to navigate complex sustainability regulation and requirements and translate them into actionable guidance was particularly impressive.”*

**Julie Townsend**  
Global Co-Head of Sustainability, PGIM Real Estate



*“I’ve always been fascinated by how the built environment shapes the way we live and connect with others. Working within a property consultancy offers the chance to influence these outcomes at scale, from how places are designed to how they support the economy, long-term wellbeing and environmental resilience. That’s what sparked my interest in combining place-making with economic thinking.*

*I’m especially driven by the idea that economic decisions shouldn’t come at the expense of people or the planet. Instead, I believe they can be used as tools to deliver better social and environmental outcomes. I’m passionate about using data and economic thinking not just to measure value, but to reshape how we define and deliver it.*

*That’s what drew me to Bidwells and the Environment Society Economy (ESE) team. The culture here, especially with the creation of the ESE team, makes me feel part of a company where sustainability is core to what we do. There’s a strong focus on long-term impact, not just financially, but for communities and the environment too. Initiatives like our charity partnerships and volunteer days make it clear that we’re encouraged to live those values beyond our projects.”*

**Sophie Neupauer**  
Principal Economist – London (Joined 2024)



We also grew our Energy and Renewables team, adding technical expertise and expanding our geographical coverage to ensure we can support clients across the country.

Our ‘Built Environment’ department comprises our project management, building surveying, architectural, and sustainable development services. This year the department tracked the volume of projects with sustainability central to the project brief and in 2024 this encompassed over 55% of Built Environment projects. For this department, ‘sustainability’ ranges from full decarbonisation works to those that require passive house design, for example.

We also made strategic hires into our Investment and Property Management department, who bring a passion and deep understanding of sustainable asset and property management.

*“What attracted me to Bidwells was their experienced Energy & Renewables team, and particularly the opportunity to join a team led by respected women in the industry. Bidwells is a forward-thinking company undergoing an exciting period of growth, which created an opportunity for me to contribute meaningfully, using my skills and experience to expand our presence. What drives me is a commitment to excellence and ensuring that every project has a positive impact. I want to make a difference and I’m passionate about supporting the transition to a more sustainable energy future.”*

**Amy Souter**  
Partner, Energy & Renewables – Cambridge (Joined 2024)



*“Our Facilities Managers have such a crucial role in delivering not just Bidwells’ own ESG Strategy, but also for our clients and our occupiers too. Our teams must have a comprehensive understanding of this subject, and having tools like Stickerbook is invaluable. We can set the tone and support our occupiers’ aspirations.*

*I’m particularly passionate about highlighting the roles that our properties can play within the communities they sit in. Whether it be engaging with local groups, volunteering our time, space or expertise, it’s something I’m excited to grow further across our Investment & Property Management Team.*

*My volunteering days have been spent working with local primary schools discussing disability. Outside of work I’ve been lucky enough to compete for Great Britain at the Paralympic Games – and so going to schools and having meaningful conversations around disability and inclusivity (and playing a disability sport!) has been a real pleasure and I’m grateful for my volunteering days which facilitate this important message.”*

**Rob Richardson**  
Partner, Investment & Property Management – Granta Park (Joined 2023)



**>55%**

Built Environment projects with sustainability at their core



# Case studies: decarbonisation



## Daubeny Project, Oxford Science Park

We're currently leading the project management of the Daubeny Project at Oxford Science Park – the delivery of three new, state-of-the-art buildings providing 400,000 sq. ft of office and laboratory space for the health and life sciences sector.

Sustainability is central to every decision. From early-stage modelling to maximise daylight and reduce cooling demand, to specifying materials with a low carbon footprint and designing for future flexibility and re-use, we've embedded long-term thinking into the fabric of the scheme.

The buildings are targeting EPC A and BREEAM Excellent, with over 5% biodiversity net gain and on-site solar PV generation. Native species planting, generous pedestrian and cycle zones, and outstanding end-of-trip facilities all contribute to a healthy, biodiverse and accessible working environment.

This is a flagship project where innovation, sustainability, and wellbeing come together. Working closely with the client and the design team we aim to deliver a best-in-class science campus that meets the needs of today's researchers – and tomorrow's.



## Cosin Court for Peterhouse College, Cambridge

Peterhouse embarked on a transformative project to decarbonise its energy systems. We were instructed to deliver a comprehensive solution, from securing funding to managing the complex installation of a cutting-edge, ground-source heat pump system.

It was identified that relying solely on a ground source heat pump would draw too much heat from the ground in the winter, more than the natural environment would recharge during the summer, thereby limiting the system's effectiveness in future years. Therefore, we utilised spare roof space to install solar thermal panels that generate heat during the summer months, ready for the pumps to utilise during the winter. This required the installation of 28 boreholes, 195m deep, connected to the solar thermal panels on the roof.

Combining energy efficiency improvements in buildings with ground source heat pumps has enabled the removal of the gas boiler, saving over 48 tCO<sub>2</sub>e of carbon every year. The project represents a significant step forward in the College's journey to sustainability. We delivered on every front - financially, operationally, and environmentally – laying the foundation for a more sustainable future.



# Case study: natural capital



## Rothbury Estate

The Rural Investment team acted on behalf of The Royal Society of Wildlife Trusts (RSWT) in the purchase of The Rothbury Estate, Northumberland, which completed in October 2024.

RSWT have purchased the Rothbury Estate with a vision of delivering nature recovery on a vast scale, creating their flagship project for people and nature in England. Stretching over 9,500 acres, the Estate is a unique and special place. Its moorlands, grasslands and woodlands are home to rare wildlife like red squirrels and curlew. You can see the deep connection between people and this landscape, from ancient rock carvings to historic buildings and the remains of an iron age settlement.

The estate includes 12 farms, 23 residential properties, the iconic Simonside Hills, and a pub. It was the largest block of land to come to the market in England in the last 30 years. The offer was accepted on 10 October 2024 and the purchase completed just 19 days later.

The Bidwells team came together to complete the due diligence and negotiations with the seller. It was a mammoth effort to get everything inspected, travel through the dataroom and establish what items we needed to negotiate with the seller on.

The sale included the transfer of the existing in-hand farming operation with a stockman and nearly 3,000 sheep. Border Collies from around Northumberland were summoned to round up the sheep for the stock take valuation, completed in record time.



*“Bidwells went above and beyond our expectations to support The Royal Society of Wildlife Trusts when we undertook a large land purchase under a very pressured timescale last Autumn. From the start to the end of the process, Bidwells were professional, prompt and incredibly thorough – the team went out of their way to explain the process and the nuances. The final report was detailed, accurate and delivered on time, and they were available every step of the way, liaising with both ourselves and the other professional advisors. We can’t thank them enough!”*

**Patience Thody**  
Deputy Chief Executive, The Wildlife Trusts



# Customer feedback & awards

## Customer satisfaction and feedback

It's important to listen, to our people, our communities and our clients. Alongside our employee survey, we will now be rolling out our client survey annually. We are responding to feedback to inform our approach to service provision and striving for continued excellence in our client care and project delivery.

This year we are pleased to report that in nearly all areas questioned have increased since the 2019 & 2021 surveys were undertaken, with strong increases in satisfaction rates (92% scored this area 4-5/5 in 2025 versus 62% in 2021) and being considered a 'trusted partner' (97% in 2025 versus 75% in 2021).

*"Since stepping in to represent Harwell, Duncan has really gone over and above in his communication, client care, creativeness, and proactiveness. We are very grateful. We also believe that Jake is a rising star!"*

**Monika Zemla**  
Director, Leasing & Business Development,  
Harwell Campus

**HARWELL**

**93.9%**  
of clients would  
recommend Bidwells

*"Bidwells adds value through the approach and knowledge of the advisors. They do not just do the task in hand but will look at the wider picture and how the work they are doing may have an impact on other aspects of our business."*

**Will Anderson**  
Chief Executive, Seafield & Strathspey Estates

**SEAFIELD & STRATHSPEY ESTATES**

## Net promoter score

We are delighted that our Net Promoter Score (NPS)\* was +92. This is compared to an NPS of around +70 for consulting firms, and an average NPS of c30 for the UK real estate and construction sector.

We appreciate that NPS scores can vary year on year and we will strive to maintain our excellent client recognition.

**+92**  
Net Promoter Score

\* A NPS is a common metric used to measure customer loyalty and gauge how likely customers are to recommend a company's products or services to others

## ESG & sustainability

This year we included specific questions on sustainability to get indicative feedback on the importance of sustainability and ESG to our clients.

When asked about the "importance of ESG and sustainability to business decisions", 68% responded with a score of 4 or 5, with 5 being 'extremely important'\*.

We also asked, "what is driving your ESG approach and objectives" and the dominant response from ~44% of clients was "we believe it's a business imperative", followed by ~30% pointing to "policy and risk mitigation"\*\*.

The feedback suggests many of our clients remain focussed on ESG and sustainability despite the uncertain geopolitical backdrop.

\* Ratings were on a scale of 0 – 5 (5 = 'Extremely important'). A total of 228 clients responded to this question (>99% of total survey participants).

\*\* This was part of a multiple-choice option answer. Other options included "not applicable to our business"; "our investors"; and "our occupiers".

**63%**

clients rank ESG as 4 or 5 where 5 is 'extremely important'



# Client tools & innovation

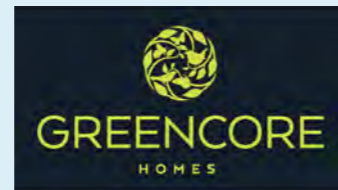
## Customer relationship management

As one of the steps towards transforming and future-proofing our business, we've implemented HubSpot.

HubSpot is a firm-wide CRM (Customer Relationship Management) system, designed to benefit us, our clients and our wider ecosystem of collaborators. Not 'just another system'; HubSpot is an industry-leading CRM that will help better connect us across all services and sectors.

*"They have always provided balanced, informed advice, and they have been incredibly helpful and responsive on a couple of key occasions, assisting us to achieve tight turnaround timescales."*

**Oliver Luard**  
Partnerships and Investment Director at Greencore Homes



*"There are many words one could use to praise Chris Thyer. I am very simply going to say that he is a one in a million. He has taken me on an incredible journey from the inception of a Solar Farm on my land to the finished product. His professional knowledge is second to none. The patience and the explanation he has done are astonishing. If I had another chance to go down the solar route again, I would, but only with Chris at the helm!"*

**Sarah Scupholm**  
Private Landowner

*"I joined Bidwells' Energy Team two years ago because the company's ethics and motivations align with my own. I have dedicated my career to sustainability and renewable energy and wanted to work for a company which embraced the same values as strongly in its internal governance as it does in the services offered to clients."*

*I take pride in ensuring I offer the best service I can to my clients to support them through challenging times, and Bidwells take equal care in its staff, providing training, support and encouragement to everyone in the team."*

**Chris Thyer**  
Partner, Energy & Renewables – Oxford  
(Joined 2023)



HubSpot is already improving our clients' experience by:

- Enhancing how we service, interact and communicate with our clients
- Better connecting our teams and our clients across the business
- Making it easier to discover, develop and pitch for new opportunities
- Creating opportunity through relationship-sharing and cross-selling
- Delivering sector insights to identify emerging areas of opportunity



# Case studies: energy & climate



## Wind, solar and battery storage opportunities

EDP Renewables (EDPR), a global leader in renewable energy, sought expert guidance to unlock opportunities for wind, solar, and battery storage developments across England and Scotland.

Achieving this required more than technical expertise. We combined thorough land referencing with swift and effective engagement, identifying priority landowners and securing agreements critical to the project's progression. By understanding EDPR's objectives and aligning efforts with their strategic vision, our team ensured that tight deadlines were met without compromising quality.



The development in Yorkshire and The Humber, still in its early stages, represents a significant contribution to the UK's renewable energy infrastructure. Key sites have been identified, and the groundwork laid to move projects forward, supporting the nation's shift towards a greener, more sustainable future. By balancing the needs of all stakeholders, we ensured that both the client and landowners felt valued and supported, creating the ideal foundation for long-term success.



# >1,300ha

peatland restoration under management



## Peatland restoration

*“Peatlands are ecosystems characterised by the accumulation of organic matter, mainly dead and decaying plant material, under waterlogged conditions. These habitats play a vital role in the global carbon cycle, as peatlands are the world's largest terrestrial carbon store, holding between 500 and 600 gigatons of carbon – more than double the amount stored in forests.*

*For peatlands to effectively sequester carbon, they need vegetation to absorb carbon dioxide and sufficient water to maintain anaerobic conditions, preventing carbon from being released into the atmosphere. However, degraded peatlands can become significant emitters of greenhouse gases due to activities such as draining, overgrazing, and peat harvesting.*

*We sustainably manage over 1,300 ha of peatland on behalf of our clients. When managed in line with the Peatland Code, this land generates certified carbon credits. These credits can be sold to organisations looking to offset their carbon emissions, creating a potential revenue stream for landowners and investors. Additionally, peatland restoration offers additional ecosystem benefits, including biodiversity enhancement and flood mitigation.”*

**Stuart Burbidge**  
Partner, Natural Capital & Sustainable Investment – Perth (Joined 2022)



# Plans for progress

As B Corp itself evolves from version 6 to version 7, we are also evolving our approach and striving to do better.

Having reflected on our performance and outcomes from 2024 and the early part of 2025, we are already implementing initiatives to ensure we build on our strong foundations and continually improve, as part of our strategic approach to 2030. Here is a preview of some of our plans for progress across 2025 and 2026.

*“At the heart of our business is a culture rooted in purpose; people who are deeply committed to creating lasting, regenerative impact for our community, and the planet. As a proud B Corp in the real estate sector, we believe our industry has a unique responsibility and a powerful opportunity to reshape and restore the built and natural environment. I’m inspired by the journey ahead. True transformation won’t come through incremental steps or siloed efforts, it requires bold collaboration across our sector and beyond with fellow B Corps, forward-thinking businesses, and policy makers alike. Together, we can make places that serve both people and planet for generations to come. We’re excited to work with all who share this vision, new and existing partners alike, to accelerate the change our world urgently needs.”*

**Helen Newman**  
Executive Director and Group Head of Sustainability – London (Joined 2024)



	Key 2024 highlights	Plans for progress
<p><b>Governance</b></p>	<ul style="list-style-type: none"> <li>• Certified as a B Corp</li> <li>• Launched Nexus 2030 mission</li> <li>• Formed governance committees, including Be at Bidwells</li> <li>• Cyber Security Essentials Plus accredited</li> <li>• Sustainability integrated into supplier due diligence questionnaire</li> <li>• Nexus Den program</li> </ul>	<ul style="list-style-type: none"> <li>• Launch 2030 Sustainability Strategy</li> <li>• Expand ISO systems to include data security (27001) &amp; health &amp; safety (45001)</li> <li>• Boosting Automation &amp; AI: Expanding AI threat detection and phishing simulations</li> <li>• Strengthening Resilience: Updating policies, enhancing MFA, and running security tests</li> </ul>
<p><b>People</b></p>	<ul style="list-style-type: none"> <li>• BWell - our enhanced benefits package</li> <li>• Level 2 Disability Confident Employer</li> <li>• Piloted 'Stickerbook' sustainability micro-learning platform</li> </ul>	<ul style="list-style-type: none"> <li>• Launch 2030 EDI Strategy and enhanced EDI targets</li> <li>• Become a Level 3 Disability leader</li> <li>• Progress Health &amp; Safety Culture Campaign</li> <li>• Roll out Leadership Programme to nurture top talent</li> <li>• Roll out of Stickerbook</li> <li>• Expand in-person sustainability training programme</li> </ul>
<p><b>Community</b></p>	<ul style="list-style-type: none"> <li>• £120k to 90 different charities and community interest groups.</li> <li>• 222 volunteering days (1,600 hours)</li> </ul>	<ul style="list-style-type: none"> <li>• Community Investment Fund focussed on underserved local needs and increased to £132k</li> <li>• Year-on-year increase in use of volunteering days</li> </ul>
<p><b>Environment</b></p>	<ul style="list-style-type: none"> <li>• Installation of 48MW solar array on Bidwell House</li> <li>• Solar array on new Oxford office</li> <li>• Updated company car policy to prioritise fully electric or plug-in hybrid electric vehicles</li> </ul>	<ul style="list-style-type: none"> <li>• Planet Mark certification of our GHG emissions and targets</li> <li>• Expand net zero target to cover full Scope 3 emissions</li> <li>• Energy Impact Review: Assessing IT energy use and cutting our carbon footprint through real-time monitoring</li> </ul>
<p><b>Clients</b></p>	<ul style="list-style-type: none"> <li>• Investment in new sustainability and social value service lines</li> <li>• Client survey NPS +92</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic investment into new and existing service lines and locations</li> <li>• Increase client survey participation</li> </ul>



# Feedback

We are always keen to hear feedback from anyone who has ideas for how we can continue to improve our business impact. We've included a QR code here, which links you straight to a simple form to provide that feedback, anonymously if you so choose.

Certified



Corporation

Bidwells' 2024  
Impact Statement  
Stakeholder feedback



All images used in our report feature Bidwells people, our clients or client projects. We have not used any stock imagery.

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