

## **Vox Pops International – Corporate Overview**

### **Employee-Owned Enterprise**

In December 2021, Vox Pops became an employee-owned company which is controlled by an Employee Ownership Trust, of which staff are the main beneficiaries. It is a progressive business model where staff have a 'significant and meaningful' financial stake in the business and a say in how it's run.

As co-owners, staff in employee-owned businesses tend to be more entrepreneurial and committed to the company and its success. As they typically have high employment standards, involve staff and give everyone a stake, employee-owned businesses are better at recruiting and retaining talented, committed staff.

### **Diversity**

Vox Pops has always employed a diverse group of people from a variety of backgrounds, gender, race and religions. It is the clear path of ambition, knowledge, skill and attitude which are important factors for the success of the company and employing a diverse workforce reinforces this. The current (Sept 22) makeup of the workforce consists of 20% of people who would be classed as from a minority background.

### **Women involvement**

Until the Employee Ownership transition took place, Vox Pops was a certified Women Owned Business Enterprise. The current makeup of the business is 50% female, and this has been the typical gender breakdown, throughout the company's 34-year history.

### **LGBTQ+**

Several of previous key staff have identified as LGBTQ+. We have recently hired additional staff and are unable to comment in terms of how they identify. This is a personal matter which is unrelated to their ability to do their job or the operation of our business. Vox Pops has always been supportive of people from LGBTQ+ backgrounds, and which have been excellent constituents of our team.

### **Disability**

Vox Pops has employed people with physical & mental disabilities in the past and has sponsored students from Queen Elizabeth's Foundation for Disabled, near to our base in Surrey, for work experience.

### **Supporting Students & Education**

The company has a strong history of offering work experience to students at school, college and University levels including the sponsoring of a number of international students on the Leonardo da Vinci and other international work experience programmes. The company is still in touch, many years later, with several of our past students, some who may assist us with our international projects.

### **Charity**

For the past 10 years, Vox Pops has directly sponsored 2 children abroad through Plan International and contributes monthly to Shelter, a UK charity for the homeless. We also carry out work for charities like Mind, Macmillan Cancer Support, World Vision, Missing People, International Health Partners, SSAFA and others often on favourable terms or without payment.

### **SME Classification**

With 10 full time staff with a turnover of around £1 million GBP annually we are considered a small to medium enterprise.

### **Experience working with an extensive portfolio of national and international blue chip organisations**

We are a specialist video based consumer insight agency and work with many leading UK and International blue chip organisations.

### **Recommended as an exceptional supplier by our clients**

We typically achieve 10/10 scores on most of our client projects and have many very positive testimonials. To hear testimonials from our clients, please go to: <https://www.voxpops.com/client-testimonials/>

*We believe Vox Pops International is an exceptional agency, with a real focus on making a difference in the world and to our clients...*

With best regards

John Earnshaw

Finance & Operations Director

[john@voxpops.com](mailto:john@voxpops.com)

Tel: +44 (0) 7973-629533 (direct)

Vox Pops International Ltd.

Glanmire Farm, Rushett Lane, Epsom, SURREY, KT18 7TR t: +44 (0)20 8786 8855

[info@voxpops.com](mailto:info@voxpops.com) - [www.voxpops.com](http://www.voxpops.com) - Registered No. 02265768 - VAT Registration GB: 656 7731 01