

▼ Impact report 2025

A brighter future



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Welcome to our 2025 impact report



We're delighted to share our 2025 impact report with you, marking six years of transparency and accountability since we began this journey in 2020.

Last year, we streamlined our reporting by bringing together the efforts of our Sustainable Development Goal (SDG) leads, management board, the Kreston Reeves Foundation, and our entire Kreston Reeves community. This year, we've built on that foundation, deepening our commitment and sharpening our focus across the five pillars of B Corp™: People (workers), Governance, Clients (customers), Environment, and Community.

2025 has been a year of both progress and learning.

We've announced the exciting news that we'll be joining forces with AAB

later this year. Over the year ahead, we'll be working closely together to explore how we can combine and amplify our impact together.

We've expanded our community partnerships, reduced our total emissions by 9%, enhanced our employee wellbeing initiatives and updated our recruitment processes to ensure fairness and accessibility.

Our firm's purpose remains unchanged: to guide our clients, colleagues, and communities to a brighter future. We remain wholeheartedly committed to our journey as a socially focused adviser, encouraging others to join us in making a real difference.

The achievements you'll read about in this report are testament to the passion, commitment, and dedication of everyone at Kreston Reeves. We're

celebrating the milestones we've reached, acknowledging the areas where we're still progressing, and setting ambitious goals for the years ahead.

Thank you for taking the time to engage with our impact. We hope this report informs and inspires you in equal measure. If you have any questions or would like to explore our efforts further, please don't hesitate to reach out.

Richard Spofforth
Managing Partner



Our purpose, vision and values

What we stand for



Purpose
Guiding you to a brighter future.

Vision

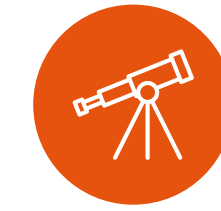
To have a positive impact and lead the way as a socially focused adviser, known for our personal, proactive and passionate approach, creating growth opportunities in London, the South East and beyond.

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 2025

Our awards



Kent Corporate Finance Alliance
'Deal of the Year 2025'



'Top Referrer Award' at Kreston Global Awards

15,636

trees planted for each of our clients – now 82,238 in total

Ecologi



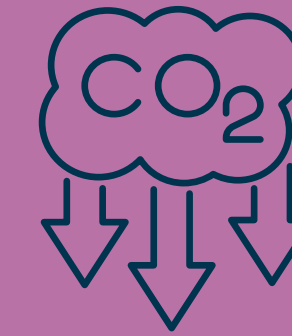
£25,951

donated to charities (+49%)



133 people promoted

9% reduction in total emissions compared to prior year



37 events and webinars held for clients (+32%)

50 career

fairs attended, educating the next generation of our workforce



Reduced website CO₂ emissions by **50%** through improved site optimisation and efficiency



Improved client feedback survey score to

9.3 out of **10**



15%

reduction in CO₂ emissions from purchased goods and services



12% reduction in emissions from business travel highlighting changing habits



Supported **15,636** clients

Launched **ESG services**



Recorded **410** volunteer hours to local charities



23 qualified mental health first aiders



Our Kreston Reeves community

Our community is made up of 535 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 Nations' 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.



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



Reduced inequalities
Reduce inequality within and among countries.



Climate action
Take urgent action to combat climate change and its impacts.

492 employees and 43 partners

12 fundraising representatives

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

56 Kreston Reeves Community representatives

6 members of management board

5 members of executive board of operational directors

5 executive committee members and 4 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. Enabling positive collaboration and change.

+27,500 people


150 firms

+100 countries

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

Active members of **10** global groups: VAT, digital task force, ESG, emerging talent, corporate finance, audit, tax, indirect tax, advisory services and life sciences

Journey to B Corp™

<p>Throughout our history – we’ve always been passionate about giving back to our communities.</p> <p>Pre-2020</p>	<p>Committed to and announced our purpose; ‘Guiding clients, colleagues and communities to a brighter future’.</p> <p>September 2020</p>	<p>Celebrated 200 years of history by honouring our colleagues, clients and communities.</p> <p>2021</p>	<p>Committed to our vision ‘To have a positive impact and lead the way as a socially focused adviser’.</p> <p>2021</p>	<p>Certified  Corporation</p> <p>Achieved B Corp™ certification.</p> <p>March 2023</p>	<p>Our first B Corp™ impact report was published.</p> <p>March 2024</p>						
2020		2021		2022		2023		2024		2025	
<p>2020</p> <p>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.</p>		<p>October 2020</p> <p>Our first CSR impact report was published. And we focused our ESG efforts around 4 of the UN Sustainable Development Goals (SDG).</p>		<p>2021</p> <p>Started the Kreston Reeves forest, committing to planting a tree for every client, every year.</p>		<p>2022</p> <p>We announced we are carbon neutral.</p>		<p>May 2023</p> <p>Our first ESG impact report was published.</p>		<p>April 2025</p> <p>Our second B Corp™ impact report was published.</p>	

B Corp™ scores

We were proud to have achieved a score of **80.6 for our first accreditation**, but we're not stopping there! Achieving a first year B Corp™ score of 80.6 was an important milestone, yet it represents only the start of our journey. During 2026, we will be working to prepare for the new B Corp™ standards, aligning our approach to the updated framework.

Overall
2023 score
80.6 / 145.6



Governance

ICAEW regulated

– adherence to code of ethics and practice assurance requirements

- ✓ Annual accounts
- ✓ Impact report
- ✓ Transparency report



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



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

Firm wide updates

6
KRTV sessions

Turnover

£53.8m
+7.4%

Profit

£13.18m
+1.9%

10
service line away days

Compliance and ethics team



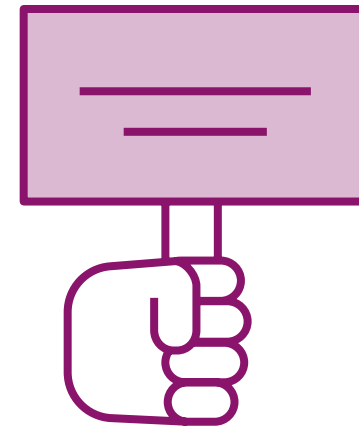
9 employees reverse mentoring
5 board members

External quality reviews

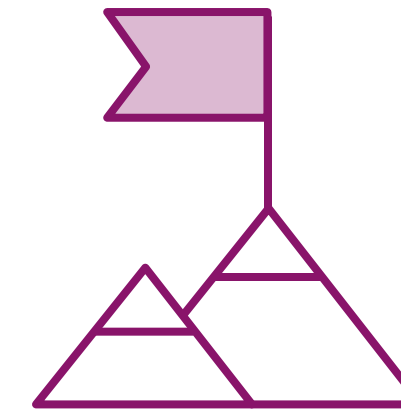
from the **Institute of Chartered Accountants** in England and Wales and the **Financial Reporting Council**



What we said we'd do



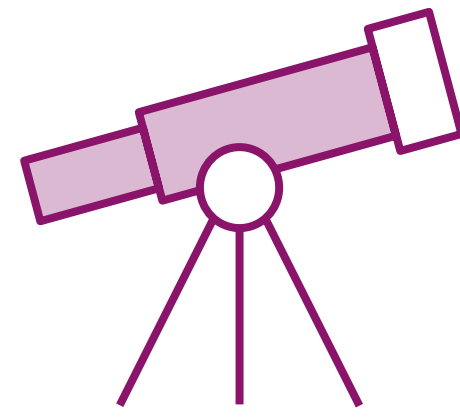
What we did



Progress

Review key policies to ensure they align with the principles of our SDG focuses.	● ● ●	Key policies are being reviewed by our people team and incorporating staff voice through our 'Staff Forum'. In progress and still to continue this process in the coming year.
Provide ESG and B Corp™ training across the firm, to integrate B Corp™ values and promote responsible citizenship.	● ● ●	We have provided high level ESG awareness training across the firm via a whole firm webinar and focused, in-person sessions. Now we are looking to build on this and embed in formal training methods.
Develop ESG strategy work at board level to finalise our sustainable strategy.	● ● ●	Began the development of our refreshed ESG strategy, bringing together our key stakeholders to drive ambitious change and setting regional targets.
Review of the ESG group's governance model to ensure best collaboration in our efforts with others to amplify impact.	● ● ●	The ESG group's governance model has been reviewed and we have made appropriate amendments to better empower our people to maximise impact. We have introduced regional community targets across the firm for the first time too, focusing on driving key activities aligned to our strategies.
Develop our supplier process embedding B Corp™ principles further in our supply chain decisions.	● ● ●	Our supplier process is still to be reviewed and amended.
Formalise KPIs for ESG reporting.	● ● ●	We have formalised a set of KPIs and reported against these to our board. We will continue to measure our progress against our KPIs.

In the next 12 months we will



- ▼ **Deliver a quarterly ESG report** and firmly embed set metrics for ESG into our report.
- ▼ **Prepare for assessing our performance** against the updated B Corp™ standards.
- ▼ **Further embed local Kreston Reeves Community and Kreston Reeves Foundation roles** and regional community targets.
- ▼ **Continue with our annual EDI survey** and review results to track progress, identify areas of strength and concern, and guide targeted actions.



People



26 new students
135 trainees



89% of people would **recommend working at Kreston Reeves**

Learning and development

12 professional qualifications, including apprenticeships

Introduced a fully integrated **learning management system, Attensi**

411 partners/employees submitted their **pronoun information** and **44** have asked to include it on their **email signature**



89% first-time exam pass rate

38 personal skills courses

8 people manager clinics

233 IT and software training courses

Wellbeing topics supported
Blue Monday, Nutrition and Hydration week, Mental Health Awareness week, World Mental Health Day



People

10,275
pieces of
feedback 

51,988,190
steps taken
in annual pedometer
challenge –
averaging 9,575
steps per person
per day, 90% of
the way around
the world 

Celebrated
LGBTQIA+ identity
by supporting and
sponsoring Pride events in
Canterbury, Medway
and **Chichester**



Our mental health first
aiders hosted a **live**
firm wide session
on 14 May 2025 

Quarterly
conversations
between people
managers and
their teams **cover**
wellbeing



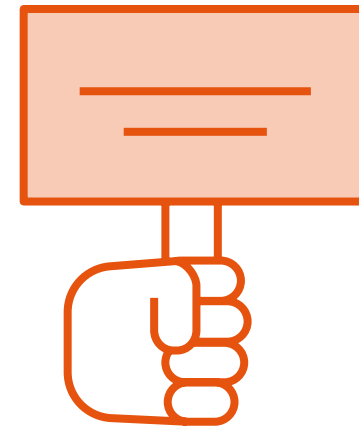
133 
internal promotions
20% increase

23 mental health
first aiders held 17
wellness conversations

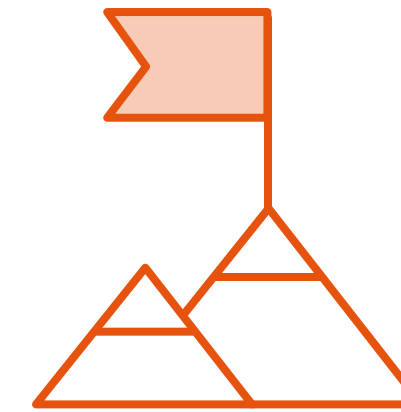
14
office social
events, including
one regional event
across three locations
1 **firm wide,**
in-person event



What we said we'd do



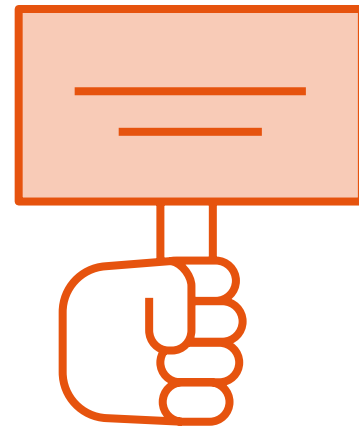
What we did



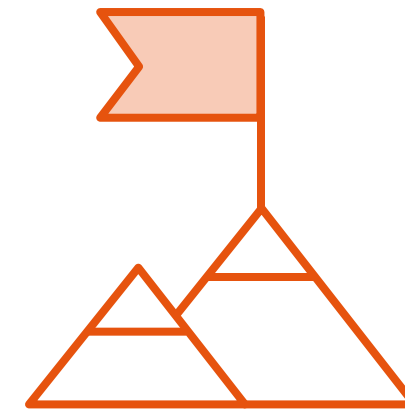
Progress

<p>Reduce attrition rate to below 16% (currently 16.4%).</p>		<p>Increased to 18.10% – we are continuing our review to ensure this not only aligns with market norms for our sector but how we can improve against them.</p>
<p>Continue to work on improving and addressing areas that impact our gender pay gap.</p>		<p>This year's gender pay gap results present a mixed picture. The mean gap has risen from 11.3% to 12.7%, showing a widening disparity in average earnings and indicating that higher-paid roles or outliers may be influencing the overall trend. In contrast, the median gap has narrowed slightly from 16.6% to 16.2%, suggesting modest improvement for the typical employee. Despite this positive movement, the gap remains. Together, these shifts highlight the need for continued focus on addressing structural barriers and ensuring progress is consistent across all levels of the organisation.</p>
<p>Enhance discussions, awareness and understanding around mental health, psychological safety, wellbeing and equity, diversity, and inclusion (EDI).</p>		<p>We implemented a new learning management system, Attensi, enabling us to deliver training more widely and efficiently. Key modules now available include inclusion and wellbeing, neurodiversity awareness, sexual harassment prevention, inclusive leadership and menopause awareness training. We are also developing learning activities to build understanding of major religious festivals such as Ramadan, Easter, Hanukkah and Diwali.</p>
<p>Build a toolkit for managing wellbeing during peak pressure periods at work.</p>		<p>Acknowledging that certain teams face intense seasonal workloads, we developed a wellbeing toolkit designed to provide clear, practical support. By sharing the toolkit ahead of anticipated peak periods, we aimed to equip teams with the tools they need to navigate these higher pressure moments confidently and safely.</p>

What we said we'd do



What we did



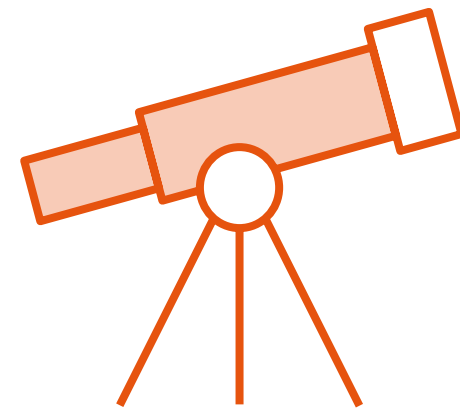
“ The emphasis on well-being, flexibility, and professional development is a real strength of the firm. ”
Employee at Kreston Reeves

Progress

<p>Strengthen our recruitment strategy to foster a more inclusive and diverse workforce.</p>		<p>We updated recruitment processes to ensure fairness and accessibility, embedding diversity-focused language and clear inclusion criteria in job descriptions. To better support candidates with learning differences, we added extended time for interview tests and provided hiring managers with guidance on inclusive assessments.</p> <p>We recertified as a Disability Confident Employer in 2025 and continue to track socio-economic, gender, ethnicity and disability representation in applicants and hires against industry benchmarks and internal targets. We strengthened partnerships with programmes such as Dare to Dream, the Resurgo Spear Programme and local education providers to widen socio-economic talent pipelines.</p>
<p>Continue to measure and work to improve our people engagement.</p>		<p>88% of our people participated in our firm wide engagement survey. We refreshed our approach to identifying the focus areas coming out of the feedback by not only asking our people to score various strategic areas but also to tell us how important each area is to them. We followed this up with a pulse survey in late 2025 to gather more granular feedback on a couple of the most important focus areas for our people.</p>
<p>Explore formation of employee resource groups (ERGs).</p>		<p>Explore formation of employee resource groups (ERGs), bringing together colleagues with shared characteristics or interests, offering support, development and a safe space.</p>



In the next 12 months we will



- ▼ **Continue to seek to understand** the underlying reasons for our gender pay gap and formalise a plan for improvement.
- ▼ **Understand the feasibility and demand** for employee resource groups amongst our people.
- ▼ **Speak to other organisations** about how they run employee resource groups, the benefits and challenges for effective implementation.
- ▼ **Develop a plan** to provide financial wellbeing training to our people.
- ▼ **Continue celebrating key faith days** and seek to enhance how we recognise these days.
- ▼ **Act on the feedback** from our 2025 people engagement survey. Seek to build on our 'Winning formula' score of 70% – maintaining our position in the top tier of high-performing organisations.



Clients



Partnered with Ecologi
– helping clients measure their carbon footprint

15,636
clients

A dedicated client care team
for every client

Feedback survey
9.3/10
from
292 responses

91%
client
retention rate

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

9 sector specialisms

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



“Kreston Reeves have always been professional and fantastic to deal with. Their ability to ensure that all key items of the audit are covered in depth whilst also keeping momentum throughout the process is very impressive. I have full faith in Kreston Reeves to ensure audits are signed off on time whilst also making the process as smooth as possible.”
Ryan Neates, CFO, Helix Exploration Plc

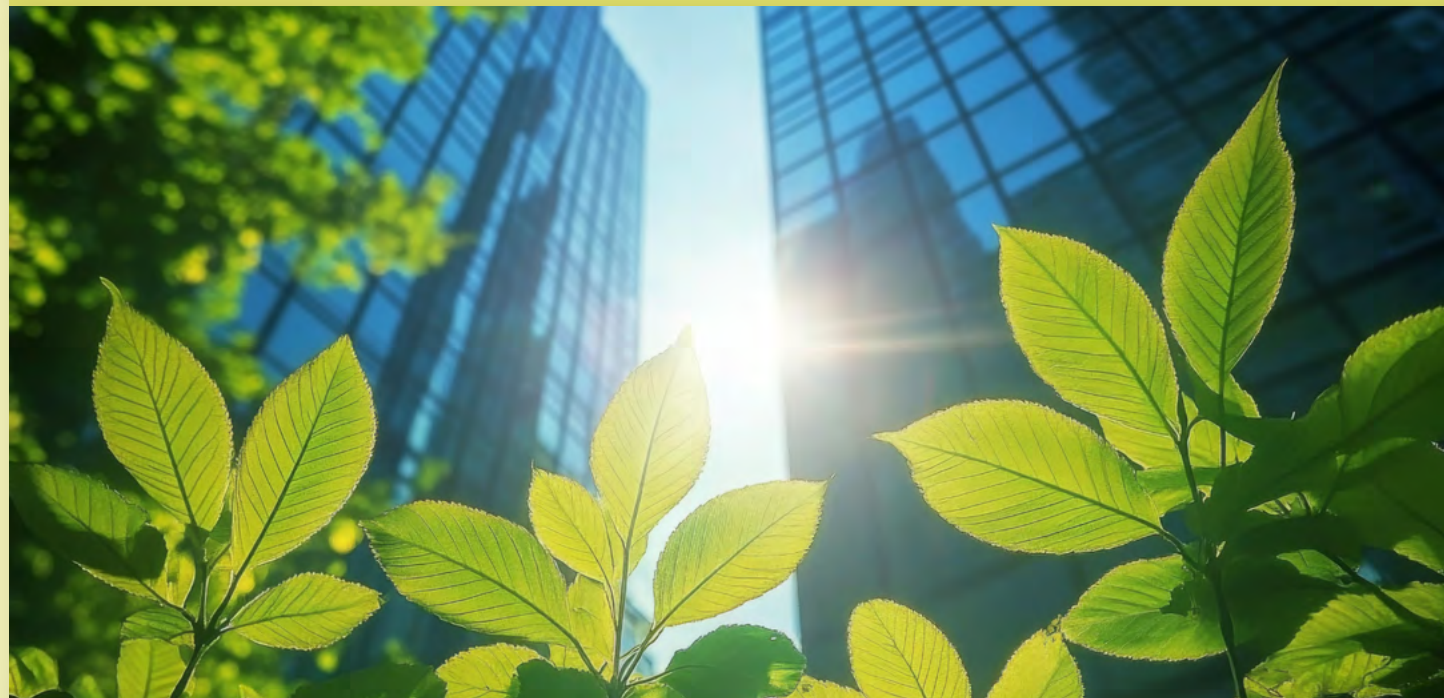


37 events for clients
Webinars, roundtables, hospitality events, forums



Empowering finance leaders to lead on ESG

In 2025, we launched our ESG reporting and advisory services with a clear intention: to use our trusted relationships to influence positive change and support clients in building more resilient, future-ready organisations. Finance teams sit at the heart of strategic decision-making, and we believe they can play a pivotal role in driving credible progress on climate and sustainability.



Why this matters

Expectations on organisations continue to rise. Stakeholders – from boards and customers to regulators and employees – want clearer action on climate, resilience and long-term value. Yet for many finance teams, ESG can feel complex, abstract or disconnected from daily operations.

We see our role as helping clients cut through that complexity and take practical, proportionate steps that align ESG with good governance, risk management and strategy.

What we encourage organisations to focus on

Throughout the year, we have listened closely to clients to understand where they feel uncertainty and where they want to build capability. Based on that learning, we encourage organisations – particularly their finance and leadership teams – to start with the following:

1 Build a simple, actionable climate action plan

Ground actions in your strategic priorities, risk profile and operational reality. Start small, focus on what's measurable, and make progress visible.

2 Take a proportionate approach to carbon reporting

Begin with high-quality data on the biggest and most material emission sources. Prioritise accuracy over completeness, and develop reporting maturity step by step.

3 Integrate ESG into financial planning and decision-making

Treat sustainability as an extension of strategy, risk and governance. Consider climate-related impacts alongside financial ones to improve long-term resilience.

4 Strengthen capability within the finance team

Build understanding gradually. Help teams develop confidence in ESG terminology, data requirements and regulatory expectations.

5 Prepare early for future requirements

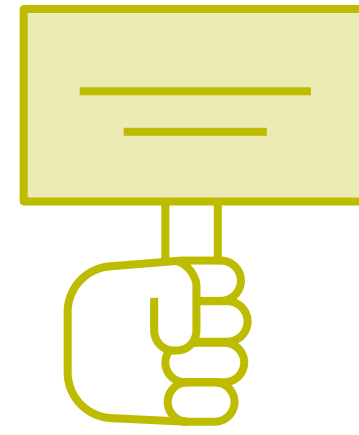
Regulation and customer expectations will continue to evolve. Laying foundations now – even if imperfect – helps avoid future disruption and supports better decision-making.

Our ambition

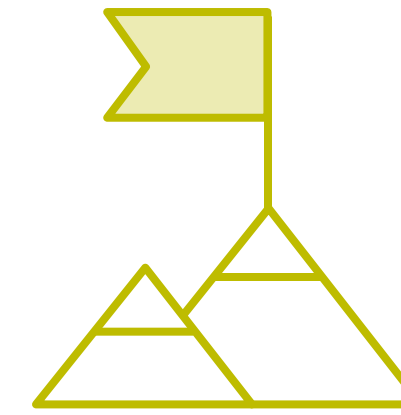
Clients increasingly recognise the need to get ahead of ESG expectations.

We aim to encourage, empower and equip them to do that in a way that feels manageable, credible and aligned with their priorities.

What we said we'd do



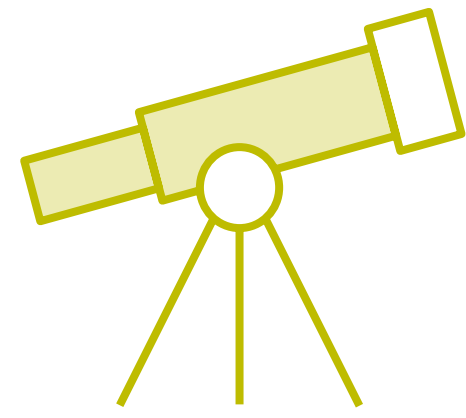
What we did



Progress

<p>Increase feedback from clients and improve the timeliness with which we ask for feedback.</p>		<p>Moved from annual client feedback to real time surveys launching our Matter Feedback Survey in June to capture our clients' feedback when we deliver or finish a piece of work across our three largest service lines</p>
<p>Increase net promoter score (NPS) to 58%, with a longer term goal of 70%.</p>		<p>Stepped away from NPS scoring to a 1–10 client satisfaction score ,when launching our new Matter Feedback Survey. Our initial goal was to achieve an average overall minimum satisfaction score of 7 with a target to reach above 8. At the end of the year, our average score was 9.3.</p>
<p>Build on and embed our client promise within all our service lines.</p>		<p>Created and rolled out client care charters specific to each of our service lines underpinning our 'Client Promise'.</p>
<p>Deliver at least 6 client care clinics to our teams to keep enhancing our service delivery.</p>		<p>Provided two central client care clinics and used service line away days and roadshows to keep client care high on the agenda.</p>
<p>Deliver client care training through our learning and development programmes to continue to enhance and align our delivery with client expectations and needs.</p>		<p>Complemented our client care clinics with a cycle of client care training run by our L&D team and built out our client care workshop when onboarding new trainees.</p>

In the next 12 months we will



- ▼ Continue building upon and embedding our client promise within all our service lines.
- ▼ Maintain a client satisfaction score through our surveys of 9 or above (minimum scores of 7, target above 8).
- ▼ Delivery of client care training through our learning and development programmes.
- ▼ Increase amount of feedback from clients, targeting a 15% response rate in 2026.
- ▼ Increase awareness and delivery of our ESG services, both with our people and clients.



Environment




82,238
total trees planted

Part of our commitment to plant a tree for every client, every year – **15,636 in 2025**



ICAEW
climate champion

Panellist at the **ICAEW Sustainability Summit and Ecologi**



Developed this year's **Sustainability Zone at Accountex** co-sponsored with **Sage** – allowing thousands in the profession to see the sustainable **Office of the Future**




Held our first **sustainability themed** client facing event



Sponsored Kent Invicta Chamber of Commerce **Sustainability & Decarbonisation Award** and Sussex Chamber of Commerce's **Celebrating Sustainability category**



Since being carbon neutral, we have funded accredited projects to avoid **7,889 tCO₂e**



Joined the **Kreston Reeves Global ESG Advisory Group**



This year we have enhanced our approach to calculating carbon emissions, resulting in some sizeable movements in our reported figures, most notably within purchased goods and services. Previously, expenditure had been grouped into broad categories and had an appropriate emissions factor applied to each. We have now shifted to a far more granular, transaction-level methodology, assigning emissions factors to individual purchases. This enables us to understand our emissions sources with far greater precision and strengthen the integrity of our data. While our approach continues to align fully with the GHG Protocol, the methodological change means that year-on-year comparisons would otherwise be misleading. For this reason, we have restated our prior year to ensure consistent and transparent reporting. The outcome is that our restated emissions for 2023/24 are greater than previously reported emissions.

↓ 9%
reduction in total emissions compared to prior year

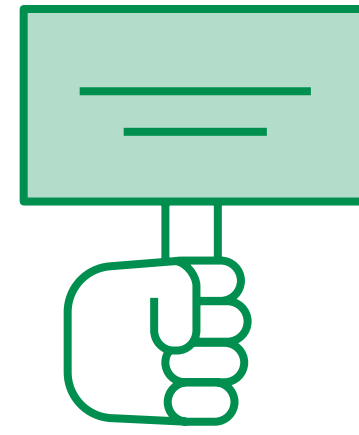
↓ 12% reduction in emissions from business travel highlighting changing habits

↓ 15%
reduction in CO₂ emissions from purchased goods and services

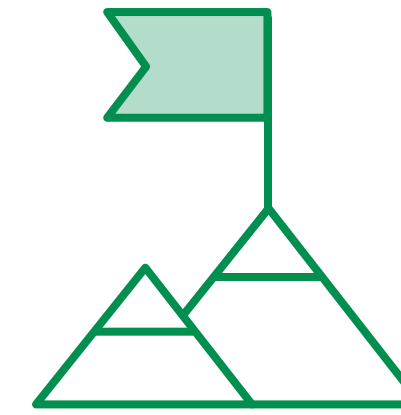
↑ 18% increase in emissions from capital goods, reflecting office moves and refits – old desks and laptops have been donated to schools, charities and colleagues as far as possible

Scope	Emissions source	2024/25 (tCO ₂ e)	2023/24 (tCO ₂ e)
Scope 1	Gas consumption	66.79	56.00
Scope 2	Purchased electricity	51.37	50.00
Scope 3	Purchased goods and services	977.68	1,144.03
	Fuel and energy related activities	4.53	5.00
	Waste generated in operations	24.68	22.20
	Commuting and homeworking	354.57	370.19
	Capital goods	124.49	105.66
	Upstream leased assets	2.27	2.65
	Business travel	187.84	213.09
		1,794.22	1,968.82
Intensity measures to be included			
Intensity ratio (tCO ₂ e per £1,000 of revenue)		3.33	3.93
Intensity ratio (tCO ₂ e per employee + partner)		3.31	3.71

What we said we'd do



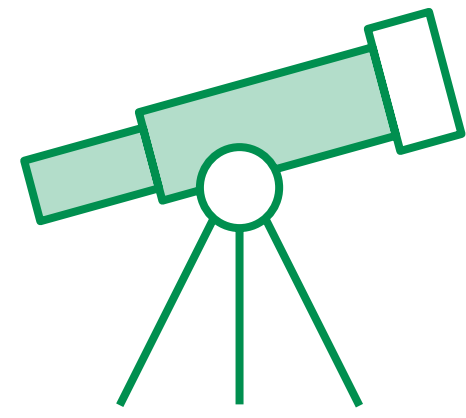
What we did



Progress

<p>Build internal and external awareness to enable our people and wider stakeholders to make environmentally conscious decisions.</p>		<p>We are proud to have undertaken a number of activities to build awareness amongst our people and wider stakeholders.</p>
<p>Assess the feasibility of an electric car scheme to decarbonise our people's travel.</p>		<p>We have made progress with assessing potential providers for the implementation of an electric vehicle (EV) scheme this year. In the next year the focus is on putting together a proposal and implementing an EV scheme.</p>
<p>Review waste management and consider if improvements can be made.</p>		<p>We have assessed the levels of recycling currently undertaken in each office and, for those we are responsible for and not the landlord, have a plan to improve in the coming year. A separate plan is underway for landlord communication so we have equal treatment across offices.</p> <p>We have reduced paper usage from 469,380 sheets of paper in 2024 to 395,799 sheets in 2025 (16% decrease).</p>
<p>Assess the feasibility of setting science-based reduction targets and implementing a net zero plan.</p>		<p>We have established a phased approach to first improving data quality that enables us to reduce emissions to a greater degree of accuracy. In tandem to this project, we are working on implementing plans to reduce the second most significant proportion of our emissions, our people's travel. We know we need to support the transition to EVs and utilising public transport, which is the focus of this plan.</p>
<p>Continue to reduce website energy usage and emissions.</p>		<p>We have reduced website energy usage and emissions per visit through improved site optimisation – average CO₂ per page view has reduced by 50% (+28% better than average), average data transfer per page view has reduced by 12.5%.</p>

In the next 12 months we will



- ▼ **Continue with the development of phasing in an EV salary sacrifice scheme.**
- ▼ **Identify a supplier** that could provide an external review of property and assessment of areas for improvement to decarbonise and support with liaising with our landlords.
- ▼ **Partner with an organisation** that allows us to launch rewilding volunteering opportunities.
- ▼ **Work with our landlords** to improve the quality of energy usage data they provide us and enhance the reliability of our carbon reporting.



Community



Kreston Reeves Foundation new trustee, Graham Gardner. All service lines are now represented

410  **volunteer hours recorded by 12% of our people**



Sponsorships paid to 28 people, totalling £2,150

50+ **career fairs attended**
67% increase

£25,951  **paid in donations to charities**
+49% increase

Partnering and supporting: 
LovelLocalJob's Dare to Dream programme at the Dorothy Stringer School Brighton, Resurgo's Spear programme, CMK Wellbeing Champions Programme, Canterbury Pride, Medway Pride, Chichester Pride

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

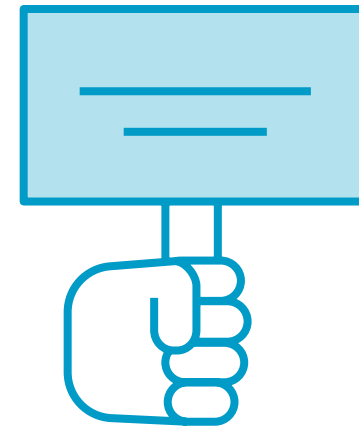


Delivered two financial health training sessions with schools, now developing approach to maximise the impact

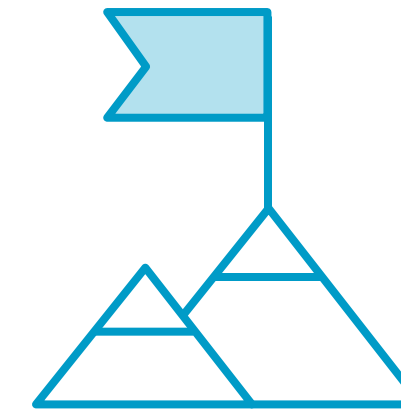
One day paid volunteering leave for every employee 

£12,000 **donated to Air Ambulance Charity** Kent Surrey Sussex and London's Air Ambulance Charity

What we said we'd do



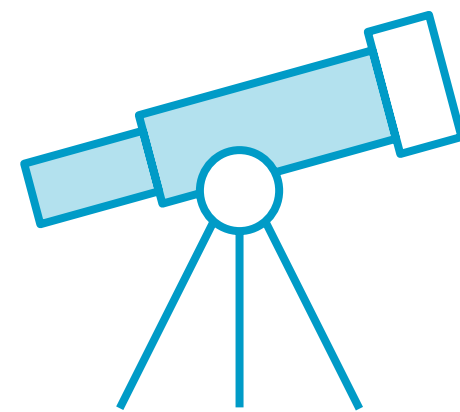
What we did



Progress

Raise over £17,000 for our 'charities of the year'.	● ● ●	We donated £25,951 this year.
Increase volunteer hours to over 800.	● ● ●	Volunteer hours remain lower than hoped. We have focused this year on understanding some of the reasons why, reviewing our processes and are going to be launching a reinvigorated process during the coming year.
Consider increasing the amount paid for each automatic sponsorship.	● ● ●	Increasing the amount paid for each automatic sponsorship – upgraded to £100 from £75, used by 28 people.
Continue supporting our communities in reducing inequality, focusing on both inclusion and social mobility.	● ● ●	Sponsored young people's wellbeing programme with CMK, enabling a wellbeing area at the Youth Wellness Day in Ramsgate. 81% of the young people that took part on the Spear Programme that Kreston Reeves helped to sponsor are still in employment, education or training nine months later (Resurgo).
Increase our conversations about sustainable business with our client and communities.	● ● ●	We have found ways to enhance conversations with our clients about being a sustainable business, in particular through the launch of our ESG services.

In the next 12 months we will



- Make grants of over £30,000 to our 'charities of the year'.
- Hold a fundraising day with the support of our clients.
- Increase volunteering hours to over 800
- Continue partnerships with external mentoring providers to provide mentoring opportunities for young people.
- Continue supporting our communities in reducing inequality, focusing on inclusion and social mobility.

“ An enormous thank you for offering to volunteer with us at the Spear company visit in July! Our volunteers are an incredibly important part of the Spear Programme, and we are very thankful for you giving up your time in this way!

Resurgo, Corporate Partnerships Manager



Governance

People

Clients

Environment

Community

Beyond good intentions: Our action on social mobility

How we approach social mobility at Kreston Reeves

Social mobility in accountancy should not be about luck or connections, it should be about talent, drive and opportunity. We know that diverse teams deliver better outcomes for our clients and our people, which is why social mobility is central to how we recruit, develop and grow our firm.

Through partnerships with schools, apprenticeship programmes, mentoring schemes and inclusive recruitment practices, we're actively working to identify potential barriers to entry, and ensure that talent, not background, determines who succeeds within Kreston Reeves.

The route into professional careers has traditionally been narrow – university, training contract, qualification. But some of the best professionals took a different path. Hear from Mark Attwood and Nicki Williams:

Mark Attwood
Audit Partner and Head of Manufacturing

“Having come from a working-class background, the opportunities and training Kreston Reeves has provided have been fundamental to my social mobility. I joined at 18 straight from school, unable to afford university, and was given a training contract. I have since worked through every grade to partner and now have the chance to support colleagues to become even better, ensuring the firm continues to go from strength to strength.”

”



Nicki Williams
Accounts Manager

“Instead of following the traditional university route, I joined a Youth Training Scheme placement at Spofforths at 17, beginning my journey with the AAT qualification and later completing my ACCA qualification. Following this, my promotion to manager brought me to Horsham – a place I've proudly called home ever since. I am deeply grateful for the opportunities and support from Spofforths and later Kreston Reeves, which shaped my career and helped me grow professionally and personally. Today, I am passionate about giving back by supporting and mentoring others, helping them realise there are many paths to success.”

”



Reverse mentoring flips the usual model by having junior or early career employees share their insights with senior leaders. In our programme, nine employees are participating, including five board members, creating a two-way learning dynamic that strengthens communication, broadens perspectives, and keeps leadership connected to a changing workplace.

Our focus on social mobility means 68% of our experienced hires now come from lower socioeconomic backgrounds. We have also welcomed 27 new apprentices, bringing our total to 103. Through targeted initiatives, we are opening more pathways for talented people and showing there is more than one route to a successful career in our profession.



Our impact summary in numbers

KPI dashboard

Governance	2025	2024
Turnover	£53.8m	£50.1m
Profit	£13.18m	£12.93m

Clients	2025	2024
Client retention rate	91%	91%
Client feedback survey	9.3/10*	51 NPS score
Events for clients	37	24

Environment	2024/25	2023/24
Total CO ₂ emissions (tCO ₂ e)	1,794.22	1,968.82
CO ₂ emissions per employee	3.33	3.93
CO ₂ emissions per £100,000 of revenue	3.31	3.71

Community	2025	2024
Amount donated to charity	£25,951	£17,466
Volunteer hours	410	661
Automatic sponsorships	£2,150 to 28 people	£2,400 to 32 people
Career fairs attended	50	30

People	2025	2024
Number of people (headcount):		
• Employees (excluding partners)	492	531
• Including partners	535	573
Number of trainees	135	186
Exam pass rate (first time)	89%	89%
Number of internal promotions	133	111
Employee engagement survey – % of people satisfied with Kreston Reeves as a place to work, scoring 7/10 or higher	70%	81%
Attrition rate	18.10%	16.4%
Male/female	48% male / 52% female	43% male / 57% female
Female director and senior manager %	49%	48.5%
Gender pay gap (mean)	12.7%	11.3%
Gender pay gap (median)	16.2%	16.6%
% of people who identify as from an ethnic minority background*	15.1%	14.7%
% of people from families who received income support*	14.8%	15% @

*% of those who responded.
 @ the 2024 data is extracted from a different data set (our HRIS) as this question was not asked in our 2024 survey. The data reflects those who responded.



Looking ahead

Building long-term impact and resilience

This year, we continue to look forward – **towards the bigger picture and the long term** – while staying committed to supporting and engaging our people and communities. Our purpose remains to lead our clients, colleagues, and communities to a brighter future, and this drives the decisions we make every day.

We recognise that our journey is ongoing. There will be areas where we excel and others where we must continue to improve. What matters is our willingness to identify challenges, learn from them, and hold ourselves accountable for taking the next step forward.

As the B Corp™ movement launches its new standards, we welcome the increased focus on climate action, social equity, and responsible leadership. These changes give us a strengthened

framework to measure our impact and set clearer, more ambitious goals. Over the year ahead, we will continue preparing for these requirements, improving how we track progress and deepening how we support the people and communities connected to our business.

We're looking forward to the opportunities that being part of a national firm will have on our impact.

Thank you for being part of our journey. As we look ahead, we remain committed to balancing profit with purpose and to creating lasting, positive impact for the long term.



Jennifer Williamson
Partner and Head of
Culture and Values.



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This impact report was designed by fellow B Corp™ partner, Waggle (**waggle.design.com**)

