

Challenges:

Pointer faces significant sustainability challenges in balancing environmental responsibilities with operational demands. A notable conflict arises between reducing the carbon footprint and fulfilling customer requests for onsite engineer visits to install or maintain security systems. To mitigate this, Pointer has invested in a remote management package allowing for the remote interrogation of systems. Additionally, the company has invested in fuel-efficient vehicles, though full implementation is ongoing.

As Pointer grows, the increase in employees and company vehicles inadvertently raises its carbon footprint. The complexity of sourcing sustainable materials, considering cost and availability, further complicates their sustainability efforts. Despite these challenges, Pointer has made strides by partnering with suppliers who prioritise sustainability, although choices are often constrained by specific project needs. These issues underscore the necessity of integrating sustainability into every facet of operations while managing costs and practicalities.

Impact:

Pointer's participation in the School's assessments and training has significantly boosted internal awareness and capability, enabling teams to incorporate sustainability considerations into their decision-making processes. This involvement has fostered improved collaborations with customers and suppliers, reduced environmental impacts, and enhanced reporting transparency. The structured framework provided by the School has bolstered Pointer's alignment with sustainability commitments and facilitated continuous improvement.

Encouraged by major clients to join the School, Pointer has increasingly utilized the resources provided to develop their ESG strategies. Through engagements and pathways recommended by the School, Pointer has aligned with client sustainability strategies and policies. The learning plans developed post-assessment have been particularly beneficial, with the Industry Benchmark graphic proving crucial in gauging Pointer's industry maturity.

Fact box



Company

Pointer LTD

No of employees

192

HQ

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Glasgow, G40DT

Website

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Main contact

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Services

Security, Fire, Professional
Services, Consultation, Design
& Principal Contractor

About

Pointer designs, installs, integrates, and maintains fire and security systems across the UK. Recognizing that fire and security concerns extend beyond the present, Pointer prioritizes long-term stability. As a family business with more than 50 years of experience, the company focuses on sustainable growth rather than short-term gains.

Value gained:

Improving understanding of client sustainability drivers has aligned Pointer more closely with client expectations, aiding in maintaining strong relationships and securing new business. Access to the School's training and resources has enabled Pointer to refine its processes, reduce risks, and enhance efficiency, particularly in areas like supplier engagement and carbon footprint reduction.

A highlight of Pointer's ESG journey includes winning the Fire or Security ESG Initiative of the Year at the 2024 Fire and Security Excellence Awards, underscoring their commitment to sustainability and responsible business practices. The Industry Benchmark graphic has been invaluable for assessing their maturity against industry peers, while participation in client-led events has deepened collaboration. Moving forward, Pointer's membership is expected to continue driving improvements, enhancing their reputation, compliance, and leadership in sustainable innovation within the sector.

Future proofing:

Pointer intends to expand the use of the School's resources to their managers and directors to enhance knowledge of sustainability issues within their organisation and supply chain. The company has identified that their buyers will particularly benefit from the resources provided by the School, aiming to increase overall sustainability knowledge and application across the company.