



Corporate Social Responsibility

Impact report

2021

Introduction

The last year has been like no other. Nobody could have anticipated that the whole world would be forced to change in such a dramatic manner due to the outbreak of a virus. It is fair to say that everybody's lives were turned upside down.

What was delightful to see was that a combination of teamwork and caring for one another pulled us through the pandemic, as we hopefully start to see that there is light at the end of the tunnel.

At Kreston Reeves it certainly feels like we have been on a significant journey. A change in our working practices, a change in the way we work with each other and a change in the way that we have fun together. Nevertheless, writing this report has shown us that we do have a fantastic group of people that have achieved a lot over the last year. We could not be more proud.

We continue to live by our purpose, '**Guiding you to a brighter future**'. Whether that be for our colleagues, our clients or our communities.

As was the case in our first Impact Report in 2020, this report outlines how we as a firm strive to build a brighter future in our society through our CSR Programme. We aim to not only showcase our achievements, but also our plans and progress against commitments we made last year.

Kreston Reeves have made the decision to hold ourselves accountable against four specific United Nations Sustainable Development Goals (SDGs). However, this does not mean that we are limited to achieving just four SDGs as those selected broadly encompass others too.

The report will bring together the efforts made by our dedicated CSR, Wellbeing, Sports and Social teams as well as our Staff Forum and Kreston Reeves Foundation for the period 1 June 2020 to 31 May 2021.



James Peach
Partner and Head of CSR



Dan Firmager
Audit Senior and CSR Representative

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3 GOOD HEALTH AND WELL-BEING



What is it?

Good health and wellbeing is about ensuring healthy lives and promoting wellbeing for all.

Review against targets from previous year



ACHIEVED FOR 2021: Introduce mental health awareness training for all senior staff.

Follow up: We outsourced a trained specialist to provide mental health awareness training to all of our senior staff.



ACHIEVED FOR 2021: Ensure students receive resilience training.

Follow up: We outsourced a trained specialist to provide resilience training to all of our students.



ACHIEVED FOR 2021: Sports and social team will run a number of events during the year to keep our colleagues active and make the benefits of collaborating and exercising clear.

Follow up: See below for further details of all the events organised this year.



ACHIEVED FOR 2021: Continue to listen to our staff forum and the voices of our colleagues, leading to meaningful change to improve the working environment for all.

Follow up: The staff forum acts as a two-way communication process between management and our colleagues. Management use it as a platform to gauge popularity and demand for ideas and our people raise matters important to them for management to address.



ONGOING: Work with a wellbeing specialist to help improve engagement from our colleagues and ensure that everyone take their wellbeing seriously.

Follow up: Work is ongoing in this area. This year we began by inviting a person to speak to our Partners at a conference about their mental health struggles to ensure everyone takes their own mental health seriously and looks for signs in others of deteriorating mental health.

What else have we done?

At a time where our colleagues were separated and could not meet each other physically we focussed on how we can still connect with each other. We are proud of everyone's efforts to create new ways for us to unite. Here we have highlighted some of our most popular events to keep our colleagues together and other accomplishments in working to help our colleagues' health and wellbeing. Further to our progress against last year's targets we are proud of the following achievements.



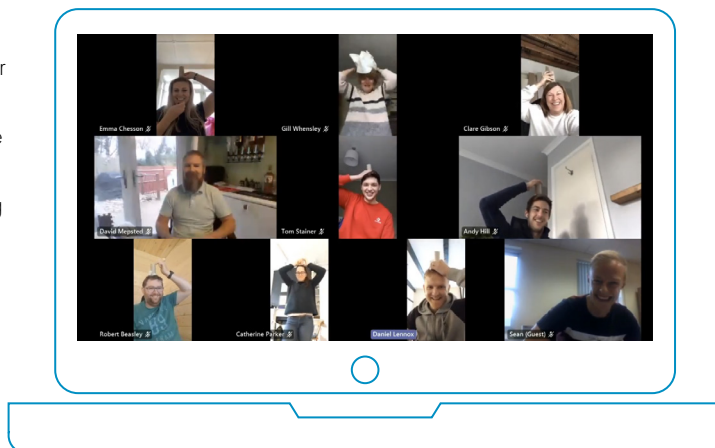
Pedometer challenge

Our annual KR Pedometer Challenge provided the perfect opportunity to get people out in their local area during lockdown. Our teams of four undertook a virtual walk from John O'Groats to Land's End this year. In total 252 people took part **achieving an astonishing 30 million steps!**



Kreston Virtual Games

As an alternative to our usual annual Sports Day, this year 20 teams of 8 took part in our first ever Virtual Games. Competing in challenges that could all be completed live on camera from home such as a staring contest, who can unroll toilet roll the quickest, throwing tea bags into a mug and a kitchen-based treasure hunt.



KR does Countdown

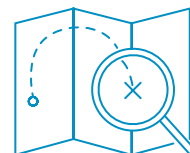
We always knew we had talented colleagues, but it was time to find our own Carol Vorderman. Our colleagues went head-to-head to find out who was the best with numbers and letters. After a number of knock out rounds the final two were Michael Hartley and Richard Brookwell. After a tense final Michael was crowned the KR Countdown winner.

However, Richard then went on to feature on the genuine Countdown on television and even won his first 2 episodes!



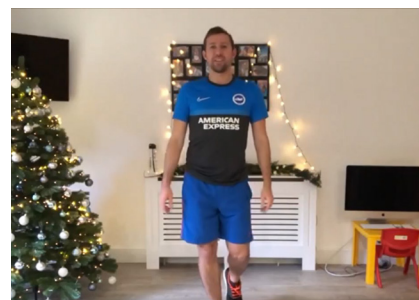
Scavenger Hunt

Teams of our colleagues had to go hunting for 50 different items over one weekend. Taking photos and prizes being given for the most innovative finding. This was a fantastic opportunity for everyone to get outside and take in their surroundings.



PE with the Partners

Our own take on the infamous 'PE with Joe', our Partners created their own fitness video encouraging everyone to get active! An interesting array of entertaining exercises featured, with the video threatening to reach the heights of Joe Wick's viewing figures!



KR Festive Variety Show

To get people in the festive spirit, this year we sent all colleagues a festive gift box full of treats to enjoy as they sat back and enjoyed a festive show including acts from a magician, a spontaneous poet and live music!

Koffee Roulette

We operate across 8 different offices and we are conscious that colleagues may not always have the opportunity to meet new people within Kreston Reeves. New people that could lead to a friendship, finding out an interesting fact or perhaps find an expert in an area of work different to their own that could lead to our colleagues collaborating with each other more on future work.

Hence, the introduction of Koffee Roulette! Each week a new randomly selected pair of colleagues are matched and given the opportunity have a catch up over a coffee via video conferencing. This continues to be a great experience, helping colleagues to continue interacting with each other whilst working from home.

People Engagement Survey

Our annual People Engagement Survey is undertaken with the focus of making Kreston Reeves the best place to work, to live our purpose and values every day, and to foster a positive culture for all of our people. The best way for us to do that is to shape our decisions around feedback from colleagues.

We were delighted with our highest ever participation rate of over 88%, giving us truly representative feedback. We were also delighted to see that our efforts to work on the feedback from previous surveys paying off with our average score increasing to 8.2 out of 10, with our strongest results in areas such as our vision, purpose and leadership, our people management and communication.

We will continue to undertake our People Engagement Survey annually to help contribute towards our priorities for the year ahead, aiming to improve on our score year on year.



Other efforts to aid our colleagues' good health and wellbeing

- We provided our colleagues subscription access to mindfulness apps to help improve sleep and lower stress and anxiety.
- We sent everyone takeaway vouchers to enjoy in their own time.
- We surprised everyone with a Valentine's Day Gift Box and Thank You Gift Boxes throughout the year.
- Firmwide music playlists were created, pulling together individual song entries from everyone into one playlist.
- Our people made 'cook-a-long' videos for others to watch and take part.
- We sourced virtual escape rooms for colleagues to access and work in teams to see who could escape in time!
- We created a 'Happiness at Work Bingo' challenge, with tasks for people to enjoy.
- We continue to provide everyone access to our confidential Employee Assistance Programme, to offer support when they felt they needed it.
- After the success of the scheme last year, we provided everyone with a 'Golden Hour'. An hour to do whatever you choose to do during work time. Whether that was to go on a walk or relax and watch your favourite Netflix show.
- As part of our 200 year celebrations we have been celebrating our colleagues, the achievements and the impact they have on those around them. We have been sharing these stories internally and externally to increase the number of positive stories we hear every day.



Targets for the coming year



Amongst other events, we will organise another Virtual Games Day for our colleagues to interact with each other to replace a physical Sports Day.



Work more closely with CABA (Chartered Accountants Benevolent Association) and make better use of their resources to help colleagues.



Have a greater focus on mental health training for all of our colleagues.



Actively support more awareness weeks and days relating to good health and wellbeing.



We will explore how we can raise awareness for, and support other areas of our people's wellbeing and what may affect them, such as the impact of cancer, the menopause, diabetes and high blood pressure.

Quality education



What is it?

Quality education is about ensuring there is inclusive, quality and lifelong education opportunities for all.

Review against targets from previous year



ACHIEVED FOR 2021: Introduce mental health awareness training for all senior staff.

Follow up: We outsourced a trained specialist to provide mental health awareness training to all of our senior staff.



ACHIEVED FOR 2021: Ensure that our students receive resilience training.

Follow up: We outsourced a trained specialist to provide resilience training to all of our students.



ACHIEVED FOR 2021: Continue with commitment to provide high quality education services to our people to ensure they have the tools to be a well-rounded professional.

Follow up: We have continued with our commitment to provide high quality soft skills and technical skills training to our colleagues through both internal and external specialists.



ACHIEVED FOR 2021: Expand our business advisory training opportunities.

Follow up: We continue to provide business advisory training to our people and a bespoke team called the Kreston Reeves 'Growth Team' was launched. Individuals that were part of this team received bespoke business advisory training.



ACHIEVED FOR 2021: Continue to attend local school careers events and educate students about workplace skills and opportunities.

Follow up: Whilst we were prevented by COVID-19 from attending face-to-face careers events, we launched our first live webinar designed for prospective school leavers and graduates to attend and learn more about the accountancy profession. There were 142 attendees and over 200 questions were asked to our panel of people from Kreston Reeves.

What else have we done?

We understand that education is important, lifelong and that it should be for everyone.

Kreston Reeves have always been committed to providing lifelong education to colleagues. Whether that be to achieve a professional qualification, to learn new business strategy methods and guide our clients, or continuously develop soft skills throughout their career through bespoke training.

Further to our progress against last year's targets we are proud of the following achievements.

Dare to Dream Campaign

We have supported the LoveLocalJobs Foundation's Dare to Dream programme with sponsorship and mentoring support for young people across Brighton from the Dorothy Stringer School since April 2021.

The business volunteers and mentors from Kreston Reeves have helped to give young people the confidence they need to fulfil their potential. Alongside local radio presenter, Jack 'the Lad' Hayes, they have covered themes such as self-awareness, mindset, gratitude, resilience, teamwork and employability, and have used their own experience and knowledge to motivate young people.

Christina Fishlock, Head of Community Programmes at LoveLocalJobs, commented: "I would like to thank everyone at Kreston Reeves for their support in making the programme happen. The schools are experiencing a particularly tricky time so we are delighted that we have been able to inspire the students during this time".

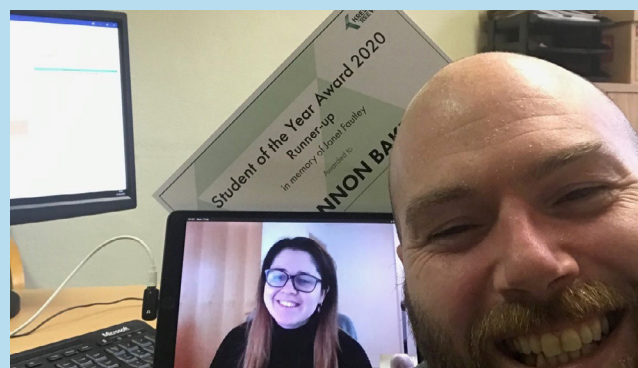
Accredited Employer Status

We have maintained our status as an accredited Employer Provider by the Government to deliver our own apprenticeships.

Student of the Year initiative

This was the second year of our 'Student of the Year' initiative in memory of our late Partner, Janet Fautley. As part of our commitment to recognising those that go above and beyond at Kreston Reeves, we present an annual award to a student in recognition of both their exam results and efforts at Kreston Reeves. We always hope that we allow our students to be the best they can be, and this award provides us with an opportunity to show our appreciation.

Well done to Dan Firmager for winning this year's Student of the Year and to Taylor Moores and Shannon Baker as runners up.



Every year we are committed to providing a first-class training programme to our student intakes to help them achieve a professional qualification.

This year we have helped 34 of our colleagues obtain a qualification, while we have supported 106 others to pass their exams on their journey to achieving their qualification. Well done to everyone who has worked so hard at such a strange time to achieve such a milestone!

Whilst we are proud of all of our students' achievements, a particular mention must go to Gemma Steer. During the year, Gemma received the incredible news that she had been awarded the Casselton Elliot Prize in the ICAEW Order of Merit.

This is awarded to the highest performing students across all 6 Professional Level exams and was awarded to Gemma who finished 5th in the world. Well done Gemma!

Everyone has a story to tell and there are always people interested enough to listen. This is why we introduced the 'Getting to Know You' Podcast. The podcast where all colleagues can listen to stories from people at different stages in their life and career and learn something new. This became a go to listen for colleagues while they worked from home.

In 2020 we launched Kreston Reeves purpose. Kreston Reeves is a people business, and we believe that it is important that our colleagues have their own purpose and can work towards their goals. This is why the Kreston Reeves Growth Team encouraged our people to think about their own purposes and what motivates them.

In total, 76 colleagues voluntarily came forward with their purpose. Now the Growth Team have commenced work to enable Kreston Reeves to help all of our colleagues fulfil their purpose.



Targets for the coming year



The Kreston Reeves Growth Team will undertake a project to align individuals' purpose with the UN Sustainable Development Goals, and provide opportunities for them to work towards their purpose.



Continue with commitment to provide high quality education services to our people to ensure they have the tools to be a well-rounded professional.



Continue to attend local school careers events and educate students about workplace skills and opportunities.

Reduced inequalities



What is it?

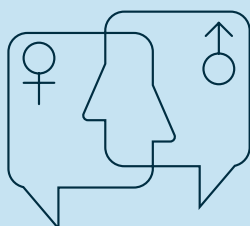
Reduced Inequalities is ensuring that we allow equal opportunities for all, regardless of gender or culture.

Review against targets from previous year



ACHIEVED FOR 2021: Maintain an equally split gender workforce.

Follow up: We are proud to say that we continue to maintain this balance. We have a gender workforce split of 54:46 female to male.



Female

54%

Male

46%



ACHIEVED FOR 2021: Raise £10,000 through the Kreston Reeves Foundation for Charities within our local communities that provide support to those in need.

Follow up: We have exceeded this target. See later in the report for our total raised.



ONGOING: Ensure fair pay regardless of gender.

Follow up: Our 2020 Gender Pay Gap Report revealed that we have a difference in mean hourly pay of 17.2%. It is important to note that Gender Pay relates to the difference between pay for men and women across the total workforce, which differs from Equal Pay which compares rates of pay for the same job role, or work of equal value. We are committed to Equal Pay for all of our colleagues.



ONGOING: Develop our methods for offering volunteering opportunities to staff to increase the number of hours that we are supporting local charities through the Kreston Reeves Foundation.

Follow up: We have been significantly impacted by COVID-19 and the various restrictions imposed on us that restricted our ability to increase our volunteering hours. However we are proud of the support we were able to provide during the pandemic and our focus is on making substantial improvements in 2021/22.

What else have we done?

We are proud of our diverse workforce and the efforts of all our colleagues in helping the Kreston Reeves Foundation to fundraise for Charities that are in need of our support.

Despite our achievements, we also acknowledge that this is an area where we can continue to improve by maximising the use of our Foundation's volunteering day and exploring ways to ensure we are embracing and celebrating our diversity.

Further to our progress against last year's targets we are proud of the following achievements.



Charitable giving to our office Charities of the Year

Through the Kreston Reeves Foundation, our colleagues and clients have collectively raised £14,470 (2020: £8,371), including gift aid of £859 (2020: £400). This is a remarkable achievement and has been distributed to our local office charities.

Each of our offices undertake fundraising on a local basis for their respective Charities, while there are also firm wide fundraising events. These have been discussed in this report.



£15,220
provided to Charities
by the Kreston Reeves
Foundation

Automatic Sponsorship Initiative

The Kreston Reeves Foundation operates this initiative to support all colleagues with their own personal fundraising endeavours. This year the Foundation provided donations to colleagues undertaking fundraising for other charities under its Automatic Sponsorship Initiative amounting to £750.

Foundation 50

This year the KR Foundation introduced the Foundation 50, where colleagues had to create challenges with the theme of 50 and fundraise as much as they could with friends, family, our clients and other colleagues.

Special mentions go to:

Sarah Ediss, Candice Hanson, Christopher Gregory, Jack Clipsham, Colin Laidlaw, Jack Fosberry, Matthew Oxenham and Laurence Parry for their 50 kilometre walk in the Lake District, including an attempt to reach the highest peak in England, Scafell Pike. Laurence Parry also cycled 120km to meet them during their challenge. **They raised £5,315.**

Tracey Becker for her baking challenge. Tracey had to bake 50 different sweet and savoury goods over 3 months, **raising £1,675.**

Anna-Mae Wilkinson Cox and Hope Dance for their firm wide quiz. **They raised £300.**

Alison Saxby who turned her hand to crafts and made 50 bespoke cards. **Well done Alison for raising £208.**

#ThankYouNHS Essential Items Campaign

Last year we had great success gathering much needed resources for our NHS heroes during the pandemic. Thanks to the efforts of our colleagues and clients we managed to donate an impressive 4,088 items to the Kent & Canterbury Hospital, The Princess Royal (Haywards Heath) and The Royal London Hospital.

This is the least we could do for our NHS heroes. From all at Kreston Reeves we thank you all so much for everything you have done throughout the pandemic.



#ThankYouNHS



Volunteering

Through the Kreston Reeves Foundation volunteering initiative every one of our colleagues is allowed a paid day of volunteering during work hours.

As a result of COVID-19 we did expect the utilisation of this scheme to be impacted due to the restrictions imposed nationally. Nevertheless, we still managed to achieve 207.9 hours of volunteering (2020: 232.5 hours).

Our colleagues have helped Charities in a variety of ways, from cleaning beaches to helping animal charities construct new paddocks. Not only does the Charity feel the benefit of our volunteering but our colleagues do too, with Sean Rodwell commenting "It was a fantastic day, and we felt a great sense of achievement knowing that the wild boars will have a secure fence for their new home."



“It was a fantastic day, and we felt a great sense of achievement knowing that the wild boars will have a secure fence for their new home.”

Sean Rodwell



Targets for the coming year



We will raise £15,000 for our local Charities of the Year.



We will at least double our volunteering hours for 2021/22.



Improve the awareness of the Automatic Sponsorship Initiative and increase the donations made through this scheme.



Kreston Reeves are committing to explore ways in which we better promote and raise awareness of Equality, Diversity and Inclusion (EDI) matters. Over the next year we are committed to creating an action plan, that we will share with all colleagues, that demonstrates how this will form part of our strategy for many years to come.

Climate action



What is it?

Climate Action is the need to take urgent action to combat climate change and its impacts.

Review against targets from previous year



ACHIEVED FOR 2021: Reduce paper consumption by 10% by encouraging the use of our paperless systems.

Follow up: COVID-19 led to more of our colleagues working from home and learning to work in a paperless way, this has had a significant impact on the reduction of paper consumption. However, we are also confident that the improvements in our technology to allow for paperless working to continue, as well as making all of our printers print double-sided as standard, will lead to a long-term reduction in comparison to prior consumption levels. In total our paper consumption reduced by 66% compared to the previous year.



ACHIEVED FOR 2021: Encourage staff to travel less by encouraging the use of our Surface Hub systems and working from home.

Follow up: Again, COVID-19 has helped to implement this change to encourage working from home. However, we are encouraging a new hybrid way of working where colleagues do not have to come to the office every day. This will reduce everyone's travel in the future and therefore their carbon emissions.



ACHIEVED FOR 2021: Ensure we recycle as much of our waste as possible.

Follow up: All of our office's waste is recycled as far as possible and in the most effective way possible.



ACHIEVED FOR 2021: Review our current stationery suppliers to ensure we are using the most environmentally friendly option.

Follow up: We have now made the switch and all of our stationery and paper is an environmentally friendly alternative. From recycled paper and notepads to recycled highlighters.



ONGOING: Begin changing our energy sources to be more sustainable.

Follow up: We have begun the process of switching all of our offices' electricity to be produced from renewable sources and gas to be offset by our energy suppliers. This process is underway for some of our offices but we will ultimately extend this to all our offices in the next year.



ONGOING: We pledge to be a Carbon Neutral organisation by the end of 2021.

Follow up: We have begun work to have our carbon footprint independently calculated by expert consultants for 2020/21 and to team up with an organisation that can help us offset our emissions in the best possible way. This will be completed before the planned deadline of the end of 2021.



NOT DONE: Remove all single use plastics from our offices.

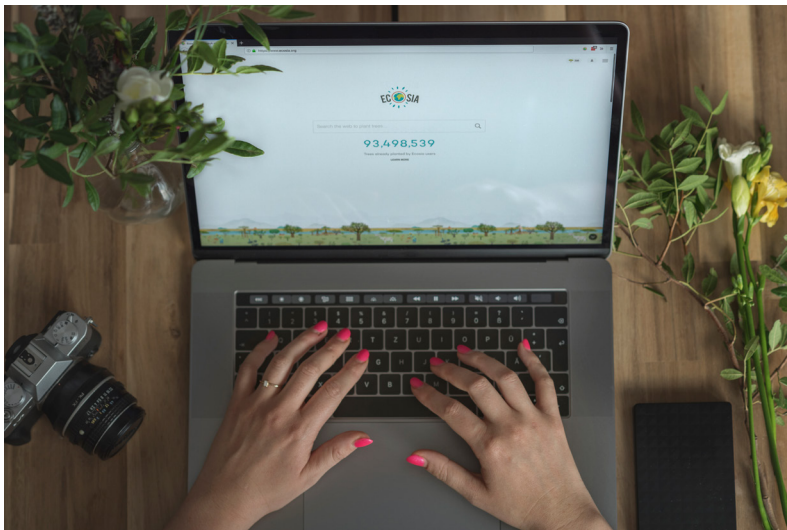
Follow up: We have not been able to team up with the relevant organisation to certify us as single use plastic free. This is an area we are going to investigate further in the next year.

What else have we done?

Climate action is of great importance to us. Kreston Reeves believe that businesses have to start playing their part to help address the climate crisis. We have pledged to be carbon neutral by the end of 2021 and we plan to deliver that promise whilst also considering other aspects of our operations and how we can continue to reduce our carbon footprint.

There will be no business on a dead planet.

Further to our progress against last year's targets we are proud of the following achievements.



Ecosia

We are conscious that it is even the small changes that count. We are looking for innovative ways to make a difference at Kreston Reeves and that is why we chose to switch our default search engine to Ecosia .

Ecosia is a B Corp certified search engine that plants trees based on the number of searches made with them using the advertisement income they generate. As a result, we are all now planting trees for the searches we make at Kreston Reeves.



200 Year Celebrations – Planting a tree for all our clients

As part of our celebrations for our 200-year anniversary, we have planted a tree for every single one of our clients. We have used Ecologi and these trees, once established, will help to remove carbon from the atmosphere while creating new ecosystems.

Targets for the coming year



We will ensure all of our offices have made the transition to being powered by electricity from renewable sources and that our gas consumption is offset by our utility companies.



We will ensure we meet our target of being a carbon neutral organisation by the end of 2021.



Remove all single use plastics from our offices.

Looking back on the year



Kreston Reeves is all about people and so it is clear that having a comprehensive and accountable CSR programme is of paramount importance.

We know how important it is to our people that we have a purpose beyond the day job and be a responsible organisation. We always continue to dedicate significant time, energy and resources towards making our firm a better place to work, helping our communities as well as making our contribution towards climate action.

The dedication from our colleagues towards achieving our CSR ambitions, as well as our future aspirations, is evidence in itself as to why it is so important for us to continue on our journey and be a part of our strategic ambitions of contributing towards societal goals.

We are delighted with the progress we have made to date, particularly given the circumstances of the last year. What really shone through for me was the camaraderie, support and care our colleagues have for each other, their clients and their communities, more so than ever when they were facing challenges and adversity. We pulled through this together and made such significant progress with our CSR programme because this is so important to us and so many of our people.

We are not stopping here. We have plenty of ongoing and new ambitions which we are excited to work towards in the coming year as CSR continues to be a central part of our day-to-day operations.



Jennifer Williamson

Partner and Head of Culture and Values

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