

# PEOPLE STRATEGY

## 2025-30

*"Our people are our greatest asset and central to our success." — Roy Williams*

Our People Strategy supports the Corporate Strategy 2025–2030 and is closely linked with our Equality, Diversity & Inclusion (EDI) and Health & Wellbeing (H&WB) strategies. It sets out how we will create a workplace where everyone can thrive.



## Our Core Values



## Our Code of Behaviours



## Where We Are Now

- A strong collaborative culture, supported by initiatives like Sovini Games and Sovini Juniors
- High employee engagement at 86.6% (2024 survey)
- Extensive wellbeing support including NHS health checks and fully funded 1-1 financial sessions
- Bespoke management development programmes (e.g. SPS Step Up Programme)
- 79 apprentices in 2025 and continued upskilling across the Group
- Regulatory compliance strengthened through CIH Level 3–5 qualifications
- Rapid technology adoption improving digital capability
- Values based recruitment introduced for selected roles

## Where We Want to Be

- Wellbeing and inclusion embedded in everyday practice
- All managers, especially middle managers equipped to lead, engage and support change
- A future ready workforce with the skills needed for tomorrow and beyond
- A benefits package that is valued by employees
- A clear understanding of how every role contributes to our mission and vision

## How We'll Get There

- Strengthen development programmes for middle managers and aspiring leaders
- Create a Business Transformation Group to optimise resources, leverage technology, including ethical AI and support reskilling and redeployment
- Continued delivery of excellent engagement, health, and wellbeing initiatives
- Continued improvements to processes to promote inclusivity and accessibility across recruitment and onboarding
- Review our Employee Value Proposition (EVP) and further embed it into our culture