

Streamlined Energy & Carbon Reporting (SECR) 2024 Precision Marketing Group

March 2024

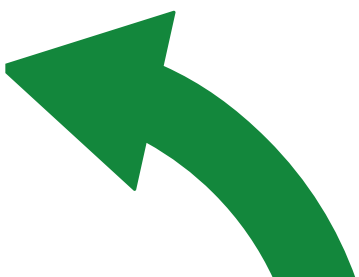
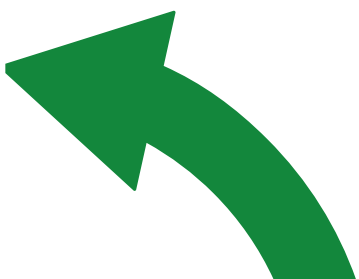


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Business Name

Reporting Period

Precision Marketing Group

01/12/2022 to 30/11/2023

1. Precision Marketing Group Visual Summary

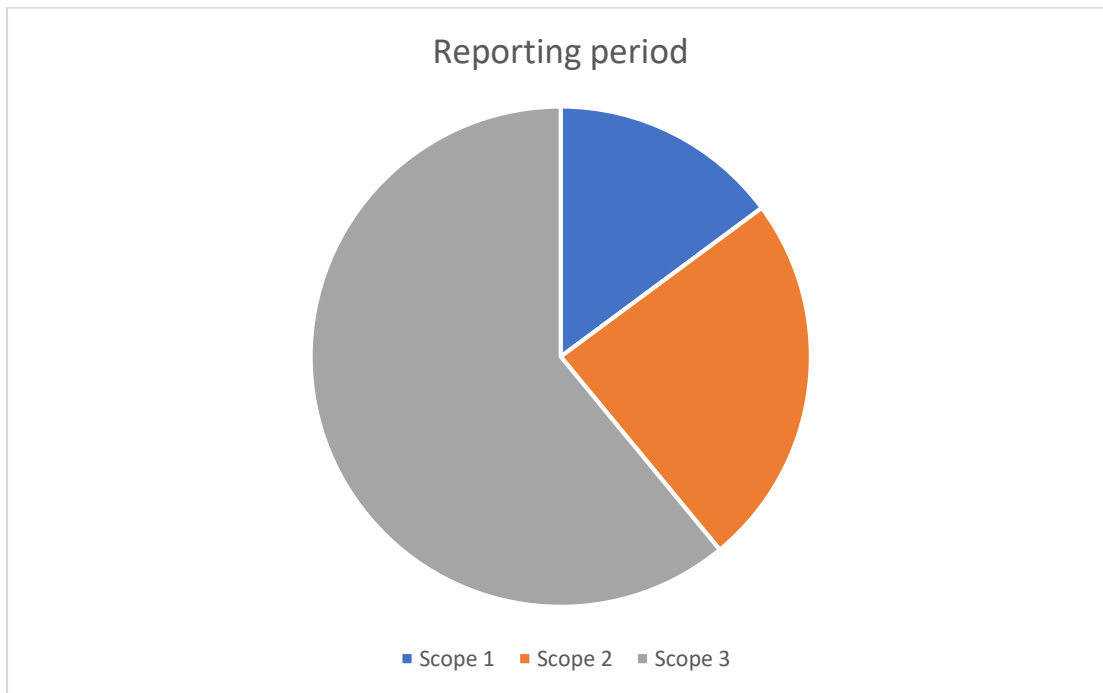
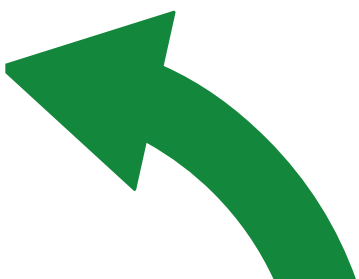


Figure 1: Breakdown of carbon footprint by Scope



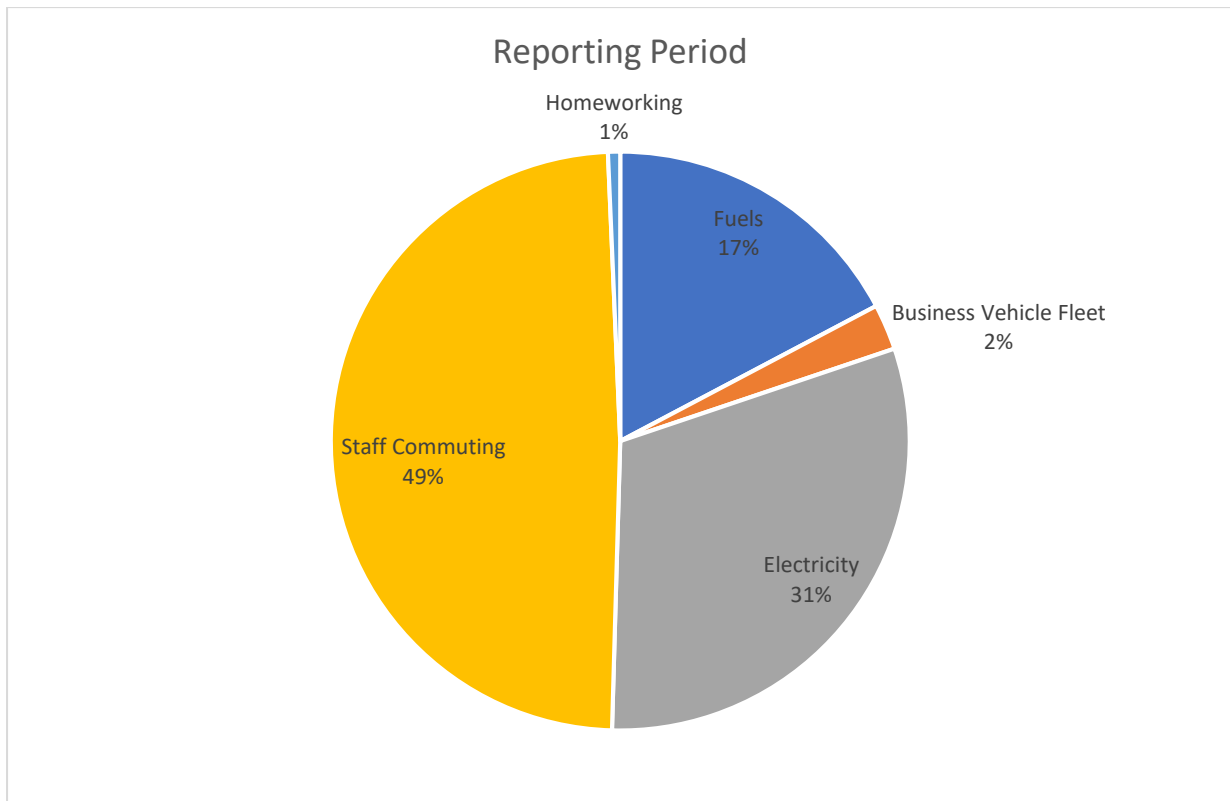
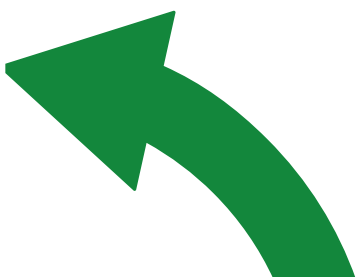


Figure 2: Breakdown of carbon footprint by Emission Category

Table 2: Carbon Footprint of Precision Marketing Group

		Reporting Period (tCO ₂ e)
Scope 1	Fuels (Natural Gas and Heating Oil)	23.4
	Business Vehicle Fleet (Plug-in Hybrid Vehicles)	0.2
Scope 2	Business Vehicle Fleet (EV)	1.7
	Business Vehicle Fleet (Plug-in Hybrid)	0.1
	Grid Electricity	36.7
Scope 3	Fuels and Energy (Gas and Heating Oil) (not included in Scopes 1 or 2)	6.1
	Electricity T&D and WTT	12.0
	Staff Commuting	77.7
	Homeworking	1.1
Total		158.9
Avoided Emissions	Used on-site Solar Electricity	28.8
Avoided Emissions	Exported Solar Electricity	9.6



2. Greenhouse Gas Emissions

2.1 Introduction

This document summarises the SECR report for Precision Marketing Group, required under The Companies (Directors' Report) and Limited Liability Partnerships (Energy and Carbon Report) Regulations 2018.

Scope 1, Scope 2 and some voluntary Scope 3 emissions have been assessed.

Included within the Scope 3 Categories, in accordance with the Greenhouse Gas Protocol, are:

Category 3 – Fuel and energy-related activities (not included in scope 1 or scope 2)

Category 7 – Employee commuting

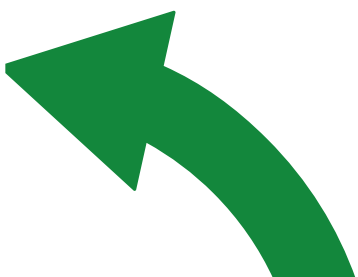
2.2 Environmental Performance & Reporting Summary

The energy consumption used to calculate emissions covering Scope 1 and Scope 2 was 309,109 kWh, as shown below.

Table 3: Precision Marketing Group SECR 2023 Energy Consumption

Category	Consumption (kWh)
Electricity	177,091
Natural Gas	107,163
Heating Oil	15,525
Business Vehicle Use	9,330
Total	309,109

The UK Government's 2023 Carbon Conversion Factors have been applied to the units of energy and fuel consumption to calculate the associated emissions.



2.3 Baseline Year

The baseline year was set in 2020 with an annual carbon footprint of 201.9tCO₂e.

Scope 1 and Scope 2 emissions have been accurately recorded from this year, however, retrospective calculations were applied for the Scope 3 Category 7 – Employee Commuting.

2.4 Intensity Ratio

The agreed activity metric chosen was 'Full-time equivalent' employees (FTE), with a reference value of 51 FTE in period.

The intensity ratio for this reporting period is 3.1 tCO₂e/FTE.

The intensity ration for the baseline year was 4.0 tCO₂e/FTE.

2.5 Methodology

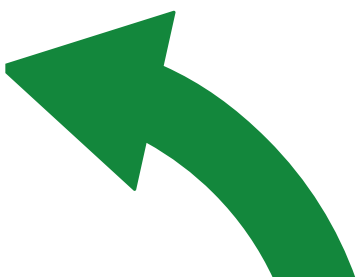
The methodology used is the Greenhouse Gas Protocol, using UK Government conversion factors produced by the Department for Energy Security and Net Zero (issued 7th June 2023).

Precision owns and operates both Battery Electric Vehicles (BEV) and Hybrid cars which are charged both at site and externally.

Vehicle use is tracked in mileage between, business, commuting and personal use and separately for how many miles is charged at work and how many miles are charged externally.

The range obtained from each charge will vary dependant on many factors, so this will impact the accuracy of the estimated tCO₂e particularly with the Hybrid vehicles, as each journey will vary as to how much of the journey will be battery or fossil fuel based.

As it is not possible to accurately separate and categorise mileage based on location charged, it has been decided to include business mileage and electricity consumption from charging so as to not under report possible emissions.



2.6 Energy Efficiency Actions Taken

During this period covered by the report the following action has been undertaken:

Removal of one of three Reznor suspended gas units located at the Head Office Production Site and replaced with 5x movement sensor operated 1kW halogen units.

Through adjusted timings and reduced thermostat settings gas usage at Head Office was reduced by 15%

The Warehouse in Watton, Norfolk is heated by oil. This has now been changed to frost guard only and consumption has dropped from 5,000 litres of oil down to 1,500 litres in 2023.

An incentivised staff green travel scheme has been implemented- encouraging shared journeys, walking and cycling.

2.7 Future Steps

We are planning on installing an air-source heat pump system in our Head office to replace the existing gas system. This should reduce emissions associated with space heating at our Head Office.

We will continue to monitor and measure our carbon footprint with the aim of reaching Net Zero by 2050 or sooner.

