

Strategic Report

# Colleague offer





**Our vision is to strengthen our performance by attracting and developing people who are passionate about making a positive difference. We'll do this by ensuring the offer to our colleagues and the clear expectations we set of them make Amplus a great place to work, where people are challenged and supported to perform at their best and fulfil their potential.**

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### **Keeping colleagues engaged throughout merger talks**

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Bringing two organisations together can be a real challenge. That's why we worked incredibly hard to ensure we engaged with colleagues right from the start.

In July 2024, more than 600 colleagues attended a range of coordinated in-person events when the proposed merger was announced, with hundreds more joining online. We live broadcast the Chief Executive's announcement across five locations and followed up with localised question and answer sessions. It was here that we launched the Stronger2gether brand which became a recognisable and reassuring presence for colleagues.

We ran further in-person roadshows and virtual briefings and produced videos and animations.

We also produced regular email bulletins to keep colleagues updated. In total, we sent 12 merger-themed emails to 8,032 people between August and December.

Messaging was tailored to the relevant audience, with care taken to utilise familiar channels at both organisations to put colleagues at ease and maintain strong engagement.

We created a hub on both intranets where all the important updates provided throughout the merger were saved. This proved to be an extremely popular resource.

All this work led to the Amplus Communications and Marketing Team winning an award at the Internal Communications and Engagement Awards. The team claimed the Best Internal Communications - Property, construction, and facilities management sector award at the event, which celebrates and rewards excellence in internal communications across Europe.

PREVIOUS PAGE  
Akin, one of  
our Project  
Coordinators.



RIGHT  
Jonah, one  
of our Trades  
Operatives  
with the first  
Amplus van.

## A new brand for a new organisation

In September 2024 we started work on a new name and brand for the combined organisation.

Working with a specialist branding agency, we ran a two-week consultation with customers, colleagues and stakeholders, held in-depth interviews with the Shadow Board and Shadow Executive Leadership team and hosted a focus group with our colleague representative groups.

This helped us understand how people felt about each organisation and what

**In September 2024 we started work on a new name and brand for the combined organisation.**

was important to them. From this, our new name and brand strategy were developed.

To announce our name, we created an inspiring video containing key messaging about our brand and purpose. A video from our Chief Executive also explained the name and featured animations of the visual elements.

In preparation for day one, we posted branded welcome packs to all colleagues, which included a new ID card, sweet treats and useful branded items.

We also rebranded signage at our four main offices and replaced all legacy branded material to engender the feeling of being one organisation. We marked the occasion of officially operating as Amplus with a series of celebratory events for hundreds of colleagues, which brought our brand to life.

All colleagues also received a welcome email that morning, featuring a video from our Chair.

[www.amplus.uk/ar-1](https://www.amplus.uk/ar-1)

We're Amplus... Homes that make a difference.



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**In person roadshow events were held across our offices.**

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### Shaping our new values

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A key part of coming together was defining new values. These new values help unite us as one team and define the Amplus way of doing things.

In creating our new values, we ensured colleagues were involved throughout the process. We also made sure that we built on what both organisations already had.

Colleagues were asked for their views on our existing values as part of the brand surveys. We also held a joint workshop where our employee representative groups came together to review the values and make recommendations.

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[🔗 www.amplus.uk/ar-2](https://www.amplus.uk/ar-2)

We are Amplus and these are our values.

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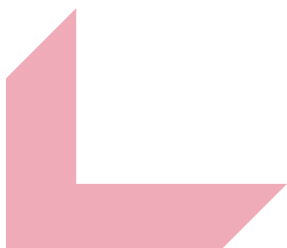
### Launching our vision

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In March 2025 we launched our Amplus vision to colleagues.

We held seven in-person roadshow events across each office and one virtual session to launch the vision.

Members of the Executive Leadership team ran the sessions which were attended by over 650 colleagues.



## Colleague offer



RIGHT  
Sue and Lenny  
working together  
in our Milton  
Keynes office.

### Being an employer of choice

At Amplus, we want to be an employer of choice, with an offer that helps us recruit and retain the best talent. This is shown in our Investors in People Silver accreditation, which has been extended for a further 12 months.

Part of this means offering a benefits package that attracts and retains the very best talent.

**We've continued  
with our work  
to develop a  
high performing,  
inclusive culture  
where colleagues  
feel that they  
belong.**

In March we began reviewing our current offer to colleagues, looking at things like annual leave, hybrid working, pensions and health cash plans.

Working alongside a specialist external consultant, this project will ensure our benefits are competitive and comprehensive.

Our colleague representative groups came together in December to form a single group, called ACT – Amplus Colleague Team.

The group, which aims to meet three times a year and has representation from across the business, gives colleagues a voice and works collaboratively to help shape the future and find solutions to challenges that might arise.

We've continued with our work to develop a high performing, inclusive culture where colleagues feel that they belong.

Out of the desire to enable positive change, colleagues across the organisation formed our Belonging Group. Their aim is to raise awareness of Equality, Diversity and Inclusion, analyse customer and colleague data,

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encourage diversity of thought and celebrate key awareness dates.

From this original group, several sub-groups have also been created:

**SOUL:** supporting and empowering people of colour or other ethnic minorities.

**HEAR:** supporting colleagues with hearing loss and tinnitus in the workplace.

**Neurodiversity Network:** promoting understanding and awareness of neurodiversity and supporting colleagues who may have different needs.

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The Belonging Group will continue to look at how we can attract diversity and provide feedback on colleague initiatives.

Looking ahead, we've started to develop a new people strategy that supports the delivery of our ambitions.

We're also working on a learning and development offer that will help nurture our colleagues so they can thrive in their current roles and are inspired to reach their full potential.

RIGHT  
Raj, our Learning & Development Advisor, talking to a colleague.





# Colleague Engagement Statement

**At Amplius, we're here to have a positive impact on people's lives. To help us do that, we have a team of 1,249 colleagues working hard to provide quality affordable homes and services.**

**Our diverse workforce is spread out across our area of operation and beyond, with colleagues working from home, out on patches, in schemes or in one of our four offices. We work hard to make sure everyone is kept up-to-date with key information and has access to it wherever they work.**

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## Staying in touch

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We've had real success in the way we've kept colleagues up-to-date with key information during the year. The main way we've communicated news has been via our two legacy intranets

Merger updates, as well as all other business news and video updates by the Executive Leadership Team, were posted across both intranets after merger talks began in July 2024. Each also had a specific area where all merger communications and documents could be easily accessed. Amplify, our news round-up, is emailed to all colleagues every Friday and gives people an opportunity to catch up on things they might have missed on our intranets.

This has an open rate of 80.3% from all editions since the first edition went out on 20 December 2024.

Throughout the merger talks, as well as up to day one and beyond, the Executive Leadership Team provided colleagues with regular updates in a variety of ways.

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To announce the merger talks, we held in-person colleague briefings simultaneously across all key office locations. More than 600 colleagues attended the events, which were also live-streamed and recorded for all colleagues working away from the office. This approach was replicated for all subsequent announcements.

We then held seven in-person roadshow events across each office, and one virtual session, to launch the vision. Members of the Executive Leadership Team ran the sessions which were attended by over 650 colleagues.

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## Listening to colleagues

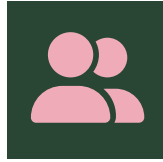
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Throughout the year we sought the thoughts and opinions of our colleagues in a number of ways.

When working to develop our new name and brand, we asked how colleagues thought and felt about each organisation and what was important to them.

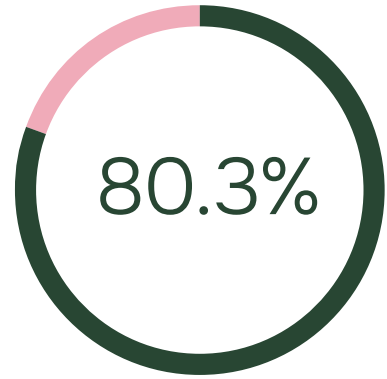
They were also asked for their views on our existing values as part of the brand surveys. We also held a joint workshop

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# 650

**Colleagues attended roadshow events lead by members of the Executive Leadership Team.**



**Amplify, our news round-up, has an open rate of 80.3% since the first edition post merger.**

where our employee representative groups came together to review the values and make recommendations. In March 2025, we asked colleagues to let us know what they thought about the package of benefits that we offer.

In total, 537 colleagues shared their thoughts on what they value most and how it could be improved further. We've used this information to shape the Amplius benefits package.

Looking ahead, there are plans to consult with colleagues on key features needed for a single intranet.

## Publicising our performance

Every year we publish our annual report and financial statements on our intranets. We also publish other key documents such our Environmental, Social and Governance report and Gender Pay Gap report. This is so colleagues can see how the business is doing.

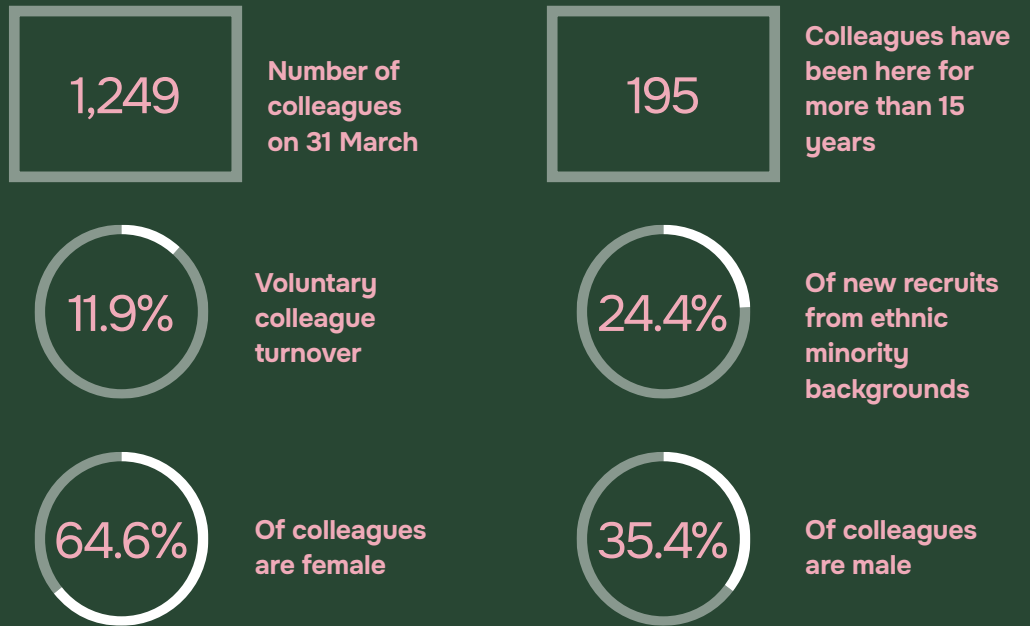
Previously, both organisations published regular updates on progress against corporate plan objectives. Following the launch of the first Amplius corporate plan, we will be doing the same as a single organisation.

RIGHT  
Colleagues celebrating day one as Amplius in the Milton Keynes office.



# Key metrics

## Our people



## Colleague engagement



Unique views of merger content on our YouTube Channel

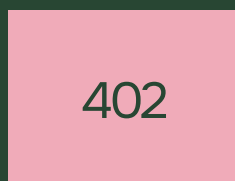


Unique opens of merger emails

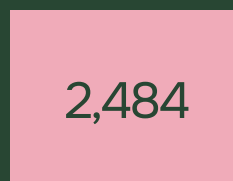


Average open rate of merger emails

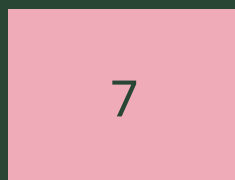
## Learning and Development



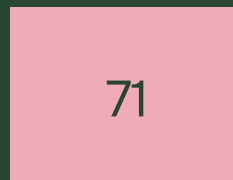
Separate courses run



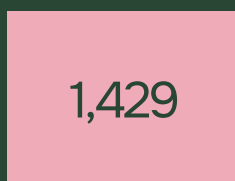
Attendees at training courses



Leadership cohorts run



Leadership and management programme delegates trained



Training hours delivered by trainers