

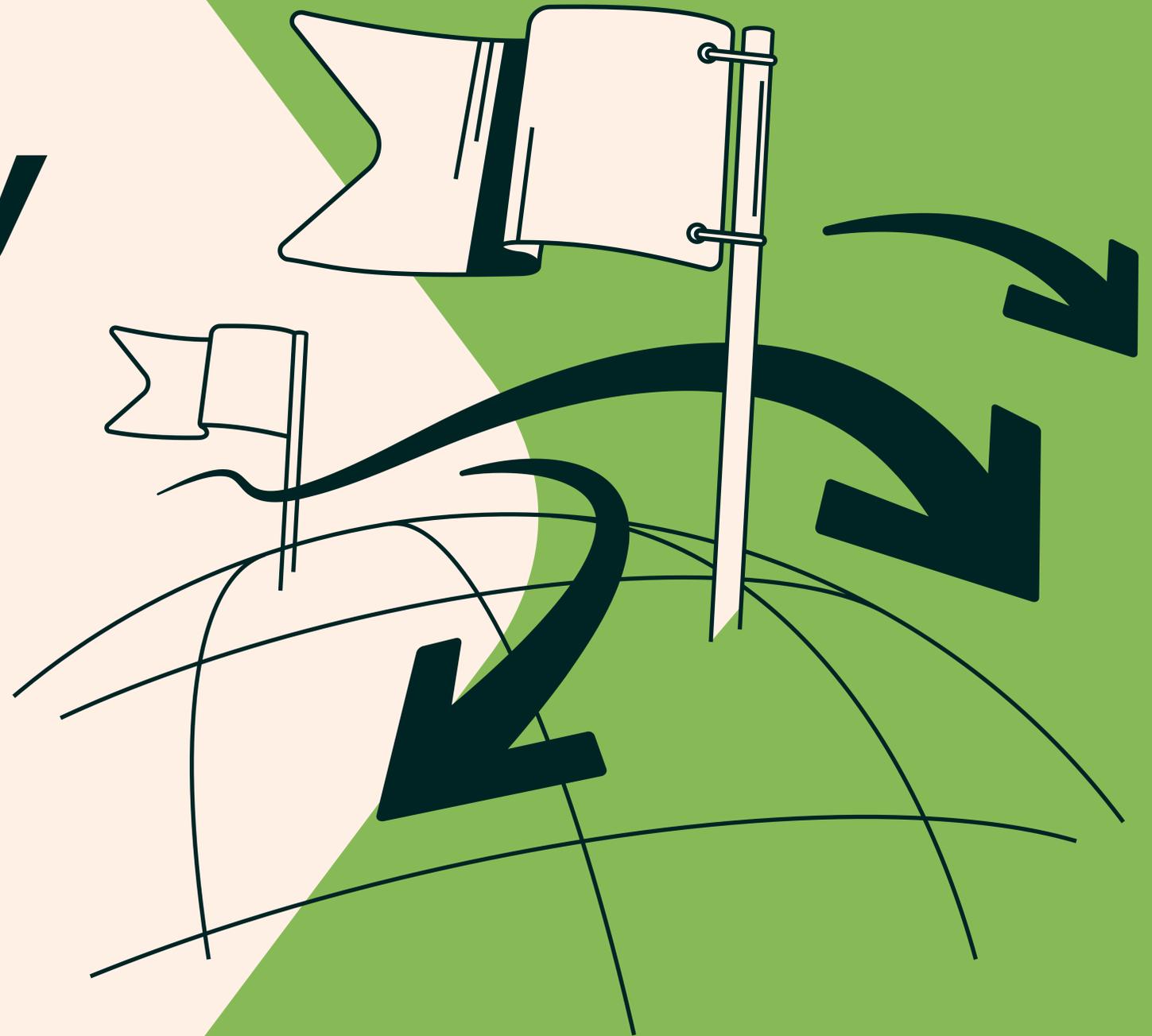
# Sustainability

## Report

Reporting our progress  
through FY25

**trident**

Your partner in planet-first energy



# Contents

**3 Our first step in sustainability reporting**

**5 What we do**

- The difference we make
- Awards and accreditations

**8 Our sustainability strategy**

**8 Our SDG ambitions**

**9 Net zero**

- Our emissions targets are SBTi approved
- Next steps in emissions reduction
- Improving our Carbon Literacy
- Making sustainable travel more accessible
- Helping to make the Red Rose County greener
- Introducing our internal sustainability champions

**14 Restoring nature**

- Partners in litter picking

**15 Cleaner energy**

- Pulse: creating a holistic view of energy use
- Renewable Energy Alliance: renewables, refined
- Adding (sustainable) energy to the Red Rose Awards

**17 Championing equality**

- Championing women in business
- Improving gender balance
- A cheerleader for Blackpool
- Supporting the search for a better future for all

**19 Working well, living well**

- Developing our people
- Building our capabilities
- Launching our first graduate scheme
- Meet our apprentices
- More ways to wellbeing
- Ensuring our managers manage consistently
- Talking mental health

**26 Other actions**

**27 Next steps in sustainability**



# Our first step in sustainability reporting

At Trident, we believe that sustainability and responsible business practices are essential to long-term success, both for our company and for the customers and communities that we serve. Our passion for helping organisations reduce carbon emissions, improve efficiency, and enhance their commercial resilience runs through everything we do. It's reflected in our award-winning customer service, in the quality of our partnerships, and in the enthusiasm and integrity of our people.

Over the past year, we have strengthened our environmental, social and governance (ESG) commitments, embedding them more deeply into every aspect of our operations. From reducing our own carbon footprint and committing to the Science Based Targets initiative (SBTi), to supporting our clients in achieving their net-zero ambitions, we continue to take practical, measurable steps toward a more sustainable future.

Our environmental efforts have focused on improving efficiency within our offices, optimising travel and technology use, and ensuring that our data-driven solutions help clients cut emissions and costs. Social responsibility remains at the heart of our culture and we are proud of our inclusive workplace, our commitment to employee wellbeing and development, brought to life through the introduction of our wellbeing programme, and our growing engagement with community projects. On governance, we continue to uphold the highest standards of transparency, ethics, and accountability in all that we do.

While we recognise there is more work ahead, we are confident in the progress we are making. ESG is not a side project at Trident, it's part of our strategic direction and our responsibility as a trusted partner for planet-first energy.

Our sustainability journey doesn't go anywhere without the efforts of our people, and I would like to thank our dedicated team, our customers, and our partners for their continued trust and collaboration. Together, we're creating meaningful change that benefits businesses, people, and the planet.



**Michael Dugdale**  
Managing Director



# Your partner in planet-first energy

Trident is a planet-first, people-centric energy consultancy created to empower businesses to take confident steps toward a carbon net-zero future.

From globally recognised brands to multi-national industrials, we help organisations turn climate ambition into action. Backed by our award-winning customer service and our innovative Pulse software, we benchmark emissions, design robust net-zero strategies, and deliver a comprehensive suite of energy and sustainability services.

Whether our customers are looking to cut costs, meet compliance goals, or lead in sustainability, we deliver measurable impact. We help improve efficiency, increase profitability, and build long-term business value. Together, we turn carbon commitments into lasting results that build business resilience and help lock in success for years to come.

## Vision

We want to create a space where businesses step up in the fight against climate change, reduce emissions and move with confidence towards a carbon net-zero future.

## Mission

We're constantly pushing our thinking and our expertise to develop a suite of services that work with our award-winning customer service, to drive efficiencies and meet customer carbon net-zero goals.

## Values

We want to put a smile on our customers' faces and we'll deliver cost benefits, production improvement, and brand value that will contribute to customer growth, business profitability, and carbon net-zero objectives.

# What we do

We help organisations unlock long-term business value, meet compliance with confidence and move towards net zero with purpose.

We do that for companies across a wide range of sectors, from manufacturing to retail, hospitality to education and local authorities. Some are just starting out on their net-zero journey; some are ready to take their next steps and accelerate progress.

What does that look like in reality? Essentially, it's about simplifying what can often seem a daunting journey – about working towards net zero in a way that helps organisations save money, make money and build reputations. It's about helping them choose the right technology, buy the right energy from the right source in the right way, and stay in control of billing.

**We do that in several complementary ways:**



## Net zero

- Net-zero strategy
- Carbon reduction & offsetting
- Carbon reporting & certification
- Renewable energy & technology



## Bureau and revenue strategy

- Energy cost analysis
- Revenue recovery
- Invoice validation



## Energy procurement

- Energy procurement
- PPA management
- Energy reporting & monitoring



## Energy compliance

- Compliance reporting
- Certification & inspection
- Government initiatives

# The **difference** we make



## Giant steps towards Schuh's sustainable future

We've been helping the leading footwear brand meet its carbon neutral objectives and save £50,000 over the next three years.

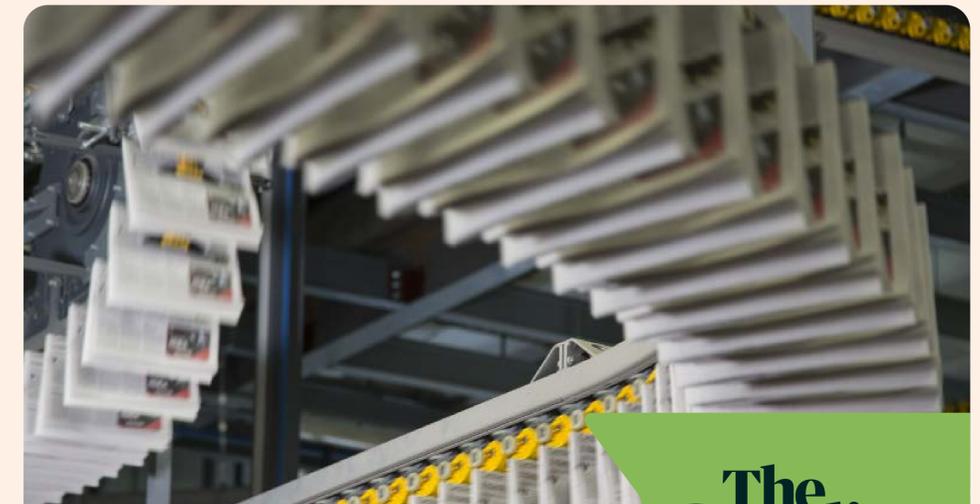
[→ Read more](#)



## 20 seasons of savings for Everton FC

We've developed an energy plan with targeted outcomes and regular benchmarking that enabled the club to save 19% over the past 3 years.

[→ Read more](#)



## The Guardian's CCL guardian

We secured a £45,000 reduction in Climate Change Levy payments for this British news institution.

[→ Read more](#)

# Awards and accreditations

## Awards recognition



### Winner:

Red Rose Awards 2024:  
Customer Service Award  
2024



### Finalist:

Women in Utilities Awards  
2024: Rising Star Award -  
Amelia Ainsworth



### Winner:

Best Customer Service,  
Energy Live News  
Consultancy Awards  
(TELCA) 2022

## Awards sponsorship



Energy partner for  
Lancashire Business  
View's Red Rose Awards



Headline sponsor of  
Lancashire Business  
View's Net Zero Carbon  
Conference 2025



Enterprise Vision Awards  
(EVAs) - Business Woman  
of the Year

## Memberships & Accreditations



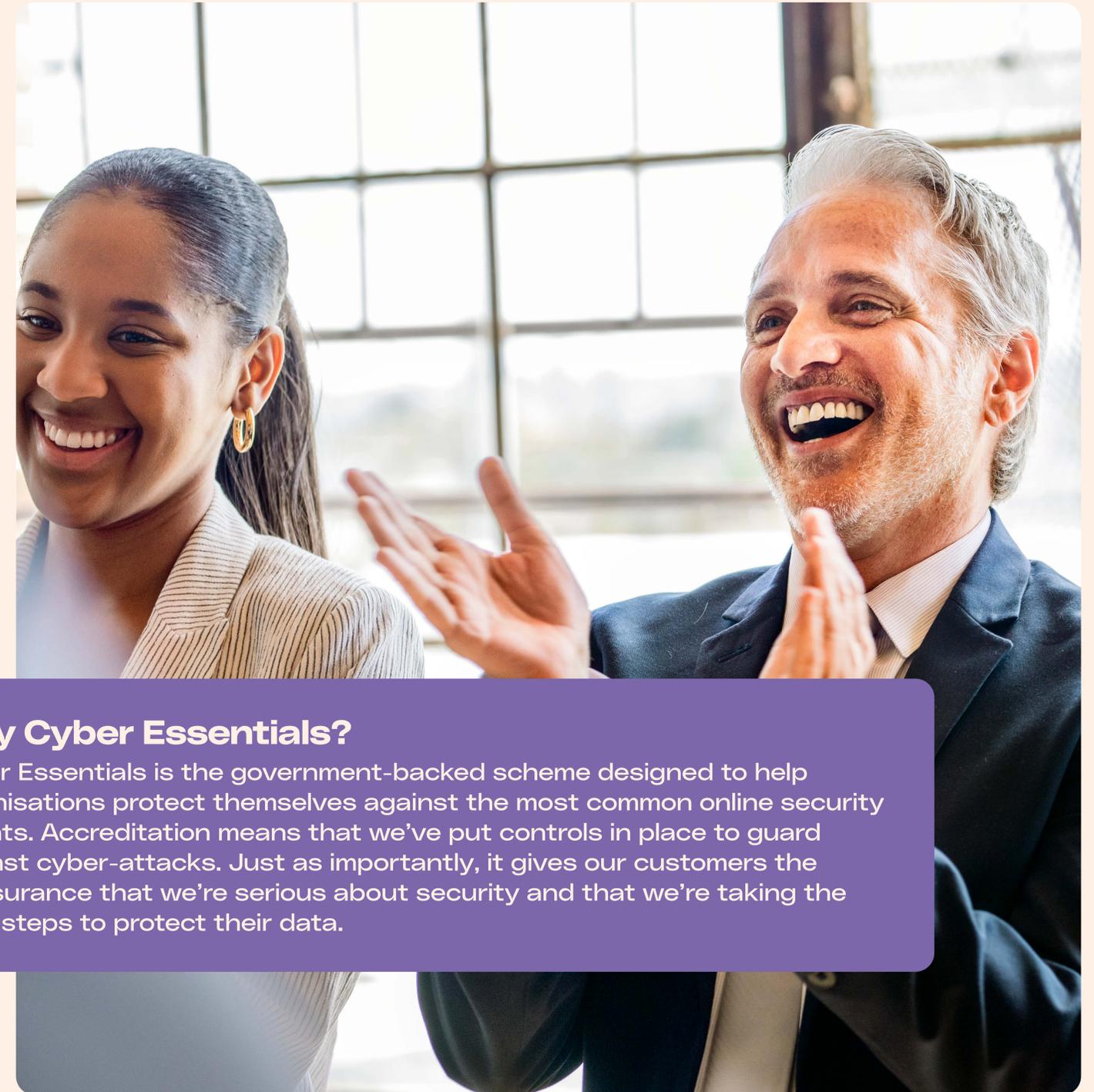
Science Based Targets  
initiative



Member of the Carbon  
Accounting Alliance



Cyber Essentials



**Why Cyber Essentials?**  
Cyber Essentials is the government-backed scheme designed to help organisations protect themselves against the most common online security threats. Accreditation means that we've put controls in place to guard against cyber-attacks. Just as importantly, it gives our customers the reassurance that we're serious about security and that we're taking the right steps to protect their data.

# Our sustainability strategy

## The Sustainable Development Goals:

In 2015, 193 world leaders agreed on a blueprint for tackling inequality, ending poverty and taking urgent action to address climate change. That blueprint was the Sustainable Development Goals (SDGs), 17 goals to help drive change by 2030.

2030 isn't far away and, despite real success in some areas, the frustrating truth is that, globally, we're not on course to meet all the goals. We believe, however, that the goals remain the simplest, most effective and most powerful way of framing our sustainability efforts.

# Our SDG targets and ambitions

Whilst there are 17 goals, we're concentrating our focus using Support the Goals<sup>1</sup> SDG Ambition Rating. It's a way of condensing the topics into manageable areas while remaining aligned with the SDGs. We've slightly adapted the criteria for our purposes, to ensure our ambitions match our business operations, then we have set a key ambition against each criterion.

## Our SDG ambitions are:

### Net zero

**Key target:**

We commit to reaching net zero by reducing our scope 1, 2 & 3 emissions by 90% by 2040, from a 2022 base year.

### Restoring nature

**Key ambition:**

We will enhance and protect nature in our community.

### Cleaner energy

**Key ambition:**

We will help our customers use less energy and ensure the energy they do use is greener and cleaner.

### Championing equality

**Key ambition:**

We will work towards equality in every part of our business and support the socio-economic challenges of our home town.

### Working well, living well

**Key ambition:**

We will help our people thrive and progress.



On the following pages, we examine our actions in respect of each criterion.

<sup>1</sup>Support the Goals



# Net Zero

Everything we do is about readying our customers for success in a net-zero future, but we also want to feel proud of the progress we've made within our own business and demonstrate to our customers that we're as committed to achieving net zero as they are.

That's why we've set SBTi-approved greenhouse gas emissions targets. It's why we're increasing the Carbon Literacy of our team and making travelling to Trident more sustainable. And it's why we're active in our local business community, championing the benefits of targeting a net-zero future.

**Our key net-zero target:**  
We commit to reaching net zero by reducing our scope 1, 2 & 3 emissions 90% by 2040, from a 2022 base year.



# Actions in support of net zero

## Our emissions targets are SBTi approved

Anyone can set a target. But when it relates to the climate, it's important those targets are robust, credible and externally verified. That's why, when we set a near-term target to reduce our scope 1 and 2 emissions by 42% by 2030, we set out to gain approval from the Science-Based Targets initiative (SBTi), the corporate climate action organisation that enables companies and financial institutions worldwide to play their part in combating the climate crisis.

SBTi approval was especially important for us given that we help organisations gain SBTi approval for their own targets. We felt we needed to lead by example by aligning with a globally recognised standard for emissions target setting and validation.

**Our key emissions target:**  
42% Reduction in scope 1 & 2 emissions by 2030.

### Gaining SBTi approval was a significant milestone. Here's how we achieved it:

- Calculated our full carbon emissions across all applicable scopes and categories, creating a clear picture of our impact
- Implemented a carbon reduction training programme to empower our team
- Identified tangible future measures and commitments to ensure long-term success

### We also set our net-zero ambition.

**Scope 1, 2 and 3?**  
To make measuring and understanding emissions easier, they're broken down into three scopes. Scope 1 relates to the greenhouse gas emissions we are directly responsible for, e.g. in the vehicles we drive. Scope 2 emissions are emissions caused indirectly from the energy we buy. Scope 3 includes all emissions in our value chain not included in scopes 1 & 2 (e.g. the goods and services we buy).

# Actions in support of net zero



**53%** of electricity contracts sold were green (FY24/25)

**100+** Customers supported on their net-zero journey

## Next steps in emissions reduction

Setting a scope 1 and 2 target was just the start of our work to reduce emissions. Implementing actions to help us achieve that target, then meeting our net-zero ambition across all scopes, are what's next. This year, we've already taken several steps towards that.

The emissions for which we are directly responsible are low. By far the biggest impact we can make is on the emissions of our customers, and we've been working to increase the number of green (that is, renewable-based) contracts we agree compared with brown.

For the latest reporting year, **53%** of the electricity contracts we sold were green contracts.

Green contracts aren't always the lowest-cost option. But we're working with customers to help them understand that, in terms of the positive impact on tendering, recruitment, retention and reputations, green contracts can often deliver much greater value.

Beyond the contracts we supply, we're helping our customers understand their scope 1, 2 and 3 emissions. We're helping them set SBTi approved targets and supporting their compliance with international standards. And as we account for a proportion of our customers' emissions within our own SBTi targets, we're supporting our customers on their own net-zero journeys.

# Actions in support of net zero

## Improving our Carbon Literacy®

We're our customers' partner in carbon reduction. A crucial element in our success is the Carbon Literacy of our people. Carbon Literacy is understanding how everyday business activities impact emissions and costs, and we need to be able to talk confidently about carbon with everyone from managing directors to sustainability officers to data analysts. These skills will also be vital to our planned customer-facing Carbon Literacy training programme (see p13).

This year, we trained over a quarter of our entire team on Carbon Literacy, including key members of the senior leadership team. Following the course, each team member pledged to take specific actions, large and small, to support their own, and Trident's, net-zero journey.

### Some of the actions pledged include:

- Committing to make their next car an EV
- Committing to develop a green contract education piece for clients
- Introducing a sustainable travel to work week to encourage employees to travel more sustainably
- Encouraging other members of the Account Management team to make simple pledges outside of CL to raise awareness



## We're a member of the Carbon Accounting Alliance

Emissions reporting is only of real value if we can rely on everyone's data. That's why we've Joined the Carbon Accounting Alliance. Through membership, we're strengthening our commitment to accurate emissions reporting, collaborating on solving challenges faced by our industry, and sharing best practice in the development of robust standards.

**+25%** of Trident team members trained in Carbon Literacy

# Actions in support of net zero



## Making sustainable travel more accessible

Electric vehicles (EVs) offer opportunities to reduce travel-related emissions, and can be considered a more sustainable option than traditional vehicles. Often a more sustainable option, they can be more expensive than their petrol and diesel counterparts. Costs are falling but can remain a real barrier to adoption.

That's why we've launched an EV salary sacrifice scheme through Octopus. Under the scheme, our team can lease an EV and pay for it from their pre-tax salary, which can make it more cost-effective thanks to the associated tax benefits.

Since the launch in July 2022, 8% of team members have taken advantage of the offer, cutting their costs for sustainable travel. Going forward, we'll continue to promote the benefits of this scheme across the company.

## Travelling for less

We've enrolled in the Blackpool Transport Travel to Work Scheme, giving any Fylde Coast-based member of the team who travels to work using public transport a 10% discount on their ticket.



## Helping to make the Red Rose County greener

Lancashire Business View (LBV) is the voice of the Red Rose County's business community. As an active member (and sponsor of several events over the past year), we've been working to place net zero at the heart of LBV's work with the wider membership.

In June 2025, we presented at the LBV Net-Zero Carbon Conference, an event designed to drive local business community collaboration, share knowledge, and drive real change. We used our session to debunk net-zero myths, discuss Lancashire's role in the green economy, and explore the tools and mechanisms available to help local businesses reach their green goals.

And as Energy Partner for LBV's Red Rose Awards for the second time, we've been exploring opportunities to further support businesses across Lancashire with their sustainability actions. We'll confirm more details in our next report.

# What's next in **net zero**

## Introducing our internal sustainability champions

As we support our customers' net-zero journeys, it's also important that we continue to drive our own. That's the role of our internal sustainability and net-zero champions.

Drawn from across the business, our recently appointed champions are responsible for measuring our emissions, monitoring progress against targets and communicating this progress.

The champions focus on what we can do better or differently. They explore how we can make progress in tackling our hard-to-abate emission sources. And they keep our senior managers informed, helping them understand how they can support our drive towards net zero and wider sustainability.

**Just launched, we'll have more details on their impact in our next report.**

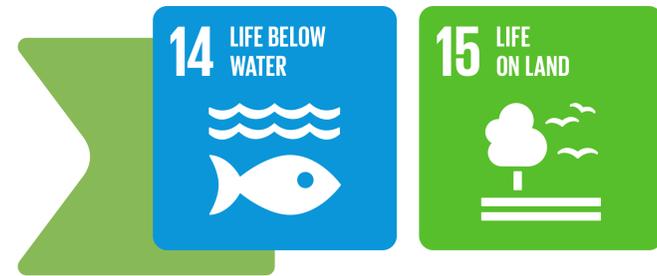


## The Trident Carbon Literacy Training Programme

Our Carbon Literacy training ([see p11](#)) wasn't just about increasing our own capability to support customers. It was also about developing a Carbon Literacy training programme of our own, targeting two key audiences:

- **C-suite and senior management:** Giving leaders strategic direction around net zero, carbon accounting, supply chain engagement and more.
- **Operational teams:** Informing, engaging and changing the hearts and minds of workforces, team leaders and department heads.

As with our emissions targets, we wanted our training to be accredited,, and we're in the process of submitting our programme to global charity, the Carbon Literacy Project® for accreditation.



## Restoring nature

Our sustainability journey is just that: a journey. Inevitably, we're further along the road with some areas than others. Biodiversity is an area in which we currently have more ambition than action, but as a responsible business that actively supports its community, it's important that we develop a plan to address this over the coming year.

We have already started our work to support life on land and in the water. We've supported local charity the Ribble Rivers Trust – which works to improve Lancashire's longest river – by getting involved with tree planting. And at several of the events we've partnered with or presented at this year, we've gifted grow-your-own sunflowers and 'wildflower bombs' packed full of seeds to help spread our commitment to biodiversity.

**We will expand on our biodiversity plan in our next report.**

**Our key ambition:**  
We will enhance and protect nature in our community and beyond .



## Actions in support of restoring nature



### Partners in litter picking

Sustainability doesn't always have to mean grand plans and complex actions. Sometimes, making a difference is just a case of stepping outside your front door. That's what members of the Trident team did recently as they swapped their desks for litter pickers and got stuck into sprucing up the Blackpool Airport Enterprise Zone, of which Trident HQ is part.

With thanks to Enveco Blackpool for providing the equipment, 16 Trident team members split into small groups to help clean up the business estate, one crisp packet at a time.

In total we filled around a dozen bags of rubbish – rubbish that no longer presents a risk to wildlife and natural habitats. The group got lots of exercise and fresh air along the way – before enjoying the reward of a well-earned pastry and a good chat.



## Cleaner energy

The single biggest impact we can make on our planet is through the work we do for our customers. By helping them buy better and track, measure and reduce the energy they use, we're not only helping organisations across the UK cut bills and access cleaner energy; we're helping protect business reputations too.

### Our key ambition:

We will help our customers use less energy and ensure the energy they do use is greener and cleaner.

## Actions in support of cleaner energy

### Pulse: creating a holistic view of energy use

For any business, energy use and carbon emissions are inextricably linked. We created Pulse to combine energy use and carbon emissions tracking in one simple, holistic platform.

Pulse is the dashboard that helps organisations see their energy use and emissions clearly. It helps them understand their energy use in granular detail, with heat maps and reports that help them identify hotspots for potential energy efficiency improvements. It gives them the data to support their sustainability strategy. And it helps them budget and forecast the impact of any decarbonisation plans.

Now being used by almost **60%** of our customers across the UK, Pulse's user-friendly comprehensiveness was one of the reasons we received Best Customer Service awards at both the Energy Live News Consultancy Awards (TELCA) in 2022 and the Red Rose Awards 2024.



# Actions in support of cleaner energy

## Renewable energy and the pathway to zero

Traditionally, companies buy Renewable Energy Guarantees of Origin (REGOs) to prove they are using electricity from renewable sources. REGOs help companies reduce their scope 2 emissions, comply with regulations, and appeal to environmentally conscious consumers and investors. It's why they're often a part of the Power Purchasing Agreements (PPAs) we arrange for our customers. We have been managing PPAs for our customers for over 8 years and this currently equates to 454GWh of annual energy generation.



But what if you want your renewable energy to only come from wind power? Or hydro? Or biomass? What if you want the renewable energy you use to come from sites close to your HQ or field offices? Traditional energy procurement and REGOs makes it difficult to nail down generation asset or time of generation. Yet increasingly, this level of granularity matters - the ability to timestamp or geolocate power generation could be essential in futureproofing company claims about use of renewables.

Both the GHG Protocol and the SBTi are moving toward much stricter rules for scope 2 reporting and the use of renewable energy certificates such as REGOs. The proposed GHG Protocol update tightens the quality criteria for certificates and introduces geographic and eventually hourly matching. In parallel, the SBTi's Net Zero Standard v2.0 requires separate scope 1 and scope 2 targets, stronger criteria for renewable electricity, and a phased shift toward time matched, high quality certificates.

Together, these changes will significantly raise the bar for credible electricity-based emissions reductions. To futureproof all our customers, and ensure claimed scope 2 emission reductions remain valid, we are currently working on an exciting new offering that will enable clients to continue to maximise the emission benefits of green contracts.

**We'll release more details in due course.**

## Adding (sustainable) energy to the Red Rose Awards

When we became the energy partner to Lancashire Business View's (LBV's) Red Rose Awards, we wanted the role to be about far more than PR. Last year, we offset attendees' travel to the awards ceremony by planting trees in partnership with Ribble Rivers Trust. Then, for every winner, we planted another tree at Blue Slate Farm in Samlesbury.

This year, working with LBV, we've been exploring opportunities to further support businesses with their sustainability actions. We'll confirm more details in our next report.





# Championing equality

When you're a Blackpool-based business, equality means more than age, gender, ethnicity, ability and sexuality. In a town that continually ranks among the most deprived in the UK, equality is also a very visible socio-economic issue.

We want to support our town, and in doing so we want to show our customers that we share their values, and that we don't merely talk about equality and social mobility; we play our part in enabling it.

**Our key ambition:**  
We will work towards equality in every part of our business and support the socio-economic challenges of our home town.



## Actions in support of championing equality

### Championing women in business

With a near 50/50 gender split in our own business – and an ambition to increase the number of women in leadership roles – we've been keen to celebrate women who are driving real business success. That's why Alison Hill, Head of Marketing at Trident is a member of **Pink Link Ladies**, the female-led networking group for women in business.

We're also encouraging female representation at events. In 2024 we supported our Senior Net Zero Consultant, Amelia's success at the Women in Utilities Awards, where she was shortlisted for the Rising Star Award. In 2025, we sponsored the Business Woman of the Year category of the Enterprise Vision Awards (EVAs – organised by Pink Link Ladies) – the UK's largest celebration of women in business.



### Improving gender balance

Across Trident, female/male representation is 46%/54%. We're pleased with the near parity of the broad picture, but we're conscious that our gender balance isn't replicated at the most senior levels of the business.

This is a legacy issue. In the past, we've been a far more male-dominated organisation than we are now. Change will take time, but we continue to make improvements that support women and enable them to succeed at the highest levels of the business.

This year, for example, we revised our maternity leave offering (100% of pay for six weeks rather than 90%) and more than a third of the management training (**see p22**) we've conducted has been delivered to women.

# Actions in support of **championing equality**

## A cheerleader for Blackpool

Blackpool's a town with real character. It's the UK's favourite playground, full of energy, resilience and a community spirit you won't find anywhere else. Yes, like many coastal towns, it has its challenges, but that's exactly why we're committed to being part of its story.

We believe in Blackpool's potential, and we're proud to play our part in helping it grow. That's why we invest in local apprenticeships, work closely with our college and university, and partner with organisations across the town to deliver the goods and services our team and customers rely on. And by keeping our HQ here, we're backing Blackpool in the most meaningful way: by choosing to build our future in the place we call home.



## Supporting the search for a better future for all

Everyone deserves the right to aspire to the very best future. Yet in England, just 5% of people with special educational needs and disabilities secure full-time paid employment, compared to 80% of their peers.

DFN Project SEARCH and Blackpool Council are on a mission to show how young people with a learning disability can enrich the workforce. Project SEARCH combines a work-based, supported internship programme for students aged 16 to 24 with an education, health and care plan.

In 2025, we were delighted to support a student on a 2 month placement. During their placement, they supported the account management team, developing energy-related technical knowledge and work-based skills, all of which should help them secure competitive employment in the future.





## Working well, living well

We want to take our people on a journey, support their career progression, and ensure they stay well.

This matters for us – we want to create a workspace where people feel valued and supported, so they stay and build their careers with us. As evidence of success, 14% of our people have been with us for more than 10 years. A third have been with us for five years or longer. This matters to our customers too. It means they benefit from the experience our people gain and the relationships they build.

That’s why we’re investing in skills development. And it’s why we’re introducing initiatives to support our people’s physical, mental and financial wellbeing.

### Our key ambition:

We will help our people thrive and progress



# Actions in support of work and wellbeing

## Developing our people

From those just starting out in their careers to supporting our leaders – and leaders of the future – we’re committed to training that builds the skills, capabilities and aspirations of our people.



## Building our capabilities

If we want to remain our customers’ partner in planet-first energy, we need to keep building our skills in an area that is forever evolving. That’s why, this year, we’ve ensured almost half of all Trident team members have gained professional qualifications spanning technical certifications and/or broader management training.

### Qualifications Attained in 2025

- Practitioner of the Institute of Sustainability and Environmental Professionals (PISEP)
- Chartered Institution of Building Services Engineers/Energy Intensive Industries (CIBSE/EII)
- Environmental Product Declaration (EPD)
- Transport audit training
- Chartered Management Institute (CMI) Level 5 (see p22)

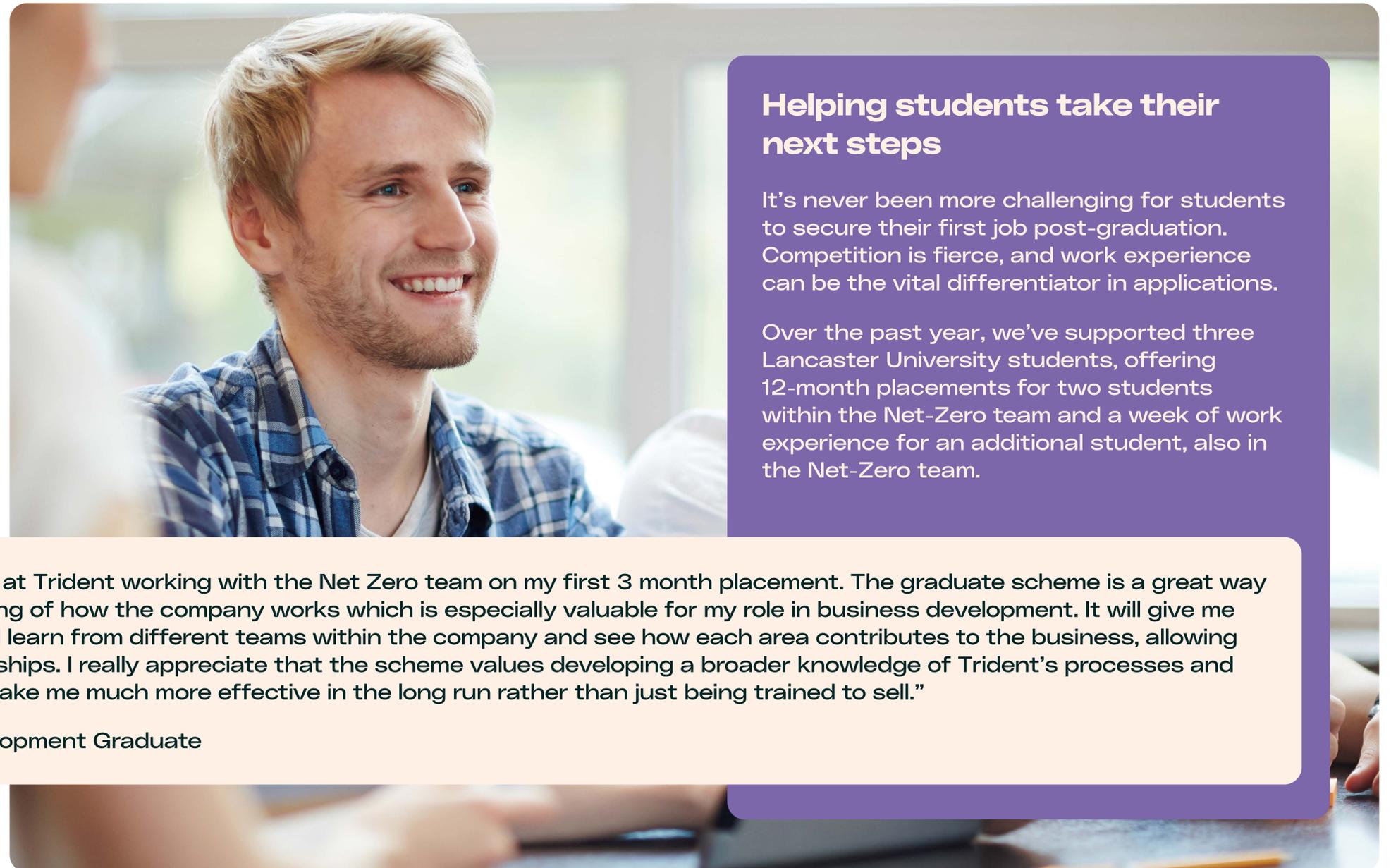
# Actions in support of **work and wellbeing**

## Launching our first graduate scheme

Developing a graduate scheme has been an important element in recruiting the high-potential talent that can help Trident grow. We are delighted to have recently selected our first two business development graduates.

While both graduates will join our sales function on successful completion of the scheme, we want their first year to be one of learning about all facets of the business so they have a more rounded understanding of the ways we deliver value to our customers.

That's why, over the next year, they'll have the opportunity to work across all our teams, gaining a deep understanding not only of our net-zero, energy procurement, bureau and revenue-recovery, and energy-compliance services, but also of how we deliver them in practice.



### Helping students take their next steps

It's never been more challenging for students to secure their first job post-graduation. Competition is fierce, and work experience can be the vital differentiator in applications.

Over the past year, we've supported three Lancaster University students, offering 12-month placements for two students within the Net-Zero team and a week of work experience for an additional student, also in the Net-Zero team.

"I am really enjoying my time at Trident working with the Net Zero team on my first 3 month placement. The graduate scheme is a great way to get a proper understanding of how the company works which is especially valuable for my role in business development. It will give me the opportunity to work and learn from different teams within the company and see how each area contributes to the business, allowing me to create strong relationships. I really appreciate that the scheme values developing a broader knowledge of Trident's processes and services, which I know will make me much more effective in the long run rather than just being trained to sell."

**Shay Duffy**, Business Development Graduate

# Actions in support of **work and wellbeing**

## Meet our apprentices

We've operated an apprenticeship scheme for each of the last three years, bringing in two apprentices each year, supporting their development and giving them hands-on experience not just of work in general, but of the specific way we work to deliver value for our customers.

To date, all our apprentices have become permanent members of the Trident team. Here, two of them share their stories:



"I began my apprenticeship with Trident nearly three years ago as a software developer. From the start, I was immersed in all aspects of the role, from writing and debugging code to understanding best practices in software development.

I've had lots of support from my mentors who have guided me through technical challenges, helped me debug complex issues, and encouraged me to attend seminars and complete online courses to deepen my knowledge.

I remain a software developer, working as part of a close-knit team of four. Over time, I've taken on additional responsibilities beyond my core role. I became a wellbeing champion, supporting mental health initiatives, and I've helped the team with basic IT issues and contributed to achieving our Cyber Essentials certification.

My apprenticeship has given me a strong foundation in understanding different coding styles and approaches, but what I value most about working at Trident is the team. They've supported me through personal and professional ups and downs, and their commitment to employee wellbeing is unlike anything I've experienced elsewhere. The culture here is genuinely supportive, and I feel valued every day. I'm still on my apprenticeship journey, but I've already gained so much, especially the joy of creating tools and solutions that make a real difference at work."

**Madison Ashworth,**  
Software Developer

"I started my apprenticeship with Trident in 2015, joining as a business administration apprentice. I gained experience of dealing with internal and external stakeholders and managing relationships. This helped me build a solid understanding of the organisation, different communication skills and how to overcome challenging situations.

I received strong support from my manager, colleagues, and a dedicated mentor, who all helped guide me through my development. I particularly enjoyed learning on the job whilst earning a qualification.

Since completing my apprenticeship, I've taken on more responsibility and progressed into a permanent position. I now work as an account manager where I manage my own customer portfolio and contribute to delivering key services to our clients.

The apprenticeship gave me hands on experience, confidence, and skills that I might not have gained through a traditional academic route.

What I like best about working at Trident is the supportive and inclusive culture. There's a strong emphasis on personal development and teamwork, and I always feel valued and encouraged to grow. Being part of an organisation that makes a real difference in people's lives is something I find very rewarding."

**Liam Salisbury,**  
Account Manager

# Actions in support of **work and wellbeing**

## More ways to wellbeing

Wellbeing comes in many forms. From working conditions to physical, mental and financial health, we're working to make sure our people stay well. Our programme of wellbeing events is having an impact across a significant proportion of the team, with 66% of team members having attended events this year.

## Working separately, together

Team members based at our Blackpool HQ have the option to work a hybrid week, splitting their time between home and office where appropriate. Team members based elsewhere in the UK work remotely (but still often find their way into the office every week or two).

For many, it's an approach that brings big wellbeing benefits in terms of flexibility, reduced commuting time, work-life balance and more. But we know there can be a flipside, which is why we've implemented lots of measures to maintain our culture and guard against the risk of burnout and isolation ([see p23](#)).

When we hold meetings and events, we do our best to ensure everyone is involved and everyone gets the same experience, wherever they are.



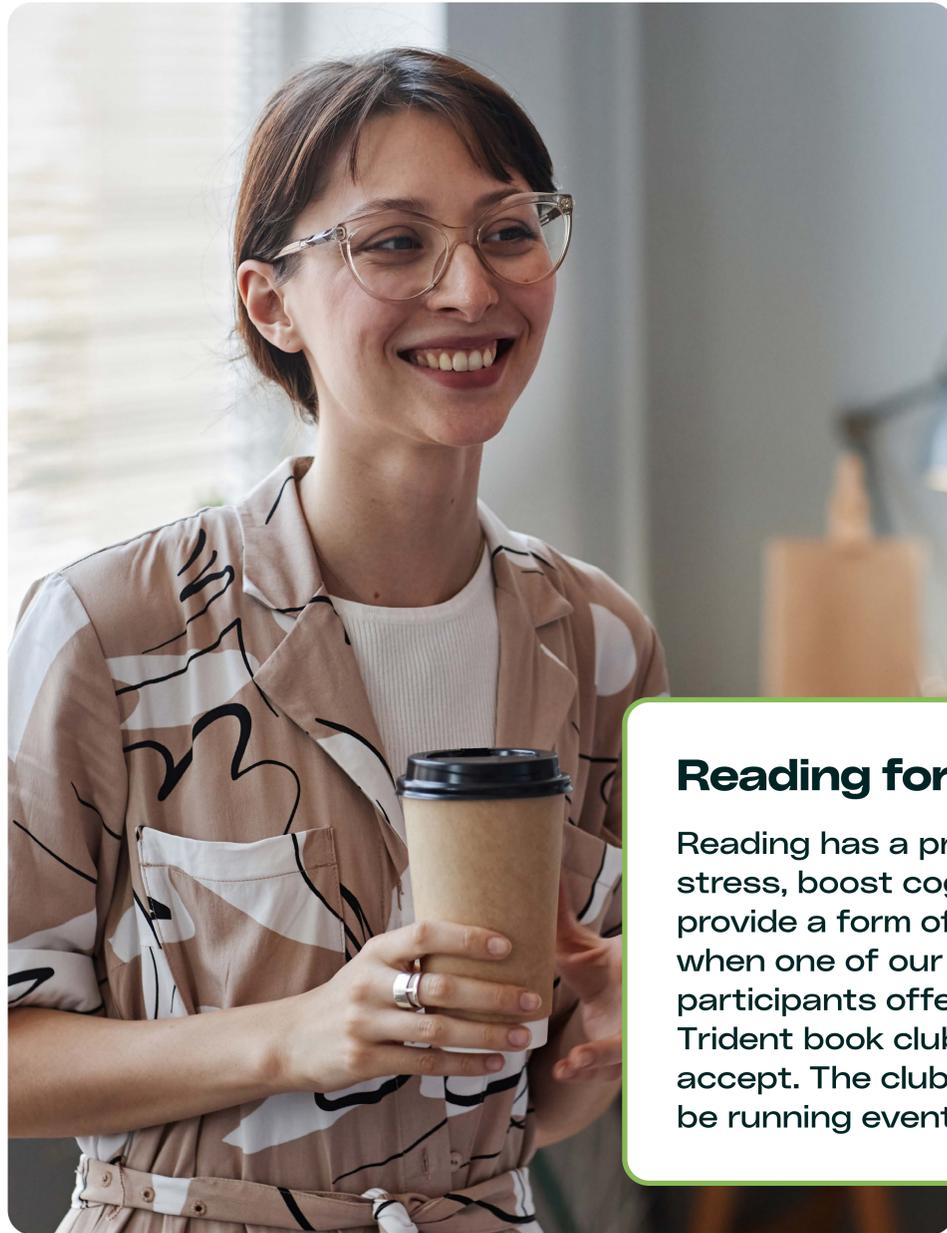
## Ensuring our managers lead consistently

As we grow, we recognise the importance of ensuring our managers take a consistent approach to leadership. That's why we've put 11 team members through the CMI Level 5 over the past year.

The course focuses on developing strategic leadership, operational planning, and core management skills. It's helping our managers build confidence and giving them professional recognition.

It's also ensuring that our managers have a common baseline of skills on which they can rely.

# Actions in support of **work and wellbeing**



## Wellbeing Wednesday

It started with a group of five or six strolling to the local coffee shop. It became a monthly chat and a chance to share stories based on questions such as...

- What's your greatest day?
- What's the best thing you've ever done?
- What things would you like to start and stop doing?
- What made you smile recently?

Occasionally, we throw in the odd teambuilding task too. It's all part of building a community where everyone feels valued and recognised, and it has become a regular feature of our working week.

## Reading for wellbeing

Reading has a proven ability to reduce stress, boost cognitive function and provide a form of therapeutic escape. So, when one of our wellbeing Wednesday participants offered to set up and run a Trident book club, we were very happy to accept. The club has just set up and will be running events throughout the year.



## Monday morning gratitude

It's good to start the week on a positive note. That's why we set up boxes around the office into which team members can drop an anonymous (or not) card on which they share their appreciation for someone on the team.

Every Monday morning, we open the boxes and share the gratitude. It's become a lovely, positive way to start the week.



# Actions in support of **work and wellbeing**

## Talking mental health

Spectrum Life may offer a digital mental health tool, but it was important to us to offer more immediate and personal ways to support mental health:

### Mental Health First Aid training

Since 2023, Gemma Williams has been our MHFA England-trained mental health first aider.

“MHFA training provided an enlightening look at various mental health conditions, the general perception of these and the signs to look out for. It gave me the skills and confidence to provide confidential support and a listening ear to the team and where to find additional help or useful resources when appropriate. It’s been really rewarding to support colleagues in this way.”

**Gemma Williams,**  
Senior Account  
Executive & Project  
Support

### Six Connections: making tough conversations easier

When things get personal – and especially when the conversation turns to mental health – lots of us aren’t very good at opening up. And many more of us aren’t great at asking the questions that can encourage people to open up.

Six Connections was launched to help get those difficult conversations going. It’s about helping mates help each other, about one healthy conversation being the catalyst for six others. And then six more. And so on.

That struck a chord with us, which is why we became part of the Six Connections programme.

“People tend not to want to talk about their mental health. Six Connections isn’t about pushing them to open up; it’s about telling them we’re there. If they want to talk, we’re here to listen.”

**Michael Pinnock,**  
Head of Finance,  
Trident Utilities

### Connections that count

Five members of the Trident team joined the Six Connections programme, part of the “Powered by Mates” movement which helps start conversations about mental health, and helps us support team members in the office and working remotely. We’re not counsellors, but Six Connections is about ensuring that, when someone needs a listening ear, they have the connections to find it.

**We’ll be training more team members soon.**

# Actions in support of **work and wellbeing**

## Stepping to it

We all know the benefits of walking (reduced blood pressure, stronger bones and muscles, better mood and reduced stress) but it's not always easy to fit it into a busy day. That's why we ran a step challenge for the team, and the results were incredible.

In total, the team clocked up more than 9.1 million steps - that's the equivalent of walking around the UK one and a half times.

Top stepper was Robert Davies, who logged an incredible 1 million+ steps - enough to walk from our Blackpool office to London and back!

## Publicising wellbeing opportunities

Each month, our newsletter highlights the wellbeing-supporting events team members might wish to join in their own time. Recently we've featured Lake District hikes and the annual Blackpool Illuminations 'Ride the Lights' event, among many others.



# Other actions

## Cycling for suicide prevention

Suicide is the biggest killer of people aged 35 and under in the UK. PAPYRUS believes that many suicides are preventable and promotes positive mental health and emotional wellbeing support for those with lived experience of suicide or suicidal thoughts.

It takes an army of people raising money to enable PAPYRUS' work to continue, and earlier this year Andy O'Brien from our client services team took part in an inspiring community ride to raise money for the cause.

Andy was part of a team of 22 cycling from Blackpool to Lancaster. Accompanied by a classic British mix of blazing sun, clouds, and sudden rain, spirits were high, the ride went smoothly, and donations reached a magnificent **£3,200**.



## Cutting the waste

The best way to handle waste is to not produce it at all. That's why we're putting together a strategic plan to manage our waste reduction.

### Our high level strategic actions include:

- Educating employees about waste
- Increasing the precision of waste tracking
- Improving separation of office waste
- Running initiatives to collect hard-to-recycle items and take them to dedicated recycling facilities

## Trident in our community

There are around 2,500 foodbanks in the UK and, as we've already explored, Blackpool has a greater need of vital foodbank support than most. That's why we donated to the Big Food Project which provides food to more than 120 local food banks serving 1,400 local residents every week across the Blackpool and Fylde areas.

Also on the Fylde, we have supported the Trussell Trust-affiliated Kirkham food bank, donating food, baby items and toys for children.

At Christmas, members of the Trident team supported several Lancashire care homes by delivering gifts and spending time chatting with residents.



# Next steps in sustainability

This is our first sustainability report. It won't be our last. Having established clear ambitions, our next report will examine how we're delivering against those ambitions. We'll reflect on some of the about-to-launch initiatives featured in these pages. And we'll share the next stage of our sustainability journey as we continue to work to be our customers' partner in planet-first energy.

**Call us on:** 0345 634 9500

**Email:** [info@tridentutilities.co.uk](mailto:info@tridentutilities.co.uk)

**Trident Utilities Ltd**

Units 1 & 3 Amy Johnson House,  
Amy Johnson Way Blackpool FY4 2FG

**trident**

