

Carbon Reduction Plan

1st August 2025

1. COMMITMENT TO ACHIEVING NET ZERO

Cassidy + Ashton is committed to achieving net zero emissions by 2040 for scope 1, 2, and 3 emissions from a base year ending 31st March 2020. This plan demonstrates our commitment to Net Zero, transparency, and highlights actions taken and future steps to reduce our impact in the coming years.

2. INTRODUCTION

This report provides a comprehensive analysis of our environmental footprint for scope 1, 2 and 3 emissions from 01/04/19 – 31/03/25. The report underscores our dedication to emissions reduction, highlights key areas for improvement, and reaffirms our pursuit of a more sustainable operational framework. Through transparent disclosure and strategic insights, we are actively shaping a greener future.

3. METHODOLOGY

Appropriate carbon factors taken from the "GHG Conversion Factors" spreadsheets for 2023 and 2024 have been used to give an accurate indication of total TCo2e per unit for all Scope emissions. Individual carbon factors were used for Hybrid, Petrol, Diesel, and Electric Vehicles to give a more accurate understanding of Carbon consumption relating to transport.

4. CARBON EMISSIONS

4.1 Baseline emissions

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

Cassidy + Ashton have aligned their carbon reporting to its financial year (1st April through to 31st March). A baseline year of 19/20 has been used for which also largely predates the business impact from the COVID-19 pandemic.

4.2 Emissions reporting

Emissions arise primarily from energy use in offices which is recorded via meter readings. Mileage in company vehicles is currently recorded through the company expense system. Emissions are calculated using activity data and BEIS conversion factors.

Emissions Scope	2019/20 tCO ₂ e (Baseline)	2023/24 tCO ₂ e	Reduction from Baseline
Scope 1	9.23	10.27	+11.37%
Scope 2	12.75	2.17	82.98%
Scope 3 - Business Travel	6.85	5.844	14.74%
Scope 3 - Employee Commuting	13.93	1.03	92.60%
Scope 3 - Waste Generated	3.83	3.25	14.88%
Scope 3 - Upstream T&D	0.0424	0.0675	+59.18%
Scope 3 - Downstream T&D	0.0	0.0	0%
Total emissions	46.63	22.64	51.44%

4.3 Scope 1 Commentary

Scope 1 emissions have increased due to staff working in the office rather than working from home.

4.4 Scope 2 Commentary

Scope 2 emissions have reduced as the company moved to a Net Zero electricity tariff with Octopus Energy.

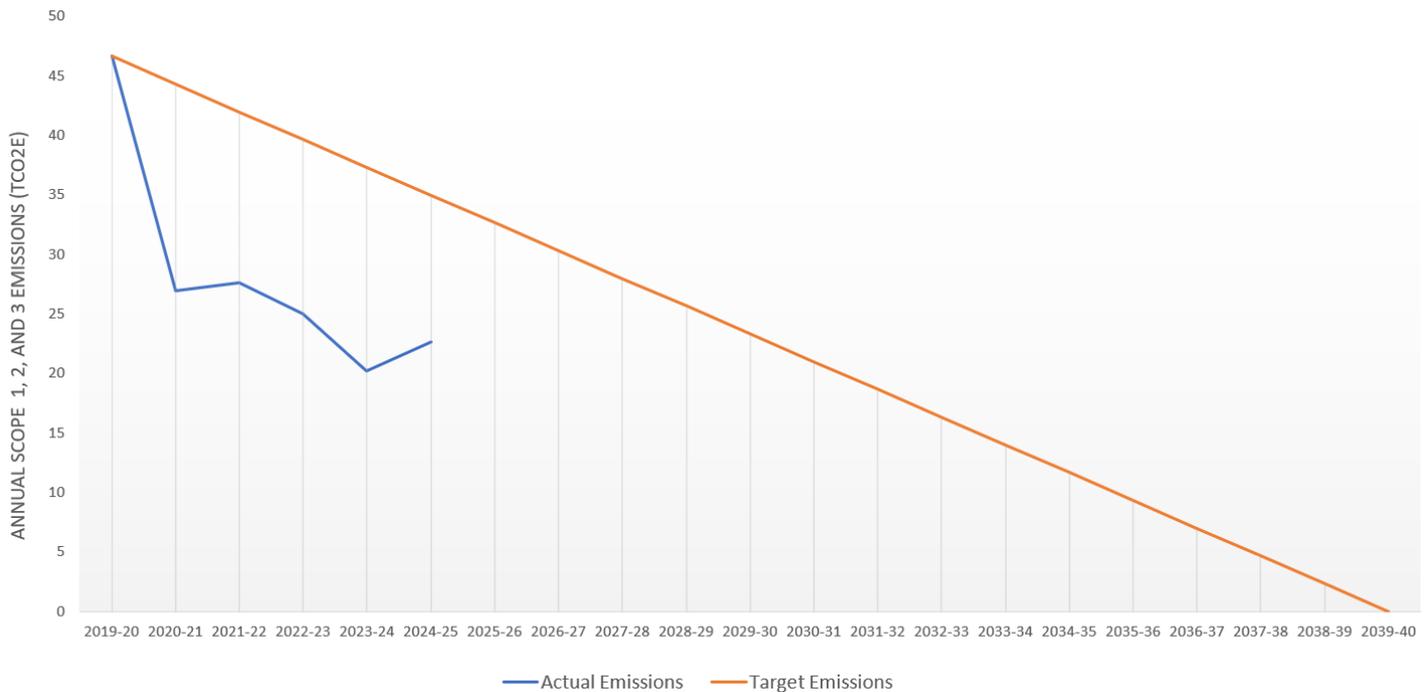
4.5 Scope 3 Commentary

Scope 3 emissions have reduced as the company have ensured all new fleet cars are electric. We also promote the use of public transport and car-pooling, and our waste management has moved to reduce single-use plastics and non-recyclable materials.

5. CARBON REDUCTION PROGRESS

Cassidy + Ashton is committed to becoming a net zero carbon across our operations. To continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets:

The below graph shows a linear decarbonisation trajectory from the baseline emissions to zero emissions by 2040.



Cassidy + Ashton will prioritise decarbonisation initiatives to achieve an absolute reduction in scope 1 and 2 emissions of 90% by 2040. A renewable energy target will also support the wider energy transition to a net zero carbon grid. Carbon offsetting will be investigated for hard-to-decarbonise sources; however, this will be limited to 10% of baseline emissions as per the SBTi Net Zero Standard guidance.

6. CARBON REDUCTION PROJECTS

The following environmental management measures and projects have been completed or implemented since the 2019/20 baseline. Completed measures include:

- Full LED office lighting replacement
- Installation of 6 No. EV charging points at the Preston Office
- All computer monitors replaced to LED
- All company cars are now electric

Over the next reporting period, Cassidy + Ashton intends to implement the following carbon reduction projects to realise carbon savings in line with our net zero target:

- Installation of PV panels at Preston and Chester
- Prioritise fossil fuel free heating alternative for future replacement of gas boiler in Preston office, such as a heat pump
- Conduct energy audit of Preston and Chester office to prioritise energy efficiency upgrades, for example insulation
- Investigate green gas procurement options for Preston office
- Reduce single-use plastics and other non-recyclable materials
- Work with suppliers to reduce T&D emissions
- Invest in net zero deliveries

Gas consumption in the Preston office is a key area to decarbonise, however the current gas boiler is only 6-years old and has a considerable service life remaining. Lower carbon gas suppliers will be explored in the interim to manage this emission source.

7. SUMMARY

Cassidy & Ashton have made significant progress in reducing their carbon emissions, achieving a 51.44% reduction from the baseline year of 2019/20 to 2024/25. The firm has implemented a range of measures across Scope 1, 2, and 3 emissions, and has plans for further reductions. Continued efforts will focus on enhancing energy efficiency, promoting sustainable practices, and transitioning to renewable energy sources.

8. DECLARATION AND SIGN OFF

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard and uses the appropriate Government emission conversion factors for greenhouse gas company reporting.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors.

Signed on behalf of Cassidy + Ashton:

Name	Chris Taylor
Position	Board representative
Date	1 st August 2025