



B-PEOPLE GROUP LTD

B Impact Report

Jan - Dec 2022



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Introduction

Our Journey to B Corp Accreditation



B-People was founded as an ethical business in late 2017, with a mission to provide high quality executive search services in a responsible and transparent way. Within this, we have a special focus on helping to close the gender equality gap at senior leadership level, primarily in large and fast-growing organisations.

We also hoped to help build a fairer and more sustainable world in additional ways, for example by supporting non-profit initiatives that align with our own vision of what this world might look like.

At the outset of the global pandemic, we decided to crystallise these founding principles by starting the journey to become an accredited B Corporation. This process forced us to look critically at every aspect of the business, assessing the company's impact on our employees, our customers, the environment and society as a whole.

Over the next year, we put in place specific policies to formalise how we already conducted our business and plugged several holes in our operations that we had not previously noticed. At the same time, we also helped to kickstart a new social enterprise designed to support refugees into employment before eventually submitting our B Corp application the following spring.

After undergoing B Lab's robust verification process, B-People finally became a fully accredited B Corporation in January 2022. We were delighted with our first B Impact score of 129.1, which we feel reflects our genuine commitment to being a 'force for good' in the recruitment market and wider business landscape.

Just a few months later, we were very proud to be recognised a 'Best For The World' company in not one but two key areas of the B Corp framework: Workers and Governance. This was an accolade we had neither expected nor even considered until it happened and provided a fantastic validation of our newly-earned place in the rapidly expanding B Corp community.

The following B Impact Report is our first as an accredited B Corp. We hope it will provide a clear and easily digestible summary of how B-People works to balance its many and varied responsibilities, as well as documenting our continuing efforts to become an even better business every year.

Happy reading!

Jess, Rich & Ralph

Joint Founders & Directors
B-People Group Ltd

our impact on CUSTOMERS and the business landscape

B-People's primary mission is to help businesses build greater diversity in their workforce, especially at senior executive level, where women and minority groups are still poorly represented.

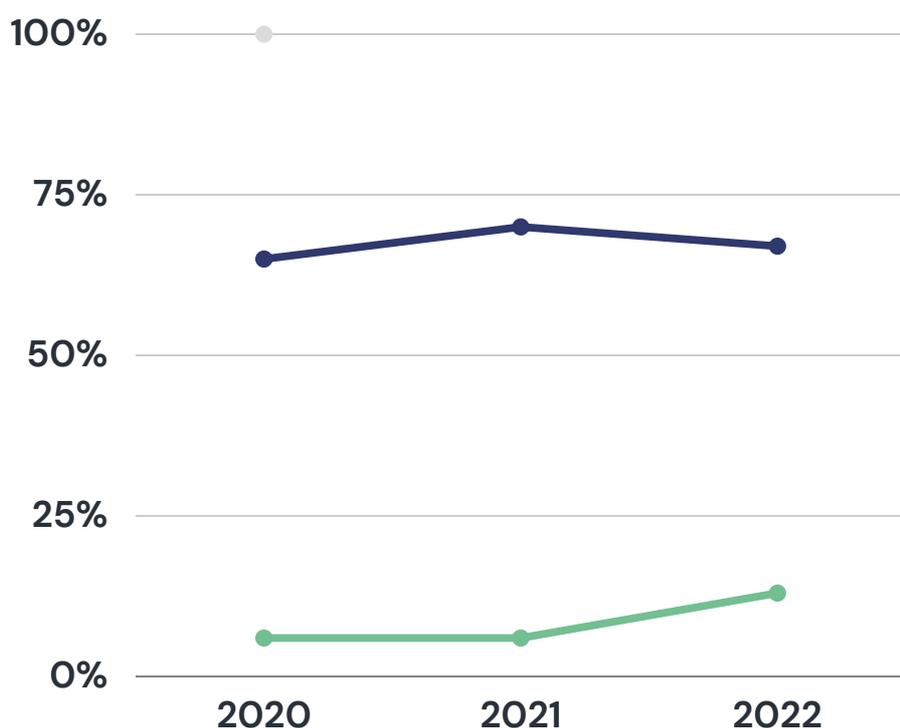
AIM #1: WORKFORCE DIVERSITY

- We aim to achieve a cumulative average of at least two thirds of our successful candidates being female
- We would also like c. 14% of our successful candidates to be from under-represented ethnic groups (in line with the European population)
- We believe we can achieve these objectives without any compromise in the quality of candidates and/or our shortlisting processes

AIM #2: CLIENT SATISFACTION

- We endeavour to ensure that > 95% of our assignments result in a successful placement with the client
- We aim for all of our candidates to fit closely with the unique organisational cultures of our clients, to maximise their likelihood of becoming highly valued, long-serving employees
- In this way, we are building a positive cycle of inclusivity when our candidates go on to recruit further team members

Annual Performance



TO DATE

Cumulatively, our successful candidates have been...

67%

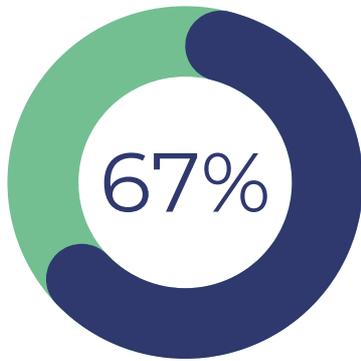
Female

11%

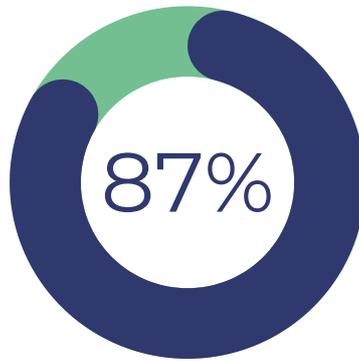
from ethnically diverse groups

Satisfied clients = repeat business

Our ability to find great candidates that become valuable long-term employees speaks for itself. In 2022, over two thirds of our search assignments were conducted for repeat customers, many of whom have now been working with B-People for more than three years.



Assignments for repeat / regular clients in 2022



Candidates staying in their new role for at least one year



Candidates from 2018/2019 still with client at end-2022

In 2022, we had just three assignments where we were unsuccessful in placing a candidate, either due to a significant change in the client brief or an internal candidate being found at a late stage. We aim to keep this to zero but are rarely in total control of the final outcomes.



B-People's partnership with us has been vital to our success in attracting and recruiting great talent, that have not only been an excellent match for our unique business culture but have also supported us on our journey towards a more diverse and inclusive workforce. B-People have done this by listening to feedback and never giving up until that amazing candidate has been found.



- ITW Europe (Advanced Manufacturing Search Client)

Developing new services to meet customer demands

Shortly after applying for B Corp accreditation in early 2021, B-People launched its own Consulting division to support clients wanting to develop more effective people strategies, beyond the inclusive recruitment practices we were already helping to deliver.

The complementary range of consulting services focuses on areas such as Equality, Diversity & Inclusion (ED&I), leadership development, workforce engagement, empowering employees and building more effective teams.

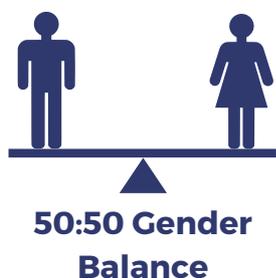
our impact on EMPLOYEES

cultivating diversity in 2022

As a provider of strategic HR and recruitment services, B-People prides itself on leading by example with its own approach to workforce policies and practices. Hence, we were delighted to be recognised by B Corp as a 'Best For The World' organisation for Workers in their 2022 rankings, placing us in the top 5% of all accredited B Corps worldwide. B-People is also one of a very small number of companies that achieved this status in more than one category (the second being Governance).

Despite being a female-led organisation from the outset, at the time of our B Corp application in 2021 our workforce could be more diverse.

Recognising this, we set out to build a more diverse team as we returned to growth after the pandemic...



By the end of 2022, we had made major progress and began the next year with a team that is widely diverse in terms of gender, ethnicity, sexuality and socio-economic background. Just 25% of our workforce are now from the traditionally dominant group of heterosexual white males and we are actively seeking to increase diversity to maximise the variety of perspectives we can apply to our work.

B-People employees enjoy generous holiday allowances, flexible working options, private pensions and healthcare, a wide range of leisure benefits and salary / commission packages at the upper end of industry standards, plus regular team socials, stimulating work and many opportunities for personal development via pro-bono volunteering or in-house training.

Our culture is dynamic, supportive and focused on long-term client relationships, combining high levels of personal autonomy with a collaborative approach to building the best business we can.

our impact on SOCIETY

helping to build a fairer world

A keystone of B-People's mission has always been to build a fairer world, both in business (via the people-oriented services we provide) and in wider society – by supporting external initiatives that we believe will make a positive and sustainable impact on society. In 2022, we were proud to continue our long-term relationship with the brilliant refugee-employment initiative The Launchpad Collective whilst also providing financial support to two additional organisations: a grassroots girls' football team and The Big Issue.



Working Together. For Dignity

Our flagship community /social initiative is B-People's long-running partnership with [The Launchpad Collective \(TLC\)](#), a trail blazing non-profit organisation working to support refugees into employment. We provided seed-funding to launch TLC at the end of 2020 and continue to provide ongoing funding and a high level of pro-bono support.

TLC has gone on to become a pioneer in this key area of social integration, now employing five paid staff from refugee backgrounds, developing and delivering a highly acclaimed Work-Ready English course, working with a range of employers to place refugees into jobs and building close collaborations with local and national partners such as The City & Guilds Foundation.

Members of the B-People team provide operational support in areas like CV advice, interview preparation, engaging employers, budgeting and running their accounts, plus strategic input on how to build a sustainable funding model for the long-term.



During 2022, members of our team visited No.10 Downing Street with TLC as part of their #unlocktalent campaign to change UK law around asylum seekers' right to work. And at the end of the year, we helped to develop a Crowdfunder designed to recruit business supporters as TLC Scholarship Partners.



B-People also supported two additional non-profit organisations in 2022, operating at both national and local levels...



B-People's first foray into sports sponsorship led us to support the **FGS Seville U11 Girls Team** at **FGS Football Academy** in Liverpool, a grassroots initiative that aims to encourage more children into competitive sport.

The U11 Girls Team had never had their own kit and previously had to play in standard

bibs but our donation fitted out the full team in yellow shirts and black shorts. We were very proud to see the B-People logo featured prominently on the front of their shirts and the team chalked up their first win on the field at the very first match that our Managing Director attended. Perfect timing!

Improving opportunities for women and facilitating social mobility more generally have been chosen by our staff as key causes for B-People to support. So with some strong personal links to Liverpool, we felt that this was great way for the company to act at a local level by donating to a very focused and committed team who had previously found it difficult to raise funds.

We plan to continue this support on an annual basis for the foreseeable future – or at least until the team strike their first deal with Sky TV or an alternative big-time sponsor... watch this space!



Also on the theme of social mobility but at a more national level, B-People was delighted to make a separate donation towards the fantastic work of **The Big Issue**: a groundbreaking UK-based charity that aims to empower and support people out of homelessness through a growing number of highly effective initiatives. These include generating an income for vendors via sales of their weekly newspaper, helping marginalised people into sustainable employment and lobbying government to find better long-term solution to this complex problem.



By coincidence, The Big Issue is also a great advocate of purpose-driven businesses and published a special feature about the global B Corp movement in March 2022.

our impact on the ENVIRONMENT

minimising our carbon footprint

As a small service-based business, B-People does not have a significant carbon footprint and our negative impact on the environment is tiny compared to most other companies. Nonetheless, we remain mindful of our environmental impact and endeavour to minimise this via a range of mitigation measures.

IN 2022...

- B-People continued to work from a **serviced office in London** with highly **eco-friendly practices**, including onsite recycling and using renewable energy.
- All members of our team use **flexible working and videoconferencing** to minimise travel and everyone uses public transport to commute when necessary.
- Despite more than 50% of our revenues being generated from outside the UK, we limited business flights to an average of **less than one per employee**.
- We purchased only essential new IT hardware, with **just one laptop made redundant** during the period (the first since the company started in 2017).
- Careful usage of our printer & scanner meant we **printed less than 150 pages**.
- We actively encourage all employees to **re-use and recycle** personal and business consumables whenever possible.

CARBON OFFSETTING

The company has an ongoing subscription to offset the small amount of carbon emissions it cannot avoid via tree-planting, delivered by a a trusted family-owned company based in Yorkshire. Having researched offset providers very carefully at the outset - and selected **Make It Wild** primarily for their transparency - we receive regular updates on their progress, including the planting of their 60,000th tree!



As well as limiting our own impact on the environment, B-People actively advocates for more responsible business practices through [The Environmental Business Network](#).

We are founder members and engaged participants within The EBN, regularly contributing our people-related insights to panel discussions and seminars on a wide variety of ESG topics.



improving our GOVERNANCE

responsible business management

Governance was the second category for which B-People Group was recognised as a 'Best For The World' organisation by B Corp in their [2022 rankings](#), placing us in the top 5% of all accredited B Corps worldwide. Being ethical and responsible in the way we conduct our business is a defining characteristic of our company, shared by our entire team and reinforced regularly through our communications with employees, clients, suppliers and other stakeholders.

Continuous Improvement

Having received a 'Best For The World' accolade for Governance early into our status as an accredited B Corp, we were keen not to rest on our laurels and undertook a number of incremental improvements to ensure that the company stays transparent, stable and accountable at all times. These are the three most notable changes we made in 2022

1 Post-Covid Caution

Having suffered badly during the first year of the Covid pandemic, the Directors voted to minimise drawings from the business until the threat of further lockdowns had diminished. This was maintained throughout 2022 in order to retain sufficient cash reserves to cover a full year of salaries, for the protection of the employees and financial robustness.

2 Voting Equanimity

Although the founders of B-People have always acted as equal partners on making key decisions, their respective shareholdings were slightly lopsided, which had the potential to cause conflict down the line. This situation was rectified by a reorganisation of the share capital in early 2022 to create long-term equanimity of voting rights within the business.



3 Impact Reporting

Whilst undergoing the final stages of the accreditation process, we came to recognise that our processes for monitoring and reporting some key metrics could be greatly improved, especially with regards to the long-term impact of our search & consulting services. Metrics are now tracked on a far more systematic basis, complemented by client testimonials about their experiences of working with B-People...

“ A huge thank you... we couldn't have pulled this off without all of your valuable help and insight at the beginning ”

- Motability Operations (Consulting Client)

the FUTURE

building on success

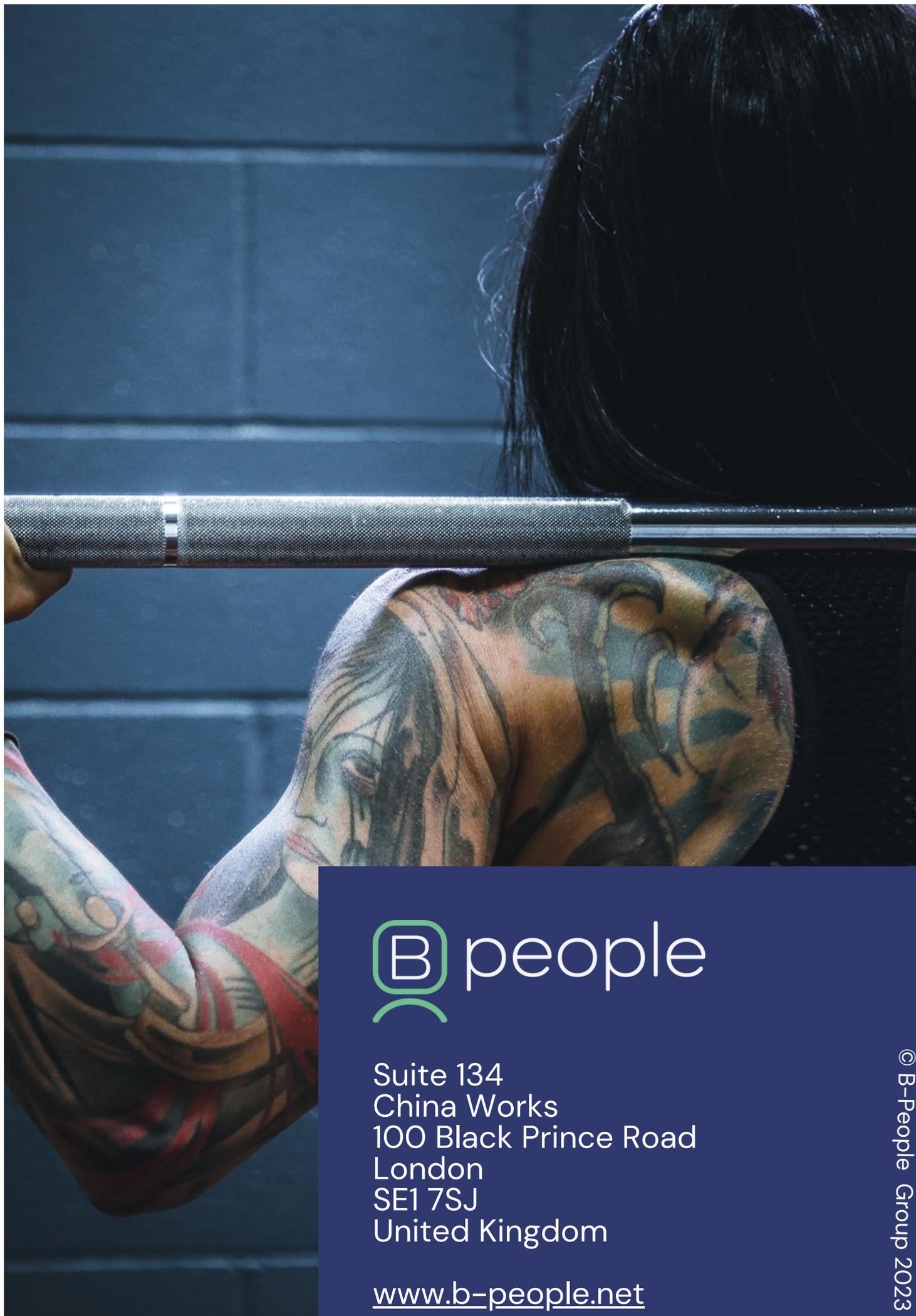
Overall, B-People's principals were very pleased with the company's progress in 2022, increasing the number of ways in which we are making a positive impact on the world. We also resolved some outstanding structural niggles and significantly grew our team and turnover.

In 2023, our focus will be on maintaining the unique character of the business as we grow, continuing to improve our internal systems and building more stakeholder engagement with our core mission.

The following table highlights some of our key objectives for 2023.

OBJECTIVE	ACTION	OUTCOME
Build stronger female representation in senior leadership roles at large corporations	Provide gender balanced shortlists and 'smart pipelining' for clients striving for more equity & inclusion	Maintain our track record of placing female candidates into two thirds of our completed assignments*
Increase the company's direct social impact at local and personal level	Consult with members of the team to identify why pro-bono / volunteering is not uniformly distributed	All members of the B-People team to be more actively involved in pro-bono work and volunteering
Reduce annual carbon emissions and slow the rate of climate change	Investigate and internally communicate new ways to minimise the company's carbon footprint	More mindful behaviours inside and outside work to avoid waste & unnecessary energy usage
Help to build a more responsible business environment in Europe and around the world	Pro-actively advocate for the B Corp movement and assist businesses that are considering accreditation	Support three companies with their understanding and preparation for a B Corp application in 2023

* NOTE: Having helped many clients to improve the gender balance of their leadership teams, we have concluded that it is not realistic to achieve a higher proportion than this over a sustained period of time, without resorting to tokenism or compromising the quality of candidates that we provide. We do not believe that either of these options is conducive to true equality and ultimately, we are not the final decision-makers on the eventual choice of candidate.



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