



Sustainability Strategy

Our vision:

To become the market leading customer experience homebuilder underpinned by our sustainability and social purpose credentials.



Leading With Purpose

What we create today will be lived in for generations. Sustainability keeps that perspective front and centre at Strata. It reminds us to look beyond the immediate and consider the lasting impact of our decisions, on the homes we build, the communities we shape, and the environment we all share.

Sustainability has become an integral part of how we think and work. Since introducing our first Sustainability Strategy, we have learned a great deal about our impacts, our responsibilities, and where we can make the most meaningful difference. As our business continues to evolve, so too must our approach. Some of our early commitments have changed as our understanding has grown, and that reflection has helped us focus more clearly on what matters most.

This strategy represents the next stage of our journey. It is more focused, more practical, and better aligned with where we are today, while still holding onto the ambition that drives us forward. It reflects our belief that progress is built through learning, honesty, and action. Even when we don't yet have all the answers.

People remain at the heart of Strata, our customers, our team, supply chain partners and the communities we are part of. With stronger governance and clear honest leadership, we are working to give our teams the tools, data, and confidence they need to play an active role in reducing carbon, supporting nature, and using resources more thoughtfully.

2030 is not a finish line. It is a marker along the way, towards homes that perform better, a lighter environmental footprint, and a more positive contribution to society.

We are proud of how far we have come, and we remain committed to continuing this work with care, openness, and purpose.

Gemma Smith
CEO

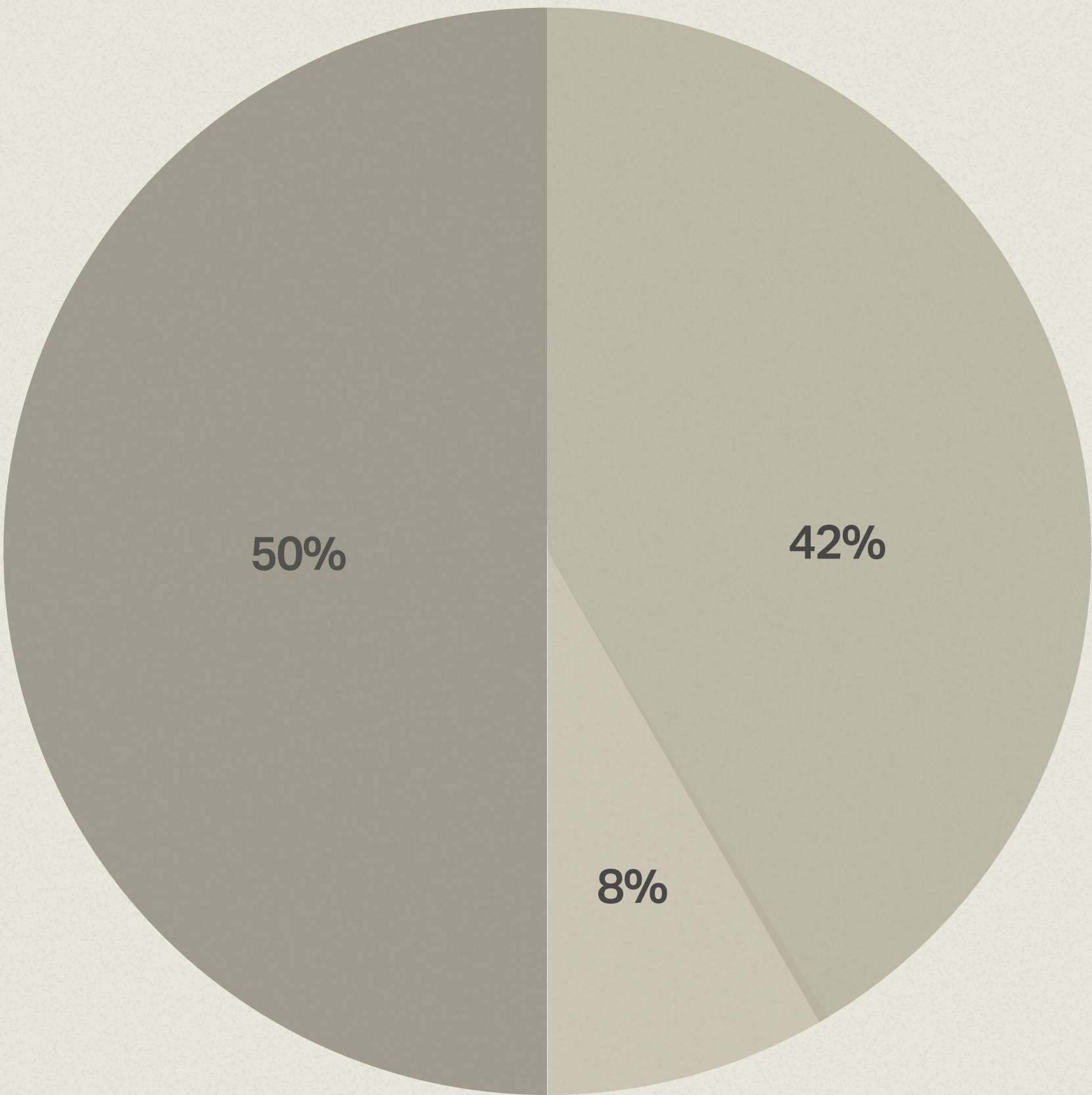


Business model split

As our business continues to evolve and grow, so must our sustainability approach. Our current development pipeline brings together a new balance of Open Market, Open Market Social and Partnership homes, each serving different needs and different customers- broadening who we build for and how value is created. Our new roadmap responds to the evolution of our market, understanding the diversity of our customers, recognising their needs and ensuring delivery against our promises in the Strata way.

Looking ahead, the next five years are about doing things well and doing them consistently — delivering high-quality homes for all of our clients and customers, and building the systems and habits that support improved sustainability performance. As these practices become familiar, sustainability becomes a natural part of how we work.

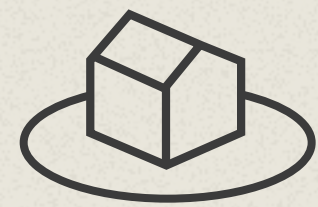
	FY25	FY26	FY27	FY28
Open Market Standard	344	262	180	240
Open Market Social	70	39	22	73
Partnerships	239	336	329	332
Total	653	637	531	645



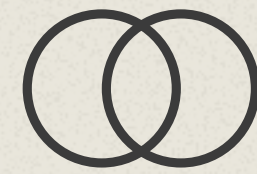
Plot Sales FY25 to FY30

- Open Market Standard
- Partnerships
- Open Market Social

Stakeholders



LPA's*



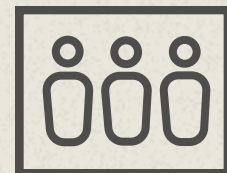
Partners



Funders



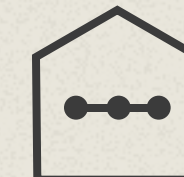
Community Groups



Internal Team



Industry



Supply chain



Land partners

Our Sustainability Strategy has been shaped in collaboration with the people who matter most to us at Strata. As a family-run homebuilder, we see our stakeholders not simply as an audience we report to, but as an extension of the Strata family, whose wants, needs, and priorities are as important to us as our own.

This strategy brings those priorities together, setting out how we will create long-term value, act responsibly, and build a sustainable future alongside, and for, our stakeholders.

Materiality

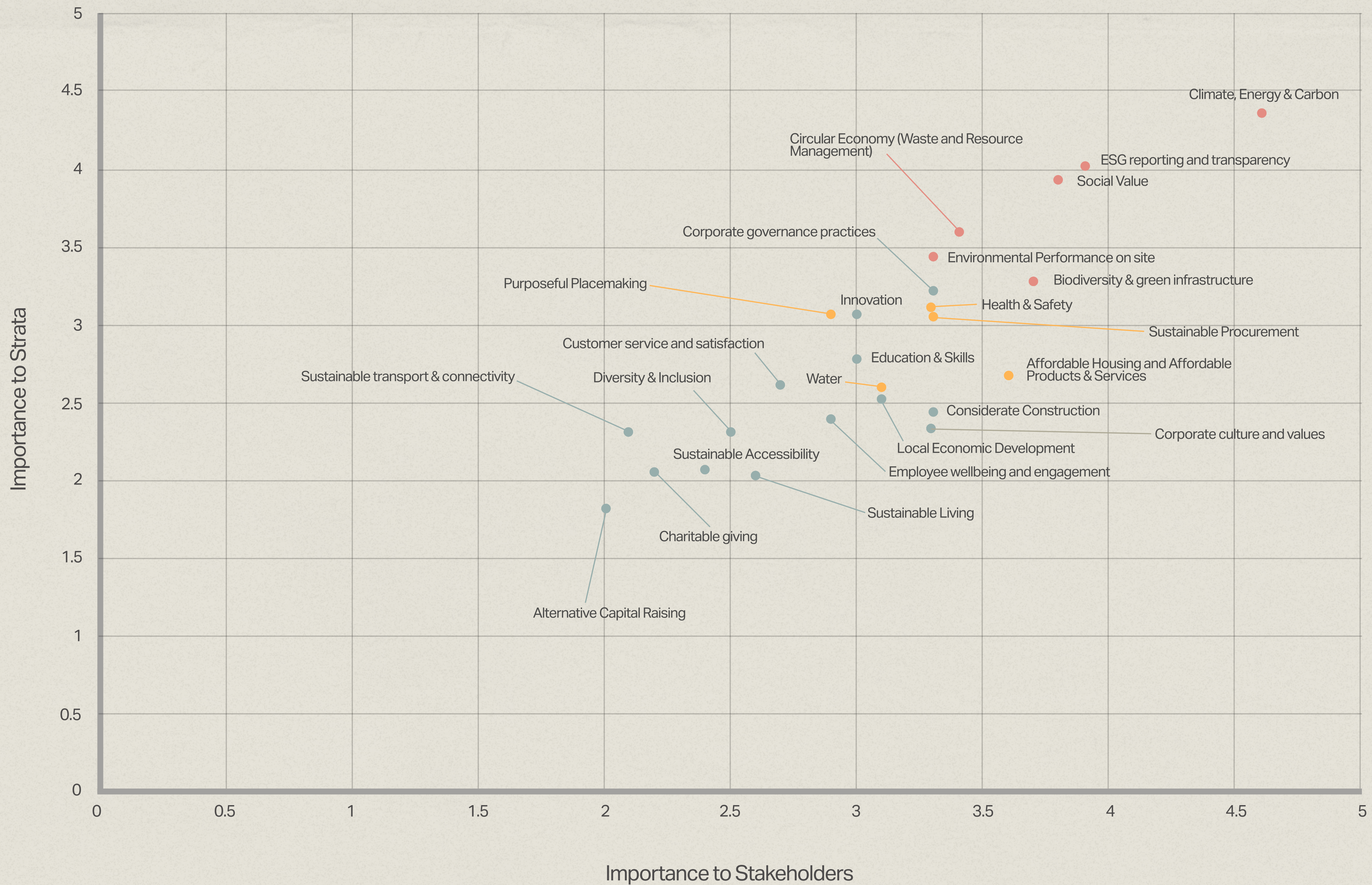
To make sure our Sustainability Strategy focuses on what really matters, we took the time to listen, review and challenge our assumptions, taking into account the opinions and priorities of our key stakeholders.

We started by reviewing the potential financial, environmental and social impacts of each issue area, exploring where we have the opportunity to make a positive impact and understanding the risks of not addressing those areas.

We then gathered feedback from colleagues, strategic partners, our supply chain and community stakeholders through interviews and questionnaires, helping us to build a picture around which issues mattered most to them. This insight, alongside our initial research and industry review, helped us to plot each issue to create a representation of what it is that matters to us the most.

This has then informed the development of our Sustainability Strategy, helping us to create targets and focus areas that really matter. Where issues are already being addressed through the business, we have committed to continue this good work. Where further action is needed, the strategy sets out how we will respond, ensuring nothing material is overlooked.





6 Priority Issues

These are the areas that matter the most to us and the stakeholders we're connected to. They have shaped our Focus Areas and guide where we can have the most impact.

5 Supporting Issues

These issues remain important to us and those around us but their impact is narrower or more specific. Here we are taking action through individual targets or initiatives within the strategy.

14 Embedded Issues

These less material issues are prioritised and addressed through existing business process, policies or targets. These are woven into the way we operate everyday helping us remain consistent and responsible across the business.

Our Sustainability Strategy

To guide our work and give clarity to our sustainability ambitions, we have grouped our material issues into three strategic pillars: **Environment, Social and Sustainable Business**. These focus areas bring direction for how we will bring meaningful, measurable change over the years ahead across all the areas that matter to us and our stakeholders.

Environment:

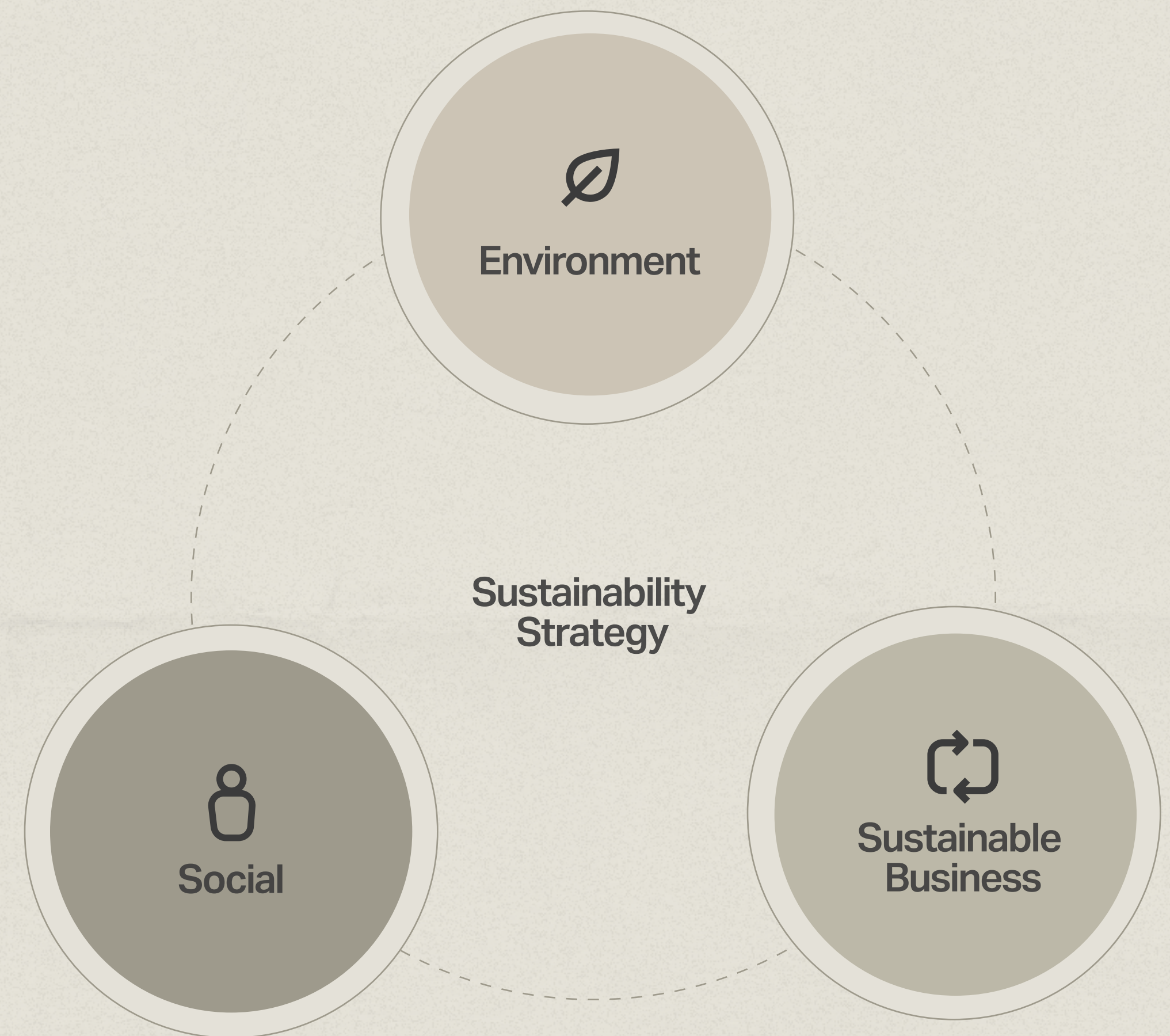
We believe that the homes we build today should be right for tomorrow. Our Environmental pillar focuses on the thoughtful design of our homes and the wider development, responsible material choices and efficient construction methods, to create high-quality future proof places for people without being at the expense of the planet.

Social:




We are passionate about having a positive impact on people; from the communities we build in, to the customers who live in our homes and the teams who help deliver them. Our focus is on adding value to the communities we create and engage with, increasing access to high-quality homes and supporting inclusive, thriving places. This pillar ensures that we continue to create opportunities for involvement, education and engagement, support our customers as they settle into their new homes, all while contributing positively to the local economy.

Sustainable Business:

We want to build strong foundations for the way we operate. Our Sustainable Business pillar focuses on the policies, processes and data that help us understand our impacts, improve our performance and make more informed decisions as a business. We want to bring our team members, supply chain and wider stakeholders on a journey with us as we streamline, innovate and embed sustainability into everything we do.



Our Focus

Pillar	Focus Area
 Environment	Climate
	Nature
	Resources, Wastes and the Circular Economy
	Site Environmental Management
 Social	Social Value
	Communities
	Customers
	Colleagues
 Sustainable Business	Health & Safety
	Data
	Sustainable Procurement
	Research, Innovation & Technology
	Training & Communication

Climate

Listening to our teams, stakeholders and wider scientific community has reinforced a clear understanding; that continuing our work to address our contributions to climate change, and to play an active role in the transition to a low-carbon future, remains a priority to us.

Through this focus area, we are working to better understand and quantify our carbon impacts across our activities, publish our findings and set out a clear roadmap towards net zero.

By continuing to invest in innovation, new technologies and improved ways of working we aim to ensure that all the homes that we build are Net Zero carbon-ready* in operation by 2030, while setting longer term ambition to achieve true net zero across our business and value chain.

**Zero carbon-ready, meaning they will be zero carbon once the electricity grid has decarbonised.*

Targets

- 1 From FY 26/27, we will measure and report on the upfront scope 3 carbon associated with our homes, aligning to the FHH embodied carbon calculator.
- 2 From FY 26/27, we will measure and report upfront embodied carbon associated with our developments aligning to the FHH embodied carbon calculator.
- 3 In FY 28/29 we will publish a Net Zero Transition Plan and confirm a date where we will be net zero across our entire value chain, to replace our Carbon Reduction Roadmap.
- 4 By 2030, all our homes will be zero carbon ready, and we will measure progress against this from 2026.

Timeline

- ✓ **FY20/21** Completed on our first Net Zero carbon-ready and carbon positive plot.
- ✓ **FY24/25** Published our Carbon Reduction Roadmap.
- ✓ **FY24/25** Committed to the FHH New Homes Sector 'Net Zero Transition Plan'.
- **FY26/27** Measure the upfront embodied carbon of homes.
- **FY26/27** Measure the upfront embodied carbon of developments.
- **FY28/29** Publish our 'Net Zero Transition Plan' and long-term targets.



this focus area relates to:



Nature

Nature is fundamental to the long-term success of the places we create. By championing spaces for nature, we support the resilience of the natural environment in the face of climate change, while also positively contributing to the wellbeing of the communities that we build for.

Through our commitment to creating nature-positive places, we embed nature considerations into everything we do; from the designs we create and the specifications we follow, to the maintenance regimes we implement, and the choices available to our customers to enable nature-friendly practices in their communities and within their own home.

Targets

1 From FY 25/26 we will confirm our commitment to being nature positive by meeting and reporting on the requirements from our Biodiversity and Nature Policy, and our Future Homes Hub 'Homes for Nature' commitment.

2 From FY 26/27 we will deliver at least one community nature event per development.

Timeline

- ✓ **FY20/21** Biodiversity Net Gain went live in England.
- ✓ **FY24/25** Published our Biodiversity & Nature Policy.
- ✓ **FY24/25** Joined the FHH Homes for Nature Commitment.
- **FY25/26** Report against our Biodiversity & Nature Policy and the Homes for Nature Commitment.
- **FY26/27** Deliver community nature events across all sites.

this focus area relates to:



Resources, Wastes and the Circular Economy

We understand that the resources that we rely on to build our homes come from a finite planet, and that without these we cannot continue to create homes for today or for the future. Managing these resources responsibly is key if we are to reduce our environmental impacts, and ensure the long-term sustainability of our sites, business and society.

This focus area recognises the value of all resources - both those that we actively use, and those that we have to potential to impact through our work - and sets out our ambition to put improved processes in place to quantify and understand our relationship with them. By viewing our resource use with a more circular lens, combined with improved visibility of our impacts, we can make more informed and responsible decisions across our business.

Targets

- 1 From FY 25/26, we will carry out quarterly environmental audits across all active sites.
- 2 From FY 25/26, we will measure and report our construction, packaging and office waste, energy from waste and disposal data.
- 3 In FY 26/27 we will publish Strata's Waste and Resource Management Plan to embed the waste hierarchy and principles of the circular economy across all Strata operations.
- 4 From FY 26/27 we will measure all soil movements and demolition waste imported and exported to/from new sites.
- 5 From FY 26/27, we will develop a methodology to measure and report on the site water consumption, aligning to the FHH methodology where available.
- 6 By FY 29/30, we will reduce our construction, packaging and office waste generation intensity by 10% on a FY 26/27 baseline.

Timeline

- ✓ **FY23/24** Waste Generation baseline established for office & construction waste
- ✓ **FY25/26** First site Environmental Audits delivered
- **FY25/26** Report on full breakdown of disposal routes
- **FY26/27** Measure soil and demolition waste
- **FY26/27** Agree methodology to accurately measure site water consumption
- **FY26/27** Publish our Waste & Resource Management Plan
- **FY29/30** Reduce waste generation intensity by 10%



this focus area relates to:



Social Value and Communities

For us, growth is an opportunity. An opportunity to reach more people and communities, to deliver positive impact for those who we interact with, and to create places that people are proud to call home.

Every community is unique, and through this focus area we intend to recognise and celebrate this by taking a tailored approach to each development. This includes increasing our social value delivery, supporting local employment and skills development, and expanding access to affordable housing.

Through this, and a wider approach outlined through our social pillar, we seek to create inclusive, thriving places that deliver lasting benefits beyond the homes themselves.

Targets

1	Social Value	To increase the social value we deliver by a total of 10% by FY 29/30 based on a 2024/25 baseline.
2	Communities	From FY 24/25 we will, where possible, exceed LPA policy level Affordable Housing across Strata developments.
3	Communities	From FY 25/26 we will agree a standardised Strata site employment plan template to promote local employment and the inclusion of trainees and apprentices throughout the supply chain.

Timeline

- ✓ FY23/24 Exceeded LPA policy level Affordable Housing.
- ✓ FY24/25 Published our Strata's Social Value Framework.
- ✓ FY24/25 Established our Social Value baseline.
- FY25/26 Agree standardised Strata site employment plan.
- FY29/30 Increase social value by 10% based on FY2024/25 baseline.



this focus area relates to:

4 QUALITY EDUCATION

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

Customers, Colleagues and Health & Safety

People are at the heart of everything we do at Strata, and our aim is to create homes and places that are good for people. Homes where individuals feel safe, comfortable and supported to dream big and achieve their goals. Through our designs and ways of working, we will continue to create developments that are accessible and reflective of the needs of those who will call them home. By taking the time to listen, reflect and improve, we ensure that we meet the expectations of our customers and support fulfilling lives within our communities.

For our colleagues, we will continue to champion human connection by creating ways to get involved in the communities and causes that matter to them, while recognising and celebrating the value that every individual brings to the business and to the places that we build together. Above all, we are dedicated to maintaining the highest standards of health and safety so that our team, supply chain partners and visitors can be confident that everyone returns safely to their loved ones at the end of each day.

Targets

1	Customer	From FY 25/26, we will publish an annual case study highlighting best practice placemaking design.
2	Customer	From FY 26/27, complete a post-occupancy evaluation (POE) on 15% of open market plots.
3	Colleagues	Collect and report on human resource metrics including gender, BAME and age by FY 2024.
4	Colleagues	Increase participation in the volunteer programme to achieve an 80% utilisation rate by FY 27/28.
5	Health & Safety	In FY 26/27, we will agree and publish a set of strategic priorities for Health & Safety at Strata.

Timeline

- ✓ **FY23/24** Implemented our internal Placemaking process.
- ✓ **FY23/24** Reported on team diversity and demographic metrics.
- ✓ **FY24/25** Launched our internal Staff Volunteering Programme.
- **FY25/26** Publish annual case study highlighting best practice placemaking design.
- **FY26/27** Complete POEs on 15% of open market plots.
- **FY26/27** Publish strategic priorities for Health & Safety.
- **FY27/28** Achieve 80% utilisation rate in volunteer hours.



this focus area relates to:

3 GOOD HEALTH AND WELL-BEING

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

Sustainable Business

Our Sustainable Business pillar focuses on how we strengthen and future-proof the way that we operate at the heart of our business. It brings together people, the systems and ways of working that support informed decision-making, continuous improvement and responsible growth.

Through the focus areas in this pillar, we aim to build a knowledgeable and confident team, supported by clear processes and reliable data who are encouraged to innovate and challenge how things are done. By getting these fundamentals right, we can improve our transparency and communications with our stakeholders, building a brand that you can trust for the long-term.

Targets

1	Research, Innovation & Technology	From FY 23/24, participate in innovation and collaboration projects and conduct 2 research projects on either environmental or social sustainability each year.
2	Data	From FY 25/26 we will adopt and report against the FHH (Future Homes Hub) core environmental metrics and selected extended metrics
3	Training & Communication	We will develop and deliver a company wide sustainability communications plan in FY 25/26
4	Training & Communication	We will deliver a company wide sustainability training plan in FY 26/27 to meet the needs of this strategy
5	Sustainable Procurement	From FY 26/27 we will audit our direct suppliers against our Sustainable Procurement Policy and report on this annually

Timeline

- ✓ FY22/23 Published our Sustainable Procurement Policy.
- ✓ FY23/24 Delivered a minimum 2 of research or innovation projects.
- ✓ FY23/24 Conducted a first stage audit on specific items within the Sustainable Procurement Policy.
- ✓ FY24/25 Implemented data system to begin the collation of quality ESG data.
- ✓ FY24/25 Delivered tailored environment and sustainability training sessions.
- FY25/26 Develop and deliver company-wide sustainability training plan.
- FY25/26 Develop and deliver company-wide sustainability communications plan.
- FY26/27 Audit direct suppliers against all policy items in the Sustainable Procurement Policy.



this focus area relates to:



Governance for Sustainability

Achieving a sustainable future is everyone's responsibility, which is why a number of our targets focus on engaging our entire team, and giving them the information and data they need to make more informed decisions for sustainability.

We also understand that to get this right, we need clear leadership within the business to be a driving force for the success of our strategy. Each target within our strategy has clear ownership assigned either to an individual or a working group, and these owners are responsible for driving action, reporting progress and escalating challenges. These updates, challenges and insights feed into our Sustainability Committee, which provides oversight, coordination and decision-making support across the programme.

We value a combined top-down and bottom-up approach where leadership provides the direction, accountability and resourcing, while engagement, innovation and action are actively enabled from the bottom up. This is why Gemma, our CEO, has ultimate responsibility for sustainability at Strata, ensuring that our strategy is both lived throughout the business and supported from the highest level.



Governance for Sustainability

