



Willow Alexander

IMPACT REPORT 2022 - 2027

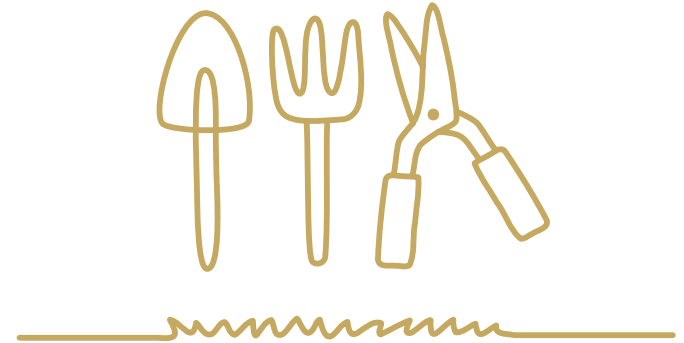


23 MILLION

HOMES IN THE UK
HAVE GARDENS.

£5 BILLION

IS THE WORTH OF THE
GARDEN MARKET.



£2.4 BILLION

IS SPENT ON
THE SERVICES
OF GARDENERS
ANNUALLY.



ACCORDING TO VERIFIED MARKET RESEARCH, **THE UK HOME SERVICES MARKET** IS PROJECTED TO REACH **£10.95 BILLION** BY 2026, GROWING AT A CAGR OF 8.8% FROM 2019-2026.



HOUSEHOLDS

ACCOUNT FOR 40%
OF THE UK'S TOTAL
CO2 EMISSIONS.



88%

WANT BRANDS AND
SERVICES TO HELP
THEM LIVE MORE
SUSTAINABLY.



IN 2019

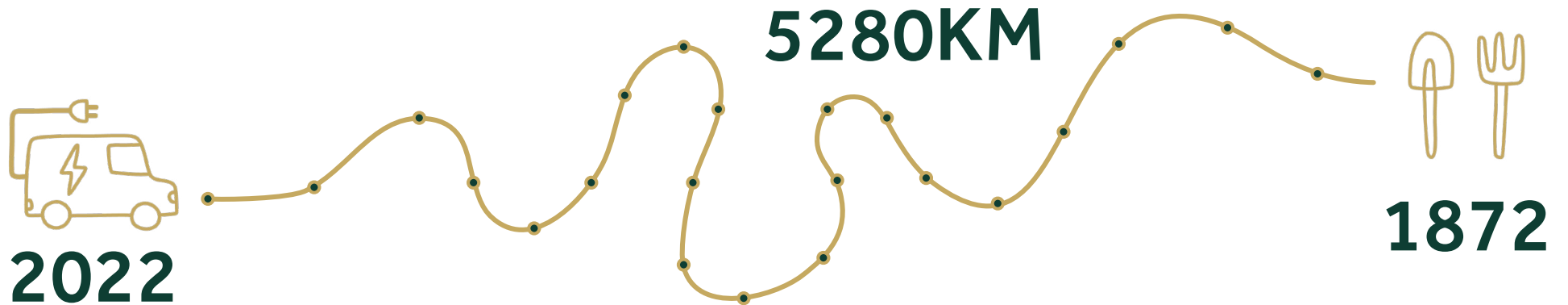
THE SALES REVENUE OF
GREEN HOME PRODUCTS
AND SERVICES WAS
£15.13 BILLION, UP
98% FROM 2010.



THE SOUTH-EAST IS THE MOST AFFLUENT AREA OF THE UK, WITH SURREY AND EAST/WEST SUSSEX THE WEALTHIEST COUNTIES WITH RESIDENTS OWNING ASSETS WORTH AN AVERAGE £263,200 EACH.

BASED ON PROJECTIONS THERE ARE OVER 108,000 TARGET HOUSEHOLDS IN THESE COUNTIES ALONE.

IN 2022...



JUST ONE ELECTRIC VEHICLE FROM OUR GARDEN MAINTENANCE FLEET TRAVELLED OVER 5280KM TO PERFORM OVER 1872 CUSTOMER VISITS

THAT'S...



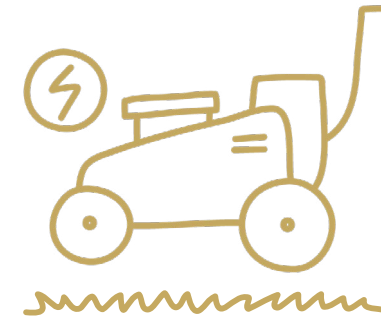
1500KG

WASTE
RECYCLED



2000KG

GREEN WASTE
COMPOSTED



1872

LAWNS
MOWN



THIS EQUATES TO OVER **973KG OF CO₂e** NOT
BEING RELEASED INTO THE ATMOSPHERE FROM
THIS ONE OPERATING PROCESS ALONE...



WE ADDITIONALLY...



INSTALLED OVER 400 SQM OF SUSTAINABLE COMPOSITE DECKING WITH OUR PARTNER ENVIROBUILD



DUG IN OVER 100 TONS OF ORGANIC PEAT FREE COMPOST



REWILDED OVER 1000 SQM OF GREEN SPACE THROUGH SUSTAINABLE DESIGN



PLANTED OVER 250 POLLINATING PLANTS



REMOVED OVER 2000 PLANTS FROM SUPPLY CHAIN THROUGH PROPAGATION & PLANT RECYCLING



EDUCATED OVER 1000 HAPPY CUSTOMERS ON THE BENEFITS OF USING CARBON NEUTRAL, SUSTAINABLY FOCUSED SERVICES

AND THAT WAS ALL BASED
ON JUST **ONE TERRITORY**
IN SOUTH EAST LONDON IN
JUST ONE SECTOR OF
HOME & GARDEN
MAINTENANCE

LETS SEE WHAT THAT LOOKS
LIKE WHEN YOU APPLY THAT
TO OUR NETWORK OF WILLOW
ALEXANDER PARTNERS...



OUR IMPACT: CARBON FOOTPRINT



Willow Alexander Gardens

IN 2022 WILLOW ALEXANDER GARDENS SAVED

973KG

OF CO₂E BEING RELEASED INTO THE ATMOSPHERE.

BY YEAR 5 WE WILL HAVE SAVED MORE THAN

954 TONNES CO₂e.



THAT'S THE SAME AS DRIVING A CAR FOR

4,308,943 MILES.

Willow Alexander Handyman

BY FOLLOWING OUR ROADMAP EACH PARTNER WILL SAVE

1,188KG

OF CO₂E PER YEAR JUST BY TRAVELLING TO JOBS IN AN EV.

BY YEAR 5 THIS WILL EQUATE TO

1067 TONNES CO₂e.



IN ARCTIC ICE TERMS THAT WOULD SAVE

3,201M².

Willow Alexander

BY YEAR 5 THE ENTIRE WILLOW ALEXANDER COMMUNITY OF PARTNERS WILL SAVE

4,270 TONNES CO₂e

THROUGH TRANSPORTATION ALONE.

LON



SYD

THIS IS THE EQUIVALENT OF FLYING FROM LONDON TO SYDNEY AND BACK

847 TIMES.

OUR IMPACT: ENVIRONMENT



Willow Alexander Gardens

IN YEAR 5 IF ALL OUR GARDENS CLIENTS DEDICATED **1M²** OF THEIR GARDEN TO **WILDFLOWERS** WE'D BE ABLE TO CREATE

680M²

FOR **BUGS, INSECTS AND POLLINATORS**. IF WE EXTENDED THIS TO ALL OUR COMMUNITY MEMBERS THIS WOULD INCREASE TO **253,505M²**.

THAT'S
62 ACRES



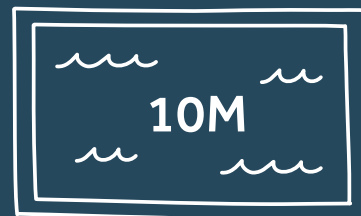
Willow Alexander Cleaners

BY THE END OF YEAR 5 BY USING **ECO PRODUCTS** OUR CLEANING SERVICE WILL HAVE STOPPED MORE THAN

200,000 LITRES

OF **CHEMICALS** BEING USED IN UK HOUSEHOLDS AND WASHED DOWN DRAINS INTO OUR RIVERS AND SEA.

THAT'S ENOUGH TO FILL
2 X 10-METRE
SWIMMING POOLS



Willow Alexander Dog Walkers

BY THE END OF YEAR 5 BY USING **CERTIFIED COMPOSTABLE WASTE BAGS** OUR DOG WALKERS WILL HAVE SAVED

2.7 MILLION

PLASTIC BAGS BEING THROWN INTO THE WASTE SYSTEM.

THAT'S EQUIVALENT TO

9,689 ACRES
OR 1100 MILES LONG



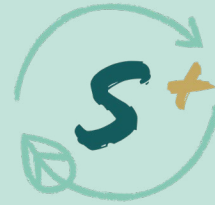
THAT'S THE DISTANCE FROM
LONDON TO SEVILLE!

OUR IMPACT: EDUCATION



According to Deloitte's 2022 report on **How Consumers are Embracing Sustainability:**

- The primary barrier to becoming more sustainable relates to cost – 1 in 2 are not willing to pay more for sustainable products of services.
- 51% demonstrate a lack of interest and 48% say they do not have enough information.
- Nearly 1 in 2 consumers do not trust businesses on climate change and sustainability issues.
- However, frequent purchases drive the greatest consumer interest in sustainable and ethical values, and there has been a notable increase over the last 12 months in customers looking to adopt a more sustainable lifestyle.



THROUGH OUR **SUSTAINABLI+ MEMBERSHIP** COMMUNITY WE WILL REDUCE THE FOOTPRINT OF OVER

250,000

HOUSEHOLDS IN YEAR 5 SIMPLY BY USING OUR SERVICES.



IF WE EDUCATE THEM IN REDUCTION TECHNIQUES TO MEET THE GOVERNMENT TARGET OF **4.5 TONNES PER YEAR** THIS WILL SAVE

925,000 TONNES CO2E



Willow Alexander
Franchises

IN Y5 THROUGH OUR **FRANCHISE COMMUNITY** WE WILL ESTABLISH A NETWORK OF

2,405

SMALL BUSINESSES AND EDUCATE AND EMPOWER THEM TO CREATE AWARENESS AMONG MORE THAN

72,000

CLIENT HOUSEHOLDS ACROSS THE UK.

IF EACH OF THESE SHARES THEIR KNOWLEDGE WITH TWO FRIENDS OR NEIGHBOURS THIS MESSAGE WOULD REACH

223,000 PEOPLE

OUR IMPACT ISN'T DRIVEN BY EMISSIONS ALONE...



BY YEAR 5 WE AIM TO BE EDUCATING AND SUPPORTING OUR **2000 PARTNERS** ALL MANAGING THEIR OWN SUSTAINABLE BUSINESS TO AID IN LOCAL GREEN ECONOMY ACROSS THE UK.

OUR VISION IS FOCUSED ON THE **EMOTIONAL AND EDUCATIONAL WELLBEING OF OUR PARTNERS** AND HOW OUR NETWORK CAN SUPPORT EACH OTHER THROUGH A COMMUNITY DRIVEN PROPOSITION **TO CHANGE THE WAY WE DELIVER TRADE SERVICES IN THE UK.**