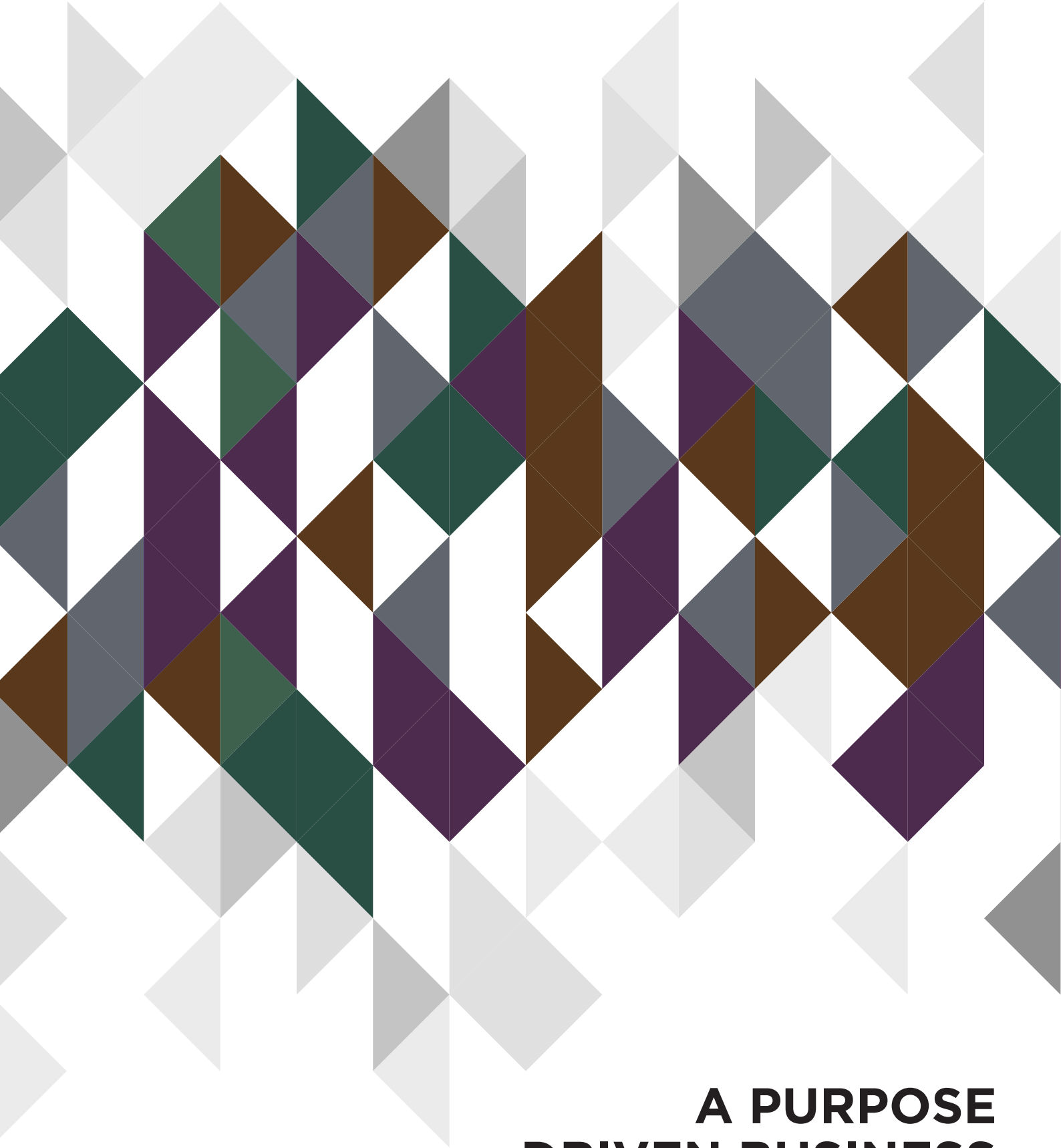


ROBSON / LAIDLER



**A PURPOSE
DRIVEN BUSINESS**





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Certified



Corporation

ROBSON / LAIDLER

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“Our company is guided by three deeply held Beliefs:

**That brands with purpose grow, companies
with purpose last, People with purpose thrive.**

And we think that refrain is going to be
even more relevant in a post coronavirus
world than in a pre coronavirus world. So
we will not waver one iota in our
commitment to purpose led business”

Alan Jope, CEO, Unilever, May 2020

Extract from interview in bloomberg business week, 12.05.2020



MAKING A POSITIVE DIFFERENCE

Welcome to
ON / LAIDLIGH
JESMOND



Honest & Fair With Clients And Suppliers

- We seek to build lasting relationships with clients and suppliers.
- We deal honestly with clients providing services that truly serve.
- We treat suppliers fairly, pay promptly what we owe and expects our suppliers to do the same.



A Responsible & Responsive Employer

- We treat everyone with dignity and provide fair pay for all.
- We enable and welcome constructive dialogue about our behaviour in keeping true to its purpose.
- We foster innovation, leadership and personal accountability.
- We protect and nurture all who work for us to ensure people also learn, contribute and thrive.



We have a purpose which delivers long-term sustainable performance underpinned by our values

- We operate true to a purpose that serves society, respects the dignity of people and generates a fair return
- We enable & welcome scrutiny of the alignment between stated purpose & actual performance

A Good Citizen

- We consider each person affected by our decisions as if he or she were a member of each decision makers own community.
- We seek and provide access to opportunities for under represented groups
- We make a full and fair contribution to society



A Guardian For Future Generations

- We honour our duty to protect the natural world and conserve finite resources
- We contribute knowledge and experience to promote better regulation for the benefit of society as a whole rather than protecting self interest.
- We invest in skills, knowledge and understanding in wider society to encourage informed citizenship







DO YOU WANT?



Has A Purpose Which Delivers Long Term Sustainable Performance

- Incorporate the ethos of the B Corp movement as an overarching guiderail
- Create a strong operational link between purpose and strategy
- Review our purpose
 - ▷ does it inspire you?
 - ▷ is it something which will delivers long term sustainable performance?
 - ▷ do we need to change it?
- How do we measure the impact of our purpose on performance?

A Responsible & Responsive Employer

- Take time to understand the personal purpose of team members [here](#)
- Invest in the skills and training of all team members. By doing so we are investing in the health of the local community and wider society, and improving the health of our future customers suppliers and employees.
- Become a Real Living Wage employer
- Offer more flexibility around work including remuneration packages
- Develop a set of metrics to measure company success, stakeholder well being, and a thriving economy and society
- Implement opportunities to be formally coached and/or mentored for all team members

A Guardian For Future Generations

- Draft and implement an Environmental Policy for the business focusing on leadership, innovation and improvement
- Offer young people paid work experience and internships to help them to improve their social skills and understanding of the workplace
- Invest in education in our local communities to give young people the social skills they need to be successful in securing work and becoming good citizens in society
- Seek to understand the stressors a team member may be experiencing, and explore ways we can help, such as by offering access to financial advice or interest free loans.

A Good Citizen

- Put sustainability at the heart of decision making by incorporating this into company policies and procedures
- Offer grants and free support to disadvantaged groups to help those set up in business (via our Community
- Provide free support clinics to improve low income individuals ability to generate income or make the first steps in setting up their own business
- Introduce specific measurable diversity improvement goals

Honest & Fair With Clients And Suppliers

- Everyone having clear ownership of what the firm stands for and taking a principled approach to the positive social and environmental impact we seek to help our clients create i.e. helping our clients with understanding and becoming purpose led themselves
- Introduce measurement of how the services we provide enables improvements in the wellbeing of our clients and/or their employees
- Customer charter for service levels and setting out expected behaviours
- Ensuring and measuring high level of customer satisfaction
- Pay suppliers fairly and promptly and ensuring our suppliers are also committed to the same practice of fair and prompt pay.





GOALS

SPECIFIC GOALS TO 2025



- 1.**
The company will maintain its status as a B Corp



- 2.**
The company will review more flexible working patterns e.g. 4 day week, ROWE, compressed weeks



- 3.**
The company will become a Real Living Wage employer



- 4.**
The company will focus on team wellbeing



- 5.**
The company will donate a % of profits to its own Community Fund every year



- 6.**
The company will commit to support the youth of the North East through partnerships to provide probono advice to young people in the region.



- 7.**
The company will commit to support the economy of the North East



- 8.**
The company will commit to decreasing carbon emissions and reaching Net Zero by no later than 2030



- 9.**
Percentage of team member time per person donated as volunteer, community service or pro bono time to be increased



- 10.**
To report annually on the positive impact made through specific measurable goals

SPECIFIC GOALS FOR YEAR 1



1.

Establish mechanism for measurement of the social and environmental positive difference we can make as a business



2.

Set up working groups for “B Corp Impact”, “Community”; “Climate”; “D&I” to set out annual strategies and targets (some mentioned below)



3.

Become a Real Living Wage employer



4.

Achieve improvement in level of team satisfaction and engagement.



5.

Part time team members become eligible to participate in supplementary benefits offered at time of hire and entitled to full day of paid volunteering activity



6.

Percentage of team member time per person donated as volunteer, community service or pro bono time to be increased to 1%+ of total working time.



7.

Reduce waste production and implement proper recycling process for the offices with set reduction targets



8.

Encourage alternative modes of transport (to private vehicle use) for our people



9.

Revise procurement process to consider climate impacts in purchasing.



10.

To report annually on the positive impact made through specific measurable goals



11.

Reducing electricity consumption via permitted efficiency measures within offices



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ACCOUNTANTS / WEAL

APPENDIX A

PRINCIPLES FOR PURPOSEFUL BUSINESS

In November 2019, the British Academy produced a second report setting out eight Principles for Purposeful Business:

1. **Corporate law** should place purpose at the heart of the corporation and require directors to state their purposes and demonstrate commitment to them.
2. **Regulation** should expect particularly high duties of engagement, loyalty and care on the part of directors of companies to public interests where they perform important public functions.
3. **Ownership** should recognise obligations of shareholders and engage them in supporting corporate purposes as well as in their rights to derive financial benefit
4. **Corporate governance** should align managerial interests with companies' purposes and establish accountability to a range of stakeholders through appropriate board structures. They should determine a set of values necessary to deliver purpose, embedded in their company culture.
5. **Measurement** should recognise impacts and investment by companies in their workers, societies and natural assets both within and outside the firm.
6. **Performance** should be measured against fulfilment of corporate purposes and profits measured net of the costs of achieving them.
7. **Corporate financing** should be of a form and duration that allows companies to fund more engaged and long term investment in their purposes.
8. **Corporate investment** should be made in partnership with private, public and not for profit organisations that contribute towards the fulfilment of corporate purposes.

References

https://www.pwc.co.uk/ceo_survey.html

https://www.thebritishacademy.ac.uk/publications/policy_and_practice_for_purposeful_business

<https://www.youtube.com/watch?v=5ZAv99tb78>

2014 Deloitte Core Beliefs and Culture survey

https://www2.deloitte.com/content/dam/Deloitte/us/Documents/about_deloitte/us-leadership-2014-core-beliefs-culturesurvey-040414.pdf

The 2015 Deloitte Millennial survey

<https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-wef-2015-millennial-survey-executivesummary.pdf>

At EY—"Every audit, every tax return, every consulting opportunity, every collaboration, every question we ask helps make the working world better than it was before".

https://www.ey.com/en_it/purpose

Putting Purpose to Work: A study of purpose in the workplace.

https://www.pwc.com/us/en/about_us/corporate-responsibility/assets/pwc-putting-purpose-to-work-purpose-survey-report.pdf

To help build a better working world, EY will be carbon negative in 2021 and net zero in 2025.

https://www.ey.com/en_gl/sustainability/how-can-carbon-negative-unlock-positive-value-for-the-planet

It is too soon to declare the pandemic has put paid to purpose.

<https://www.ft.com/content/7183945c-51f3-4c13-b70b-292f0e48bd27>

A recent poll has revealed that only 6% of the UK public want a return to a pre pandemic economy. (<https://www.theguardian.com/world/2020/jun/28/just-6-of-uk-public-want-a-return-to-pre-pandemiceconomy>

350 influential figures have backed the call for a 'fairer and greener' economy. (<https://www.thetimes.co.uk/article/recovery-must-lead-to-greener-fairer-economy-z0vpkhvmf>)

<https://www.forbes.com/sites/forbesagencycouncil/2020/01/22/why-professional-services-firms-need-brand-foundations-to-succeed/?sh=1f30d0ac495d>

5 lessons Dr Mike Ryan says we need to learn from Covid19.

<https://www.trocaire.org/news/5-lessons-dr-mike-ryan-says-we-need-to-learn-from-covid-19/>

How business can emerge stronger

<https://www.pwc.com/gx/en/ceo-agenda/ceo-panel-survey-emerge-stronger.pdf>

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