



▼ Impact report 2024

# A brighter future







# ▼ Contents

Welcome	3
Our purpose, vision and values	4
Highlights from 2024	5
Our Kreston Reeves community	6
Journey to B Corp	7
B Corp scores	8
<b>Governance</b>	<b>9</b>
<b>People</b>	<b>12</b>
<b>Clients</b>	<b>17</b>
<b>Environment</b>	<b>20</b>
<b>Community</b>	<b>24</b>
Empowering the next generation through skill development	27
Our impact summary in numbers	28
Looking ahead	29



# Welcome...



**Nigel Fright**  
Managing Partner



**Andrew Griggs**  
Senior Partner



**Jennifer Williamson**  
Partner, board member  
and Head of Culture  
and Values

## To our 2024 impact report!

Since 2020, we've been proudly publishing our impact reports, and this year is no exception. What started as a corporate social responsibility report has evolved through the years into an environmental, social, and governance (ESG) report, and last year, it became both an ESG and B Corp™ impact report.

And now, we want to make it even better! This year's report merges the efforts of our Sustainable Development Goal (SDG) leads, our management board, the Kreston Reeves Foundation, and our entire Kreston Reeves community into this streamlined and collaborative report. Discover the impact we've made together across the five pillars of B Corp™: People (workers), Governance, Clients (customers), Environment, and Community.

Our firm's purpose is to guide our clients, colleagues, and communities to a brighter future. Being a B Corp™ perfectly aligns with this and our values, and we are wholeheartedly committed to continuing our journey as a socially focused adviser and encouraging others to join us in making a real difference.

We're incredibly proud of the collective efforts of everyone at Kreston Reeves. The successes you'll read about in this report are testament to the passion, commitment, and dedication of our teams. We're celebrating not only the progress we've made and the milestones we've reached but also reflecting on the goals we're still working on, and how they've shaped our ambitions for the future.

The fact that you're here reading this means you're invested in learning more about our impact, and we hope this report not only offers information, but a little inspiration too. If you have any questions, or would like to explore our efforts further, please don't hesitate to reach out.





# Our purpose, vision and values

## What we stand for

### Purpose

**Guiding you to  
a brighter future.**



### Vision

**To have a positive impact and lead the way  
as a socially focused adviser,** known for  
our personal, proactive and passionate  
approach, creating growth opportunities  
in London, the South East and  
beyond.

### Values



#### Understand

We're curious, we ask, and we listen.  
We put ourselves in your shoes.



#### Look ahead

We anticipate the future and plan for it.  
Embracing the benefits of change.



#### Make it personal

We adapt to your needs. Flexing our style  
to get the best outcome for every situation.



#### Be crystal clear

We consult others and give helpful feedback. Ensuring  
you know what's going on and how it impacts you.



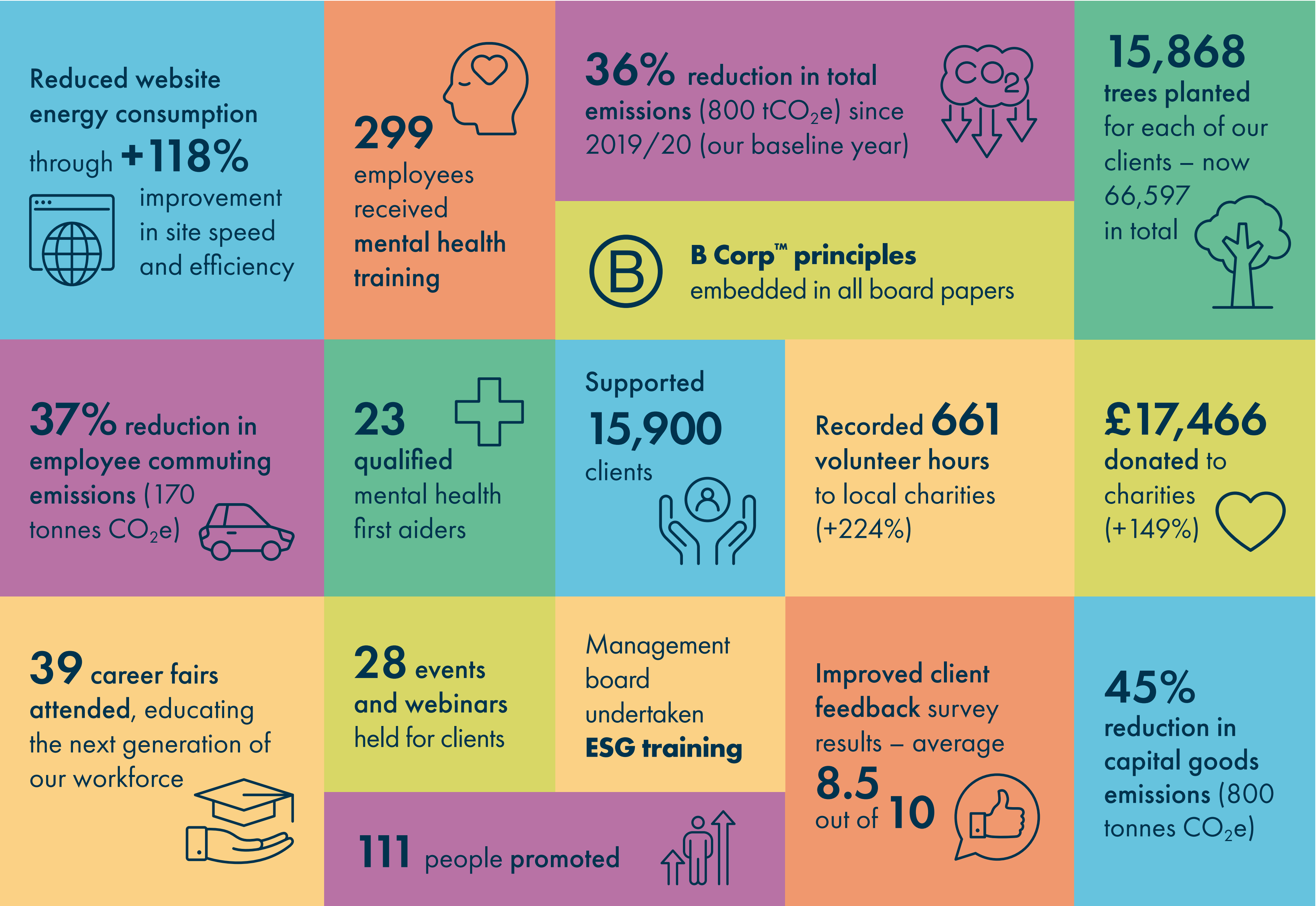
#### Be human

We invest time in building strong  
relationships with you.



# Highlights from 2024

## Our awards





# Our Kreston Reeves community

**Our community is made up of 573 people who all contribute towards our ESG goals.** Within that, we have dedicated representatives that help drive our ESG goals forward. These representatives are from across the firm; within our management board, executive board of operational directors, the Kreston Reeves Foundation (our registered charity) and Sustainable Development Goal (SDG) leads and reps.

We have continued to align our efforts with four of the United Nation's Sustainable Development Goals, which were voted, by our people, as the most meaningful to them:



## Good health and wellbeing

Ensure healthy lives and promote wellbeing for all at all ages.



## Reduced inequalities

Reduce inequality within and among countries.



## Quality education

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



## Climate action

Take urgent action to combat climate change and its impacts.

**531** employees  
and **42** partners

**57** ESG representatives

**11** fundraising  
representatives

**10** Sustainable  
Development Goal (SDG)  
leads, representing 4 SDGs  
(see left)

**7** members of  
management board

**4** members of executive  
board of operational directors

**5** executive committee  
members and **3** trustees of  
the Kreston Reeves Foundation

## Kreston Reeves Foundation



The Kreston Reeves Foundation (registered charity number 1180402) is a force for good, driven by our dedicated Trustees and Executive Committee. Together, we channel our passion for philanthropy into meaningful charitable and fundraising initiatives. What makes it truly special? It's our people who select the beneficiaries, ensuring that local charities receive the support they need. Beyond that, we ignite community spirit by encouraging our team to give back through volunteering days, and we take it a step further by automatically sponsoring personal charitable efforts. It's about making a difference, together!

## Kreston Global membership



Our membership of Kreston Global, an international advisory and accountancy network, also connects us with colleagues across the world. This enables positive collaboration and change.

**+27,000** people

**160** firms

**+114** countries

**Andrew Griggs**, our Senior Partner, is chairman elect of the Kreston Global Board

Active members of **9** global groups: VAT, ESG, emerging talent, corporate finance, audit, tax, indirect tax, charity and life sciences



# Journey to B Corp™



Throughout our history – we’ve always been **passionate about giving back to our communities!**

Pre-2020

**Committed to and announced our purpose;** ‘Guiding clients, colleagues and communities to a brighter future’.

September 2020

Celebrated **200 years** of history by honouring our colleagues, clients and communities.

2021

**Committed to our vision** ‘To have a positive impact and lead the way as a socially focused adviser’.

2021

**Achieved B Corp™ certification.**

March 2023

Our first B Corp™ **impact report** was published.

March 2024

2020

2021

2022

2023

2024

2020

**Ran internal purpose surveys and workshops** – although forced to work apart during the pandemic, we used this time to come ‘together’ as a firm and reflect on what we stand for, why we exist.

October 2020

Our first **CSR impact report** was published. And we focused our ESG efforts around 4 of the UN Sustainable Development Goals (SDG).

2021

Started the **Kreston Reeves forest**, committing to planting a tree for every client, every year.

2022

We announced we are **carbon neutral**.

May 2023

Our first **ESG impact report** was published.



# B Corp™ scores

We were proud to have achieved a score of **80.6** for our first accreditation, but we're not stopping there!

Overall score

**80.6**<sub>/170</sub>

Goal for 2026

**89.6**<sub>/170</sub>

Governance  
**17.2**<sub>/45</sub>

People  
**36.4**<sub>/50</sub>

Clients  
**3.6**<sub>/5</sub>

Environment  
**6.9**<sub>/20</sub>

Community  
**16.3**<sub>/50</sub>



# Governance



## ICAEW regulated

– adherence to code of ethics and practice assurance requirements



**6** service line away days



**B Corp™ principles embedded** in all board papers and new supplier process being piloted by some of our teams



**ESG embedded in management board:**  
**Jennifer Williamson**, partner and head of culture and values

## Turnover

**£50.1m**  
**+12.5%**

## Firmwide updates

**12**  
monthly updates

**4**  
quarterly service line and operational updates, and launched monthly KRTV

## Profit

**£12.9m**  
**+16%**



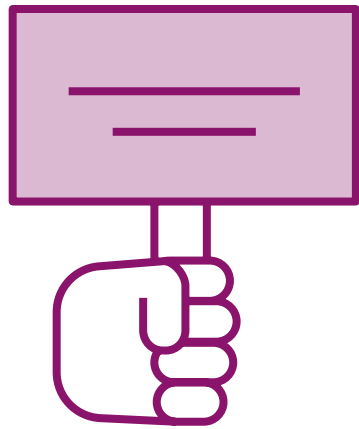
**10** employees reverse mentoring  
**7** board members

**External quality reviews** from the **Institute of Chartered Accountants** in England and Wales and the **Financial Reporting Council**

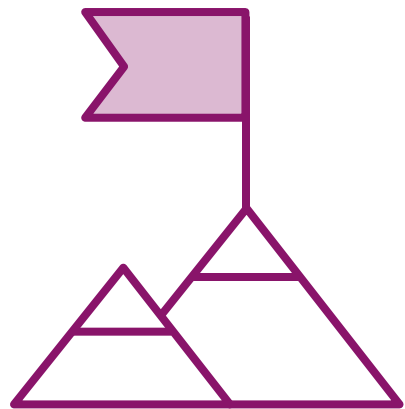




# What we said we'd do



# What we did

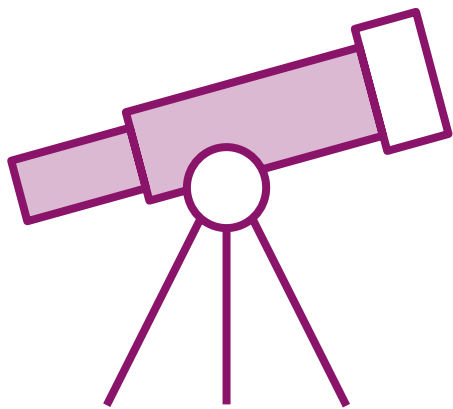


## Progress

Embed B Corp™ principles in our strategy and operations.	<div><div></div><div></div><div></div></div>	All board papers have a B Corp™ section to consider impact from ESG perspective.
Build an action plan for our vision.	<div><div></div><div></div><div></div></div>	The action plan has been discussed at board and the ESG strategy day, and will be progressed in 2025.
Provide ESG (Environmental, Social, Governance) and B Corp™ training across the firm, to integrate B Corp™ values and promote responsible citizenship.	<div><div></div><div></div><div></div></div>	The board have undertaken ESG training, but this is yet to be rolled out across the firm. A firmwide session was held to share and explain our impact report.
Develop a plan that aligns with the identified ESG issues from our materiality assessment.	<div><div></div><div></div><div></div></div>	Materiality assessment was discussed at board, and it was decided, to make meaningful decisions and impact, awareness training and greater understanding was required first.
Review our policies, procedures, and business activities for inclusivity.	<div><div></div><div></div><div></div></div>	Introduced new provisions for employees managing bereavements, family illness and end of life care. Our recruitment process has been made more inclusive, by making reasonable adjustments for neurodiverse candidates, including additional time for online assessments and briefing on questions ahead of interviews.



# In the next 12 months we will



- ▼ **Review key policies** to ensure they align with the principles of our SDG focuses.
- ▼ **Provide ESG and B Corp™ training** across the firm, to integrate B Corp™ values and promote responsible citizenship.
- ▼ **Develop ESG strategy work** at Board level to finalise our sustainable strategy.
- ▼ **Review of the ESG group's governance model** to ensure best collaboration in our efforts with others to amplify impact.
- ▼ **Develop our supplier process** embedding B Corp™ principles further in our supply chain decisions.
- ▼ **Formalise KPIs** for ESG reporting.





# People



**89%**  
first-time  
exam pass  
rate

**81%**  
of employees rate our  
efforts in **promoting  
diversity**, equity and  
inclusion as **'excellent'**  
or **'good'**

Learning and development	
8 professional qualifications, including apprenticeships	195 IT and software training courses
6 service line away days	19 personal skills courses
11 people manager clinics	9 leadership and management courses

**49** new students  
**186** trainees in total  
**+11%**

**Accredited**  
as an **'Employer  
Training Provider'**  
by the Department of  
Education



# People



**81%** of our people scored **7/10 or higher** when asked if they were **satisfied with Kreston Reeves as a place of work**



**Quarterly awareness days supported:** Blue Monday, Mental Health Awareness Week, National Relaxation Day and World Kindness Day

**11,317** pieces of feedback +**119%** since **2023**

**14** office social events and **2** firmwide, in-person events



**77,994,878 steps taken** in annual pedometer challenge – **227 participants** **39 groups**

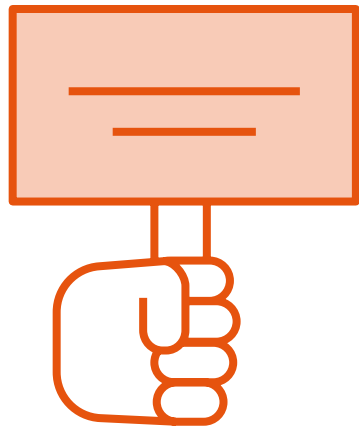
**794** reward and recognition rewards worth **£29,860**

**111** internal promotions **21% of our people**

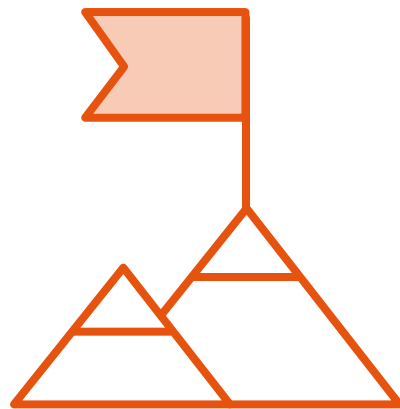
**23** mental health first aiders



# What we said we'd do



# What we did

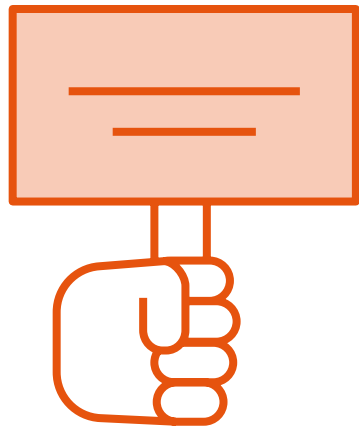


Progress

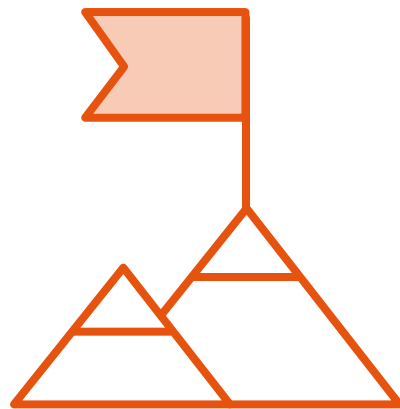
Increase people engagement and satisfaction.	<div><div></div><div></div><div></div></div>	Bolstered our people engagement survey, sourced a new survey provider and introduced regular pulse surveys. In our first pulse survey, 81% of our people scored 7/10 or higher when asked if they were satisfied with Kreston Reeves as a place of work. We will undertake a full engagement survey in Spring 2025 to assess our progress.
Continue to prioritise investment in our training.	<div><div></div><div></div><div></div></div>	Invested £683,000 in student training (+14%), and £514,000 in people and partner training (+39%).
Kreston Reeves community representatives and people managers to attend: <ul style="list-style-type: none"><li>Mental health training.</li><li>Psychological safety training.</li></ul>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	23 employees received in-depth mental health first aider training and 299 employees received mental health training.  Psychological safety training is scheduled for 2025.
Enhance discussions, awareness and understanding around mental health, psychological safety, unconscious bias and equity, diversity, and inclusion (EDI).	<div><div></div><div></div><div></div></div>	EDI awareness and training: held a neurodiversity people manager clinic and two wider sessions (413/398 attendees), GenZ people manager clinic (159 attendees), hidden disability (162 attendees), unconscious bias in interviews (100 attendees), Black History Month (600 content views).



# What we said we'd do



# What we did



Progress

Celebrate interfaith and increase awareness.	<div><div></div><div></div><div></div></div>	Celebrated Ramadan (264 content views) and held a 'supporting employees through Ramadan' people manager clinic (162 session attendees), Diwali (131 views and 154 lunch attendees), Eid (448 views), Hanukkah (242 views), Easter and Christmas. Introduced multi-faith rooms in 5 offices.
Raise awareness of healthcare support and resources.	<div><div></div><div></div><div></div></div>	Held healthcare support and resources online session (223 attendees) and in person health and wellbeing roadshows (291 attendees).
Undertake a materiality assessment to determine focus areas of our activities.	<div><div></div><div></div><div></div></div>	Carried out assessment, findings aligned with SDG focus. Top four: Health and wellbeing (72%), Climate change and greenhouse gas emissions (62%), Diversity, equity and inclusion (48%), Education and learning (39%).

“ As a mother who works part-time and has increased her working hours over the years as my children have grown, I've felt supported to be the parent I want to be whilst progressing my career. The culture is supportive and open, and people are appreciated and treated as individuals. ”

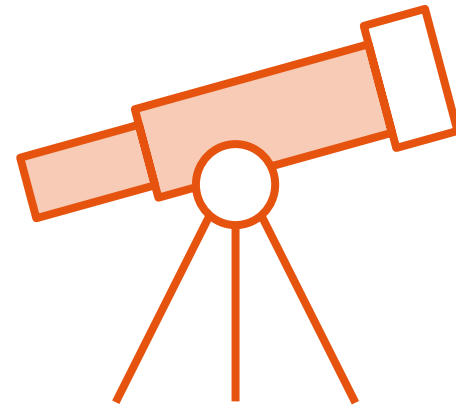
Member of our London office.

“ Thank you for shining a light on our Black History. On a personal note, it made me question my grandfather's journey and research, which turned out to be moving, sad and enlightening as to what he must have gone through! ”

Member of our Horsham office.



# In the next 12 months we will



- ▼ Reduce attrition rate to below 16% (currently 16.4%).
- ▼ Continue to work on improving and addressing areas that impact our gender pay gap.
- ▼ Continue to measure and work to improve our people engagement.
- ▼ Strengthen our recruitment strategy to foster a more inclusive and diverse workforce.
- ▼ Enhance discussions, awareness and understanding around mental health, psychological safety, wellbeing and equity, diversity, and inclusion (EDI).
- ▼ Build a toolkit for managing wellbeing during peak pressure periods at work.
- ▼ Explore formation of employee resource groups (ERGs).



Governance

People

Clients

Environment

Community



# Clients



**28**  
events  
for clients  
Webinars,  
roundtables,  
hospitality  
events, forums



**Partnered  
with Ecologi**  
– helping clients  
measure their  
carbon footprint

**15,900**  
clients

**A dedicated client  
care team** for  
every client

**Feedback survey**  
**8.5/10**  
**average score**  
across questions  
**+1%**

**9** sector  
specialisms

- Academies and education
- Agriculture
- Charities and not for profit
- Creative media and technology
- Financial services
- Life sciences
- Manufacturing
- Professional practices
- Real estate

“ We chose Kreston Reeves because we trust the business. **They truly understand our needs**, and their staff are always very professional... Their support has truly made a difference. ”

**James Rufey, Director of Cricket & Chief Operating Officer,  
Arundel Castle Cricket Club Limited**

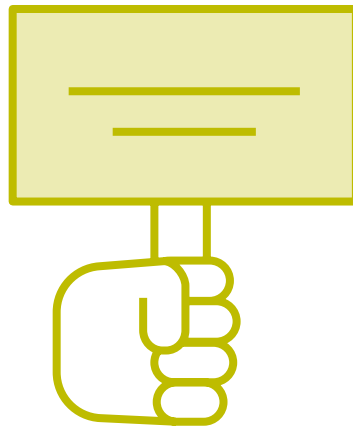


**348**  
**attendees of client  
care workshops**

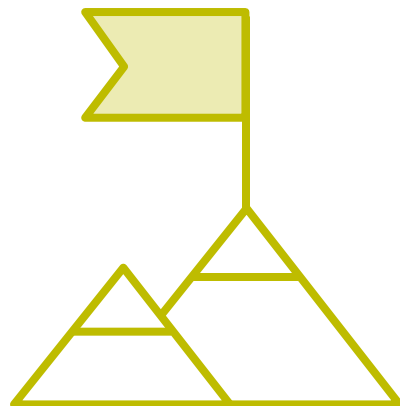
**Employee-led  
client care  
delivery team**  
enhancing client  
experience across  
the firm



# What we said we'd do



# What we did



Progress

Strive to achieve a 70% net promoter score (NPS) in client feedback survey.	<div><div></div><div></div><div></div></div>	Our 2024 NPS score increased to 53% from 51% in 2023.
Enhance our client care.	<div><div></div><div></div><div></div></div>	348 attendees of internal client care workshops, 16 pieces of client care content produced, shared client success stories, and embedded client care objectives in quarterly reviews.
Conduct a stakeholder materiality assessment.	<div><div></div><div></div><div></div></div>	Carried out assessment. Top six: Climate change and greenhouse gas emissions (35.9%), Health and wellbeing (33.1%), Pollution and waste management (31.2%), Data security (30.41%), Ethical practices (24.5%), Education and learning (24.3%).
Develop a plan that aligns with the identified material issues.	<div><div></div><div></div><div></div></div>	Our SDG 13, SDG 3 and SDG 4 goals align with three of the top six material issues. Data security and ethics continue to be one of our highest priorities as evidenced by cyber essentials accreditation, privacy notice, Head of Privacy and compliance team.

“ [As] a family business... it was vital [Kreston Reeves]... could deliver the whole package for our business and shareholders... it's been refreshing on every level, the professional advice and support given to us to reach our goals and deadlines has been amazing. ”

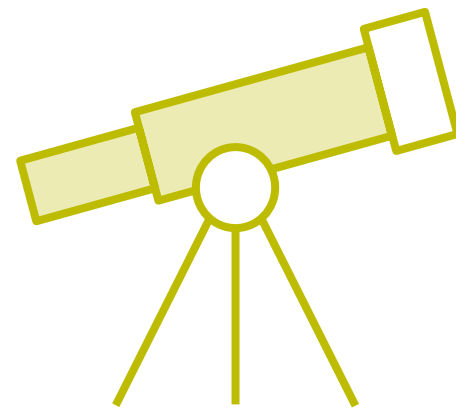
Bernadette O’Grady, Director, Mullan Partnership Limited.

“ [We have] enjoyed a long relationship with Kreston Reeves... built on trust and high quality advisory support... the team are attentive and thoughtful, and... adept in proactively flexing their services to match our business’ changing challenges. ”

James Leng, Managing Director Pre-Met Limited.



# In the next 12 months we will



- ▼ Increase NPS score to 58%, with a longer term goal of 70%.
- ▼ Build on and embed our client promise within all our service lines.
- ▼ Increase feedback from clients and improve the timeliness with which we ask for feedback.
- ▼ Deliver at least 6 client care clinics to our teams to keep enhancing our service delivery.
- ▼ Deliver client care training through our learning and development programmes to continue to enhance and align our delivery with client expectations and needs.





# Environment



**15,868**  
trees planted  
in 2024



**66,597**  
planted in total



**Supported  
Marine  
Conservation  
Society's  
Sussex  
beach clean**

**The carbon avoidance projects** we have funded since being carbon neutral are:

**Protection** of the Matavén forest in eastern Colombia

**1,452**  
tCO<sub>2</sub>e avoided

**Solar power** project in Morocco

**1,680**  
tCO<sub>2</sub>e avoided

**Avoiding methane emissions** from landfill in Brazil

**1,946**  
tCO<sub>2</sub>e avoided

**Wind power** generation in Bac Lieu Province, Vietnam

**32.32**  
tCO<sub>2</sub>e avoided

Generating **4.80MW clean electricity** from hydropower in India

**1,583.68**  
tCO<sub>2</sub>e avoided





↓ **37%**  
reduction in employee commuting (**170 tCO<sub>2</sub>e**) following better quality commuting information being obtained and as the workforce begins transitioning to electric

↓ **25%**  
reduction (**17 tCO<sub>2</sub>e**) to our electricity following change in renewable energy source

↓ **36%**  
reduction in emissions (**800 tCO<sub>2</sub>e**) since 2019/20 (our baseline year)

↓ **45%**  
reduction in capital goods (**80 tCO<sub>2</sub>e**)

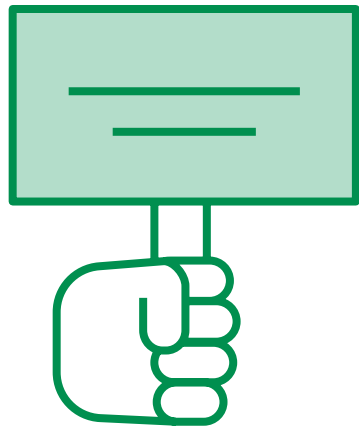
↓ **14%**  
reduction of **228 tCO<sub>2</sub>e**

Scope	Emissions source	2023/24 emissions (tCO <sub>2</sub> e)	2022/23 emissions (tCO <sub>2</sub> e)	2019/20 emissions (tCO <sub>2</sub> e)*
Scope 1	Gas	56	43	41
Scope 2	Electricity	50	67	157
Scope 3	Transmission and distribution	5	18	13
	Business travel	183	164	151
	Employee commuting + working from home	289	459	664
	Water supply and treatment	0.7	0.3	3
	Waste disposal	0.1	0.2	1
	Purchased goods and services	771	751	1,222
	Capital goods	97	177	-
		1,452	1,680	2,252
Intensity measures to be included				
Per employee		3.00	3.64	4.64
Per £100,000 of revenue		2.90	3.72	5.69

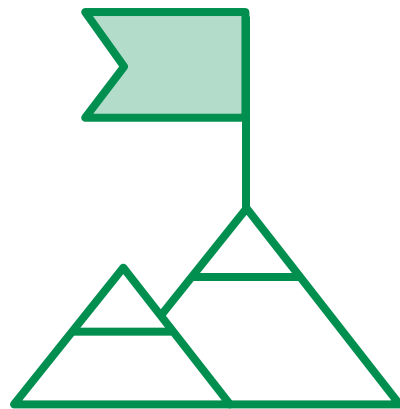
This table shows our carbon emissions by scope over the last two years and compares them to \*our base year, 2019/20, to monitor progress.



# What we said we'd do



# What we did

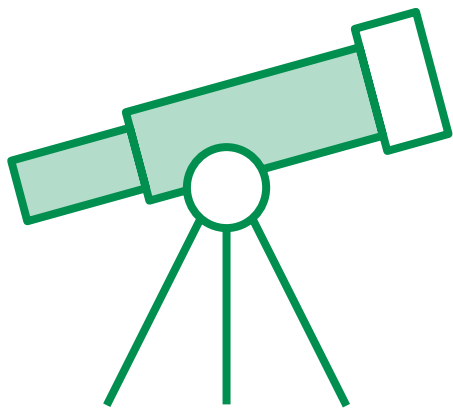


Progress

All 7 of our offices to be powered by electricity from renewable sources.	<div><div></div><div></div><div></div></div>	The offices we have direct control over (Chatham, Canterbury and Chichester) have been changed to renewable electricity and 10% renewable gas. We will be working with our landlords to identify what can be done for our serviced offices.
Remain a carbon neutral firm.	<div><div></div><div></div><div></div></div>	Remained carbon neutral! This year we invested in the protection of the Mataven forest in eastern Columbia. <a href="#">View certified project.</a>
Reduce our overall emissions in 2024 – to reduce <b>Scope 1</b> emissions by using greener gas and <b>Scope 2</b> emissions by changing to use electricity from renewable sources.	<div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div></div>	<b>Scope 1</b> – emissions increased by 30% this year after the implementation of 10% gas generated from renewable sources. We will be investigating what we can do to reduce our gas usage across our properties. <b>Scope 2</b> – emissions have reduced by 25% following implementation of sourcing electricity from renewable sources this is expected to fall further in 2024/25.
Raise awareness of climate action – internally and externally – to encourage everyone to explore environmental alternatives and think responsibly in their own homes as well as at work.	<div><div></div><div></div><div></div></div>	Encouraged our people and taken part in volunteering and beach cleans.
Review the carbon footprint of our website.	<div><div></div><div></div><div></div></div>	Reduced website energy consumption per visit through improved site speed – 118% increase in Google core web vital performance. Website carbon rating has improved to D (up from F). Average CO <sub>2</sub> per page view reduced by 39% (+65% better than average).
Develop a plan to work towards net zero.	<div><div></div><div></div><div></div></div>	Identified software appropriate for us to begin our journey to set a reduction plan and work will continue to progress towards this goal in 2025.



# In the next 12 months we will



- ▼ Build internal and external awareness to enable our people and wider stakeholders to make environmentally conscious decisions.
- ▼ Assess the feasibility of an electric car scheme to decarbonise our people’s travel.
- ▼ Review waste management and consider if improvements can be made.
- ▼ Assess the feasibility of setting science-based reduction targets and implementing a Net Zero plan.
- ▼ Continue to reduce website energy usage and emissions.





# Community



**My Shining Star Christmas gift appeal: £1,000 worth of gifts** donated to children suffering from cancer



**+10 fundraising leads;** at least one in each office

**661 volunteer hours recorded**  
**+224%**

**Yorkshire 3 Peaks** fundraising challenge



**30+** career fairs attended  
**+20%**

**£17,466** paid in donations to charities



Supporting **7 'charities of the year'**

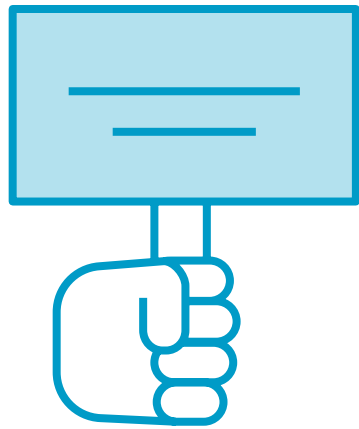


**Partnering and supporting:**

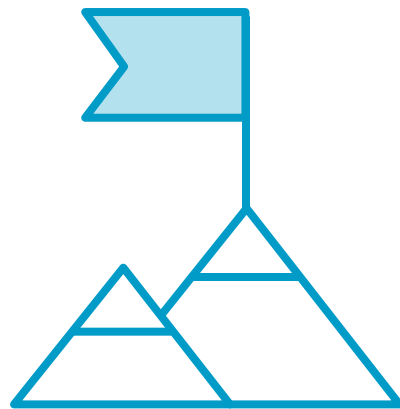
- LoveLocalJob's Dare to Dream programme
- Resurgo's Spear programme
- CMK's school programme
- LTSB
- Canterbury Pride
- Medway Pride



# What we said we'd do



# What we did

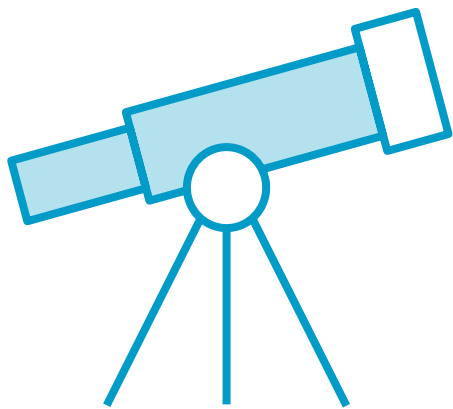


Progress

Increase donations to our chosen 'Charities of the year' by 40%.	<div><div></div><div></div><div></div></div>	£17,466 donations to charities +149%.
Raise awareness and increase participation in our volunteering programme – one day per year per person for more than 25% of our people.	<div><div></div><div></div><div></div></div>	Raised awareness through internal channels (intranet and video) and shared volunteering opportunities. 18% (98) of our people volunteered their time which was an increase of 157%. 661 volunteer hours recorded (+224%).
Raise awareness and increase uptake of our automatic sponsorship.	<div><div></div><div></div><div></div></div>	£2,400 was contributed through automatic sponsorships to 32 people (-18%).
Consider and review the social or environmental impact of donations made.	<div><div></div><div></div><div></div></div>	We will be reviewing the impact of donations towards the end of this financial year (May 2025).
Continue to engage with more external stakeholders and strive towards reduced inequality with our local communities, including in both the LGBTQ+ and social mobility spaces.	<div><div></div><div></div><div></div></div>	Partnered with LoveLocalJob's Dare to Dream programme (Sussex), Resurgo's Spear programme (London) and CMK's school programme (Kent) to mentor, guide and inspire young people. Partnered with LTSB to provide social mobility opportunities. Supported Canterbury and Medway Pride.
Formalise a short work experience programme and create case studies.	<div><div></div><div></div><div></div></div>	A new work experience programme, using Xero case studies and trial data, supplemented by our own mock data, has been created.
Increase our local network of education providers.	<div><div></div><div></div><div></div></div>	Over 30 career fairs were attended (+20%) and 13 career talks and presentations were given in schools and colleges across our regions.



# In the next 12 months we will



- ▶ Raise over £17,000 for our ‘charities of the year’.
- ▶ Increase volunteer hours to over 800.
- ▶ Consider increasing the amount paid for each automatic sponsorship.
- ▶ Continue supporting our communities in reducing inequality, focusing on both LGBTQ+ inclusion and social mobility.
- ▶ Increase our conversations about sustainable business with our client and communities.



Governance

People

Clients

Environment

Community



# Empowering the next generation through skill development

We're proud to partner with and support three initiatives to support young people in our communities across our regions:

- Resurgo's Spear programme (London)
- LoveLocalJob's Dare to Dream programme (Sussex)
- Changing Minds Kent (CMK)'s school programme (Kent)

Their goals align with our community goals and commitment to 'Reduced inequalities', empowering young people by enhancing their skills and experiences.



**Resurgo Spear Programme** supports young people aged 16–24 who are currently not in education, employment or training ('NEET'), and are facing barriers getting into work. It helps develop essential skills for long-term employment, building confidence, improving communication skills, and providing practical job search support. In 2024, our team carried out mock interviews as part of the programme.

We've supported **LoveLocalJobs Foundation's Dare to Dream Programme** since 2021, working with students in a range of schools in Sussex. This programme aims to inspire and equip young people with experiences and tools to fulfil their dreams, boosting their confidence, employability skills, and wellbeing. In 2024, our team participated in mentoring sessions and shared their journeys and workplace insights.



Students toured our Chichester office, participated in a themed quiz, and a talk by Chay Took, Partner, gaining insights into the working environment and potential career paths.

**Freddie Band**, Industrial Placement student, commented:

“ Even after just one session with the Dare to Dream programme, it has been a very rewarding experience and a brilliant opportunity to not only help inspire young children, but also to build valuable skills for myself. It's a pleasure to meet with the students, and in my opinion, it's a chance to offer them the kind of advice I wish I had received when I was in their position. ”



**We have also committed to working with CMK** from Spring 2025, to help provide financial wellbeing guidance for young people. CMK is a not-for-profit organisation, working to transform health and wellbeing outcomes for young people, adults and vulnerable groups in under-served communities. Their work includes empowering and educating schools, communities and workplaces in mental, emotional and physical health, to ultimately raise awareness, reduce stigmas and strengthen networks of peer support.

**Sinitta Callman**, SDG 4 'Reduced inequalities' Lead said:

“ We're so proud to partner with these programmes – Fostering inclusive opportunities, supporting social mobility, and driving meaningful change towards a more equitable society is very important to us. We are committed to helping to create a brighter future for all. ”





# Our impact summary in numbers

## KPI dashboard

Governance	2023-24 (financial year)	2022-23 (financial year)
Turnover	£50.1m	£44.5m
Profit	£12.9m	£11.1m

Clients	2024	2023
Client retention rate	91%	92%
Client feedback survey - net promoter score	53	51
Events for clients	28	24

Environment	2023/24	2022/23
Total CO <sub>2</sub> emissions (tCO <sub>2</sub> e)	1,452	1,680
CO <sub>2</sub> emissions per employee	3	3.64
CO <sub>2</sub> emissions per £100,000 of revenue	2.9	3.72

Community	2024	2023
Amount donated to charity	£17,466	£7,000
Volunteer hours	661	204
Automatic sponsorships	£2,400 to 32 people	£2,925 to 39 people
Career fairs attended	30	25

People	2024	2023
Number of people (headcount): <ul style="list-style-type: none"><li>• Employees (excluding partners)</li><li>• Including partners</li></ul>	531 573	503 551
Number of trainees	186	168
Exam pass rate (first time)	89%	89%
Number of internal promotions	111	116
Employee engagement survey - % of people satisfied with Kreston Reeves as a place to work, scoring 7/10 or higher	81%	86%
Attrition rate	16.4%	17.8%
Male / female	43% male / 57% female	42% male / 58% female
Female partner %	27%	22.73%
Female director and senior manager %	48.5%	51.4%
Gender pay gap (mean)	11.3%	12.6%
Gender pay gap (median)	16.6%	15.6%
% of workforce that identifies as being from an ethnic minority*	15.8%	14%
% of workforce that received income support during their school years*	8.4%	8.6%

\*Based on 308 respondents in our most recent diversity, equity and inclusion survey.





# Looking ahead

We are passionately dedicated to **'leading our clients, colleagues, and communities to a brighter future.'** This purpose drives us to embed environmental, social, and governance (ESG) principles into everything we do.

In this report, we're proud to spotlight the meaningful impact we're making - whether it's reducing our environmental footprint, fostering a diverse and inclusive workplace, or upholding the highest standards of governance.

We aim for our impact to not only be felt but to inspire and make a difference to people's lives.

We acknowledge there's always room for growth, and even in moments where we may inadvertently step back, we're

unwavering in our commitment to identify these challenges and improve.

Our B Corp™ accreditation and this annual report provide us with a solid framework to evaluate where we excel and where we need to grow.

As we look ahead, we're energised to keep pushing forward. Our focus remains on accountability, transparency, and relentless improvement - continuing to balance profit with purpose and create real, meaningful change.

Thanks for being part of our journey.



**Jennifer Williamson**  
Partner, board member and  
Head of Culture and Values.





# For more than accountancy, business and wealth advice

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This impact report was designed by fellow B Corp partner, Waggle (**[waggledesign.com](http://waggledesign.com)**)

