



**PRIMA  
GROUP**

# **Environmental Social & Governance Report**

**ESG Progress Report  
March 2025**



# ESG Sustainability Reporting

## WELCOME TO THE ANNUAL REVIEW OF OUR ESG REPORT

As a housing association our social purpose and impact is significant. We are committed to bringing wider benefits to our neighbourhoods and communities where we can. We want to act responsibly in all we do, reducing any negative impact our work may cause to the environment or others we work with. We're conscious of the need to build more genuinely affordable homes. We are committed to ensuring our Environmental, Social and Governance (ESG) focus is clear and our commitment can be evidenced.

ESG has three central factors, and we are embedding these into our business in the following ways:

- **Environmental** examines how we perform as a steward of our natural environment and how we focus on climate change, ecology and resource management.
- **Social** criteria looks at how we treat people, and concentrates on our residents' voice, support for residents, building safety and quality, affordability and security, community wealth building and placemaking.
- **Governance** examines how we as an organisation keep to our values- how we're governed - and focuses on structure and governance, our Board, employees, wellbeing, procurement and our supply chain management.

This is our second review of our ESG report, the original report was produced in 2023. We have assessed ourselves against the Sustainability Reporting Standard for Social Housing and we see this as a continuing journey in improving transparency and accountability in these areas.



# Environmental

THEME	CRITERIA	HOW ARE WE DOING?
Climate Change C1	EPC ratings for all properties	A 0%
		B 5.09%
		C 57.57%
		D 36.05%
		E - G 0.74%
		No Certificate 0.55%
Climate Change C2	EPC ratings for new homes	B 100%

Climate Change C3

Does Prima Group have a Net Zero target and strategy? If so, what is it and when does the housing provider intend to be Net Zero by?

We do not have a stand alone Net Zero strategy. We are currently working within the National target of achieving net zero by 2050. Our current focus is on the initial target of EPC "C" BY 2030, investment planning and financial budget setting for investment in homes to achieving improving EPC ratings for homes is built around this objective.



# Environmental

THEME	CRITERIA	HOW ARE WE DOING?
Climate Change C4	What retrofit activities has the housing provider undertaken in the last 12 months in relation to its housing stock? How do these activities align with, and contribute towards, performance against the housing provider's Net Zero strategy and target	Successfully delivering Wave 1 and Wave 2 of the Social Housing Decarbonisation Fund (SHDF) completing works on over 500 properties in Sefton and Liverpool, including the least energy efficient solid wall construction type homes. The works include internal and external wall insulation, double glazing to windows and external doors, upgrading ventilation systems and installing smart thermostats, with some properties also requiring loft insulation and cavity wall insulation to outrigger areas. We have successfully secured funding for Wave 3 of the SHDF programme running to March 2028 and increased the number of properties in Wave 2. All new builds are to at least EPC Band B, comprising timber frame construction and energy saving features. We are installing the Switchee smart thermostats in all decarb and new build schemes, on boiler renewals and voids.
Climate Change C5	Greenhouse gas emissions - Scope 1, Scope 2 & Scope 3	We currently are not able to calculate this measure. We will work on how we can measure this and include this as part of our ESG Action Plan.
Climate Change C6	<p>How has Prima Group mapped and assessed the climate risks to its homes and supply chain, such as increased flood, drought and overheating risks?</p> <p>How is the housing provider mitigating these risks?</p>	<p>Stage 1 &amp; 2 site investigations carried out on new build sites including specific Flood Risk Assessments. Required drainage solutions undertaken on all new developments, as recommended by Engineer and approval of the Lead Local Flood Authority and United Utilities.</p> <p>Flood alarm in place on Leasowe managed by Wirral Council to alert residents to flood risk.</p> <p>Guidance on our website with advice for our residents on Storms, Floods and Winter Weather.</p> <p>Operational risk identified relating to the impact of climate change on our residents and homes.</p> <p>Overheating is not a common problem in our homes – where reported a thermal comfort analysis would be carried out. Ventilation strategy carried out for all homes included in the SHDF improvement work and as part of damp and mould assessments.</p>

# Environmental

THEME	CRITERIA	HOW ARE WE DOING?
Ecology C7	<p>Does Prima Group have a strategy to enhance green space and promote biodiversity on or near homes?</p> <p>If yes, please describe with reference to targets in this area.</p> <p>If no, are you planning on producing one in the next 12 months?</p>	<p>Prima consider green space on all new developments in line with planning policy requirements. New build homes are subject to 10% net biodiversity gains on site.</p> <p>The largest green space area is on Leasowe, where we have supported local residents on 'Leasowe in Bloom' in recent years. Small grants have been awarded for gardening in our sheltered schemes.</p> <p>The review of our Neighbourhood Plans will consider green space availability and uses when they are next reviewed in 2025/26.</p>
Ecology C8	<p>Does Prima Group have a strategy to identify, manage and reduce pollutants that could cause material harm?</p>	<p>We currently do not have a pollutant strategy.</p>
Resource Management C9	<p>Does Prima Group have a strategy:</p> <ul style="list-style-type: none"> <li>to use or increase the use of responsibly sourced materials for all building and repairs works?</li> </ul>	<p>Although we do not have a strategy in place, the employer's requirements on new development schemes cover the expectations around energy efficiency, materials, environmental impact etc.</p> <p>Also, as part of the procurement on all new schemes and refurbishments etc., the quality part of the tendering process expects responsibly sourced materials, reduced environmental impact, waste management plans as well as traffic plans and an overall proactive approach to a low carbon site.</p>
Resource Management C10	<ul style="list-style-type: none"> <li>for waste management incorporating building materials?</li> </ul>	<p>In April 2024 the repairs service was in-sourced, meaning Prima have more control over these matters than in previous years. We use recycling waste disposal companies for all waste material including building materials.</p>
Resource Management C11	<ul style="list-style-type: none"> <li>for good water management?</li> </ul> <p>If so, how does Prima Group target and measure performance?</p>	<p>We currently do not have a water management strategy.</p>

## THEME

## CRITERIA

## HOW ARE WE DOING?

Affordability & Security C12

For properties that are subject to the rent regulation regime, report against one or more Affordability Metric:

- 1) Rent compared to Median private rental sector (PRS) rent across the Local Authority

As part of our annual rent setting process, we analyse and compare the rent we charge against Local Housing Allowance levels, private sector rents, other housing association rents and average earnings for each local authority area.

The table below shows Prima's average monthly net rent levels against the private rent levels (as at 16 April 2025) and as a percentage against the average private rent levels by size of property

We have disaggregated by number of beds, local authority etc., as below, but our portfolio wide figures for % of PRS rent are 56% for Liverpool , 54% for Sefton and 61% for Wirral

### Private Sector Rent Comparison

	Prima Group	Liverpool		Sefton		Wirral	
	Average Rent	Private Rent	%	Private Rent	%	Average Private Rent	%
1 bed	£426	£630	68%	£574	74%	£518	82%
2 bed	£458	£769	60%	£752	61%	£672	68%
3 bed	£493	£882	56%	£918	54%	£823	60%
4 bed or more	£566	£1202	47%	£1329	43%	£1152	49%



## THEME

## CRITERIA

## HOW ARE WE DOING?

Affordability & Security C12

2) Rent compared to Local Housing Allowance (LHA)

The table below shows Prima's average weekly net rent levels against the housing benefit LHA rates effective from 1st April 2024 and as a percentage against these levels by size of property

We have disaggregated by number of beds, local authority etc., as below, but our portfolio wide figures for % of LHA rent is 74% for Greater Liverpool, 80% Wirral and 70% for Southport

### Local Authority Rent Comparison

	Prima Group	Greater Liverpool		Wirral		Southport	
	Average Weekly Rent	LHA	%	LHA	%	LHA	%
1 bed	£98.03	£115.07	85%	£97.81	100%	£109.32	90%
2 bed	£105.47	£136.93	77%	£120.82	87%	£138.08	76%
3 bed	£113.56	£149.59	76%	£149.59	76%	£178.36	64%
4 bed or more	£130.22	£201.37	65%	£189.86	69%	£212.88	61%



# Social

THEME	CRITERIA	HOW ARE WE DOING?
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Affordability & Security C13

Affordability & Security C14

Share, and number, of existing (C2) and new (C3) homes (homes completed before the last financial year) allocated to: General needs (social rent), Intermediate rent, Affordable rent, Supported Housing, Housing for older people, Low-cost home ownership, Care homes, Private Rented Sector

### Existing Homes

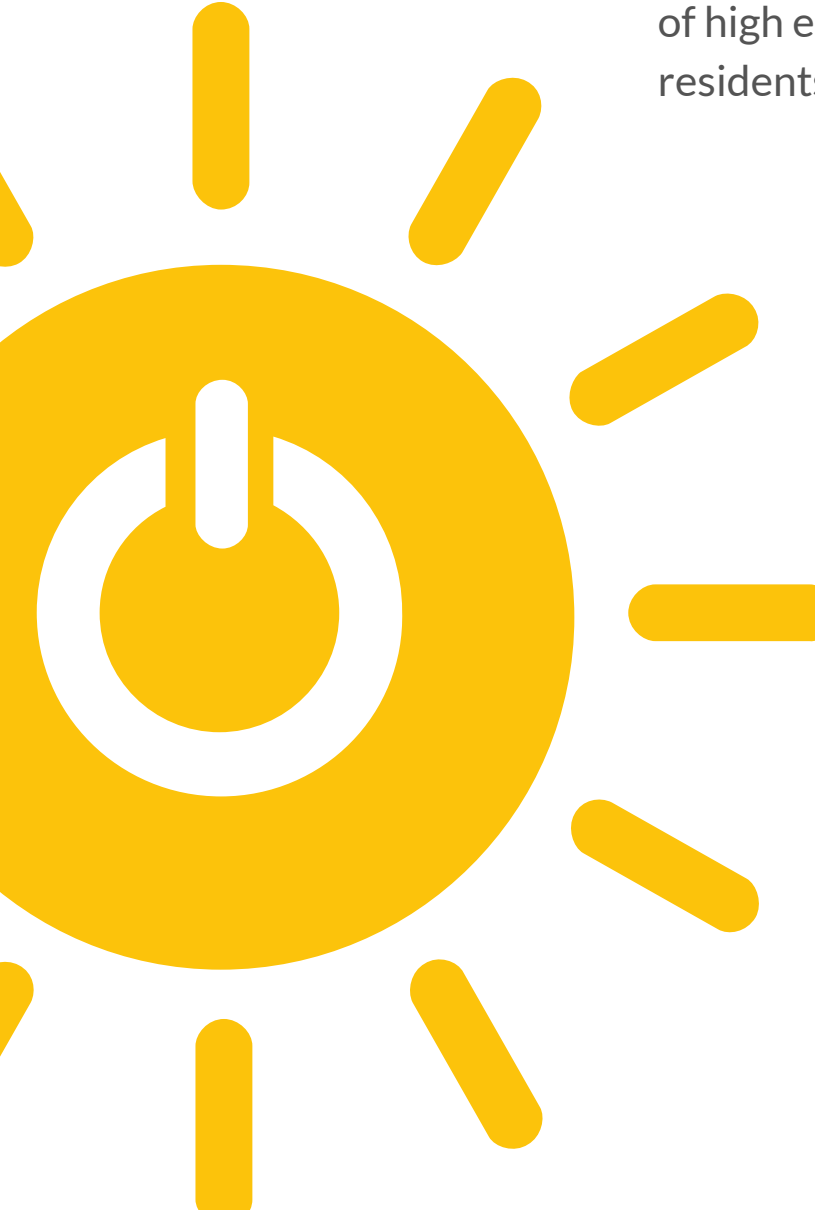
	Number of properties	% of properties
General Needs	2202	85%
Intermediate Rent	0	0%
Affordable Rent	109	4%
Supported Housing	47	2%
Housing for Older People	197	8%
Low Cost Home Ownership	18	1%
Care Homes	0	0%
Private Rented Sector	0	0%

### New Homes

Low Cost Home Ownership	26	1%
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# Social

THEME	CRITERIA	HOW ARE WE DOING?
 <p>Affordability &amp; Security C15</p>	<p>How is the housing provider trying to reduce the effect of high energy costs on its residents?</p>	<ul style="list-style-type: none"> <li>-<b>Decarbonisation</b> - energy efficiency works to over 500 properties in the LCR region. This work improves energy efficiency and reduces energy bills. Wave 3 program now underway.</li> <li>-<b>Switchee smart thermostats</b> – 569 installed in new builds and as part of the decarbonisation works to optimise energy use, lower heating bills and reduce energy consumption. We can send the resident energy saving tips and use the sensory data to provide building and welfare performance indicators, e.g. mould and fuel poverty risk. Also added to all properties upon change of boiler.</li> <li>-<b>Helping Hands Fund</b> – supporting customers who need financial help to sustain their tenancy or meet key household costs. This is a budget set aside for tenancy sustainment initiatives each year. It pays for energy top ups, white good replacements, arrears payments where no other grants/external funds can be found and legal action is in progress, must engage with Income Team, travel passes, items to help people get into/to work</li> <li>-<b>RAISE</b> - we pay for these charities to provide debt, welfare and money advice service to our customers.. They also put on activities and clubs for young and older, people. We also refer to Energy Project Plus for energy advice.</li> <li>-<b>Neighbourhood Budget</b> - Housing Officers and Sustainability Officer have budgets for ad hoc small projects or funding for things like carpet, small fund for providing starter packs such as kettle toaster and microwave</li> <li>-<b>Bulky Bobs/BHF</b> - We refer people with little or no furniture to Bulky Bobs or British Heart Foundation for second hand or new furniture packages</li> <li>-Various local <b>food banks</b> or food clubs - Refer customers in for free or discounted food</li> <li>-<b>Income Maximisation by Income Team</b> - Our Income Team look for grants and charitable foundations . Working with customer to apply for things like DHP, warm homes discount, benefit checks. This is part of how they work and they'll try and do as much as they can before signposting to other agencies like RAISE, CAB etc</li> </ul>
<p>Affordability &amp; Security C16</p>	<p>How does the housing provider provide security of tenure for residents?</p>	<p>100% of Social rented homes have tenures that are longer than 3 years or have no term limit. All homes have security of tenure.</p>

# Social

THEME	CRITERIA	HOW ARE WE DOING?
Building Safety & Quality C17	% of homes for which all required gas safety checks have been carried out.	<p>Gas safety checks are carried out on an annual 10 month cycle, all homes where access cannot be gained are escalated through a robust process to maximise compliance.</p> <p>2023/24 - 99.91%</p> <p>2024/25 - 99.95%</p>
	% of homes for which all required fire risk assessments have been carried out.	<p>All properties which require Fire Risk Assessments have these in place</p> <p>2023/24 - 100%</p> <p>2024/25 - 100%</p>
	% of homes for which all required electrical safety checks have been carried out.	<p>Electrical safety certification is carried out on a 5-year cycle, where tenants have denied access the case is escalated through the legal process</p> <p>2023/24 - 100%</p> <p>2024/25 - 99.95%</p>
Building Safety & Quality C18	<p>What % of homes meet the national housing quality standard?</p> <p>Of those which fail, what is the housing provider doing to address these failings?</p>	<p>100% - No properties outside of decarb works have been listed as failing Decent Homes Standards.</p> <p>DHS 2023/24- 100%</p> <p>2024/25 - 100%</p>

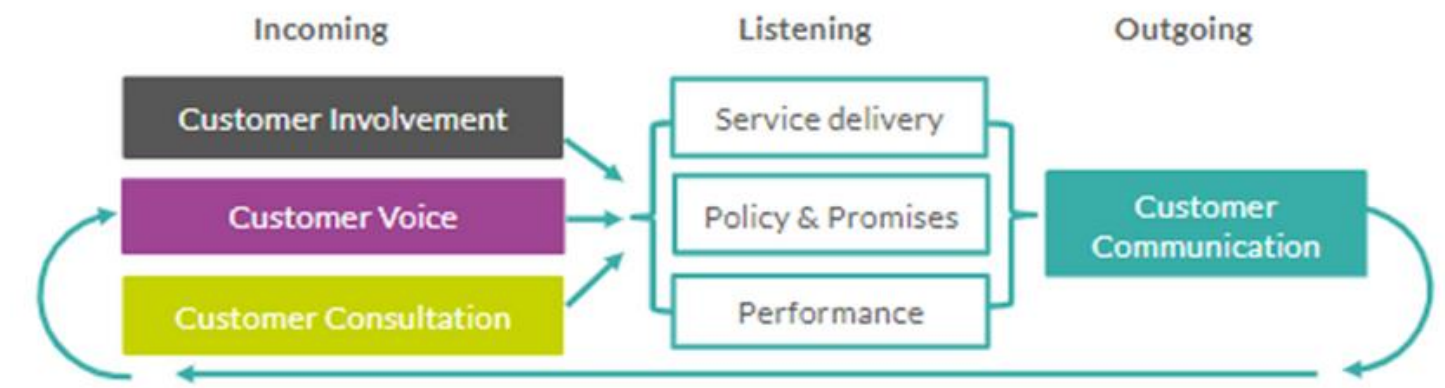


# Social

THEME	CRITERIA	HOW ARE WE DOING?
<p>Building Safety and Quality C19</p>	<p>How do you manage and mitigate the risk of damp and mould for your residents?</p>	<p>We are currently undertaking Stock Condition Surveys with a target of 100%. As part of these surveys the external consultants also carry out Housing Health and Safety Rating System risk assessments to include identification of any of the 29 Hazards including DMC. Identified hazards are managed in our case management system within the legislative timeframes (Awaab's Law, Decent Homes Standard) and performance is reported to Board.</p> <p>We have also moved to a new locality model reducing Housing Officer patches in order to get through every door on a regular basis.</p> <p>Guidance on our website with advice for resident on damp and condensation.</p> <p>We have Switchee devices in 569 properties with the intention of having in all stock over a period of time. The devices allow us to identify homes at risk of DMC and fuel poverty and action accordingly.</p>
<p>Resident Voice C20</p>	<p>What are the results of the housing provider's most recent tenant satisfaction survey?</p> <p>How has the housing provider acted on these results?</p>	<p>77.6%</p> <p>We have:</p> <ul style="list-style-type: none"> <li>• Launched Prima Home Repairs – our own in-house Repairs service</li> <li>• Improved communication for repair appointments by increased pre-visit test message alerts</li> <li>• Created a new Customer Resolution Officer role – to manage increased case volumes; improve regular communication with complainants; help to embed lessons learnt</li> <li>• Developed a new 'locality model' to free up housing officer time to spend getting to know customers, reducing patch sizes enabling them to provide a more tailored and focused service</li> <li>• Built a suite of detailed Power Bi reports for real time trend analysis to better track service delivery</li> <li>• Increased use of technology to provide tailored updates to tenants on topics of interest to them</li> <li>• Focused on oversight of service providers so to improve the quality of shared area cleaning and grounds maintenance.</li> </ul>

# Social

THEME	CRITERIA	HOW ARE WE DOING?
Resident Voice C21	<p>What arrangements are in place to enable the residents to hold management to account for provision of services?</p>	<p>Prima Group has in place a Customer Engagement Policy and a Tenant Involvement Strategy which outlines how we will ensure the views and needs of customers are at the heart of strategic decision-making. The Customer Engagement Model ensures we meet the Regulator of Social Housing's co-regulation requirements.</p> <p>The Group has a Customer Voice Board (CVB), which provides the Prima Group Board with assurance that the consumer standards of the Social Housing Regulatory Framework are being met and that value for money is being achieved in service delivery to all Prima customers. The CVB influence decisions about how services are delivered, review consultations, and monitor and review key performance indicators and customer feedback. CVB members sit on complaint panel hearings that are escalated to Stage 2 and will consider trends in relation to complaints.</p>
Resident Voice C22	<p>In the last 12 months, how many complaints has the national Ombudsman determined that maladministration took place?</p> <p>How have these complaints (or others) resulted in change of practice within the housing provider?</p>	<p>None. We received 2 determinations from the Housing Ombudsman during the year, with no finding of maladministration in either case. However, service failures were identified, and Prima Group were ordered to apologise to customers and pay compensation of £100 and £200</p> <p>We have created a new Customer Resolution Officer role – to manage increased case volumes; improve regular communication with complainants and help to embed lessons learnt. Since the introduction of the new post we have achieved 100% target of responding to complaints within timescales set.</p>



# Social

THEME	CRITERIA	HOW ARE WE DOING?
<p>Resident Support C23</p>	<p>What are the key support services that the housing provider offers to its residents?</p> <p>How successful are these services in improving outcomes?</p> <p>Reference services that help residents:</p> <ul style="list-style-type: none"> <li>- Increase skills and gain employment</li> <li>- Increase their income and better manage their money (i.e. this includes work to increase access to benefits and reduce debt)</li> <li>- Improve their physical health</li> <li>- Improve their mental health</li> </ul> <p>For each service, include:</p> <ul style="list-style-type: none"> <li>- Description of the service</li> <li>- How many residents have directly benefitted from the service (and how representative this is of total resident population)</li> <li>- KPIs used to measure success</li> </ul> <p>Social Value and SROI calculations can also be included in this response.</p>	<p>In April 2024 – April 2025, before the introduction of the locality model, Prima Group was supporting tenants via a tenancy sustainment support team. Cases were identified by the Housing officers, income officers or any other frontline staff, such as Contractors or repairs team. Referrals might also come via Safeguarding referrals where they did not meet the threshold for safeguarding, but needed additional support. There were also referrals that may have been picked up as part of an Anti-social behaviour case, that could help towards resolution.</p> <p>The support service assisted tenants with practical support such as white goods, furniture and other household items, depending on their financial assessment. They were also supported with referrals to our fuel voucher partner, Torus Foundation and to the foodbank partner, Trussell trust. We have one scheme which we are working to replicate that provide a month’s food pantry membership, allowing them to access a local pantry – the food provided was a weeks worth of food.</p> <p>Other support issues, such as debt management, domestic abuse, mental health and these are via referral to partner agencies or local services we have been made aware of that specialise in the service required. However, we are still working to identify the gaps in the service, as Hoarding, for example, is an issues that requires specialist services, but there are none available to refer into across any of our local authorities. We did however in this case, set up a Peer group on the Wirral, alongside a network of peer groups across Merseyside that offered a fortnightly group for tenants to attend for support – this group on the Wirral is now part of ‘Mind’ network of support groups.</p>

Continued ...

# Social

## THEME

## CRITERIA

## HOW ARE WE DOING?

Resident Support Continued ...  
C23

When cases are identified, the Tenancy support officer would visit and attend within a week wherever possible. They would complete a general assessment and identify support needs, prioritising the most important issues and then work with the housing officer to advise them of the support needed. Once the various support needs were completed, the case would be closed. Where a referral was made to an external agency, the tenancy support officer would keep the case open until she had confirmation that the tenant had heard from the service. If the tenant did not engage, she would go back to the tenant to establish why. The service helped in some cases where perhaps a court order had been made for possession against the tenant and so the relationship between income officer and tenant had broken down. As tenancy support was a bespoke service, this meant that the support officer was impartial and would support them to sustain their tenancy. Prima Groups goal was exactly this – to sustain tenancies wherever possible.

Tenancy sustainment received 204 new tenancy support cases between Apr 2024 – Apr 2025.

- This resulted in 224 cases at year end (including cases brought forward)
- Which meant 20 tenants had 2 or more open cases within a 12-month period, referring themselves back into the service for additional help.

It is difficult to establish how successful the service was at improving outcomes as we did not record social value as part of this process. For all active cases that the team worked with, none of these were evicted or taken to court. The team were able to work and support all of the referrals sent in. It was only cases that did not engage that had a negative outcome.

The introduction of the Big Door Knock and the support booklet being posted to every single door has increased the self referrals made and the awareness of support out there. This has mean tenants are aware there is support is they require it. This is on our website and can be accessed by making a self referral through our support hub. Members of the customer experience team are also aware of tenancy support service and liaised with the team to ensure anyone struggling was offered a chance to access the service. Social value is something that Prima is aware is needed so we can assess how support is positively affecting our communities. This will be included as part of the new locality model when all support services go back to the Housing officers to deliver themselves rather than a centralised team.

The hope is that this will increase access to tenancy support as the housing officers get to know their patches and tenants better.

# Social

THEME	CRITERIA	HOW ARE WE DOING?
Placemaking C24	<p>Describe the housing provider's community investment activities, and how the housing provider is contributing to positive neighbourhood outcomes for the communities in which its homes are located.</p> <p>Provide examples or case studies of where Prima Group has been engaged in placemaking or place shaping activities.</p>	<p>Poets Park Partnership (Bootle) - Building stronger connections and ways of working between stakeholders and residents, tackling local issues and developing a longer-term neighbourhood delivery plan</p> <p>Dovecot (Problem Solving Group) – Bringing stakeholders and residents together, information sharing, discussing local issues, sharing best practice</p> <p>Regular Community walkabouts - Improving communication between residents, RPs and Local Authorities, partnership working, engaging residents and identifying actions resulting in positive outcomes, for example, alleyways cleared, improved enforcement actions</p> <p>Leasowe Fun Day – Previously, we have worked closely with Wirral Development Trust but in August 2025 Prima will be leading on this, bringing circa 20 partners together with the aim of creating a family fun day but also promoting Health and Wellbeing, Safer Communities and providing employment and financial advice</p> <p>Hive Outside Programme - We have joined forces with <a href="#">The Hive Youth Zone</a> to engage young people with positive activities and things to do on the streets in Leasowe – helping to create a safe environment and new opportunities for local young people. We hope to engage more than 1,500 young people over the next year through a range of activities over 2 nights every week. The programme will include local family and community events, street-based sports, food and wellbeing activities and bridging young people into The Hive’s projects to build skills in areas such as employability and decision-making</p> <p>Locality Model – From 1st April 2025, we’re introducing our new Locality Model to strengthen how we support our customers and communities. This approach will bring our teams closer to the people we serve, helping us build stronger relationships and provide more tailored support. With increasing challenges such as ASB, tenancy support needs, and issues like damp and mould, understanding our customers’ needs has never been more important. By working more closely within local areas, we can respond faster and more effectively, ensuring better outcomes for our communities.</p> <p>Healthy at Homes Project – This collaboration with Mersey Care NHS Foundation Trust sees us integrating our social housing data - such as living conditions, property types, accessibility and localities where people live - into official health records. By doing so, we can work better with the local NHS community based Integrated Care Teams. Using our shared data, we can then identify patterns linking a customer’s housing conditions to various health outcomes, enabling us to provide proactive support services tailored to individuals so they can lead healthier lives. The rationale behind this initiative is clear: people’s health is intricately linked to their living conditions.</p>



# Governance

THEME	CRITERIA	HOW ARE WE DOING?
Structure and Governance C25	Is the housing provider registered with the national regulator of social housing?	Yes
Structure and Governance C26	What is the housing provider's most recent regulatory grading/status?	G1/V2
Structure and Governance C27	Which Code of Governance does Prima Group follow, if any?	National Housing Federation 2020 Code of Governance
Structure and Governance C28	Is Prima Group Not-For-Profit?	Yes
Structure and Governance C29	Explain how Prima Group's board manages ESG risks	Prima Group has a Board Assurance and Internal Controls Framework which is further supported by a Risk Management Methodology. The Strategic Group Risk Register is reviewed every quarter and operational risks are reviewed at least annually. An ESG Action plan charts progress on areas we are not currently able to report on. One area of focus is energy efficiency and KPIs are reviewed by Audit and Assurance Committee every quarter.
Structure and Governance C30	Has Prima Group been subject to any adverse regulatory findings in the last 12 months (data protection breaches, bribery, money laundering, HSE breaches etc.) - that resulted in enforcement or other equivalent action?	No.

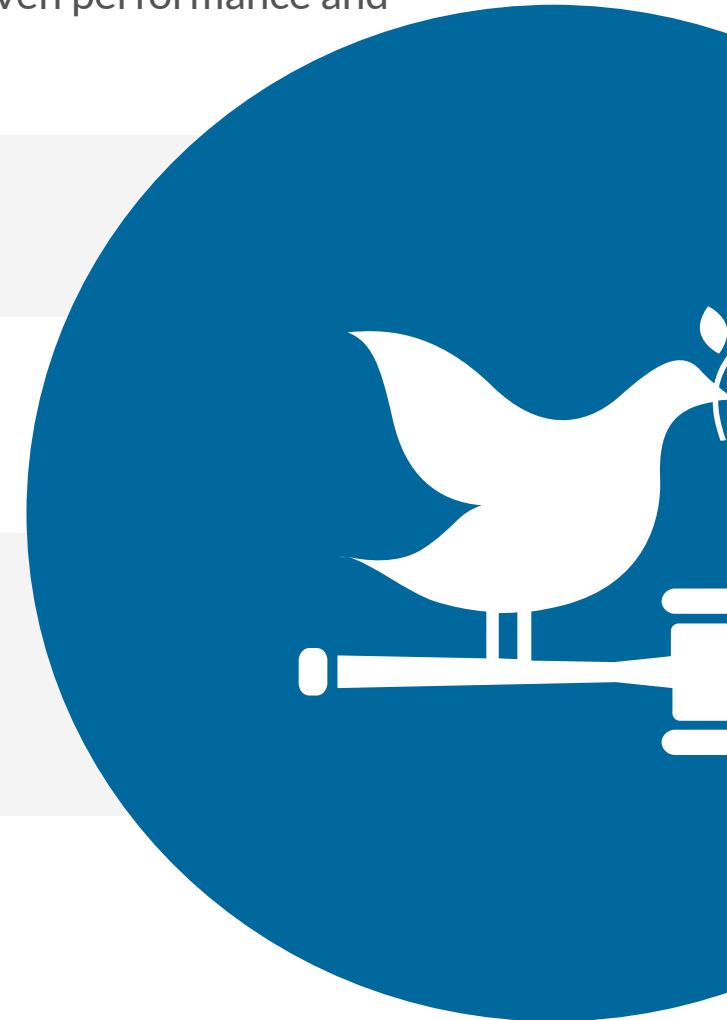


# Governance

THEME	CRITERIA	HOW ARE WE DOING?
Board and Trustees C31	How does Prima Group ensure it gets input from a diverse range of people, into the governance processes?	Prima's EDI Strategy was supported by an action plan which is tracked and progress reported to PAG. The EDI Policy was updated and a Disability Statement produced. This work was driven by a Task and Finish Group which included Board Members, employees and Tenants.
	Does Prima Group consider resident voice at the board and senior management level?	Yes, the Customer Voice Board (CVB) Chair is a member of the Group Board ensuring effective two-way communication, there is an open invitation for 2 CVB members to observe each Group Board Meeting and they are invited to attend the monthly Board training sessions and Board Away Days. This structure is under review during 2025/26.
	Does Prima Group have policies that incorporate Equality, Diversity and Inclusion (EDI) into the recruitment and selection of board members and senior management?	The EDI Strategy includes an EDI Action Plan which covers 3 years. Progress on delivering the action plan is presented to Board/PAG.
Board and Trustees C32	What % of the housing provider's Board have turned over in the last two years?	16.67%
	What % of the housing provider's Senior Management Team have turned over in the last two years?	0%

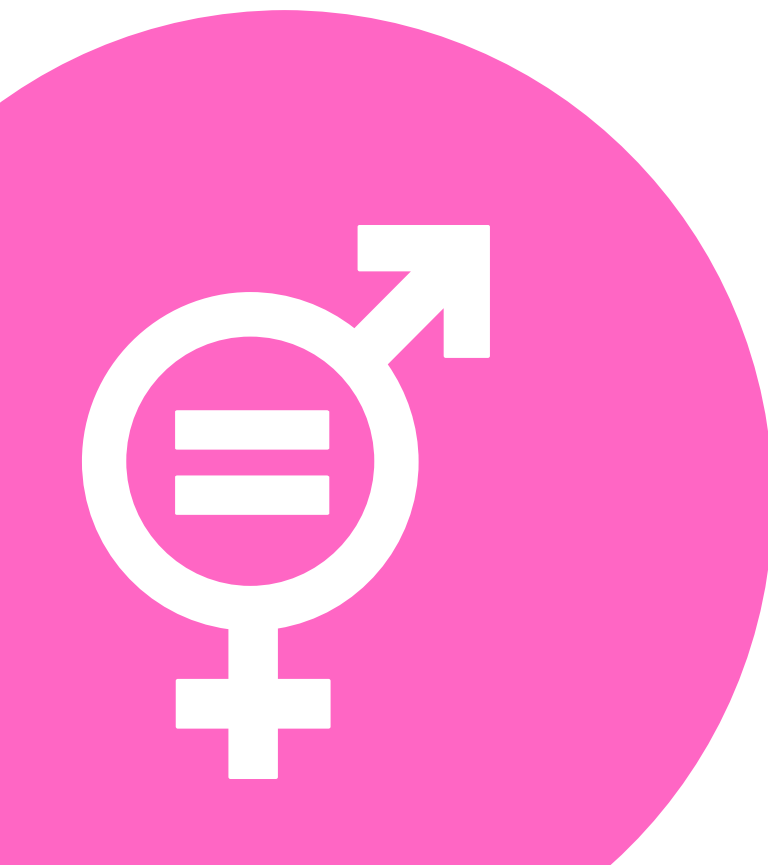
# Governance

THEME	CRITERIA	HOW ARE WE DOING?
Board and Trustees C33	Number of board members on the housing provider's Audit Committee with recent and relevant financial experience.	There are six members on the committee presently but one is due to step down in September. The Chair of the Audit and Assurance Committee is a Chartered Accountant with 20 years of experience in finance, risk, audit, and governance across multiple sectors. Of the remaining four members, two possess relevant financial experience: one has held senior roles involving financial oversight as an experienced finance professional, while the other contributes expertise as a customer insights specialist within financial services, having driven performance and growth across various positions.
Board and Trustees C34	What % of the board are non-executive directors?	91.67%
Board and Trustees C35	Has a succession plan been provided to the board in the last 12 months?	Yes, a board membership and succession plan update went to Board in December 2024
Board and Trustees C36	For how many years has Prima Group's current external audit partner been responsible for auditing the accounts?	Five whole years. Beevers and Struthers were appointed in October 2019 and have carried out the external audit for the following years: 2019-20 2020-21 2021-22 2022-23 2023-24 They are currently carrying out the audit for 2024-25.
Board and Trustees C37	When was the last independently-run, board-effectiveness review?	The last independently run, board effectiveness review was undertaken during March to May 2022 as part of Altair Consultancy & Advisory Services governance review. These are carried out on a 3-year cycle, the next one is due 2025/26.
Board and Trustees C38	How does Prima Group handle conflicts of interest at the board?	An annual declaration of interest's form is issued to each board member at the start of each financial year with new members completing it upon joining. All declarations are recorded in a central register on SharePoint and reported annually to AAC. Members are also provided with a declarations of interest procedure. there is also opportunity to declare any interest at the start of any board and committee meeting and these declarations are recorded in the minutes



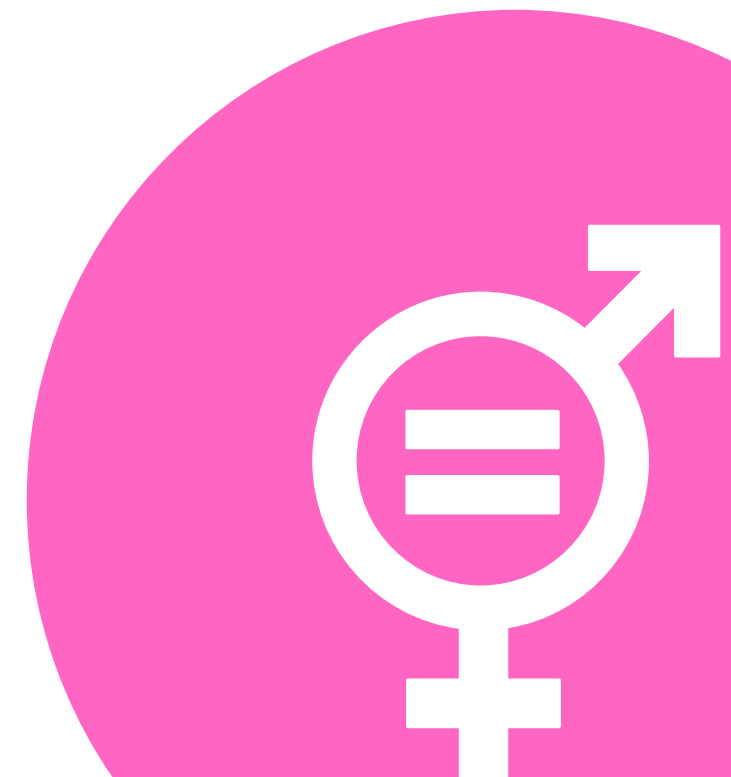
# Governance

THEME	CRITERIA	HOW ARE WE DOING?
Staff Wellbeing C39	Does Prima Group pay the Real Living Wage?	Prima Group pays the majority of employees the National Living Wage after a recent Benchmarking exercise. Some employees are still paid National Minimum Wage which will be reviewed in 2027 at the next Benchmarking exercise.
Staff Wellbeing C40	What is the median gender pay gap?	There was no median gender pay gap for 2024/25, using median hourly rate of pay.
Staff Wellbeing C41	What is the CEO-worker pay ratio?	Median Ratio - 4.4:1, calculated using the same pay data for the gender pay gap report, i.e. methodology B of the associated guidance.
Staff Wellbeing C42	How is the housing provider ensuring equality, diversity and inclusion (EDI) is promoted across its staff?	During the year a new EDI Strategy was developed, the EDI Policy was updated and a Disability Statement. This work was driven by a Task and Finish Group which included Board Members, employees and Tenants. The EDI Strategy includes an EDI Action Plan which covers 3 years. Progress on delivering the action plan is presented to Board.
Staff Wellbeing C43	How does Prima Group support the physical and mental health of their staff?	<p>Prima Group provides a range of employee benefits which employees can take advantage of, mainly split into 2 providers. With the Enjoy Benefits scheme, employees can access the Cycle 2 Work scheme, a discounted Gym membership and other benefits to support employees' wellbeing. The other main provision provided is Health Shield, this is a healthcare cash plan policy which all employees have access to claim back expenses on things like dental check-ups, eye tests and even a range of holistic therapies. All dependents under the age of 16 can also be registered for free, meaning employees' children can benefit also.</p> <p>Also included in the Health Shield cover is an Employee Assistance Program which provides a 24/7 telephone support helpline, with up to 8 one to one counselling sessions in any 12-month period, for more complex support. Built into the Health Shield scheme also, is the 'Perks' which is a voucher and discount provision for employees to access and support them financially, and 'My GP Anytime' which allows employees to call a helpline and make a telephone appointment with a GP, if unable to get one with their usual GP, and for them to prescribe any necessary medication and have this delivered directly to their home address. Additionally, Prima Group has a Mental Health Action Team, made up of staff who are trained Mental Health First Aiders.</p>



# Governance

THEME	CRITERIA	HOW ARE WE DOING?
Staff Wellbeing C44	How does the housing provider support the professional development of its staff?	Prima have a Learning and Development Officer who oversees the training needs and professional development of all employees. A training matrix outlines the necessary skills required for all roles, therefore identifying any training needs and ongoing development for all teams. Mandatory training completion rates are monitored through a KPI linked to reward and recognition. The professionalisation standard for Managers requiring CIH L4 and above is in development and we have 3 managers who have started their journey with this. Prima has an employee led happy Hive group who lead on employee initiatives.
Supply Chain C45	How is social value creation considered when procuring goods and services?  What measures are in place to monitor the delivery of this Social Value?	Where possible we consider local suppliers and social value elements of contracts. All our procurement over £250k include an element of social value in the tender criteria - such as apprenticeships.  Recruitment to our Estate Operative roles were targeted to those who live in our homes.  Work is planned for the coming year to develop our social value measures and being to capture them centrally.
Supply Chain C46	How is sustainability considered when procuring goods and services?  What measures are in place to monitor the sustainability of your supply chain when procuring goods and services?	Procurement includes questions around minimising environmental impact. Development contracts and Employers requirements set out minimum energy efficiency values to be achieved and consider landscaping and bio-diversity plans as appropriate. We have plans for development on brownfield sites with ground remediation plans included.





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