



**Big Yellow**  
Sustainability Strategy 2025



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## **Executive Summary**

**Our sustainability strategy is a comprehensive approach to environmental stewardship and social responsibility, with a particular emphasis on carbon reduction and energy efficiency across our portfolio.**

**This update outlines our ambitious targets and strategic initiatives designed to minimise our environmental footprint and maximise our social impact, whilst creating long-term value for stakeholders.**

## Introduction by Heather Savory

**At Big Yellow, we believe that sustainability is a key building block which helps create a resilient and responsible business benefiting our customers, communities, staff and investors, as well as the environment. As the most recognisable self-storage company in the UK, we are uniquely positioned to contribute to a sustainable future through the way we design, operate and manage our facilities.**

Our updated strategy reflects our continued commitment to reducing our environmental footprint, enhancing our social value, and maintaining the highest standards of governance. This strategy is built on three key pillars:



### Environmental Responsibility

From energy-efficient building designs to the integration of renewable energy and battery storage, we are committed to minimising our carbon footprint and supporting global climate goals. In addition to managing our emissions, we are expanding our focus to include the materials we use and sell. As part of this, we are strengthening our approach to Extended Producer Responsibility by working closely with our tier one suppliers to better understand regulatory obligations across markets and improve transparency throughout our supply chain.



### Social Value

We aim to create facilities that are safe, accessible, and beneficial to the communities we serve, while fostering a culture of inclusion and wellbeing for our employees and customers.



### Transparent Governance

Upholding integrity and accountability through clear reporting and sustainable business practices is fundamental to our approach.

This strategy underscores our long-term commitment to sustainability, aligning with global and local priorities such as the UN Sustainable Development Goals and net-zero targets. It is our roadmap to building a business that is not only successful today but also sustainable for future generations.



“We are uniquely positioned to **contribute to a sustainable future** through the way we design, operate and manage our facilities.”

## Background to Big Yellow's CSR by Jim Gibson

**In 2007, the Big Yellow Board set out their first formal CSR objectives and we have since committed significant resources to achieving these. The company recruited its first CSR Manager and published its first report that same year. Reports have been published every year from 2007 to record and track our continual progress.**

For many years, as part of our published commitments, we have been strategically investing in initiatives to improve the environmental performance of our Big Yellow branded stores, both during their construction and operating phases.

Our construction partners deliver efficient and resilient stores which, since the construction of our Fulham store in 2008, include on-site solar installations. After the success of our battery storage trial we now include battery storage in all new builds from 2024. To unify the estate we now invest in these successful solutions, retrofitting them across our existing estate. We have been designing-in sustainability features for the stores built to our specifications for over 20 years; our stores are designed as passive buildings with a low carbon footprint. We always meet or exceed building regulations which require high insulation standards within the building envelope. In recent years we have been reviewing the design and materials used in the construction of our buildings through multi-RIBA-staged Whole Lifecycle Carbon Assessments to help us understand the carbon implications of our design decisions and construction methods. Our new stores achieve an A or A+ Energy Performance Certificate ratings, confirming their energy efficiency and low energy use.

Over the years as new technologies have developed, we have raised the bar and mandated improved sustainability features as a norm of our construction specification. We now build our new stores with large solar arrays, battery storage and LED lighting with energy efficient controls. A wide range of sustainability features are designed into our premises at the outset: from ensuring we substantially exceed our biodiversity net gain requirements, installing bird and bat boxes; to facilities enabling visitors and employees to individually support a greener environment such as bike sheds and electric vehicle charging pods. We share some of these specifications on our Sustainable Construction webpages.

We have invested heavily in retrofitting solar across our existing estate and have over 8MWp of generation capacity in place at the beginning of 2025. We plan to continue this roll out until all suitable roofs across the estate support solar.



Looking at the Scope 3 categories that we can directly influence, we constantly assess the materials used in our packaging products to continue to drive down the virgin materials used in them as well as minimising waste as much as possible for the products. All these solutions are part of a suite of ongoing projects which have delivered steadily reducing emissions over the years, and we have always met or exceeded the UK Government's set targets at the time. We are excited to get to work on our updated Sustainability Strategy in 2025, which will see us continue to deliver improvements to our environmental performance and drive carbon emissions down across our value chain. Below is a visual representation of our journey to date.

**Jim Gibson**  
Chief Executive Officer

May 2024

# Sustainability Journey

## Our sustainability journey so far

**2008-2010**

- Recruitment of first CSR manager
- First solar site installed at Fulham
- Inclusion in FTSE4Good for the first time
- Joined the 10:10 campaign

**2011-2014**

- First participated in GRESB
- First disclosed with CDP
- Started to communicate environmental issues with customers

**2015-2017**

- Estate wide LED re-lamping and motion sensor installations
- Achieve over 30% carbon emissions reduction from 2011 baseline

**2018-2019**

- Formal inclusion of TCFD in annual report
- 100% REGO – backed renewable energy contract

**2020**

- Recruited our first sustainability NED
- First EPRA Gold sBRP award
- Published our first NREPS

**2021**

- Second EPRA Gold sBRP award
- Aligned to UNSDGs

**2022**

- May – Phase 1 solar retrofit started
- Sept – Phase 2 solar retrofit started
- April – Tesla Powerwall battery installed in Guildford Central

**2023**

- March – SBTs externally verified
- June – Phase 3 solar retrofit started
- October – First 5\* GRESB rating

**2024**

- Jan 2024 – First RIBA stage 6 WLCA on Kings Cross

**2024**

- May 2024 – Phase 4 solar retrofit started
- July 2024 – Battery at Slough FR

**2025**

- Jan 2025 – Last gas removal from owned store

# Targets and Initiatives



## Environmental Responsibility

1. **Renewable Energy Target**  
Self generate more power than we consume across the estate by 2030 from continued solar investment
2. **Energy Management Target**  
20 stores to have improved lighting and heating controls installed a year
3. **Energy Storage Target**  
Increase our total battery energy storage capacity to 3,000 kW by 2030
4. **Carbon Emissions Target**  
70% reduction in Scope 1 and 2 emissions measured against the 2019/20 baseline by 2032, as set by SBTi
5. **EPC Target**  
All owned stores to be A+, A or B by 2026
6. **Scope 3 Data Target**  
Improve use of primary data provided by our suppliers in calculating our Scope 3 emissions, rather than based on annual expenditure
7. **Scope 3 Reduction Target**  
In line with SBTi targets, with net zero pathway to be defined by 2040



## Social Value

1. Continue to offer free storage to local charities and community groups in our stores
2. Encourage all staff to use their annual volunteering day to work with either one of our Foundation Charity Partners or a local charity/community group of their choice
3. Continue to match every pound donated by our customers to the Big Yellow Foundation



## Transparent Governance

1. Align with CSRD or UK equivalent legislation
2. Continue to set ESG related director bonuses via LTIP vesting criteria
3. Continue substantial investment in decarbonising the Big Yellow estate

## Technology Roadmap



Our approach to sustainability technology investment is fundamentally rooted in the principle of strategic, incremental advancement. Rather than pursuing sporadic, high-risk technological leaps, we advocate for a measured, phased investment strategy. This steady approach enables us to integrate emerging technologies systematically, building technological capabilities incrementally while maintaining financial prudence and operational stability. By allocating consistent capital to sustainability technologies, we create a robust innovation pipeline that allows for ongoing assessment, refinement, and scaling of solutions.

Our phased investment model ensures that each technological intervention is thoroughly evaluated for its potential to reduce carbon emissions, enhance energy efficiency, and create long-term value. This methodology not only mitigates the financial risks associated with rapid, untested technological deployments but also provides our organisation with the flexibility to adapt to evolving sustainability technologies, regulatory landscapes, and stakeholder expectations. Moreover, this approach transforms technological investment from a potential burden into a strategic asset, positioning our organisation at the forefront of sustainable infrastructure development while maintaining the financial resilience necessary to drive meaningful, long-term environmental change.



**Our sustainability strategy represents a holistic approach to environmental and social responsibility, positioning our business as a leader in sustainable self storage in the UK.**

For Further Information  
please see the following documents:

- Basis of Reporting
- Double Materiality Assessment
- Annual ESG with wider KPIs and alignment to UN Sustainability Development Goals



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You can access more information about us on our website

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