

# Cyd Innovation Social Impact Report 2024/25

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# Foreword

Cyd innovation was founded from a desire to problem solve. Addressing the need for organisation in the retrofitting industry, to reduce carbon emissions and prevent any further households from slipping into fuel poverty.

The social value impact we create is as important to us as our commercial performance. Supporting frameworks such as the Sustainable development goals and the Wales for future generations is not only a smart move for business, it is also the right move for our communities, staff, and the environment. We are committed to embedding social value in our business and have worked hard to set realistic, measurable socially impactful goals.

We're really proud of the Impact we've achieved this year both in partnership with our clients and through our own corporate endeavours. Following this year's achievements, we are eager to set new ambitious targets for 2025/2026 and continue to strive for positive social impact in our local community.

*Steven Reynolds*

Steven Reynolds





# Introduction





# Our Story

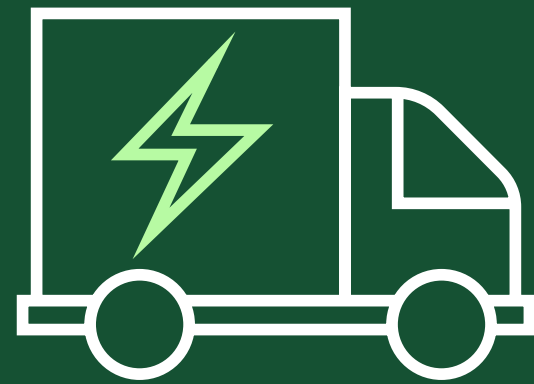
With 45% of households in Wales living in Fuel Poverty, founder Steven Reynolds saw a need for a values driven company to tackle both poverty and the climate crisis through practical consultancy. In 2021, that vision came to fruition with the foundation of Cyd Innovation.

Cyd Innovation delivers expert consultancy and project coordination to enhance home energy efficiency across England and Wales, with a strong focus on generating maximum social impact. We provide specialist retrofit solutions, regulatory guidance, and strategic support to homeowners, social landlords, and industry partners — ensuring high-quality, compliant, and sustainable outcomes.

By focusing on practical solutions and lasting impact, we help create better homes, stronger communities, and a more sustainable future with social impact at its core.

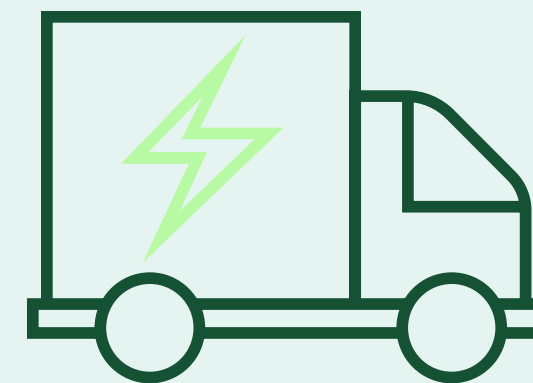


# Our Values



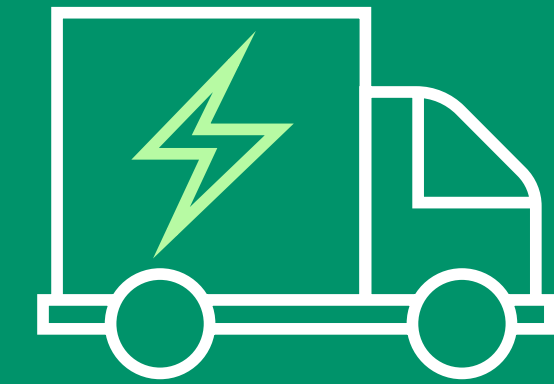
## Open

As thought leaders, we share knowledge generously to accelerate progress and inspire change.



## Sincere

We are genuine, honest, and transparent in everything we do, ensuring our words align with our actions.

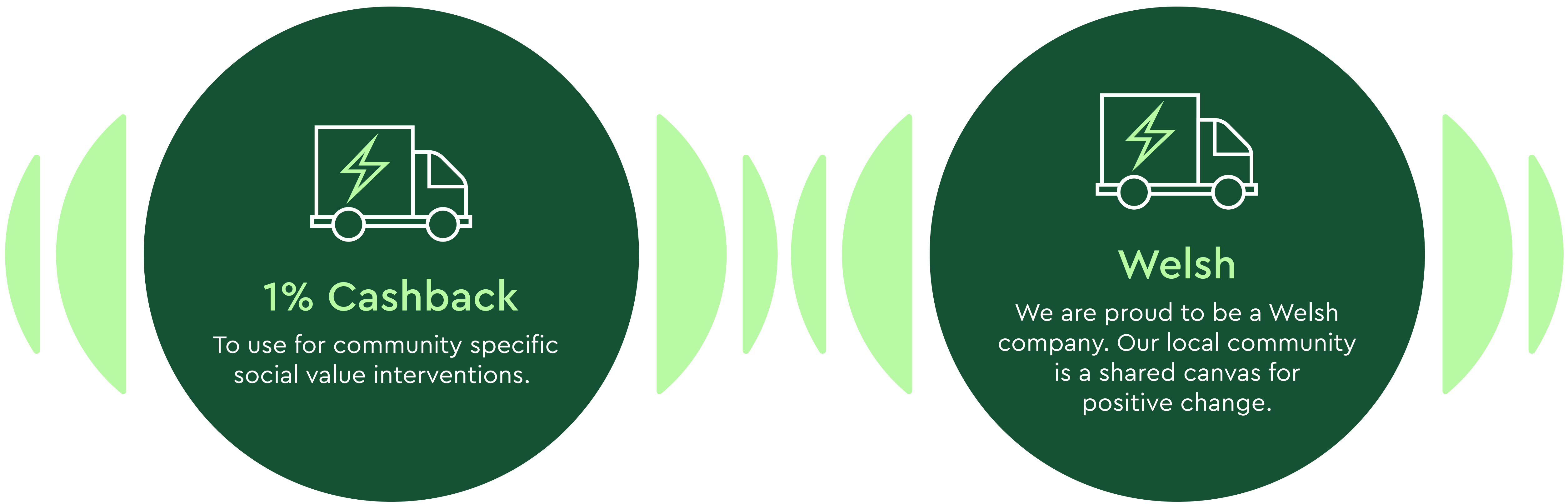


## Relevant

We strive to make a genuine difference by offering the most relevant solutions for each individual project.

# Our Strategy

To maximise our social impact, we do the following.





# Our Focus Areas

At Cyd Innovation, our Sustainability and Social Impact Strategy is shaped by the needs of our communities, the strengths of our people, and our responsibility to help build a more inclusive, sustainable Wales.

Grounded in data from employee workshops, community needs assessments, and industry reviews, our strategy is focused on delivering tangible outcomes in the areas that matter most. With this work in mind, have organised our work into three strategic focused areas:

## Climate

Through our retrofit projects we're taking steps to address the environmental challenges facing our industry and communities

We focus on improving the delivery of more energy efficient homes and identifying ways to support the delivery of industry best practice with regards to biodiversity, waste and carbon management.

We're committed to improving the carbon data transparency of our business activities, reducing emissions within our supply chain, and prioritising local sourcing.

## Communities

Our roots in North Wales inspire our ambition to support people and places through meaningful, community-focused work.

We aim to strengthen our role in addressing skills and opportunity gaps—particularly in green jobs—by encouraging greater engagement with STEM and expanding access to reskilling in areas with the greatest need.

We're also committed to supporting our communities through both funding and time. This includes donating 1% of our annual revenue to local initiatives from 2025 onwards and encouraging staff to volunteer their time to address key challenges such as fuel poverty.

## Culture

Our culture strategy is built around four key areas: inclusivity, Welsh identity, wellbeing, and training and development.

We're continuing to embed more inclusive practices across our operations, with a focus on disability, ethnicity, and gender equity.

Welsh identity is central to who we are, and we strive to reflect it meaningfully across all aspects of our work.

Initiatives like our 'Wellbeing Hour' received strong feedback. We're exploring additional ways to support both the mental and physical health of our employees.

We encourage continuous learning and creating opportunities for professional progression across our teams.

# The Frameworks

Our work is, of course, part of a broader movement towards social and environmental action. We align our activities with both national and international frameworks. This report reflects that alignment, mapping our work to these frameworks.

## The Sustainable Development Goals

The UN laid out the sustainable development Goals- 17 internationally recognised goals highlight the globes most pressing issues that are vital to sustainable, ethical and just development.



## The Well-being of Future Generations Act

The Welsh government went a step further, establishing 7 goals for the social, economic, environmental and cultural well-being of Wales, now and for future generations.



# How We Measure Social Impact

At Cyd, we aim to lead the way in transparent, measurable, and actionable social impact reporting. Social impact covers a wide range of issues, and the ripple effects of our actions can be difficult to fully capture. This makes it a complex challenge – but one we’re deeply committed to. We’re at the beginning of this journey, and we’re in it for the long haul.

The Impact pathway is a framework, based on the theory of change, that allows us to assess our progression toward creating long lasting and meaningful social change. The further along the pathway we get, the more we can capture the true impact that our intervention has had in the long term.

We’re committed to following our projects through to their full potential – striving to move as far along the impact pathway as possible. We don't just measure inputs like time, expertise, or funding; we focus on whether those efforts lead to meaningful, measurable outcomes for the people and communities we aim to support.





# 2024 Social Impact Highlights

526 hours  
volunteering  
across 3 projects

Community

Less annual tC02e  
than an average UK  
haulage lorry

Climate

509 hours  
wellbeing time  
taken by staff

Culture

21 hours  
of accredited  
external training

Culture

£1000 donated  
to educational  
charity M-Sparc

Community

78 Score  
Net employee  
promoter showing  
high staff satisfaction

Culture

90% of staff  
are local to  
our Welsh office

Culture

# Climate

We at Cyd want to champion environmentally minded business. From carbon emission monitoring, to work from home schemes, and staff volunteering, we want to create warm homes for all without sacrificing the environment.



# Climate Consciousness

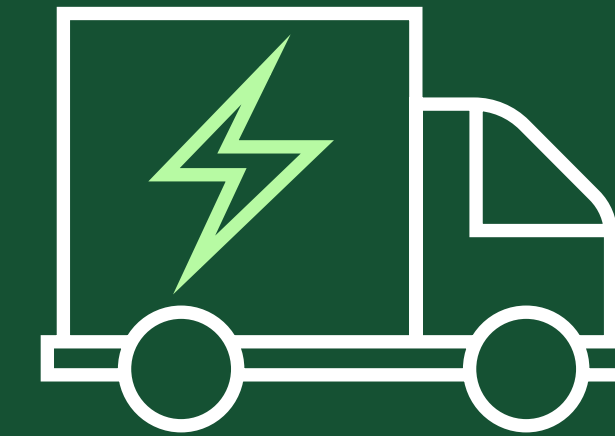
Cyd acknowledges the vital need for decarbonation. This work 'begins at home', with the housing sector responsible for 20% of annual CO2 emissions.

As a consultancy, Cyd's business model is inherently low carbon, with the majority of our annual emissions resulting from employee commuting.

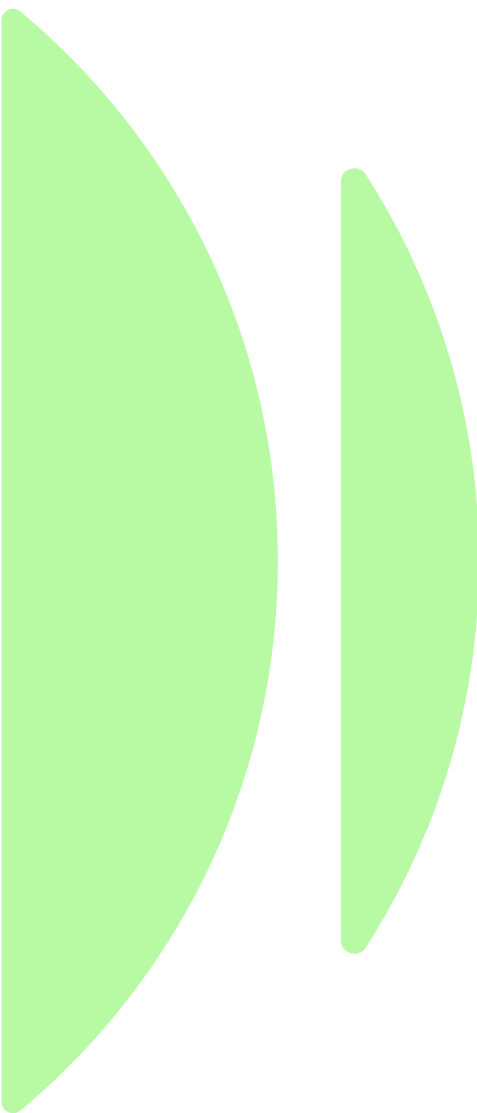
To minimise our emissions, Cyd offers the opportunity for staff to work from home, avoiding the commute and its carbon output all together.

This year we also made some simple but impactful changes in our office-swapping low efficiency bulbs to new LED lighting.

This is only the beginning. We have plans to complete an independent 3 scope carbon emissions assessment to understand the full impact of our works and create a robust carbon reduction plan in response.



**29.7% less emissions  
than one UK haulage  
lorry through 2024**





# Community

At Cyd we believe that sustainable businesses are at the heart of communities. We want to empower communities through knowledge sharing, voluntary initiatives and charitable donations.





# Educational Initiatives

Cyd is committed to inspiring young people throughout Wales, through education, training and work placements. We want to build and retain a skilled workforce that places Wales at the forefront of zero-carbon development.

This year, Cyd begun working alongside the non-profit organisation M-Sparc to develop innovative, interactive tools that allowed students to get hands on with the built environment and learn about climate change. Cyd contributed £1000 towards M-sparc's Egni scheme. This donation has funded the 'Eco-house', a small-scale model of a fully sustainable house with insulation, a wind turbine and electric cars.

While the model is still in progress, when finished it will become part of the Egni scheme, touring Welsh school and inspiring young people to explore STEM careers.





# Volunteering

We value our local communities and recognise that giving back, in any way we can, uplifts staff, shareholders, and residents. The team at Cyd are always ready to get hands on.

Victoria, head of HR, spent time with the team at ClwydAlyn, completing vital maintenance at the Chirk courts garden project. This access to greenspace is a lifeline for the residents of Chirk court care home, improving wellbeing and creating a usable outdoor space for activities.

Staff Gareth and Karen also got their hands dirty with ClwydAlyn at Garden city communal gardens. Volunteers worked to remove weeds, create raised garden beds and add a new seating area. Maintaining these communal greenspaces ensures residents have easy access to the outdoors and brings life back to unused corners of the estate.





# Volunteering

## Greenfield Valley heritage park

In September, 6 of our staff worked alongside rangers at Greenfield Valley heritage park. The 70-hectare countryside park is environmentally and culturally integral to the Holywell area.

Our staff spent 6 hours and removed 8 rubble bags full of the invasive species Himalayan Balsam to give back to such a significant site and allow locals to enjoy this ancient woodland.

**"The contribution made by your team is invaluable and helps keep the Valley an attractive place for visitors and the local community."**

Brenda Harvey,  
Chair of the Greenfield Valley Trust







# Culture

At Cyd we know that having a strong workplace culture, centred on collaboration, innovation and a shared purpose is vital. We strive to uplift our staff through training, supporting career development, and extensive wellbeing programs.





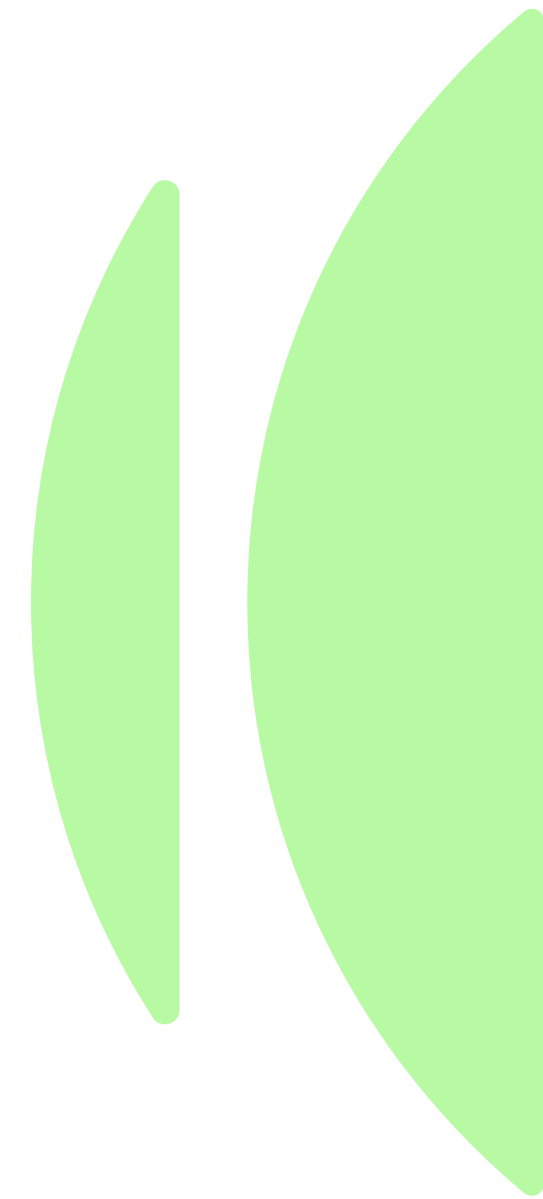
# Staff well-being

Cyd innovation is a living wage employer - we want to invest in our staff and paying them a living wage is just the start.

Staff are at the heart of Cyd, and we work hard to ensure all employees feel heard, supported, and valued whether this is through fair pay, flexible working hours, or our wellbeing hour scheme.

This is reflected in our employee net promoter score of **78/100**. This means that our staff are not only happy to work at Cyd, but they would also recommend Cyd to others looking for work.

As part of our wellbeing initiative, we offer flexible working hours for all employees. This approach allows staff to better balance their work with personal commitments, making time for their families and themselves. We believe people do their best work when they have the freedom to choose a schedule that fits their lives.





# Our well-being scheme

We see how hard our staff work and want them all to have a little bit of 'me time' built into the work week.

This is why we are proud to offer all staff a weekly hour of wellbeing time. This means our staff can take a well deserve moment to themselves. Whether this is an early dart on a Friday, a lunchtime dog walk, or a moment with a good book. In 2024, 509 wellbeing hours were taken by our staff.



**"I sit and chill with a cup of tea and enjoy the peace and quiet. It gives me time for me."**

Karen



**"I get the opportunity to spend more time with my daughter."**

Jamie



**"I walk, play sports, and run errands I wouldn't have time for otherwise."**

Josh



# Diversity, equality and inclusion

We are committed to creating a welcoming, inspiring workplace for all, with all new starters completing training on unconscious bias, sexual harassment in the workplace and diversity, equality and inclusion.

At Cyd we recognised that having diverse staff from a range of backgrounds and life experiences adds essential perspective to our work. The built environment industry is traditionally male dominated. This year, 35% of all staff, and 60% of our management team were female.

Furthermore, we are proud to be a Welsh owned business, and we feel that local people should benefit from our growth as much as we do. In 2024, we took on 5 new employees, with 90% of Cyd's staff living in Wales.

We are also making efforts to preserve Wales's vibrant language and culture, with Welsh speakers in office, and staff titles in both Welsh and English.

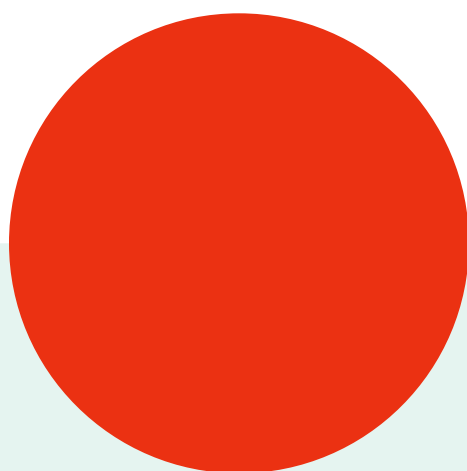




# Staff development

We believe that supporting career development is vital to Cyd's success and achieving long lasting social impact. We are proud to work with local colleges and schools to provide placements for students looking to break into the industry.

In 2024, our team completed 63 modules of training, covering equality, diversity and inclusion, unconscious bias, health and safety, and cyber security. We also saw an additional 21 hours of external training, with our staff working towards qualifications that ensure Cyd is well equipped to manage this dynamic industry.



Kyle joined Cyd in 2024 from Coleg Cambria, looking for an opportunity to gain experience in IT and the world of work. Kyle's time with Cyd helps toward the completion of his IT college course and offers an opportunity for him to develop transferable skills that can be applied to future workplaces.

Since he's begun his work placement, Kyle has spent every Friday working alongside our team on several IT projects. The projects have not only helped Cyd create proactive IT solutions but have also given kyle a sense of pride and ownership of his own work.

"My favourite thing with working with Cyd is the flexibility and relaxed atmosphere that Cyd provides. One of the larger projects I have been a part of is the backup report I have been working on. I am proud of this project as I have done most of it on my own and I have created plenty of backup solutions the business could use."



After several years in the commercial finance industry Adam saw an opportunity for skilled workers to move into the built environment space. Training in energy performance certificates, retrofit assessments and RIC's home surveys, Adam picked up contracted work for Cyd and never looked back.

After years of self-employment, Cyd offered Adam security, competitive pay, and a workplace culture driven by a shared purpose. In 2024, Cyd supported Adam through his retrofit co-ordination training. This training has allowed Adam to transition to larger projects, overseeing the retrofitting of over 91 houses this past year alone.

"I am the most proud of my upskilling journey and becoming a qualified RC. Cyd has given me the support and security required to focus on developing my career".



Andrew joined Cyd after seeking a more fulfilling, challenging role that tested his abilities and allowed him to contribute to environmental sustainability.

"Cyd Innovation is a youthful company driven by ambitious ideas and goals that align closely with my own aspirations."

This past year, Andrew achieved his Level 3 award in Energy Efficiency for Older and Traditional buildings. This training has allowed him to stay on top of legislation changes and continue to offer expert advice to our clients.

"I enjoy that Cyd are on the cutting edge of housing decarbonisation and continue to encourage staff to develop with the changes.

# Cyd's Future

We have big plans here at Cyd. We are so proud of all we have achieved this past year but being ethical, sustainable, and profitable is no easy feat. We know we still have a long way to go.



# In the pipeline

## Eco-house school tours

We are excited to continue growing our partnership with Msparc.

We will be funding educational models, school outreach programs and career development for young people in North Wales. The eco-house is set to be finished early 2025 and will join the Egni scheme, traveling to schools as a tool to talk about adapting to climate change and retrofitting.

## Social impact monitoring

We are committed to being transparent, measurable and honest in our reporting.

With Cyd's continued growth we are excited to keep developing, adapting and critiquing our approach to social impact.

## Unlimited volunteer hours

In 2025, we're implementing an unlimited volunteering policy for all employees.

This policy means that staff can request as many volunteer days as they and their manager see fit. This ensures that staff can invest their time and skills in their local community and maximise the positive impact we can make together.

## Committed to hiring locally

We are committed to making a real difference in Wales through training and hiring local people as we continue to grow.

This coming year we will be embedding this into policy, ensuring local people have access the growing opportunities in the built environment.



# Diolch/Thank You

Ciara Murray

Sustainability & Social Value Manager

Rheolwr Cynaliadwyedd a Gwerth Cymdeithasol

Ciara.Murray@cydinnovation.com

01352 961665

cydinnovation.com

