



Responsible Business: how we're making a difference

Your guide to the positive actions we're taking in our business and communities – and how you can be part of it.



Foreword



By Sandra Mould,
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Society today is facing great challenges, from the devastating effects of climate change and mounting geopolitical risks, to social inequality and rising poverty. In response, global leaders and governments are coming together to drive change for the better. And for businesses such as ours, the question is: how can we help?

Since we were founded in 1991, giving back has been an important part of the culture at St. James's Place (SJP). Today, as one of the largest advice-led wealth management firms in the UK, we have both the responsibility and the opportunity to use our voice as a force for good. Our aim is simple: to help drive positive change by considering the long-term social and environmental impact of our actions.

This guide has been created to share some of the work we're doing and the good-news stories – to inform, educate and inspire optimism across our community, whether you already know SJP or you're new to our business.

We know there's a long way to go, and we can't do it all on our own. Nor can we fix things overnight. But our commitment to being a responsible business is part of how we deliver on our purpose – to give you the confidence to create the future you want.

We hope you'll find your own way of getting involved and join us on the journey.



What makes us a responsible business?

Taking responsibility for our actions and striving to make a positive difference is a core part of our culture. We're prioritising four key areas on our responsible business journey.

1

Supporting financial wellbeing

Financial wellbeing means something different to everyone, and at SJP, we put people at the heart of everything we do. We look at your current circumstances and aspirations and help you understand more about your money so you can make informed decisions about your financial future.

2

Investing responsibly

We believe responsible investing can help your investments be as resilient as possible for the long term. We have a powerful voice, and through our engagement partner Robeco and our fund managers, we use it to engage the companies we invest with on environmental, social and governance (ESG) topics and encourage them to do better.

3

Taking action on climate change

We have set ourselves the goal of being net zero across our Group by 2050. But we're not waiting for 2050, we're taking action now. We regularly set interim targets to keep us accountable, making sure we are reducing our environmental impact, and on track to achieve our end goal.

4

Giving back to support local communities

We want to make a real difference in society. We do this both financially, through the SJP Charitable Foundation, and by volunteering our time and skills to the community and to financial education programmes.

¹ Our net zero commitment is based on weighted average carbon intensity and includes listed equity, publicly available corporate debt and real estate. Rowan Dartington assets are excluded.

Supporting financial wellbeing

As one of the largest advice-led wealth management firms in the UK, we're working hard to improve people's financial lives.

Financial wellbeing is a broad concept. The UK government's strategy, for example, focusses on young people, debt, savings, credit and looking after our collective futures.

At SJP, we recognise that people are unique and need help in different ways and at different times. We always put you at the heart of every conversation and seek to understand your circumstances and goals, including how much knowledge you have about money and what financial wellbeing means to you. Your adviser will provide the advice and information you need to make informed decisions.

Hannah Coffey, Head of Vulnerability and Client Wellbeing at SJP, explains how we also have a huge role to play in arming the next generation and young people with basic money management skills.

"It's important to encourage conversations between family members about the value of advice, regardless of financial positions."

she says. "Where wealth and investments were once this taboo subject between the elder and younger generations, there's nothing better than hearing stories of parents, or grandparents even, talking to their children to reach them early and hopefully help cement good financial habits".

She also reminds us that "another key aspect of financial wellbeing, relates to personal wellbeing and vulnerability". This doesn't just mean those in financial difficulty. Vulnerability can result from any circumstance that impacts the accessibility, control or stability of your finances in any way. It might be caused by divorce, redundancy, bereavement or a health issue.

No one likes to think of themselves as vulnerable, so it's easy to put off considering how these circumstances could affect your finances. Yet anticipating how vulnerability could strike in some form or another, and planning accordingly, will only serve to build a firmer foundation should your situation change.

35%

of UK adults don't feel financially resilient²

34%

of all investors are identified as vulnerable – equating to 5.6 million³

1 in 4

people say ongoing advice has helped them feel less vulnerable⁴

² Financial Health Index, St. James's Place, November 2022 (Based on Opinium survey of 4,000 UK adults conducted between 17 and 21 October 2022)

³ Understanding Vulnerable Customers, Boring Money, November 2022 (Based on an online survey of 4,654 UK adults and an online survey of 1,537 fund investors)

⁴ Real Life Advice Report, Chapter 4: Advice and vulnerability, St. James's Place, November 2024 (Based on Opinium Survey of 12,000 UK adults nationwide in two polls between May and August 2024)



It's important to encourage conversations between family members about the value of advice, regardless of financial positions.

Hannah Coffey, Head of Vulnerability and Client Wellbeing at SJP

Investing responsibly

As a responsible business looking to create long-term value, we believe it is important to consider ESG factors when making investment decisions.

Investing responsibly isn't just about doing the right thing. It involves understanding all future opportunities and risks, helping us ensure your investments remain as resilient as possible in changing market conditions.

Responsible investing = ESG risks & opportunities + engagement.

All companies have ESG risks and opportunities they need to consider when running their business. For example, policies around climate change are vital for energy companies. Social media companies are increasingly having to enhance their cyber security and manage the social consequences of their service.

We expect our fund managers to consider financially material ESG risks and opportunities within their investment decision-making. Engagement also has an important role to play. We approach it in the following four ways:

1. We engage with our fund managers. We assess their approach to responsible investment every year and meet with them to discuss their progress.
2. Our fund managers engage with the companies they invest in to hold them to account and ensure they are making measurable strides towards better practice.
3. Our engagement partner Robeco, engages with companies on ESG themes to double down on our fund managers' efforts.
4. We collaborate with industry initiatives to encourage better sustainability practices and disclosure.

The value of an investment with St. James's Place will be directly linked to the performance of the funds you select and the value can therefore go down as well as up. You may get back less than you invested.

*We're committed to achieving net zero across our investments by 2050. We've already successfully met our interim target of reducing emissions by 25%**

**A reduction of 25% Weighted Average Carbon Intensity compared to a 2019 baseline.*



100%

of our fund managers are signed up to the United Nations supported Principles for Responsible Investment

We have been a **signatory** of the **Stewardship Code** since 2021





We have pledged to reach net zero across our business and investments by 2050.

More than 304,400 SJP clients have already signed up to paperless correspondence⁶

Our dedicated engagement partner, Robeco, carried out 717 engagement activities on our behalf in the first three quarters of 2024.⁷

Taking action on climate change

Climate change presents a risk and opportunity for your investments. You can take comfort that we are considering climate as part of our approach when investing your money responsibly.

Climate change is one of the most all-encompassing, urgent and dangerous risks we face.

The UK government has set an ambition for the UK to be net zero by 2050. We recognise that we can play a part in achieving this and have made our own net zero commitment in support of this goal.

The carbon emissions of our operations are, relatively speaking, quite low. However, even the small changes that we've made, such as adopting a zero waste to landfill policy, offering a paperless service to clients and using renewable electricity where we can in our offices, make a difference.

Our investments are by far our largest contributor to carbon emissions, and we're committed to achieving net zero across our investments by 2050⁵.

As asset owners, we're responsible for the stewardship of our clients' wealth, and therefore we engage with our fund managers to make sure they're also striving to do better.

We expect our fund managers to integrate environmental, social and governance (ESG) considerations, including climate change, through their decision making and engagement with companies. This includes working with companies to support the transition to a lower carbon economy.

Using climate emissions data, we've identified the 10 top carbon emitting companies that our fund managers invest in. We've started work on identifying how we can encourage meaningful change with these companies, pertinent to their business sector, geography, and opportunity.

⁵ Our net zero commitment is based on weighted average carbon intensity and includes listed equity, publicly available corporate debt and real estate. Rowan Dartington assets are excluded.

⁶ Climate Report 2024, St. James's Place, 2024

⁷ Climate Report 2024, St. James's Place, 2024

Giving back to our local communities

Here's how we're working to make a positive and enduring impact on people's lives.

We want to create lasting value in the places we live and work. We act to make a difference to those less fortunate through our community work, financial education programmes and charitable support.

Giving back to our communities has been a priority for us from day one, and core to this is the SJP Charitable Foundation. Our people fundraise passionately throughout the year in aid of the Foundation, and all the money raised is matched by SJP. It is one of the largest corporate foundations in the UK in terms of giving. The Foundation distributes the funding to charities in the UK and around the world and has directly supported more than 4.8 million people since 1992⁸.

Alongside this, we volunteer our time and skills to charities and community initiatives, from supporting food banks to mentoring young people. This all serves to add broader value and enable real and tangible impact in the community.

One area on which we particularly focus our expertise is improving the long-term financial literacy of society, particularly the young. Research has revealed that more than half of children – 5.3 million – currently go without meaningful financial education.⁹ We want to change this, so we're helping to provide this essential education in schools and to charities, as well as partnering with charitable organisations such as RedStart, Young Enterprise and The Centre for Financial Capability, which work to increase financial literacy across the UK.

Catherine Ind, Head of the SJP Charitable Foundation, says: "The collective efforts and generosity of the SJP community in raising money and sharing their time and skills, really enables us to make positive and lasting change and deliver substantive impact on both the charities we support and their beneficiaries."

To find out more about the SJP Charitable Foundation, visit www.sjpfoundation.co.uk

⁸ Impact Report 2023, St. James's Place Charitable Foundation, July 2024

⁹ Money & Pensions Service, November 2022

^{10, 11, 12} Annual Report and accounts 2024, St. James's Place, March 2025



10,000+ hours of employee volunteering and community activity in 2024¹⁰



£8.95 million raised for the St. James's Place Charitable Foundation in 2024¹¹



16,600+ young people reached through financial education in 2024¹²

St James's Place

Charitable Foundation

The collective efforts and generosity of the SJP community in raising money and sharing their time and skills, really enables us to make positive and lasting change.

Catherine Ind, Head of the St. James's Place Charitable Foundation

Getting the fundamentals right

The nine areas we're focussing on to ensure we're able to build the solid foundations of being a responsible business.

When building and managing a business of our size and scale, there are certain things you may not see or hear about us doing, but they run through all our operations in some shape or form.

While the four key areas of focus, outlined in previous pages, capture most of the work we do, these nine areas are equally important. They underpin our approach to being a responsible business and will lead to our future sustainability and success.

These areas are:

Corporate governance

Our approach to this is critical to our success and to progressing our responsible business journey – from the more 'corporate' side of things, such as the purpose, values and strategy set by the board, to making sure our culture and day-to-day activities are aligned.



Policy influence

Building on the strong foundations we have set in working with Government and the regulators, we continue to enhance our voice at industry level. For 2025, we plan to step up our focus on addressing the advice gap as a societal issue.



Human rights

We insist on running our business ethically and recognise the importance of this for all our stakeholders – shareholders, clients, our Partners and everyone who works for the group, suppliers and the communities in which we operate.



Responsible relationships

This is about the relationships we have with our people – our employees and our Partners (financial advisers). It covers how we look after them in terms of pay, benefits, training and development.



Client satisfaction and retention

Only by understanding how our clients feel can we respond to their needs and forge strong, long-term relationships, which in turn will help us build sustainable success as a business.



Data privacy

We are 100% committed to protecting the privacy of all individuals we interact with – across all of those groups outlined above.



Inclusion and diversity

Embracing diversity and creating an inclusive culture is vital for people to be the best version of themselves – whether they're a client, adviser or the people that work with us.



Risk management

This is absolutely crucial for long-term business planning. Take cybersecurity, for instance, which is a major risk for financial services businesses. It's essential we identify any issues, the possible implications and what potential solutions might look like.



Responsible procurement

We know that where we spend our money matters. We look at each new supplier's approach to compliant, responsible and sustainable procurement before we do business with them. Equally, it's important for us to treat our suppliers fairly. To demonstrate our commitment we are signatories of the Prompt Payment Code.



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**To find out more about our
commitment to being a
responsible business
– and how, as a client, you can
be a part of that – get in touch
with your adviser or visit
our [website](#).**





SJP



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