

A blurred background image showing a crowd of people with their hands raised, suggesting a meeting or a presentation. The image is dark and serves as a backdrop for the text.

Lifetime
group

Our ESG Impact Report

August 2023 – July 2024

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A message from our CEO



Our vision and mission are to create tomorrow's workforce, filling talent gaps and transforming learning to enable growth and progress.

Having an embedded and market leading ESGI strategy is central to the work we do and how we do it. We care deeply about the positive impact we have, both for our learners and our customers.

The world is constantly evolving. Understanding the importance of protecting our environment and the people around us is key to our growth aspirations. Our strategy is designed to build resilience, ensuring we meet the current needs of all our stakeholders and futureproofing ourselves against the changing customer, regulatory, and employee demands.

Our inaugural report shows the work we've been undertaking during August 23- July 24 and what our plans are for the coming year as we continue to demonstrate our commitments to our team, customers, and learners.

Executive summary

Our inaugural ESGI report showcases our progress against our ESGI Strategy and highlights how ESGI is at the heart of our Group mission, vision, values and long-term business strategic priorities.

We have aligned our strategic actions against 7 the UN's Sustainable Development Goals where we see we have the biggest opportunity for impact, across our Environment, Social, Governance and Impact pillars. This alignment is one of the ways we can hold ourselves to account against external benchmarks of excellence and credibility.

Utilising the externally generated and verified Social Return On Investment (SROI) Tool to measure our social, environmental, and economic value created relative to the investments made in FY23/24, we returned £112m in SROI.

We have reduced our diesel fleet by 97% during the reporting period, along with utilising renewable energy sources in our main offices and are completing our Carbon Baseline Scope 1,2,3 report and reduction plan and targets as a critical next step to reducing our Environmental Footprint.

We have clear EDI targets spanning the next 3 years, along with a publicly shared EDI statement. We are committed to the development of our people, as seen with 1,300 courses being completed during the reporting year and strong suite of health and wellbeing support and benefits available for our people. With a new charity partnership with Action For Children, setting targets around our volunteering days, charitable giving and philanthropy are our next focus.

Our safeguarding and health and wellbeing commitments extend to our learners, through a team of 7 dedicated safeguarding officers who deliver a 3-month programme of support for all 16–19-year-old learners and additional bespoke support for employer partners and their employees where opportunities are identified.

Our strong governance commitments are described through our Chief People Officer taking Board accountability for the execution of our ESGI strategy and actions, while our CEO retains overarching strategic oversight. Our existing governing policies and committees will be further bolstered in 2025 through the creation of an ESGI Steering Committee and Employee Forum.

Our impact is far reaching, through the 15,657 learners who enrolled on apprenticeships in the reporting year across 292 employer partners. 27% of those enrolled were from a deprived area, 60% were female, 15% were an ethnic minority, and 19% declared a learning difficulty or disability. 70% of apprenticeship achievers said they were more likely to receive a higher wage in the future and 81% of learners said they were more productive in their role as a result of the apprenticeship. See our Impact section of the report for further information.

About us

Lifetime Group brings together Lifetime, Skilltech Solutions, and Innovate Awarding. Three organisations, united to define the UK's future skills agenda, in skills transformation, in assessment and awarding, and in education technology.



Creating tomorrow's workforce

Our vision for the future is driven by a simple belief: everyone should have the chance to learn the skills that transform their lives and help them reach their full potential. This is the world as we see it, and it's the one we'll never stop working towards.

It's a world freed of skills gaps; a world defined by diverse skills, social mobility, empowered people, thriving communities, sustainable and growing businesses.

It's with this shared purpose - and through our scale, breadth and influence that as a Group, we are in the strongest position to make this vision a reality, for the people and businesses across the UK that choose and trust us to transform their futures.

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Our stakeholders

Employers & Customers

We collaborate with employers and customers to develop talent and drive organisational sustainability and growth.

Employees

We foster a thriving and sustainable workplace, building a great place to work which values development, recognition, and inclusivity.

Society

We are committed to sustainable practices and positive social impact.

Investors

In building a sustainable and high social impact business, we create added value for all.

Learners

We champion inclusive and equitable access to education.

Our values are how 'We Make Growth Happen'

Enable

We take care to understand what impactful solutions are needed and put in the hard work to make them a reality. We inspire transformative activity, embracing setbacks and awakening ambition in others.

Enhance

We challenge ourselves to see beyond our own lived experiences, to enhance the lives of society's less disadvantaged. We are endlessly ambitious around what can be achieved.

Engage

We build healthy and collaborative relationships with stakeholders, partners, and each other. We energetically follow through on our commitments.

Our ESGI strategy

At Lifetime Group, we believe in building a sustainable future – not just for the businesses and industries we serve, but for the people and communities at the heart of them.

As a leader in delivering high-quality learning programmes, we recognise the profound impact we can make by equipping individuals with the skills they need to thrive while supporting the broader goals of environmental stewardship, social progress, and responsible governance.

Our ESGI strategy reflects our commitment to creating value beyond the bottom line. It's about aligning our mission with the evolving priorities of a modern workforce and the global imperative for sustainability.

By embedding ESG principles into our operations, programme delivery, assessment, and accreditation remit, we aim to demonstrate that this strategy is not just an add-on to our

business – it's a reflection of who we are and what we stand for.

We're leveraging the power of learning as a force for positive change, we're committed to building a future that's not only skilled and productive but also fair, inclusive, and sustainable.

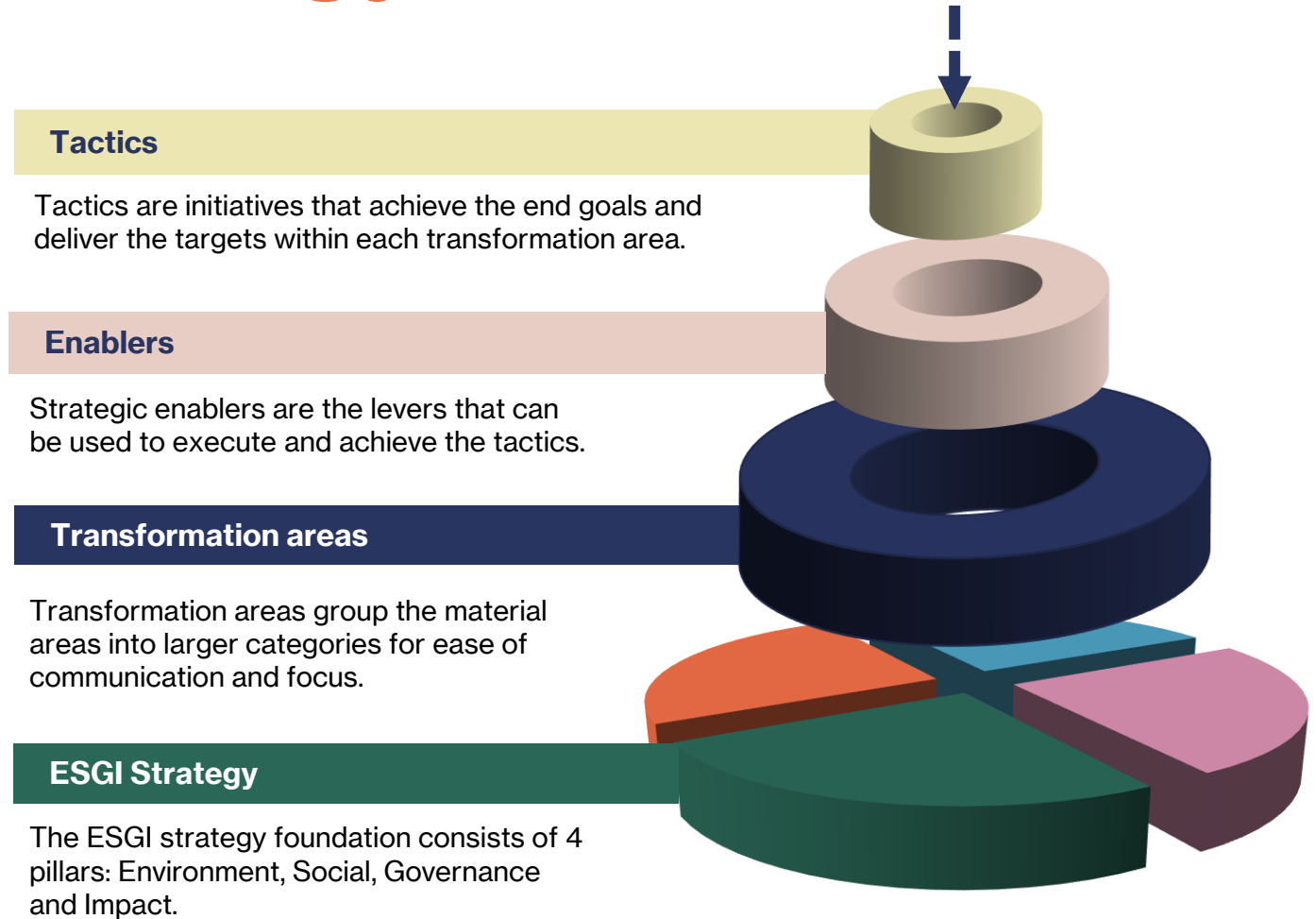


Building our strategy

Our strategy is built upon four pillars: Environment, Social, Governance, and Impact.

Within each pillar are the areas of ESGI that are material to our business. These are grouped into transformation areas – larger categories that allow us to target our progress.

To help us be effective, we have identified specific enablers that help us execute and integrate the tactics and projects across the business.





Environment

Reducing our
environmental footprint



Social

Supporting our communities



Governance

Demonstrating our
responsibilities



Impact

Increasing our impact

Aligning to the UN SDG's

The United Nations Sustainable Development Goals are a collection of 17 global goals designed to be a "shared blueprint for peace and prosperity for people and the planet, now and into the future". We have chosen those SDGS and targets where we believe we have the biggest alignment and have the highest impact.

Partnering and collaborating within the value chain and charities supports target 17.17.

With a focus on climate action, carbon footprint reduction and decreasing our impact on the planet, Lifetime Group supports target 13.3.

By supporting the learning and training of individuals across a wide variety of backgrounds the business supports target 10.2.

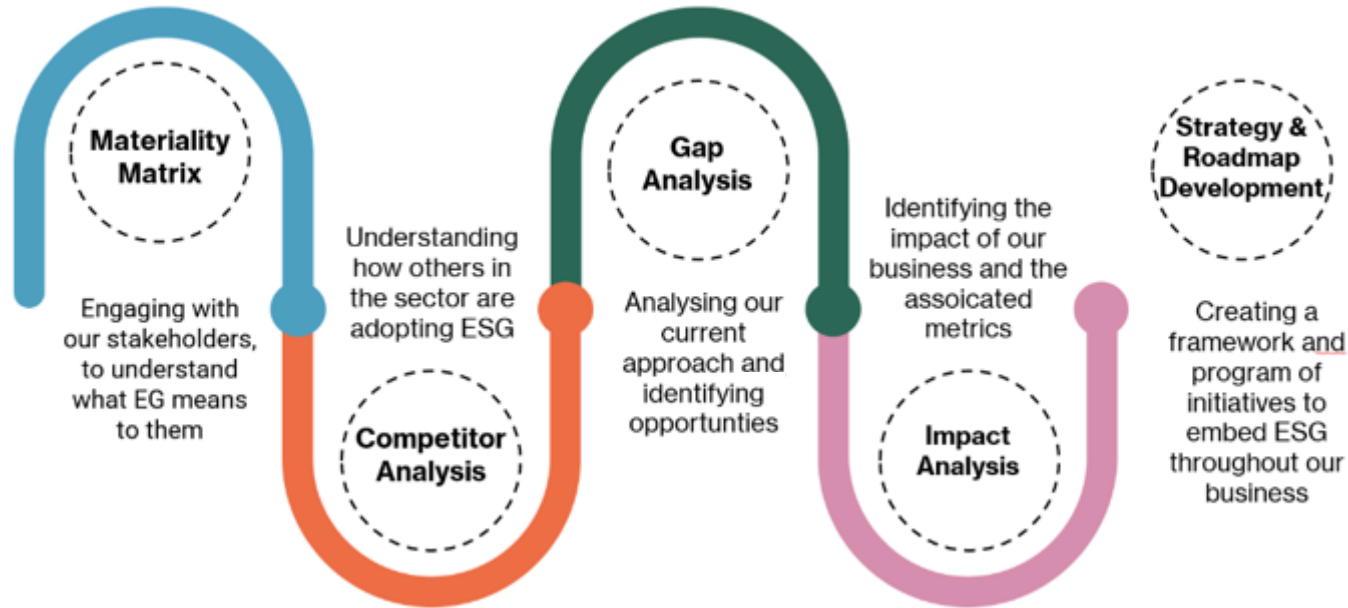


SDG's and our strategy



Highlights and achievements

Our priority this year has been to formalise our approach to ESGI. We undertook a project to build a market leading strategy and framework that embeds material ESGI into our business, making it more resilient and futureproofed for an ever-evolving landscape.



Key progress

96% reductions in our diesel fleet

100% renewable energy at our offices

1300 courses completed by our team

70% sharing data on EDI statistics belonging score of **77%**

A **comprehensive suite of policies** that detail our responsibilities and commitments

Customer reporting demonstrating and quantifying **impact across multiple metrics to prove the social value** and benefit of apprenticeships

Calculating social impact: SROI

What is SROI?

Social Return on Investment (SROI) is a framework and methodology tool for measuring the social, environmental, and economic value created by an organisation relative to the investments made.

It goes beyond traditional financial metrics to capture the broader impacts of activities and helps organisation align their efforts with broader societal goals while providing a clear narrative of their contributions.

SROI offers us the chance to understand more about the impact we have for both our customers and learners.

What comes next?

Moving forward, we will focus on calculating wider elements of the positive impact our apprenticeships have. This will include considering improvements to mental health, as well as the benefits of different types of courses and how they support different types of learners from different backgrounds.

SROI = £112,423,297

Assumptions in data

Initial input costs £3,122,340 resulting in a £36 : £1 ratio

Deadweight and displacement: 0% due to the high level, we feel no other courses or activities were displaced.

Attribution: is at 90% due to apprenticeship levy and incentives received (costs exclude commercial and devolved).

Drop off: 20% calculated from learners start date in a financial year in comparison to those who did not continue the course in the same year.

Survey results were used from Lifetime on learner's promotions and retention.

A calculation based on the national average of recruitment if either of these learners had not been retained or promoted. Monetary data from British Business Bank.

Our impact...

Name: Harrison Fairhurst

Apprenticeship: Chef Academy Level 2

Role: Kitchen Manager

It was an opportunity I didn't expect to get, I hadn't been working for Greene King long before I was asked by my manager if I wanted to do an apprenticeship, and I jumped at the chance.

This has been my first real chef job so being on the apprenticeship has really helped me to learn more about the business alongside the training and support I've had from my GM in the pub.

Since being on the apprenticeship I have been promoted to kitchen manager, the apprenticeship has definitely helped my career progression and enhanced my skills.

The Masterclasses were a great opportunity to learn in a hands-on environment which is really important for people like me that learn in that way.

I would recommend the Chef academy programme, you will learn a lot so grab the opportunity if it is being offered to you, why wouldn't you!



"Since being on the apprenticeship I have been promoted to kitchen manager, the apprenticeship has definitely helped my career progression and enhanced my skills. "

Harrison Fairhurst

...and why we do what we do

Name: Mehnaz Akhter

Apprenticeship: Retail Team Leader Level 3

Current Role: Trading Manager (Hardware and Tradepoint)

In 2018, I decided to transform my life and create a better future for my five daughters. As a stay-at-home mom, I wanted to overcome the limitations of my own upbringing and demonstrate the power of ambition and perseverance – to become a role model for my daughters and my community.

I began my journey with Lancashire Adult Learning, where I achieved a Level 2 qualification in English and Math. At the same time, I started volunteering with the Citizens Advice Bureau where I was awarded Learner

of the Year in 2018.

The turning point came during the COVID-19 pandemic when I met my unit manager, Sam whose encouragement inspired me to envision myself in a leadership position.

Through Lifetime's partnership with B&Q I decided to enroll onto a Retail Team Leader Level 3 apprenticeship. The sessions with my Learning Coach, Nigel, reignited my passion for learning, built my confidence and helped me to embrace new challenges. With his support and guidance, I successfully completed my apprenticeship.

I encourage anyone to seize opportunities and take proactive steps to transform their lives through learning.



"Completing my apprenticeship has helped me overcome cultural barriers and challenge societal norms in my community, somewhere women often face restrictions on working outside the home and showcased the importance of opportunities for women."

Mehnaz Akhter

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Environment

Environmental transformation areas

Acknowledging the impact our business has on the environment is an important part of how we address our responsibility.

We are focusing on key areas that are materially relevant to us and our customers.

Being part of the transition to a low carbon economy starts with understanding the baseline emissions of our business. This allows us to create a targeted decarbonisation roadmap from which we can set targets.

Engaging with our suppliers on this journey is key to ensuring we're all working together on realising opportunities to reduce our impact. Our customers are increasingly telling us this is important to them and working together allows us all to achieve more.

Carbon

This transformation category focuses on our commitment to reducing our carbon footprint, including energy, waste, and water management.

Environment in supply chain

This category looks to incorporate environmental principles into our supply chain, including biodiversity management.

Climate change strategy

Climate change strategy seeks to manage risks and opportunities associated with climate change and incorporate these into our business strategy.

Managing our carbon footprint

Lifetime Group is committed to measuring and reducing our environmental impact wherever possible. We collect carbon footprint data to record our impact and are continuously expanding the data we capture.

As we continue to understand more about our opportunities to reduce our emissions, we will engage with our suppliers to develop an aligned approach.

The table below details the energy used by the Group during the financial period ending 31 July 2024 in the business activities involving the combustion of gas and fuels, the purchase of electricity, and business mileage in both Kwh and tCO₂e.

Scope	Energy usage	Measurement Unit	GHG Emissions	Measurement Unit
Scope 1	105,888	Kwh	41	t CO ₂ e
Scope 2	90,046	Kwh	3	t CO ₂ e
Scope 3 (limited)	2,789,847	Kwh	1,089	t CO ₂ e
Total	2,985,781	Kwh	1,134	t CO₂e



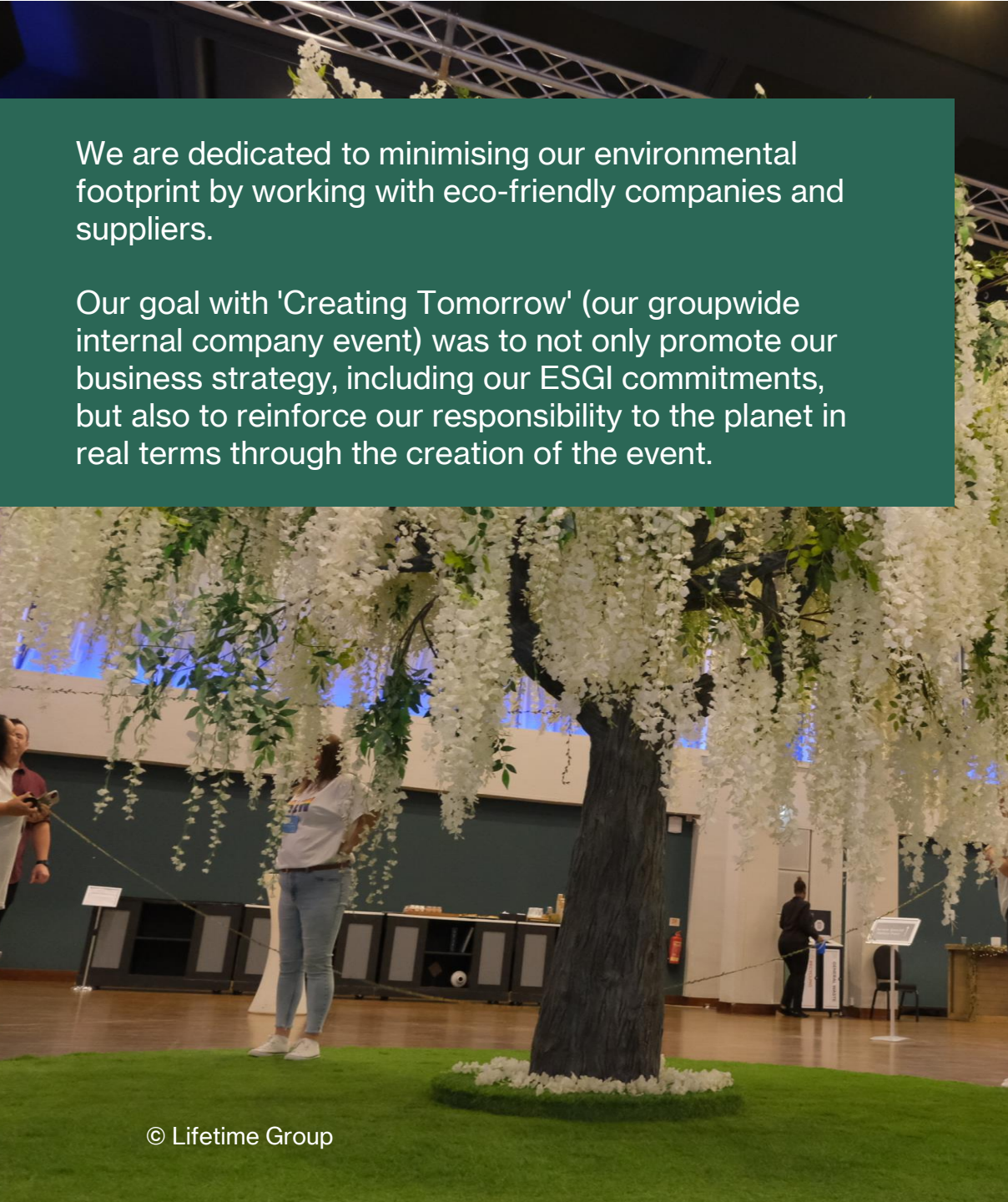
Reducing our diesel fleet

During the period, the business has reduced its diesel fleet from **97** to **4**

Sourcing renewable energy

100% Lifetime Group's head office utilises renewable energy





We are dedicated to minimising our environmental footprint by working with eco-friendly companies and suppliers.

Our goal with 'Creating Tomorrow' (our groupwide internal company event) was to not only promote our business strategy, including our ESGI commitments, but also to reinforce our responsibility to the planet in real terms through the creation of the event.

Responsible events

Travel

We encouraged the use of public transportation and carpooling among attendees. We also provided coaches for our Bristol-based team, getting over 100 people to the event, saving approximately 8,775 kg CO2 emissions.

The Royal Armouries

Our venue was ISO 14001:2015 accredited to demonstrate their commitment to sustainability.

Ticket Tailor

Our e-ticket provider went the extra mile for people and planet, with each ticket processed, a penny was donated to their climate charity partners.

Creative Awards London

Our trophy provider is committed to making awards that are eco-friendly and sustainably sourced.

Looking forward

Lifetime Group recognises our responsibility to protect the finite resources of the planet and reduce our operational emissions.

We have committed to formalising our approach to net zero and further defining our baseline. This will allow us to set a target to deliver our carbon reduction aspirations.

This will set out a carbon reduction pathway for the business, with annual targets to achieve net zero carbon emissions, aligned with Science Based targets and Paris Agreement.

As outlined here, we will be looking at ways to reduce our carbon impact across the business through many project and initiatives.



Carbon footprinting

Baseline our full scope carbon footprint (scopes 1,2,3)

Carbon targets

Set SBTI-aligned carbon reduction targets

Develop environmental KPIs

Set SMART KPIs associated with waste, energy and water

Integrated risk register

Incorporate climate change risks and strategy into the company risk register

Sustainability committee

Introduce a group wide sustainability committee to drive progress internally

EV salary sacrifice

Introduce an EV salary sacrifice scheme for our employees

Procurement standards

Incorporate environmental criteria into our group procurement processes

Supplier questionnaire

Introduce a supplier questionnaire to engage on ESG

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Social



Social transformation areas

As a people business, we are very proud of the support we provide both to our people, our customers, our learners, and the communities in which we operate.

As our most valuable asset, we strive to support our colleagues' health and wellbeing through a wide range of programmes. We understand that supporting the development of our team creates a culture of aspiration and ambition supporting the growth of the business.

Our philanthropy and community programmes allow us to support outside our business and provide opportunities for our team to volunteer and fundraise for our annual partners.

Philanthropy & community

We continuously aim to support both local and national communities through our philanthropic efforts.

Supply chain capital

We will engage with our suppliers to ensure that they are behaving ethically and with respect to human rights.

Human capital

We support our team by focusing on health and wellbeing initiatives, supporting their development and focusing on diversity and inclusion to ensure everyone feels like they belong.

Cyber security

Ensuring we protect our business and learners from continuing and evolving threats.





At Lifetime Group, we are committed to broadening the diversity of our workforce and creating a sense of belonging for all. In this way we will better represent our learners and partners to greater understand and fulfil their needs.

By listening to our emerging diverse workforce, we will agree future goals and priorities as a community. This in turn will help secure a sustainable future for the Group, benefiting not just us but also our partners and learners.

Equity, diversity and inclusion

Our initiatives July 23 – July 24

Introducing an EDI policy

Ran our first internal EDI survey and focus groups to help inform our next steps

Set and published our internal EDI goals and actions, regularly updating our people on our progress

Introduced EDI champions to further the EDI agenda

Set unconscious bias and microaggression training across the business

We know that when people feel safe and secure to be themselves at work, this benefits us all. Creating an environment where our team feel recognised and heard is critical to creating a sustainable future.

Throughout our last financial year, we have made some significant strides in bringing EDI to the forefront of our business. Our overall ambitions on our EDI journey are to:

- Become a more diverse and representative workforce
- Create a sense of belonging for all
- Monitor progress and listen (with representation from across our business)

Our employees

We track data associated with EDI carefully to ensure the initiatives and programmes we put in place are having a positive impact on our employees. We conduct voluntary employee surveys to gather data on annual basis and assess against our EDI targets.

Ethnicity profile of our employees

	% of LTG workforce %	ONS Data	Progress against ONS
Asian	3%	10%	●
Black	2%	4.4%	●
Mixed	3%	2.5%	●
White	92%	81%	●

Gender identity profile of our employees

Gender identity	% of LTG Workforce	ONS Data	Progress against ONS
Female	67%	47%	●
Male	33%	53%	●
Non-binary	1%	N/A	
Prefer not to say	0%	N/A	

Target #1

70% of our workforce sharing EDI data in MILO



Target #2

The demographic of our workforce to reflect UK ONS statistics



Age profile of our employees

Age	% of LTG Workforce	ONS Data	Progress against ONS
16-24	3%	12%	●
25-34	26%	23%	●
35-44	34%	22%	●
45-54	23%	22%	●
55-64	13%	17%	●
65+	1%	4%	●

Belonging

Current Belonging
Score: 77%

In the last financial year, we introduced an employee survey that aimed to identify key action areas for the business and measure the concept of 'belonging' for our employees. We aspire to create a culture where everyone is welcome and feels a sense of belonging. On this baseline, we have set targets associated with increasing our employees 'belonging score'.

Target

By Dec 2024 **5%** improvement on the 2023 belonging scores

Following the employee survey, we have identified some key action areas for the business including:

- Belonging for all (not just the dominant demographic)
- Leaders actively championing & role modelling EDI
- Data capturing (play your part to help us identify gaps and actions)
- Psychological safety to raise questions, concerns and curiosity (creating safe spaces)
- Listening to a more diverse range of voices and ensuring all feel equally valued
- EDI awareness: training, communications, policy and benefits





Lifetime Apprentice of the Year

Jodie Connor

What programme did you study?

Coaching Professional Level 5 apprenticeship

When did you start and complete, and what was the outcome?

I started in November 2022 and completed in June 2024 with a pass.

Why did you decide to complete an apprenticeship and the coaching programme specifically?

I decided to embark on this apprenticeship journey to gain a deeper understanding of the learner experience. I wanted to put myself in a learner's shoes and gain insights and experience that I could share with others. I thought coaching would allow me to grow personally and professionally and I wanted to use this experience to strengthen my leadership skills and empower me to better guide and inspire my team. Through this, I have gained so much more - this has not only supported relationship building with key stakeholders, self-awareness, giving feedback and overcoming challenges.

I have shared my story with others and inspired those thinking about coaching to embrace the opportunity and everything else that comes with an apprenticeship, including community, sense of belonging and building a relationship with my amazing Coach Kate McAffrey.

What are your biggest learnings and achievements from the apprenticeship?

My biggest learning is how powerful coaching is. Through listening to verbal and non-verbal cues allowed me to tailor my approach and dig deeper to find out further insights where I have been able to support others to find their own solutions. I was promoted during my apprenticeship to M&B Engagement Manager, and I have shared my coaching skills with my team to support their development and overcome barriers and challenges. To be able to share my new knowledge, skills and behaviours with my team and daughter, role modelling CPD has been everything. And of course, winning Lifetime Apprentice of the Year!

Jodie demonstrated wide-spread impact of her learning through not only her direct reports and wider team members, but also with key stakeholders and the wider business - through coaching Coaches with self-gen leads and nurturing team members to promote our work through social media.

Learning and development

55

people completed
apprenticeships

1300

courses completed

55%

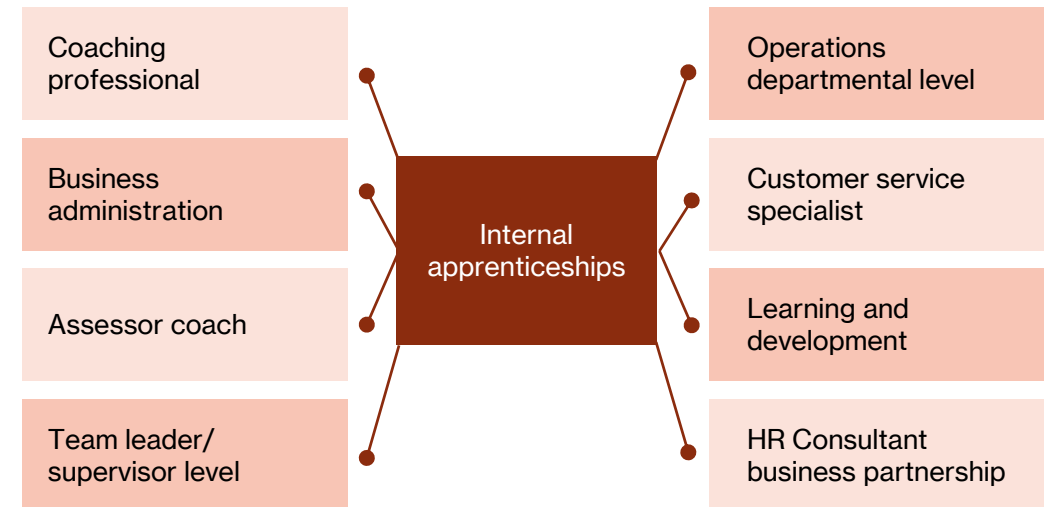
of courses completed
were voluntary



We are dedicated to the continuous upskilling of our staff, making mandatory and voluntary training available for them throughout the year.

Of the 1300 courses completed during the year, only 45% of these were mandatory; the remaining 55% were voluntary. In 23-24, this included 3 e-learning courses launched to 160 managers and introducing championing performance, managing flexible learning, and managing health and wellbeing courses.

Fostering young people's learning and advancement is at the heart of what we do at Lifetime Group; in our own staff we are committed to making a wide range of apprenticeships available throughout the business. The diagram below shows the broad range of opportunities we offer.





Supporting our team is fundamental to our business's success. We aim to provide programmes to manage a health work/life balance, whilst also ensuring that support is available to those who need it.

Health and wellbeing

Our progress July 23 – July 24

Employee assistance programme

The helpline is open 24 hours a day, 365 days a year offering up to six counselling sessions.

Perkbox

Our benefits, recognition and wellbeing platform offers over 4,000 perks and discounts.

Volunteering

The opportunity to participate in up to one day of volunteering per year.

Wellbeing champions

Support the welfare and wellbeing of their peers, providing guidance.

Dedicated wellbeing space

Space is provided for those who need support during the workday.

Employee engagement surveys

Regular engagements on a range of topics to get input from across the business.

Smart GP

Unlimited access to a 24/7 virtual GP and Health Checklist.

Investors in People award

External verification of our commitment and focus on supporting our teams.

Giving back to our communities

We are passionate about supporting charities across the country through a wide variety of events. Our teams are hugely passionate about helping others and have raised a significant amount of money over the last year for charities such as Action for Children, Cancer Research, and Anna Kennedy Online.



1 day
Volunteering
per employee



£1494
Donated to pennies
from heaven through
fund matching



£11,555
Donated to charities
through employee
fund matching



£614
Raised for Action
for Children

Safety is paramount

Health and safety

At the core of Lifetime Group's culture is a commitment to safeguard all learners, staff, and stakeholders and to ensure that equality, diversity, and inclusion are actively promoted.

We ensure there is a clear understanding of health, safety and safeguarding amongst all staff, to help employees and learners feel safe and seek support when needed.

Cyber security

Lifetime Group is deeply committed to maintaining the highest standards of cyber security. We proudly hold Cyber Essentials Plus accreditation and ISO 27001 certification, demonstrating our proactive approach to risk management and adherence to internationally recognised best practices.

By integrating robust security measures across our operations, we ensure the confidentiality, integrity, and availability of critical information assets, contributing to a resilient and secure digital environment. Our commitment reflects our role as a responsible and trustworthy partner for our learners, our people, and stakeholders.

Embedded health and safety

Health and safety board submissions monthly for review.



Enhanced cyber security

A focus on cyber security with both in-house and outsourced programme and cyber essentials plus certification.



Safeguarding

At the core of Lifetime Group's culture is to safeguard all learners, staff, and stakeholders and to ensure that equality, diversity, and inclusion are actively promoted.

We ensure there is a clear understanding of safeguarding amongst all staff, to help learners feel safe, and prepare them for life in modern Britain.

These initiatives are embedded across the organisation at all levels. Holding the Leaders in Safeguarding accreditation for 4 years with recognition of our practices receiving the Gold standard.



Monthly newsletter highlighting hot topics and emerging themes.

A dedicated safeguarding email address for employees and learners.

Bespoke delivery and support programmes for vulnerable learner groups.

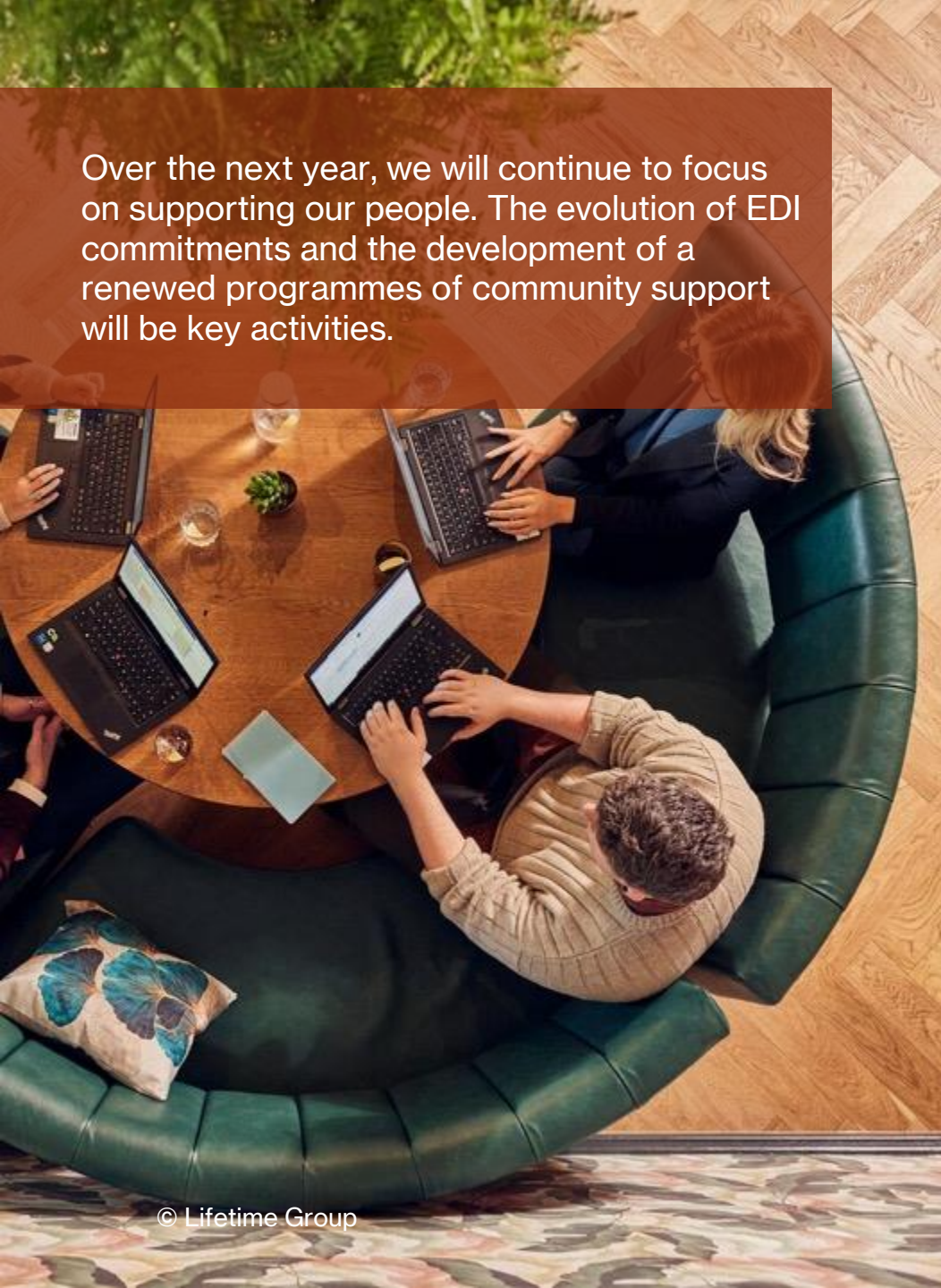
Free external advice/counselling service.

We support employer initiatives such as a dedicated welfare workshop in place.

Full suite of welfare education modules covering health and safety, mental health, online safety, radicalisation, and British Values.

All 16-19 learner have access to 3 months support at the start of their programmes.

A team of 7 designated safeguarding officers that manage cases on a one-to-one basis.



Over the next year, we will continue to focus on supporting our people. The evolution of EDI commitments and the development of a renewed programmes of community support will be key activities.

Nurturing our people

We have set ourselves goals for the upcoming year to strengthen our social programme and ensure we are nurturing and supporting our communities.

Belonging score target

Improve our Belonging survey score by 8% points by the end of next year.

SROI assessment

Introduce SROI measurement for our charitable engagement.

Volunteering schedule

Enabling greater access to volunteering opportunities through our Action For Children partnership.

Assess hiring process

Ensure our hiring process is as fair and equitable as it can be.

Ethics in procurement

Strengthen our social standards in procurement.

Groupwide ISO27001

Expand ISO27001 to a groupwide certification.

Assess AI potential

Assess the potential for AI in our business.

Philanthropy KPIs

Set targets associate with charitable giving.

A flock of white birds, possibly egrets or herons, is captured in various stages of flight against a solid grey background. The birds are positioned around the central text, with some in the foreground and others further back, creating a sense of depth and movement. Their wings are spread wide, showing the intricate details of their feathers.

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Governance

Governance transformation areas

Our ESGI strategy is underpinned by strong governance with board oversight, ensuring that we are delivering against our targets and improving our impact year on year.

Our inaugural report chronicles the journey Lifetime Group has been on to formalise and embed our strategic approach to ESGI through all areas of the business. Ongoing reporting at both a board and external level both tracks and provides visibility on the work underway and will chart our progress.

Ensuring that we are accountable for our impact and seeking to minimise our environmental footprint is governed through board ownership and representation. Our policies detail the methods of how we intend to manage these key areas and outline responsibility throughout the organisation.

Reporting

The reporting area includes the setting of KPIS and certification management, designed to increase our transparency surrounding ESGI.

ESGI accountability

Ensuring ESGI responsibility is held at the highest level within the business and accountability is ensured.

ESGI policies

Setting governance standards in place group-wide.

ESGI ownership

As a group, we have committed to ESGI at the highest level, assigning board responsibility to ensure accountability and drive forward our programme.

Our Chief People Officer oversees responsibility for the execution of our ESGI strategy and reports against key KPI's through the Board reporting on a quarterly basis.

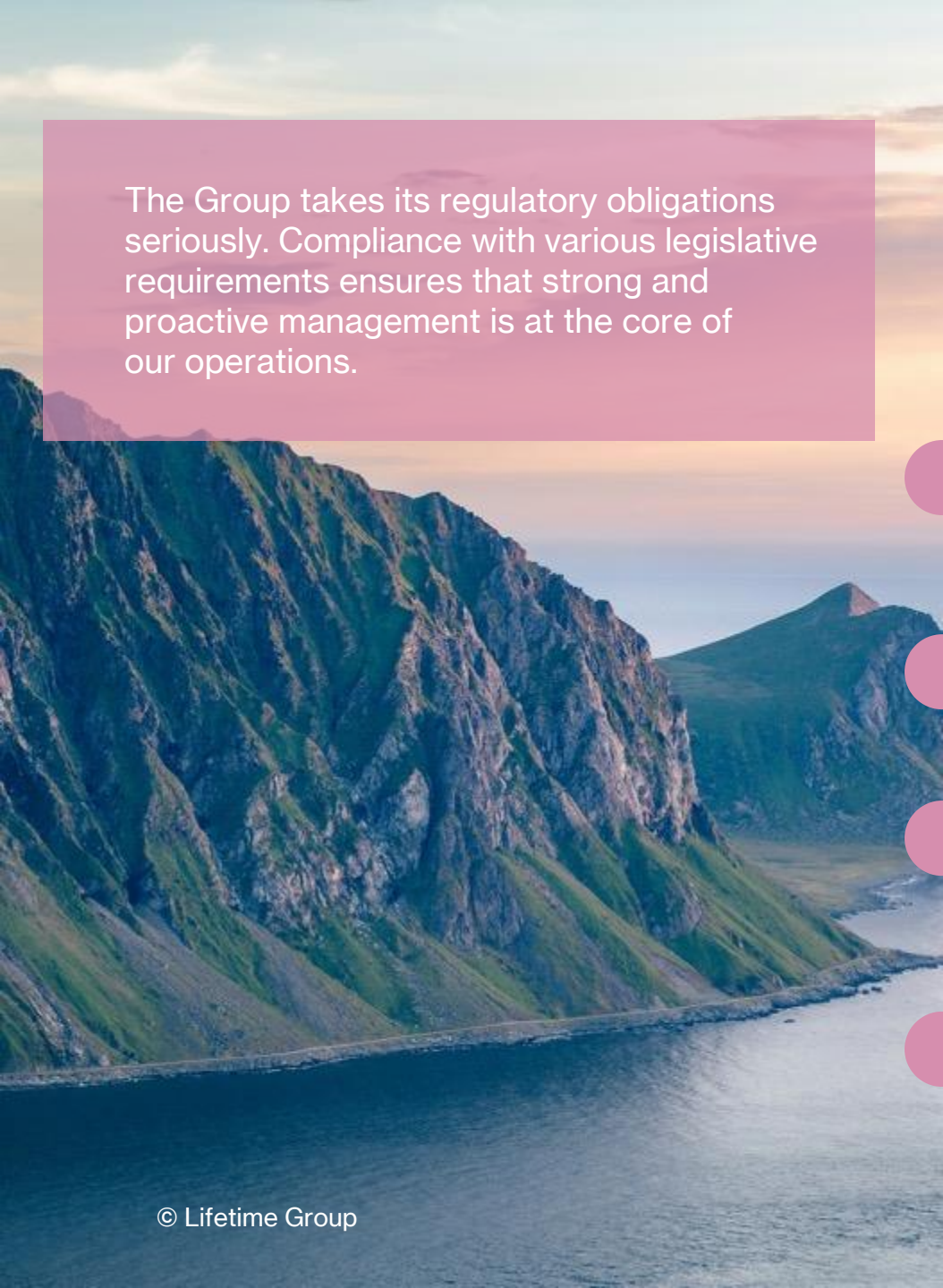
Our CEO retains strategic oversight and support ensuring that our strategy is aligned with the growth aspirations of the business.



David Smith
CEO



Di Gwinnell
Chief People Officer



The Group takes its regulatory obligations seriously. Compliance with various legislative requirements ensures that strong and proactive management is at the core of our operations.

Demonstrating our accountability



An Audit & Risk Committee (ARC), with a clear term of reference, scrutinises all delivery and performance in relation to our obligations and commitments.

Membership includes non-executives for broad perspective and challenges.

ARC reports on the adequacy and effectiveness of internal controls, reviews the Risk Register, policies, and monitoring reports from the Director of Funding & Compliance.

ARC also recommends financial statements to Board for signature

Policies





Over the next year we will be focusing on developing the governance of our ESGI strategy. Making sure that we have the right accountability and structure to deliver our projects and initiatives in the best way. W

What's next?

These projects will be undertaken over the coming year to help advance the governance of our strategy and further embed ESGI across our business.

Set ESGI KPIs to include in board reporting

Assign ESGI champions role

Publish our ESGI targets

Review current policies in place

Communicate to our stakeholders around ESGI

Create additional ESGI policies to ensure strong governance

Create overarching ESGI steering group

Introduce procedure for reporting ESGI issues to the board

Giving our people a voice

We will operate a number of steering and working groups focusing on some of the key areas of our ESGI strategy. These will provide invaluable input from across the business to ensure that our actions are intentional and impactful.

Opportunities to participate in these groups will be open to all employees across the business. Representation from different teams, levels, positions, and aspects of the organisation will ensure that our initiatives and programmes are developed with a diverse group of voices.



An aerial, high-angle photograph of a large, modern public space, likely a transit hub or a large indoor plaza. The floor is made of large, light-colored tiles with a geometric pattern. In the upper half, there are glass-walled entrances with "EXIT" signs above them. Numerous people are walking in various directions, some in groups, some alone. The overall atmosphere is one of a busy, open environment. The "Lifetime group" logo is positioned in the upper center, and the word "Impact" is centered in the lower half.

Lifetime
group

Impact

Impact transformation areas

The purpose of our business is to positively impact people. Creating the workforce of tomorrow, through training and upskilling, supports our learners achieve their goals.

Tracking and measuring this impact is a key focus for the business. We want to be able to demonstrate the value of our learning programmes our customers and provide opportunities to elevate impact supporting their ESG journey.

We are also focused on integrating impact into our decision making as we seek opportunities to broaden our product offering and the customers we serve.

Metrics

How we track, measure and report our impact data ensuring that our products are effective.

Communications

Sharing the impact associated with our programmes to our customers and learners.

Strategic direction

Embedding impact into the decision making of our business as we grow and evolve.

Enabling charitable engagement with our learners



All apprentices are given **2 days paid volunteering** per year with monthly reminders produced by the employer to encourage use of these days.



A range of programmes serving children and families with volunteering are supporting with all staff, including apprentices, attending annual events dedicated to raising funds.



The company has localised charity events to support their national charity **Macmillan**. Apprentices support these as part of their job role, helping with events and raffles. As part of their EPA project they work to plan and execute events.

Ronald McDonald Foundation supports facilities who require housing whilst their child is in hospital. Apprentices get involved by **volunteering time** to help with gardening, painting, decorating and supporting initiatives to raise funds. For example, the Women's Network who raised **£50k** towards the foundation.



The 600 large stores have an **outreach programme** where each store has a community lead who organises events and activities to support charity donations. Apprentices have the opportunity to be involved with the schemes



As part of the apprenticeship programme, participants have to deliver a project that supports the **health and wellbeing of the local community**. Examples include increasing ethnic minority women into football or supporting delivery of school sports day.





Dedicated to impact

Impact is part of our DNA. How we can increase the positive impacts on society and our learners is something we are building into our strategic processes for all new products, courses and offerings.

Additionally, looking at how we encourage more learners to join our learning programmes and ensuring that we are

looking at any barriers preventing people from participating can be overcome.

As we continue to grow and evolve, we will track, measure, and report against these ambitions to help guide us and ensure that impact is at the forefront of what we do.

15,657

Enrolments
over the last
academic year

13%

Of enrolments
were recruited
apprentices (2046)

6,137

Achievers over the
last academic year

292

Employer partners

The size and breadth of Lifetime's programme

Learner demographics

27%

Of learners who enrolled live in a deprived area

28%

Of learners who enrolled have no qualifications and a further 25% do not have a full level 2 qualification

53%

Of learners have less than 5 GCSEs as a prior attainment level

60%

female

40%

male

15%

From an ethnic minority

11%

Of learners have a medical condition

19%

Of learners have declared a learning difficulty or disability

14%

Of learners are age group 16-18

25%

Of learners are age group 19-23

61%

Of learners are age group 24+

11%

Of learners have a mental health difficulty

35%

Of learners are dyslexic



The impact of our programmes

Career progression

70%

Of learners who achieved an apprenticeship said they were more likely to earn a higher wage in the future

65%

Of learners who achieved an apprenticeship said they were more likely to be promoted.

Employee retention

71%

Of learners who achieved an apprenticeship said they were more likely to stay with their company

Impact in role

85%

Of learners who were on a programme said the apprenticeship is making them more confident in role.

For this inaugural report, our commitment to continuous ESGI improvement for Lifetime Group is an ongoing and rewarding process. ESGI is embedded in the fibre of our company and is a large contributing factor to our continued success. Taking the easy route has never been part of our corporate ethos and we plan to progress in all areas, including ESG, to remain a leader within the apprenticeship delivery community. We look forward to sharing our future success with you in next year's report.

In partnership with:



CLEARWATER