

A background image showing multiple hands cupped together, holding dark brown soil. A small, green seedling with several leaves is growing out of the soil in the center. The image is overlaid with large, semi-transparent blue geometric shapes (triangles and polygons) that create a modern, layered effect.

Environmental, Social and Governance (ESG)

Impact report

2021/22

Introduction

Over the past year we have been on a significant journey of adapting, progressing and moving forward together.

We continue to live by our purpose of '*guiding you to a brighter future*', whether that be our clients, colleagues, or communities; and stand by our vision '*to make a difference and lead the way as a sustainable and socially focused adviser*'. We recognise the important role we face as a business, to act responsibly and hold ourselves accountable for creating long-lasting positive change.

Being a responsible business isn't just about ticking boxes for us, it's a core part of why we exist, and we place a high value on our people and what they care about. It's how we believe business should be done. We were keen to know how we measured up against other service-based companies and get clarity on areas we can focus on developing, so we also submitted ourselves for evaluation for B Corp certification.

In previous years, we aimed to achieve our goals through our Corporate Social Responsibility (CSR) programme, however CSR now feels outdated for us, so we are following an Environmental, Social, Governance (ESG) framework. This is a more modern way to measure our impact and evaluate our sustainability performance, whilst aligning with the UN's blueprint for peace and prosperity for people and the planet – something we are keen to support now, and for the future.

This impact report outlines how we are striving to build a brighter future through our ESG programme, our Kreston Reeves Foundation, as well as the 12-month strategic plan being created by our Sustainable Development Goal (SDG) leads.

We want to be fully transparent in this report, not only showcasing our achievements but also our plans and progress against commitments we made last year. It brings together our efforts made to support four of the UN SDGs from 1 June 2021 to 31 Dec 2022.



Nigel Fright
Managing Partner



Andrew Griggs
Senior Partner



Jennifer Williamson
Culture and Values
Partner

In this report

Kreston Reeves Foundation

The Kreston Reeves Foundation is our registered charity (registered number 1180402) run by our people. It holds funds raised by our charitable activities and encourages volunteering and supporting the local community. It provides grants to charitable organisations, chosen by our people, located in the vicinity of a Kreston Reeves office.

The foundation supports our SDG aims, especially within our communities of Kent, Sussex, and London, by helping charities that support children, young people, elderly people, people with disabilities, and other charities or voluntary bodies, as well as the general public.

Our lead



Sam Rouse

Targets from last year

- To make donations to the seven office-chosen charities.
- To promote the staff volunteering programme – one day per year per person.
- To promote the uptake of the automatic sponsorship scheme and increase donations.

Outcomes

- Total amount donated to charities £45,000+.
- This included discretionary donations to eight food banks local to our offices in December 2021 and December 2022, totalling £26,000.
- The Kreston Reeves Foundation has supported 26 charities since our last impact report.
- 139 people have volunteered their time.
- 998 volunteer hours were recorded, totalling 133 volunteer days.
- £3,900 contributed to automatic sponsorship donations.

Targets for the coming year



To donate to our chosen 'Charities of the year' for each office.



To increase participation in our volunteering programme – one day per year per person.



To increase uptake of our automatic sponsorship.



Our external focus

We plan to continue to donate to local charities that are chosen by local offices, and where possible look to align and support charitable activities that also support our chosen SDG targets.

Our internal focus

We will focus on increasing our volunteering activity and donations by developing an annual charitable initiatives action plan which will strategically plan and identify opportunities for our people to participate in volunteering and contribute to fundraising. We will work closely with other SDG leads to align our efforts and amplify our impact.



SDG 3: Good health and wellbeing

'Ensure healthy lives and promote well-being for all at all ages'



Good health and wellbeing are about ensuring and promoting a healthy lifestyle and wellbeing for all – within our firm and local communities. Our people work incredibly hard, so we recognise the importance of balancing demanding work with mental, physical, financial and social wellbeing.

Our SDG leads



Steve Moss



Ceri Cook



Sean Rodwell



Hayley Cleaver



Targets from last year

- Virtual games day for our colleagues to interact with each other to replace a physical sports day.
- Actively support more awareness days/weeks relating to good health and wellbeing.
- Explore how to raise awareness and support our people's wellbeing. Specifically understanding the impact of cancer, menopause, diabetes, and high blood pressure.
- Work with a wellbeing specialist to help improve engagement with our colleagues and ensure that everyone takes their wellbeing seriously.
- 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 our colleagues.

Outcomes

- We held a virtual sports day; 18 teams took part across two days meaning approximately 108+ people participated.
- 5+ awareness days were promoted internally.
- We raised awareness of cancer, menopause, diabetes, and high-blood pressure as part of our wellbeing schedule in 2022.
- We've yet to work with wellbeing specialists, but this is in our 2023 plan.
- We've yet to utilise the CABA resources, but it is in our 2023 plan.
- 40+ people managers and wellbeing reps completed mental health training.
- A total of 13 mental health and wellbeing activities were delivered across 2022.

What else has been achieved?

We understand the importance of taking care of our people, and that good health and wellbeing is essential, so we've invested a significant amount of time into creating a workplace that can truly support their needs. Here we have highlighted some of our efforts.



FOUR SDG LEADS WERE APPOINTED FOR SDG 3



A WEEK-LONG AWARENESS CAMPAIGN FOR STRESS AWARENESS: We spent the week encouraging our people to step away from their computers, engage in a social activity or an organised walk, which 65 people participated in.



50+ PEOPLE SIGNED UP TO MINDFULNESS APPS TO HELP IMPROVE SLEEP AND LOWER STRESS.



BREAKFASTS AND LUNCHES AT THE OFFICE:

Since September 2022 we have kept kitchens across our offices topped up with breakfast and lunch items to support colleagues during the cost-of-living crisis.



MENTAL HEALTH AWARENESS VIA 'GOLDEN HOUR':

141 people participated in our 'Golden hour', taking an hour back in their day to take part in an activity that is beneficial to their health and wellbeing.



MENOPAUSE AWARENESS DAY: We held meetings across all our offices where 90+ people attended and participated in important discussions.



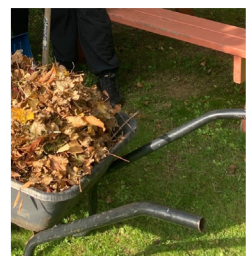
MOVEMBER: 174 people participated in Movember this year, supporting, and donating to the charity changing the face of men's physical and mental health support.



THE KR BIG QUIZ: We hosted our annual KR big quiz, which 110 people participated in across three physical locations, as well as virtually.



14 PIECES OF MENTAL HEALTH AND WELLBEING ADVICE SHARED ON YAMMER: The social pieces that we shared via our internal channel received 2,520+ views.



Targets for the coming year



Organise two firmwide social events in person in 2023: KR quiz and sports day.



Each office to organise two social events in 2023: one physical and one leisure activity.



To deliver activities and information for a specific wellbeing topic every other month.



To ensure all KR community reps and people managers attend mental health training, so they have the necessary knowledge and skills to perform their roles.



Our external focus

To review our charitable giving, volunteering hours and donations aligned with SDG 3, as well as build relationships with local charities so that we can contribute to improving the health and wellbeing of our communities.

Our internal focus

To help our people maintain a happy, healthy work-life balance by offering a structured timetable of social events and physical activities. This includes a schedule of supportive wellbeing information being published throughout the year.



SDG 4: Quality education

'Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.'



Quality education is about ensuring there is inclusive, quality, and lifelong education opportunities for all. As an Ofsted regulated apprenticeship provider, quality education is at the core of our business. We equip our people with skills that go beyond their professional training.

Our SDG leads



Mark Attwood



Karen Thompson



Targets from last year

- The Kreston Reeves Growth Team to align individuals' purpose with the UN SDG and provide opportunities for them to work towards their passions.
- Understand what drives each person within our teams.
- Continue 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.

Outcomes

- Two SDG leads appointed for SDG 4.
- Appointed four office representatives to help us understand what motivates our teams and build relationships with local education providers.
- Invested in 400+ educational training sessions/events.
- Invested £471,000 on student training.
- Invested £239,000 on our people and Partner training.
- Ongoing commitment to work with five external training providers.
- 24 opportunities to attend local student career fairs and present to students.

What else has been achieved?

We understand that education is important, lifelong and that it should be for everyone. We want to facilitate and empower all people to achieve their goals and outcomes and enable them to flourish.



RATED 'GOOD' BY OFSTED: Ofsted rating 'good' across training and support, personal development, behaviour and attitudes, leadership and management and provision for learners with high need.



EMPLOYER TRAINING PROVIDER: We are one of the first accountancy firms with an Employer Training Provider status to be inspected by Ofsted.



LARGEST EVER STUDENT INTAKE: We had 48 new trainees, our largest ever student intake, in 2022.



STUDENTS AND STRONG EXAM SUCCESS: We had 132 active students within our firm, across a range of qualifications, in 2022. With an 89% exam success rate.



EDUCATIONAL TRAINING AND EVENTS:



41 Microsoft Excel training courses delivered.



70 courses delivered covering power skills training in effectiveness, teamwork, management, and leadership.



62 tax, audit, outsourcing, accounts and legal training updates delivered.



13 conferences attended.



18 induction and training events for students.



320 software training sessions delivered across the firm.



Seven team away days updating teams on service line strategic direction, gathering their input, and providing relevant business updates.



48+ educational events and webinars for our clients and businesses in the community.



STUDENTS OF THE YEAR 2022



Student of the year: Elise Grossman



Runner up: Anna-Mae Wilkinson Cox



Runner up: Fiona Gillespie

Targets for the coming year



To align our initiatives to better support the SDG 4 targets.



Organise outreach activities to engage with local networks in every office location.



To have a local KR Community representative in every office to promote training.



To encourage peer-to-peer training.



To create a dedicated internal hub site to support our service lines in their educational opportunities.



To begin offering training in tackling unconscious bias.



To begin rolling out 'commerciality' training.



To utilise pulse surveys to evaluate the effectiveness of our training.



Our external focus

To increase our local network of education providers near each office and create case studies demonstrating our ability to offer enhanced work experience opportunities to students.

Our internal focus

To review our training and employment opportunities, so that we are providing training and quality education to all, which is more easily accessed by a wider network of people; therefore, our people continue to thrive and have lifelong opportunities. We aim to achieve this goal by offering a structured timetable of educational training opportunities. We will run in-person and online training for our people to work on their professional development throughout the year, regardless of their location.



SDG 10: Reduced inequalities

'Reduce inequality within and among countries'



Reducing inequalities ensures that we facilitate and empower all people inclusively to achieve their goals and outcomes and enable them to flourish and thrive, which includes our clients and local communities. We're a people business, so it's incredibly important to us that we make Kreston Reeves an inclusive workplace where all our people feel supported, empowered, valued and appreciated.

Our SDG leads



Kimberley Foulkes



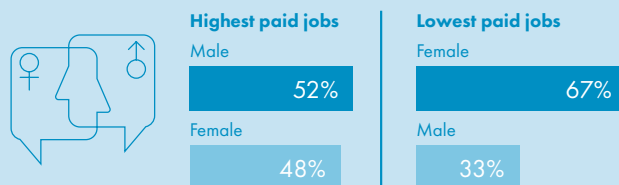
Caitlin Powell

Targets from last year

- Maintain an equally split gender workforce.
- Support the Kreston Reeves Foundation to double our volunteering hours for 2021/22.
- Explore ways in which we better promote and raise awareness of Equality, Diversity, and Inclusion (EDI) matters.
- Ensure fair pay regardless of gender.
- Support the Kreston Reeves Foundation to double our volunteering hours for 2021/22.

Outcomes

- 58% of our people are women.
- Women occupy 48% of the highest paid jobs and 67% of the lowest paid jobs.



- Development and implementation of new systems to accurately capture data relating to EDI, with the consent of all at Kreston Reeves.
- EDI training sessions agreed and planned for 2023.
- There was a 23.6% decrease in volunteering hours from 2021: a consequence of much busier workloads for all, across the firm.

What else has been achieved?

We are proud of the increasing diversity of our workforce and the efforts that our colleagues make towards raising awareness of inequalities, as well as the contributions made to the Kreston Reeves Foundation to help local charities in need of our support that are working to combat inequalities.



SDG LEADS APPOINTED: Two SDG leads were appointed for SDG 10.



MEN'S HEALTH AWARENESS: We held a men's health awareness event.



UNCONSCIOUS BIAS TRAINING: We identified the need for training around unconscious bias and taking steps for this to be implemented in 2023.



EDI TRAINING: A strategy is in place for the delivery of EDI training.



MENOPAUSE AND PERIMENOPAUSE AWARENESS EVENTS: There was 90+ internal attendees at our menopause and perimenopause awareness events across our offices.



SUPPORTING CANTERBURY PRIDE: We sponsored Canterbury Pride in 2022, the annual LGBTQ+ pride event (estimated that 20,000 people attended).



CARERS AWARENESS CAMPAIGN: We held a 12-day carer awareness campaign during December 2022.



Targets for the coming year



To have a programme in place for EDI training across the firm, with an initial focus on People Managers and new starters by the end of May 2023.



To have training and resources available for all staff relating to unconscious bias, and to raise awareness of the effect this can have on others in the workplace.



To commit to fair pay regardless of gender.



To complete our Gender Pay Gap Report and make it publicly available.



To review the use of pronouns within the firm and have an inclusive policy that supports diversity.



Our external focus

To review our policies, procedures, and business activities, so that they are more inclusive and recognise that equitable solutions need to be prioritised. We want to engage with external stakeholders that share our desire to make a difference and create equality for all – locally and internationally.

Our internal focus

We want a work environment that welcomes diversity and celebrates our differences, so that our people feel valued, recognised, and represented. We aim to achieve this by offering a structured timetable of diversity training throughout the year, reviewing policies, and making any necessary changes. We aim to publish an internal content schedule for diversity and inclusion information, including events throughout the year.



SDG 13: Climate action

'Take urgent action to combat climate change and its impacts'

With the Government's commitment to ending the UK's domestic contribution to man-made climate change by 2050, we recognise that we must play our part in making this a reality. We have been carbon neutral since the end of 2021, but we want to go further in decreasing our carbon footprint, with a longer-term goal of becoming net zero.



Climate action at Kreston Reeves means identifying the things we can do that are within our control at our offices and day-to-day operations to reduce our negative impact on the planet.

Our SDG leads



James Peach



Dan Firmager



Targets from last year

- Transition to our offices being powered by electricity from renewable sources.
- To ensure our gas consumption is offset by our utility companies.
- To become carbon neutral.
- Remove single use plastics from our offices.

Outcomes

- Our supplier switched back to non-green energy mid-way through our contract. Whilst we were powered by green and clean energy for some of 2022, we're unfortunately waiting to get back there!
- We achieved carbon neutral status.
- Global sustainability experts, Anthesis, calculated our carbon footprint at 1,616tCO₂e for 2020/21 a 28% reduction from the year before.
- We have offset our carbon footprint (to include gas offsetting) through the purchase of 1616 Gold Standard carbon credits.
- Ecologi provide us with a user-friendly platform that details each project our funding supports:
 - A hydropower plant in India has generated clean energy, helping us reduce our emissions by 1,583.68T CO₂.
 - A wind power generation farm in Bac Lieu Province, Vietnam has generated clean energy, helping us reduce our emissions by 32.32T CO₂.

What else has been achieved?

Climate action is a main focus of ours, which means we're identifying the things that we can combat, within our offices and day-to-day operations, to reduce our negative impact on the planet. Kreston Reeves believe that businesses have to start taking responsibility and act accordingly to do their bit in helping address the climate crisis.



SDG LEADS APPOINTED: Two SDG leads were appointed for SDG 13.



CANTERBURY CLIMATE ACTION PARTNERSHIP: We've become corporate partners of the Canterbury Climate Action Partnership, who work to raise awareness and encourage corporates to take action.



AWARDED FOR CLIMATE ACTION: We won the Canterbury Climate Action Partnership Climate Action Award in the Business category in 2022 for our ongoing climate work.



GROWING THE KRESTON REEVES FOREST: We planted another 17,485 trees in our Kreston Reeves Forest with Ecologi and now have 34,429 trees in total.



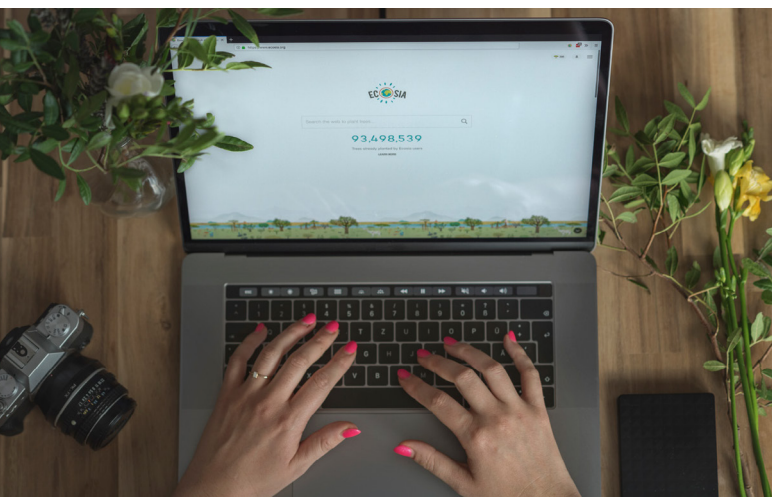
ECO FRIENDLY STATIONERY: We now use a range of stationery made from recycled items, some of which are biodegradable, as well as use recycled and recyclable paper across the firm.



SWITCHED TO ECOSIA: We switched our default search engine to Ecosia.



REDUCED EMISSIONS: Our emissions reduced significantly, by 28%, in 2020/21 compared to 2019/20. This was largely because of the COVID pandemic and reduced employee commuting and real estate services, as well as the implementation of our digital strategy and use of virtual meetings.



Targets for the coming year



All seven of our offices to be powered by electricity from renewable sources.



To remain a carbon neutral firm.



To engage with environmental experts to help us develop a plan to work towards net zero.



To work on a two year plan to review our HR benefits and provide more eco-friendly options to help support more sustainable lifestyle choices.



To encourage our people to explore environmental alternatives in their everyday lives by committing to simple awareness campaigns throughout the year.



Our external focus

To align our activities with the SDG 13 targets by exploring how we can extend our reach and utilise our influence as a firm to affect change across our collective network, including both our clients and suppliers.

Our internal focus

To think more broadly about how we can implement change within our own organisation. We want to amplify our impact, encouraging our colleagues to pursue sustainability initiatives in their own homes, not just in the office, emphasising how they can be catalysts for change within their own families and communities. We aim to achieve this internal awareness by offering a structured timetable of social events and physical activities across our offices.



Looking back on the year



Kreston Reeves is all about people and so having a comprehensive and accountable ESG programme is of paramount importance.

The journey towards becoming a more responsible business is not straightforward, it is certainly a learning curve, but something we want to embrace and encourage other businesses to do as well. Our role as trusted business advisers goes beyond the numbers, and we want to lead by example, demonstrating that it does not matter what industry a business operates within, but positively contributing to society and planning towards a more sustainable future is vital.

We know that we can make a difference internally and locally and are now striving to make a difference globally as well. We want to widen the scope of our impact and inspire more businesses to begin their journey. Our role within the Kreston Global network will be a catalyst for our global efforts across 2023 as our Senior Partner, Andrew Griggs, leads their global ESG task force.

We know how important it is to our people that we have a purpose beyond the day job and for us to be a responsible organisation. The dedication from our colleagues towards achieving our ESG ambitions is evidence as to why it is so important for us to continue our journey, be part of our strategic ambitions, and contribute towards global societal goals.

At Kreston Reeves, we see ourselves as so much more than just accountants, business and wealth advisers and hope that the changes and investments we have demonstrated in our impact report have helped, and will continue to help, guide our clients, colleagues, and communities to a brighter future.



Jennifer Williamson

Partner and Head of Culture and Values

For more than accountancy,
business and wealth advice.

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