



PEOPLE.
PURPOSE.
PLANET.

It's in our **DNA.**

WPROGRESS 2024

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When WPR turned 30 in 2022, we decided it was time to consider what mattered to us as a team and what sort of business we wanted to be for the next 30 years.

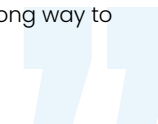
We didn't realise, as we embarked on our 30 positive impacts at 30 project, just how transformative it would be. By the end of that year, we knew we were at the start of a much longer journey; and it's one we're excited to be on.

Seeing the positive impacts of our efforts fuelled our ambitions. It also highlighted to us that making a meaningful difference is about more than just good intentions – it requires commitment, hard work and action.

There's a danger that, amid all the noise and negativity surrounding societal and environmental issues, people feel powerless to effect change. We're determined to be part of a more positive, optimistic movement that believes – collectively – we're capable of transforming how businesses operate and contribute to our world.

In 2024, we joined the certified B Corp™ community because we are confident that the standards, values, and priorities that certified B Corps are held to are what's needed – both today and for the future of our society and planet.

By focusing on the triple bottom line our goal is to be a profitable, successful business, capable of giving back as part of a sustainable, regenerative economy. Our approach to people, purpose and planet is now in our DNA; we've got a long way to go but we're in this for the long haul.



JANE AINSWORTH
MANAGING DIRECTOR

OUR JOURNEY TO B CORP

In 2024, we became a Certified B Corporation™. As a B Corp, we're part of a community of over 9,000 companies – more than 2,000 of which are in the UK – committed to creating a more inclusive, regenerative, equitable economy for people and planet.

WHAT IS A B CORP?



Certified B Corporations, or B Corps, are companies verified by B Lab – a third party, non-profit organisation – to meet high standards of social and environmental performance, transparency, and accountability.

Why We Became a B Corp

In 2022, our 30 positive impacts at 30 initiative proved to be a catalyst which has changed far more than we expected about how we operate as a business. We wanted to make a positive difference to our world and the more we did, the more ambitious we felt about what is possible for businesses of all shapes and sizes.

Taking the formal step to apply for B Corp certification gave us a framework that made us look at everything we do with fresh eyes. It also allowed us to be part of a global movement, with all the associated benefits of sharing best practice and learning from other purpose-driven organisations.

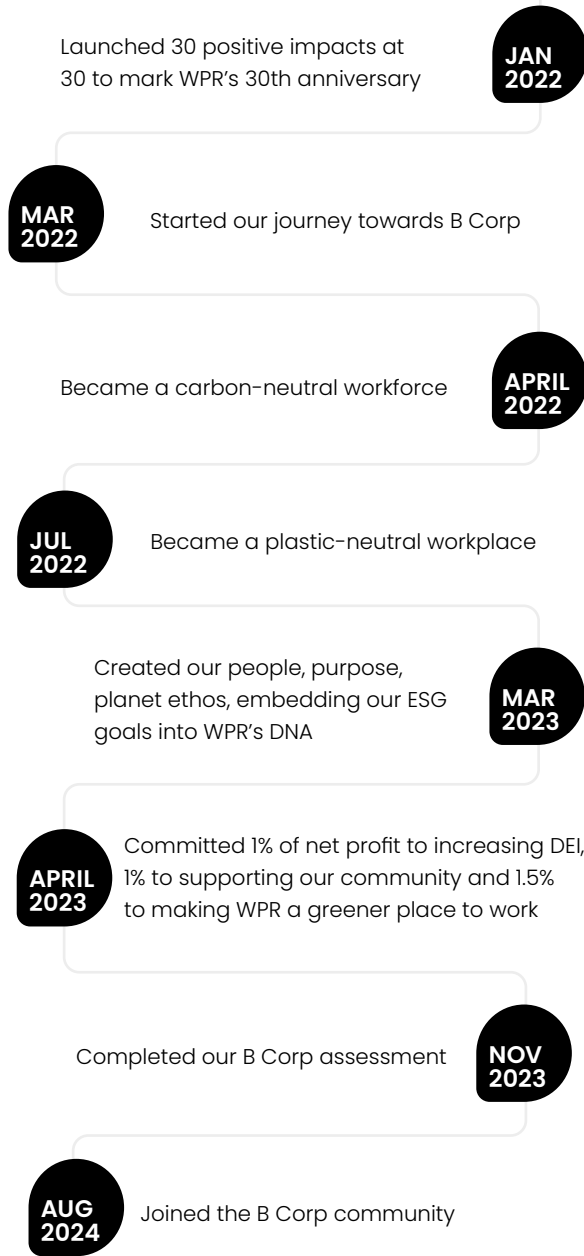
How We Became B Corp Certified

This was not a quick or easy journey. Becoming B Corp certified involves serious commitment, and a rigorous assessment by B Lab. Certified B Corps are required to:

- Consider the impact of their decisions on all stakeholders.
- Be transparent about the five core impact areas: governance, workers, customers, communities, and the environment.
- Answer more than 300 questions about all aspects of how they operate, including substantiating evidence.
- Achieve a minimum verified score on the B Impact assessment.
- Recertify every three years, ensuring they continue to meet evolving standards and requirements of the certification.

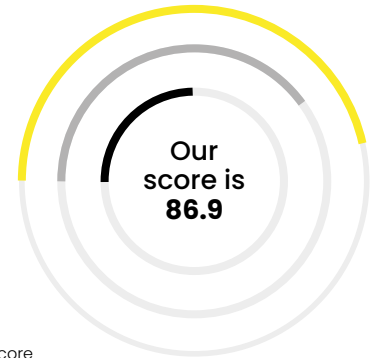


How Did We Get Here?



Our Verified B Corp Score

To be certified B Corp, businesses need to score a minimum of 80 points. In August 2024, **we scored 86.9** in our certification process. For context, the median score for non-B Corp organisations is 50.9.



| | | |
|---|---|---|
| 86.9 WPR's overall impact score | 80.0 Qualify for B Corp certification | 50.9 Median score for a non-B Corp organisation |
|---|---|---|

Our B Corp Score Breakdown



We are aiming for a **10% score improvement** when we recertify in 2027

RECEIVING OUR B CORP CERTIFICATION IS NOT THE END, IT'S JUST THE START OF OUR JOURNEY.

The certification process for B Corp highlights where we've already made positive changes, but also reveals where we can do more.

Alongside the goals we have already set in place for the next three years through our people, purpose, planet initiative, we will be focusing on:

- Our suppliers and supply chain
- Helping those from disadvantaged backgrounds enter our industry
- Achieving our net zero goal

Read on to learn more about what we're doing to support people, purpose and planet.



WHAT PEOPLE, PURPOSE, PLANET MEANS TO OUR TEAM

While organisational change must be driven from the top, our approach is absolutely a team effort. Without everyone being on board, we couldn't begin to meet our goals.

“ I have already seen so much change in my lifetime, it's scary to think the climate could get more volatile and more people will be in danger as a result every year. Reading the news, you can feel really helpless. So, for me, joining our environment committee is a way to make a difference, even if it is a little one.

Chatting to people and brainstorming ideas makes you feel like you are making a difference and taking back some power – the fact WPR also cares so much and aligns with my values only strengthens my already strong sense of belonging here. It's great to see companies like WPR want to make lasting change, and really care about future generations and what will affect younger members of the team even more so.

”

Imogen Dunworth-Warby

SENIOR SOCIAL MEDIA MANAGER

“ It's empowering to work for a company that's trying to do something good for the world. I've been embracing these values to my personal life – reducing my plastic consumption and my impact on the planet – and it's rewarding to be in a position where I can apply these values across my working life too.

”

Don Skoyles

DIRECTOR OF FINANCE AND OPERATIONS

“ Being a part of WPR's environment committee gives me the opportunity to learn from others who recognise the importance of looking after the planet. Together we devise ideas to reduce WPR's impact on the planet and figure out how to most effectively implement them. This could be anything from agency-wide policy changes to clearer labelling on recycling bins. The issue of cutting carbon gets very complicated very quickly, so it's great to be part of a team dedicated to untangling these problems and moving the agency and the industry in the right direction.

”

Joe Legge

SENIOR PR AND CONTENT EXECUTIVE

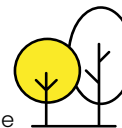
LAST YEAR AT A GLANCE

1,320
HOURS

of training given to Next Gen candidates

14,400 TREES
PLANTED

to offset the team's personal carbon usage



2 LIFE-ENRICHING

Live Free Fund experiences granted

35+ **EVENTS**

organised by committees



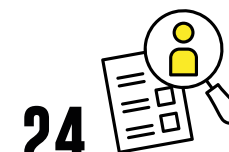
2,258 STUDENTS

connected with through outreach activity



284KG

of plastic offset



24 CAREERS EVENTS

attended



37 WELLNESS GRANTS

awarded

7 DIFFERENT WELLBEING APPS

paid for by the company



12 NEW TEAM MEMBERS

joined

Named

17TH BEST SMALL COMPANY

to work for in the UK



Confirmed as

16TH MOST AWARD-WINNING AGENCY

in PR Week's 2023 league table



23 AWARDS WON

19 PROMOTIONS

announced



142,000

single-use plastic pouches removed from nature

54%

of the team trained as mental health champions



3 MENTAL HEALTH

first aiders appointed

14 NEW CLIENTS

welcomed to the fold

16 MENTAL HEALTH

champions trained



OUR MISSION

To make good things happen for everyone in our world – the clients we serve, the people who make us, the community we love and the planet we share.

| EVERY YEAR | BY 2028 |
|---|--|
| <ul style="list-style-type: none"> • Commit 1% of net profit to initiatives that foster diversity and inclusion • Connect with 75 diverse individuals, enabling and inspiring careers in PR • Share profits with the team, through an industry-leading scheme • Have below average team attrition rates and be recognised, locally and nationally, as a leading place to work | <div data-bbox="1921 183 2145 255" data-label="Section-Header"> <h2>PEOPLE </h2> </div> <ul style="list-style-type: none"> • Have a team that is representative of our local community • Be sharing profits worth circa 10% of salary per annum |
| <ul style="list-style-type: none"> • Commit 0.5% of net profit to charitable initiatives in deprived areas of our local community • And another 0.5% to charities that seek to end the stigma around mental health | <div data-bbox="1921 630 2145 702" data-label="Section-Header"> <h2>PURPOSE </h2> </div> <ul style="list-style-type: none"> • Be a certified B Corp, committing us to do all we can to help build an inclusive, equitable, and regenerative economy and ensuring our business brings benefit to all |
| <ul style="list-style-type: none"> • Commit 1.5% of net profit to making WPR a greener place to work through innovative schemes to protect the planet, ensuring we continue to be a carbon and plastic-neutral workplace • Continue our ban of products containing palm oil • Source fairtrade whenever possible | <div data-bbox="1921 933 2145 1005" data-label="Section-Header"> <h2>PLANET </h2> </div> <ul style="list-style-type: none"> • Be net zero, ahead of government targets • Be working towards becoming a carbon positive business (deadline 2030) • Be water positive, cutting our own consumption and putting more water into drought-prone places across the world than we use locally |

PEOPLE

OUR TEAM

We were founded on a philosophy of **rewarding brilliance with brilliance**, because we firmly believe that if you unleash the true potential of talented people – and look after them the best you can – then everything else will surely follow.

Making sure our team live positive, fulfilled lives – at work and at home – has been at the heart of WPR's ethos since day one.

WHAT HAVE WE DONE?

Mental Health Champions

All our line managers are trained as Mind mental health champions and we offer everyone the opportunity to undertake the training. In 2023, 16 additional colleagues were trained, meaning **54% of our team** are now Mind-trained champions, supported by three mental health first aiders.



Wellness grants

Each year, every team member can use their **£100 wellness grant** to spend on anything that enhances their physical or mental health. With 37 grants awarded in 2023, we funded everything from football boots and gym kit to pasta makers and book subscriptions.

Wellness apps

We offer everyone the option to have company-paid access to a **wellness app of their choice**, with people subscribing to a variety of mindfulness, fitness, and nutrition apps.



Live Free Fund

Through our incredible **Live Free Fund**, established in memory of cherished former colleague Zara Free, we made two more life-enriching experiences possible, bringing the total fund experiences since it was founded to eight.

Bonus scheme

We have introduced an **industry-leading profit share bonus scheme** so that our people thrive when the agency thrives.

Comittees

Our committees – which comprise wellbeing, socials, DEI and environment – organised over 35 events supporting healthy lifestyles, good physical and mental health, diversity, equity, inclusion and belonging, and building team culture.



OUR SOCIETY

We want to help make society fairer, building a team that's **representative of the wider West Midlands community by 2028**.

Our intention is for WPR to be a place where everyone feels supported and respected, regardless of age, disability, race, religion or belief, sex, sexual orientation, social background, pregnancy or maternity status.



WHAT HAVE WE DONE?

Investing in DEI

We committed 1% of our net profit annually to initiatives that foster diversity and inclusion but actually went on to **invest 2% across all our DEI activities**.

Creating opportunities

By partnering with the **Taylor Bennett Foundation** and **10,000 Black Interns**, we have widened our reach and created opportunities for people from diverse backgrounds to gain experience in the industry.

Careers outreach

In 2023, we expanded our careers outreach activity, attending 24 careers events and reaching over **2,258 young people**.

Next Gen

We **dedicated 1,320 hours** to candidates participating in our Next Gen learning and insight programme.

No CV, no problem

To make our recruitment processes more equitable, we have redacted CVs for shortlisting, focused our job descriptions on skills over academic achievements, abolished 'graduate' positions, created a 'no CV, no problem' application option, and use diverse interview panels.

Training and mentoring

Everyone in the agency has received PRCA Racial Equity and Culture Change training, with DEI now part of our new-starter inductions. We participate in the CIPR reverse mentoring initiative and our people and planning director volunteers as a Taylor Bennett Foundation mentor.

DEI committee

In 2023, we also **formed a DEI committee** tasked with championing belonging and understanding of the minority groups for which we over-index – namely people identifying as LGBTQ+ and neurodivergent – and correcting the groups for which we under-index.

Neurodivergence

We undertook agency-wide training on neurodivergence and managing neurodivergent teams, and established a neurodivergent champions group who have reviewed everything from our working environment to our recruitment processes.

Gender inclusivity

We added pronouns to emails and have introduced unisex toilets.



WHAT'S NEXT?

- Having reviewed all our people-related policies and practices to identify areas for improvement, we are now implementing changes including fertility loans, an increase in paid maternity/paternity/adoption leave, special leave for major life events, increased paid bereavement leave, and widening of emergency care leave.
- Recognising that many young people only learn about the career opportunities in PR and social media when they reach university, we have established a **partnership with Alderbrook School** to embed PR careers insight into their school. We're working with Year 8 on a 'life ready day', mentoring Year 12 students, offering a taste of agency life, and devising projects to enhance the curriculum in English and iMedia. We hope to create a best practice model that will inspire other businesses to create similar employer partnerships.
- We've made progress as an agency, but DEI is an industry-wide challenge and we want to drive real change. Our goal is to **establish a Midlands DEI steering group**, bringing together agencies from across the region to collaborate and, ultimately, increase the diversity of our sector.



“

The WPR team are so engaging and refreshing. We can feel how invested they are in the partnership, and the students love them. They have a way of communicating with our young people that delivers real impact.

ALDERBROOK SCHOOL

”

PURPOSE

We love the place we call home and believe we have a duty to help our community any way we can. Every year, we dedicate 1% of net profit to causes where we feel, despite our relatively small size, we can make a real difference.

Last year, that pledge saw us commit 0.5% of net profit to charitable initiatives helping people and nature thrive in the corners of our community that are most overlooked, and another 0.5% to charities seeking to end the stigma around mental health.

WHAT HAVE WE DONE?

Ladywood Community Project

Through our ongoing partnership with the [Ladywood Community Project](#), we provided school uniforms for over 160 children living in Ladywood – an area just a few miles from our Edgbaston home, where 54% of children live in poverty.

“ The families referred to us often need extra help because they have no savings, are in debt, or all their children have had to move school because of homelessness or other problems. Last year we helped 34 families and their 82 children with WPR’s help. ”

LADYWOOD COMMUNITY PROJECT

Canal and River Trust

Working with the [Canal and River Trust](#), we adopted a stretch of canal in one of the most deprived areas of our local neighbourhood. We used paid impact days to help one little corner of Birmingham flourish through litter picking, planting fruit trees and flowers to attract pollinating insects, and removing plastic from the water to stop it reaching the sea.

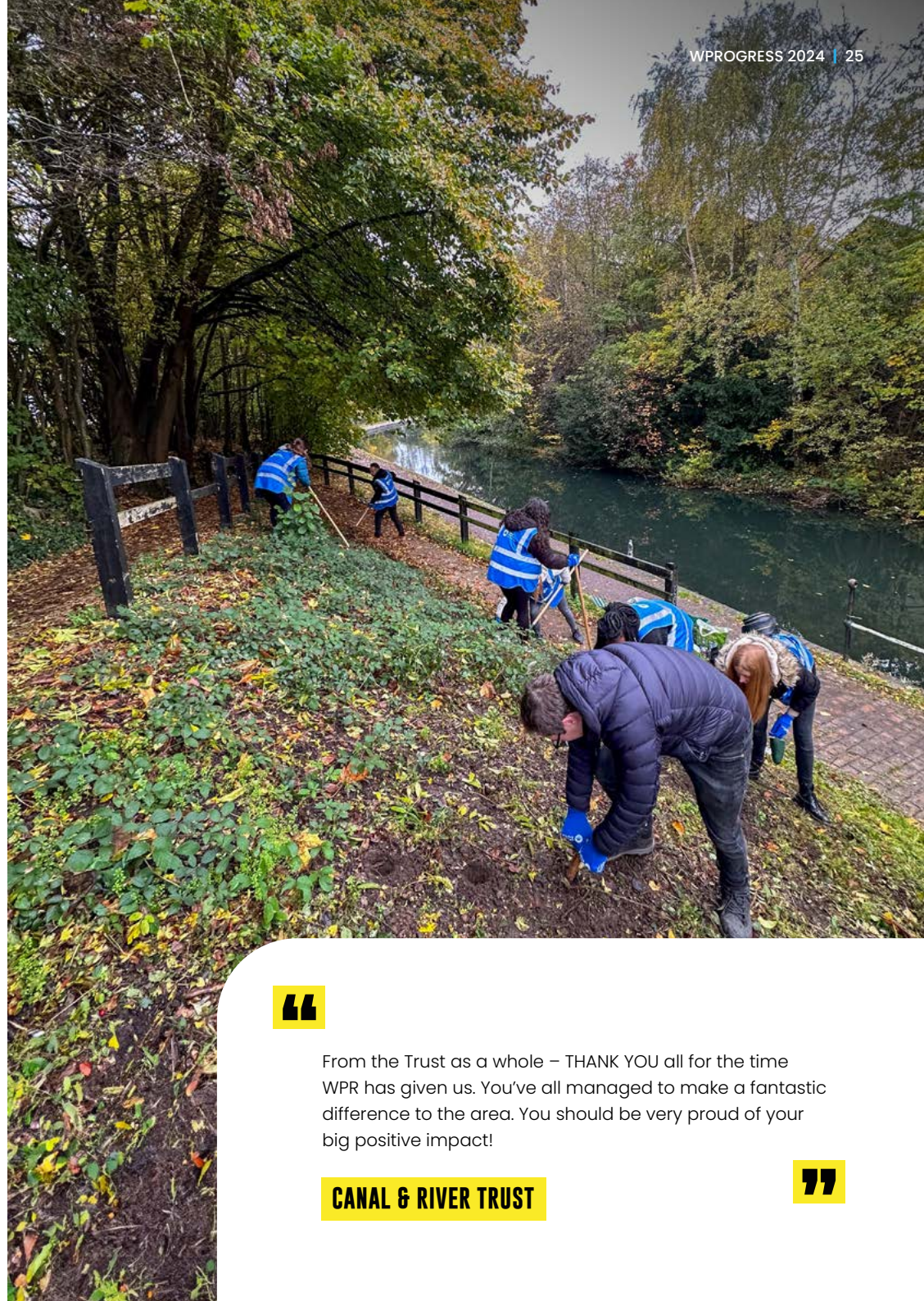
Mental Health Awareness

Having tragically lost a former colleague and long-standing friend of WPR to suicide in early 2023, we dedicated our mental health awareness week plans to his memory, donating funds to two charities close to his heart – [ANDYSMANCLUB](#) and [Chasing the Stigma](#) – in the hope of helping others facing similar challenges.



WHAT'S NEXT?

- With the cost-of-living crisis continuing to bite, and ever more families falling below the poverty line, we will be providing more uniforms for children living in Ladywood.
- With our original stretch of canal now vastly improved, we have turned our attention to a section at Smethwick Locks in the Galton Valley where the old and new canals run parallel, connecting the Black Country and the north to Birmingham. We will spend time litter picking and clearing tow paths, removing rubbish from the waterway, and helping nature bloom in this pocket of our city.
- Having consulted the whole team, the feeling was unanimous that the mental health charities we supported in 2023 are doing such important work that they will remain our chosen causes for another year.
- We'll also continue to offer pro bono and reduced fee consultancy to charities who need our professional expertise and support.



“

From the Trust as a whole – THANK YOU all for the time WPR has given us. You've all managed to make a fantastic difference to the area. You should be very proud of your big positive impact!

CANAL & RIVER TRUST

”

PLANET

We're proud to be a certified plastic-neutral and carbon-neutral company, offsetting the carbon footprints of our entire team across both their personal and their professional lives. Working with Carbon Neutral Britain and RePurpose Global, we now invest in some of the most innovative environmental projects across the world, certified by the UN and as part of the UN Global Plastic Treaty.

But this is only part of the answer. To truly improve our environmental performance and reduce our environmental impact, reducing our carbon footprint is essential. So, we are focused on cutting our CO2 emissions, only buying products we truly need and sourcing locally, wherever possible, in line with our environmentally preferable purchasing policy.

WHAT HAVE WE DONE?

Greener initiatives

We have committed 1.5% of our net profit to initiatives that will make WPR greener.

Office efficiency

We're investing significantly in making our Grade II listed Georgian office building as efficient as it can be and have installed a new heating system that will be 60% more efficient than the one we had previously.



Environment committee

In 2023, we **formed an environment committee** to champion green initiatives agency-wide and they have been instrumental in suggesting practical improvements, encouraging participation and training the team on recycling and recyclables.

Our plastic footprint

We have delivered learning lunches for the whole agency about reducing our plastic footprint both at work and at home.

Commuting

To reduce commuting by car, we have launched incentives for people using alternative modes of transport, such as extra-flexible start and finish times for those arriving by public transport.

Recycling

We introduced multi-layered plastic recycling for items brought into the office by colleagues and clients (MLP is the most difficult plastic to recycle).



Composting

To help dispose of food waste in the office, we invested in composting equipment and are now creating organic matter that we can use on our garden.

Green improvement loans

We have launched [green improvement loans](#), helping our team members to live more sustainably at home.





In our drive to be net zero by end of 2028, our targets are:

| YEAR | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
|------------|---------|--------|--------|--------|--------|--------|
| TARGET CO2 | 114,000 | 99,000 | 75,000 | 45,000 | 25,000 | 11,400 |
| ACTUAL CO2 | 107,000 | - | - | - | - | - |

WHAT'S NEXT?



- To reach our 2024 carbon footprint target of 99 tonnes – **a 7.5% year-on-year reduction** – we will be taking additional practical steps including exploring the potential for solar panels. We will also be encouraging the whole team to travel less, with the goal of reducing car journeys to the office by 10%.
- We will be improving the office's insulation, with the goal of taking it from an **EPC rating D to B**.
- We will be reviewing our energy suppliers to ensure our electricity comes from renewable sources.
- To maximise every inch of our outside space, we're planting a vegetable garden, orchard and mini wild flower meadow, as well as investing in water butts to irrigate our new garden spaces.
- Supporting our focus on reducing water usage, we will install water efficient toilets and taps.
- Building on our existing recycling programme, we will add glass recycling to the mix.




**WE'VE COME A LONG WAY.
WE STILL HAVE A LONG WAY TO GO.**

**BUT NOW WE KNOW THAT
WE CAN BE PART OF THE CHANGE.**



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