



## WE CAN MAKE A BIGGER DIFFERENCE TOGETHER

Since launching our Community Investment Programme in 2022 and by working together with our customers, suppliers, public sector partners and employees we have delivered amazing outcomes.

# 25,232

Young people inspired about the world of work

# 2,426

Volunteering days delivered by customers, suppliers, public sector partners and SEGRO employees

# 119

Environmentally focused community projects completed

# 758

Unemployed people starting a new job

Source: SEGRO Annual Report and Accounts 2024

## MAKE A DIFFERENCE

# Find out more about community investment at SEGRO.

[SEGRO.com/cip/playbook](https://www.segro.com/cip/playbook)



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## MAKE A DIFFERENCE



# Community Impact Playbook

2025



The **importance** of **businesses supporting** their **community** goes far beyond good public relations. It's about building long-term trust, resilience, and mutual success. When businesses invest in the **wellbeing of the community**, they help build the very foundation their success depends on.

# 10 STEPS FOR IMPACTFUL COMMUNITY INVESTMENT



## 1. SET CLEAR PURPOSE AND OUTCOMES

Be clear on why you want a community plan. Define measurable goals and meaningful outcomes. This clarity helps align your team and engage partners effectively.

## 2. EMBED IT INTO YOUR BUSINESS

Make community investment part of your strategy. Champion it from the top, empower your employees, and build a culture that values and incentivises participation.

## 3. ALIGN WITH YOUR VALUES AND STRATEGY

Ensure your programme reflects your values, strengthens your brand and builds trust. It should feel authentic, not an add-on.

## 4. COMMIT LONG-TERM

Back your intentions with ring-fenced funding, dedicated roles and a roadmap. Real impact takes consistency and time, not one-off action.

## 5. BUILD A SCALABLE FRAMEWORK

Create a flexible model that works locally but can be delivered at scale across locations. This ensures relevance without losing coherence.

## 6. PARTNER WITH PURPOSE

Work with trusted, experienced partners who share your values and understand local needs. Collaborate to co-design programmes that truly deliver for communities.

## 7. ENGAGE YOUR ECOSYSTEM

Involve customers, suppliers and wider stakeholders. Make participation easy and valuable for them, especially to enable volunteering.

## 8. OFFER MORE THAN MONEY

Leverage all of your resources – from space and expertise to time and mentoring. Tailored, but flexible support often creates the biggest impact.

## 9. MEASURE IMPACT AND SHOUT ABOUT SUCCESS

Track what matters. Focus on outcomes, not just outputs, ensure delivery partners report regularly and report your achievements.

## 10. REVIEW, REFLECT, IMPROVE

Build in feedback loops. Learn from what works, and what doesn't. Share lessons, adapt regularly and manage risks thoughtfully.

This playbook – designed for any business – provides our step-by-step guide for effective and measurable community investment. All you need is the ambition to make a change, and that change can make a huge and lasting impact for your community.

