



B CORP IMPACT REPORT

2023/2024

Certified



Corporation

A journey from good to great

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INTRODUCTION



I am delighted to present our first Impact Report as a certified B Corp!

This annual report serves as a platform to highlight our achievements over the past year and outline our goals for the future to our people, suppliers, clients, and the broader community.

In our first year as a B Corp, I am pleased to see its integration across all Fourfront Group companies – Area, Sketch Studios, and 360 Workplace. The certification has become deeply ingrained in our organisational culture, providing a structured framework for communicating our ESG strategy, fostering innovation, and driving market-leading initiatives. It offers a comprehensive approach to examining our business practices, ensuring alignment with our core values.

The B Corp certification gave us the confidence to acknowledge that we were already doing many things well, as well as driving a cultural shift towards sustainability. It prompted the appointment of a Head of Sustainability – a newly created position for the Group.

Utilising the B Corp framework, we have organised our reporting process to establish goals, track progress, and identify areas for improvement across the five impact areas: Governance, Workers, Community, Environment and Customers.

Being part of the B Corp movement has been both rewarding and fulfilling. We are proud to join thousands of businesses worldwide in our commitment to purpose-driven, responsible practices, guided by The Fourfront Way.

Thank you for taking the time to review our report and for your interest in our organisation.



Gary Chandler
CEO, Fourfront Group

www.fourfrontgroup.co.uk
www.area.co.uk

Declaration of Interdependence

www.360workplace.co.uk
www.sketchstudios.co.uk

Fourfront Group Annual Report 2023

About B Corp Certification

B Corp Certification signifies that a business meets high standards of verified performance, accountability, and transparency across various factors, from employee benefits and charitable giving to supply chain practices and materials.

For us, achieving B Corp Certification was a strategic decision, reflecting our commitment to responsible business practices and our dedication to making a positive societal impact beyond just financial gain. This commitment is now enshrined in our articles of association, restructuring our corporate governance to be accountable to all stakeholders, not just shareholders.

The certification process involves a rigorous assessment of our social and environmental performance, offering valuable insights into areas of strength and areas needing improvement. These insights drive continuous progress, which we document in our annual Impact Report.

We believe that our emphasis on social and environmental causes not only motivates and engages our employees but also fosters a culture that attracts top talent and enhances employee retention by instilling a sense of purpose and belonging.

Furthermore, we recognise that an increasing number of clients prefer to support businesses that prioritise social and environmental responsibility.

We are proud to have been one of the first in our market to achieve B Corp Certification and to be part of the global community of B Corp businesses.

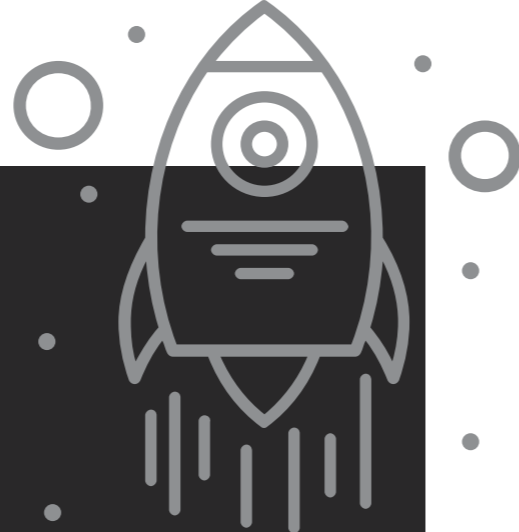
Certified



Corporation

This company meets the highest standards of social and environmental impact

HIGHLIGHTS & ACHIEVEMENTS



Project Positive

Launched in 2024, Project Positive aims to boost environmental and social involvement in project delivery, highlighting our own, and our clients' dedication to sustainability and community wellbeing. We pledge to offset the carbon footprint of all our projects through global carbon avoidance schemes.

Awards

- Britain's Healthiest Workplace: Platinum Accreditation: Winner
- BCO (Midlands) Award 2023: TJX Europe: Best Corporate Workplace: Winner
- Thames Valley Property Awards 2023: Area: Office Design Specialist of the Year: Finalist
- Mixology23 Awards:
 - Oche London: Project of the Year - Bar & Leisure Interiors: Finalist
 - Windsor Studio: Mixology23 Project of the Year: Workplace Interiors 5-15k sq ft: Finalist
- Mixology North23 Awards: Causeway Technologies Birkenhead: Project of the Year – Workplace 5-15k: Finalist
- London Construction Awards 2023:
 - Oche London: Project Design of the Year: Finalist
 - Windsor Studio: Project Design of the Year: Finalist
- Fitwel 2 Star: Windsor Studio
- Ska Gold: Windsor Studio, London Studio
- AirRated Gold AirScore: Windsor Studio



Team:

We prioritised team empowerment and development, with a 20% increase in headcount and 40 new starters, 40% of whom join our 'Next Gen' community. We also recognised and promoted numerous employees, presenting over 25 Long Service awards in 2023.

70%

Engagement and Confidence Scores:

Exceeding industry standards, with an average engagement score of 90% and a high response rate of 70%.

Overall confidence score in management, reaching 91%, well above the industry (72%) and global averages (72%).

Retention and Turnover Rates:

Significant decrease in staff voluntary turnover, dropping from 12% in January 2022 to an impressive 5% in January 2024.

Total annual turnover remaining steady at 9%, showcasing the success of our retention initiatives.

87%

Employee Wellbeing and Job Satisfaction:

Improvement in work-life balance since COVID-19, with 87% expressing satisfaction.

86%

86% of employees believe we now place a higher emphasis on their health and wellbeing.

90%

Diversity and Inclusion:

90% of employees acknowledge our efforts in promoting a diverse and inclusive workplace culture.

Net Promoter Score (NPS):

NPS of 86; our employees serve as enthusiastic advocates, highlighting their satisfaction with our workplace environment.

Performance/Growth:

Exceeded expectations, achieving a notable 15% growth in revenue, surpassing budgetary targets for the fourth consecutive year, showcasing our robust performance in the industry.



[Link to other Memberships & Accreditations](#)

[CLICK HERE](#)

Our Ethos

Fourfront Group embodies a distinct and compelling purpose that guides all facets of our operations. Our organisational purpose is rooted in creating extraordinary workplaces that go beyond aesthetics to encompass functionality, sustainability, health, wellbeing, and innovation. This purpose serves as the driving force behind everything we do, shaping our culture and impact on both our people and the business.

At the core of our purpose lies the belief that we have a responsibility to positively impact the world around us. Our commitment to core values, encapsulated in our five truths – also known as The Fourfront Way – defines our identity, shapes our trajectory, and inspires all our employees to build strong working relationships with each other, our clients, project teams, and the wider network.

The Fourfront Way

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We are stronger together

We celebrate our differences. They make us all the more powerful as a team. We welcome the questions, the challenges, and even the occasional disagreements that come with being a team because these keep us sharp.



It's all about trust

We move with conviction in everything we do. Each relationship, partnership, project, and challenge is built on the honest belief that we can rely on each other.



Do the right thing

We aim to do the right thing for our team, our clients, our partners, and our planet. Guided by a strong moral compass to build a better future for all in the workplace, we stand by the belief that 'if it doesn't feel right, it probably isn't'!



Attitude is as important as aptitude

Not everything is reliant on skills and experience. A positive attitude often gets lost among the values businesses want to promote. At Area, it's one of our most powerful assets. Through the right mindset, we work together better and achieve greater potential.



Don't be an arse!

Being human-centric is important to us in many ways. As a team, we work smarter, not harder and always aim to be accountable for our actions. A little common sense goes a long way—we don't suffer fools!

Journey to Certification

A Purpose-Driven Journey with B Corp



When we decided to join the B Corp movement, we were determined that it wouldn't just be another badge. Unlike some accreditations that have a tendency to gather dust, we wanted our B Corp certification to become a living, breathing part of our business.

Our goal was to foster widespread engagement throughout our organisation. To achieve this, we established five teams, each focusing on one of the five Impact Areas. These teams are overseen by our 'B Keepers,' guided by our Chairman, Aki Stamatis, who has been the driving force behind our B Corp strategy since day one. We now have a team of over 20 individuals actively involved in various B Corp initiatives.

We strongly believe that true commitment from every corner of the company requires a holistic approach. After all, people are unlikely to fully commit to something they haven't had a hand in shaping or don't genuinely believe in.

We've come to realise the power of having a clear purpose to guide us through the ups and downs of business. It keeps us focused on the bigger picture and our long-term goals.

Purpose isn't just a nice-to-have for us; it drives action within our organisation, helping us generate value, attract the right talent, and support growth. It has played a pivotal role in reshaping the perspectives of our board and shareholders, steering our focus towards sustainability.

Rather than a destination, purpose represents an ongoing evolution – a spectrum guiding our journey of continuous improvement. Today, we see purpose as a way to innovate, collaborate, and lead by example. Our success isn't just measured in financial terms but in the real difference we make in the world.

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B Corp Score & Goals for Recertification:

Based on our most recent B Impact Assessment (BIA), Fourfront Group achieved an overall score of 82.3. We are committed to continuous improvement and aim to achieve a B Impact Score of over 100 when we recertify in 2026.

B Corp collective

We're in Good Company

We're proud to have joined a community of over 8,000 Certified B Corporations from more than 160 industries and 96 countries with 1 unifying goal: to redefine success in business.

Crucial to our continuous improvement efforts and the successful implementation of change are our B Keepers and broader collective. These dedicated individuals ensure that we stay true to our B Corp values.



Aki Stamatis
Chairman



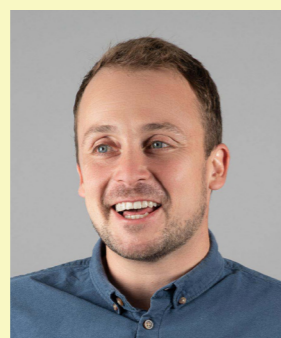
Mark Scott
Chief Financial Officer -
Governance



Charlotte Turner
Group People Director -
Workers



James Cornwell
Director
Community



Duncan Morris
Head of Sustainability
Environment



Sion Davies
Managing Director
Customers



Megan Dulai



Tim Forster



Danielle Nelson



Carl Burne



Justin Lewis



Guenaelle Watson



Ben Hoare



Guy Vere Nicoll



Laurel Butler



Lucy Muir



Beth Swinton



Daisy Pedersen



Neil Hanson



Emma Harvey



Gareth Van Zyl



Graham West



Elsa Gasparetti



Jason Whiteley



Rachel Ferguson



Owen Thomas



Kinga Lakatos



Sarah Wright



Denys Mazur



Millie Long

Impact Area Plans & Progress

Governance

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Sustainable Business Practices

As a market leader, we understand that success extends beyond mere sales or profit figures; it encompasses the quality of our business practices and governance, which we aim to uphold to the highest standards.

Leadership Development & Ethics

In 2023, we enhanced our comprehensive Learning and Development (L&D) programme by adding further training for our managers. This module focuses on honing leadership capabilities, emphasising communication, empathy, and motivational techniques to ensure alignment and consistency across our companies.



Stakeholder Engagement & Communication

Effective two-way communication is fundamental to our organisational culture. We understand that fostering open channels of communication not only builds trust and enhances morale, but also drives individual and organisational success.

Our genuine commitment to addressing concerns and embracing suggestions plays a crucial role in boosting morale and a real sense of belonging. Additionally, our flat organisational structure and open-door environment ensure that all employees feel they have a safe space to voice their opinion. Our efforts are reflected in the findings of our 2023 Pulse Survey, revealing that 88% of employees feel their views are heard, which is 16% above the industry average. Additionally, 92% feel empowered and trusted to make their own decisions, surpassing the industry average by 17%.

We will continue to conduct regular Pulse surveys to gauge employee sentiment and gather feedback on various aspects of the workplace.



Ethics & Transparency

Our leadership is deeply integrated into our workplace allowing us to understand our people on a personal level by ensuring that the leadership team are accessible and approachable. Regular communication channels are established, providing updates on business goals, achievements, and challenges. This transparency fosters trust, a crucial component in building an inspiring workplace culture.

From interviews to parting ways, every individual is treated as a valued member of the Fourfront Group team. Our Code of Conduct document, outlining how we expect our employees to behave and interact while at work, acts as a living document and is regularly reviewed to ensure that it reflects any changes in the business environment.

We prioritise transparency, consistency, and visibility in our communication practices. This commitment is demonstrated through monthly board and management meetings held across all our operating companies. Additionally, we provide transparent information on business matters in monthly company-wide updates and conduct biannual conferences to ensure comprehensive communication. An active board presence ensures that employees are informed about developments and decisions, fostering trust and alignment with our business goals and initiatives.

Results from our 2023 Pulse Survey indicate that 91% of employees have confidence in the leadership, which is 23% above the industry average. Additionally, 94% feel they have a good relationship with their manager, surpassing the industry average by 18%.

Project Management & Communication

By aligning our business practices with a higher purpose, we communicate to our employees that success is not only measured in financial terms but also in the positive impact we create in the world. This approach is implemented through a combination of top-down directives and bottom-up initiatives, ensuring that our commitment to a greater purpose permeates throughout the organisation.

In 2023, we took steps to streamline our project management process at board level to ensure collective focus on Group projects. This involved introducing a new Project Planner to monitor and record the progress of key projects for the business throughout their lifecycle. This tool ensures accountability and keeps leadership informed about the status of various project components, timelines, resources, and budget.

For internal communications, we leverage our ConnectFour app, which was relaunched in 2023, alongside our intranet and internal resource hub to provide regular updates, newsletters, and other important information to keep our teams connected and informed.

Results from our 2023 Pulse Survey indicate that 88% of employees feel information is freely and openly shared, and 88% feel they understand the organisation's plan, surpassing the industry average by 16% respectively.



Accreditations & Compliance

We engage external consultants and validation processes to ensure compliance with our extensive ISO certifications (9001, 14001, 37001, 45001) and other accreditations.

Artificial Intelligence (AI) Integration

Given the rapid advancement of AI and its implications, we have established a dedicated team to explore opportunities for our organisation and our clients, while also mitigating potential risks associated with its adoption.



Green Pensions & Sustainable Investments

In 2024, all new employees were automatically enrolled in [Aviva Stewardship](#) pension funds, showcasing our dedication to sustainable investments. We've also encouraged existing employees to transfer their workplace pension contributions into these funds, a step already taken by all senior leadership.

We believe this initiative is crucial and often overlooked in the development of sustainability policies. Our aim is to ensure that our pension contributions, totalling over £400,000 annually, are invested responsibly.

Aviva's Stewardship funds follow strict guidelines regarding the types of companies they invest in, promoting ethical standards and sustainability practices. By also endorsing Make My Money Matter's Green Pensions Charter, we've committed to maximising the impact of our pensions.

2024 Goals:



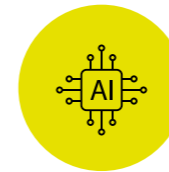
Social & Environmental Performance Training:

Our goal is to further support our leadership and wider business by providing training and education on our social and environmental performance, principles and practices, for both new and existing employees.



Green Pensions:

By the end of 2024, our goal is to have at least 50% of our business enrolled in Stewardship pension funds. Additionally, we are committed to further engaging with Aviva on their climate targets and joining the 'Make My Money Matter' movement to stop banks from financing fossil fuel expansion.



Artificial Intelligence (AI):

In 2024, our goal is to further advance our AI capabilities by implementing innovative approaches and strategies. As a company, we will focus on integrating AI solutions across various aspects of our operations to enhance efficiency and effectiveness.



Information & Data Security:

In 2024, our goal is to establish a framework for pursuing ISO 27001 accreditation, assuring that we maintain robust policies to ensure the security of both our clients and our own data.



Impact Area Plans & Progress

Workers

Or as we like to call them... People!

18 We firmly believe that fostering a positive and supportive environment is pivotal to the success and productivity of our company. Proudly embracing our distinctive culture, we are committed to ensuring that our workplaces excel in nurturing the wellbeing of our employees.

Over the past year, we welcomed 40 new team members, marking a significant milestone in our rapid growth within our market.

We achieved a remarkable 30% improvement in our employee wellbeing score. This achievement reaffirms our ongoing mission to enhance the health, safety, and overall wellbeing of all our people.

We proudly became a signatory of the [Living Wage Foundation](#) in 2023, demonstrating our commitment to equitable pay for our employees and supply chain partners.

Embracing cultural diversity is a core value within our company, and we are dedicated to promoting diversity and inclusivity. In 2023, we took proactive steps to provide further guidance and training to address associated challenges with specific training for all on diversity and inclusivity.

We are dedicated to providing equal access and participation for employees with disabilities, offering reasonable adjustments to support individuals in overcoming barriers and ensuring their full participation in the workplace. As part of this commitment, we are starting our journey to become a 'Disability Confident Employer.'

Health, Wellness, & Safety

Our commitment to providing inspiring workplaces led to the expansion of our offices in Windsor and London Bridge. Both offices have achieved prestigious certifications, including Fitwel 2 Star, Ska Gold, and an AirRated Gold AirScore. These certifications represent our commitment to supporting the health and wellbeing of our people and future workforce.

Our recent accolades highlight the exceptional creativity and innovation of our projects and team. These include securing the 'Britain's Healthiest Workplace' Award with Platinum Accreditation, and recognition in the Thames Valley Property Awards in 2023.

We advocate for a flexible working policy, offering options for in-office, hybrid, and remote work. We ensure that everyone is equipped with sophisticated office and home setups, and we provide DSE assessments to ensure ergonomic comfort.

We take a comprehensive approach to protecting the wellbeing of our employees, recognising that one size does not fit all. By prioritising the mental, financial, and physical health of our people, we aim to enhance individual performance and foster a supportive culture. Our ConnectFour engagement platform, relaunched in 2023, offers a range of tools that employees have access to depending on their individual circumstances.



Mental Health

We understand the importance of mental health and provide extensive support to our employees. We have designated Mental Health First Aiders available to provide immediate support whenever it's needed. Additionally, 94% of our employees report feeling happy and safe in their working environment.

To further promote mental wellbeing, we have implemented initiatives such as 'Tea at 3' to encourage regular breaks and social interaction among colleagues.

We also offer comprehensive support services, including unlimited mental health GP sessions, a 24/7 helpline for immediate assistance, and personalised wellbeing consultations. These resources ensure that our employees have access to the support they need to effectively manage stress and anxiety.



Physical Health

We prioritise the physical health of our employees by offering private medical insurance, an Employee Assistance Programme (EAP), and access to a Help@Hand app and Wellbeing Hub. Additionally, we offer subsidised health checks and further encourage physical activity through internal step challenges, running clubs, and by providing nutritious meal options in each office.

Financial Wellbeing

We understand the importance of financial wellbeing and offer dedicated support to help our employees manage their finances effectively. This includes signposting to relevant resources, open discussions on financial issues, and tools available through our Wellbeing Hub.

We also offer free personalised one-on-one pension advice sessions with Aviva, as well as personalised mortgage advice sessions with a broker.



New in 2023, our 'Life with Fourfront Group' document, is designed to provide comprehensive support and guidance across all aspects of life for our employees. It serves as an additional pillar of support for exceptional life events and challenges while reassuring our people about the existing offerings. This includes enhanced paid leave for significant life events such as all parental leave, gender reassignment, adoption leave, critical illness, and assistance for navigating life challenges like divorce or separation and end of life.

The diverse range of offerings emphasises Fourfront Group's dedication to creating a positive and supportive work.

Recent statistics demonstrate our success despite challenges such as the COVID-19 pandemic. Notably, in 2023, 93% of our employees reported an improved perception of our care for their wellbeing, marking a 30% increase from 2022.

93%
of our employees
reported an
improved perception
of our care for their
wellbeing



Continuous Career Development

We are committed to fostering personal and professional growth among our employees through various development initiatives. Our comprehensive onboarding process is designed to equip new hires with the tools they need for success. This includes tailored training workshops, e-learning modules, and on-the-job shadowing opportunities. Additionally, our thorough induction sessions, conducted by our People team, board directors, and department heads, ensure a seamless transition into their roles.

Our bespoke Learning and Development (L&D) programme is aligned with the fast pace of our business and focuses on supporting the personal development of our employees.

It covers a wide range of areas including wellbeing, manager training, individual personal skill development, Equality, Diversity, and Inclusion (ED&I) training, and pitch and presentation training. Through our new e-learning platform, Go1, launched in 2023, we provide continuous learning and skill development opportunities for our employees.

Employee Review Process

In our initial B Impact Assessment (BIA), we recognised an opportunity for improvement in our appraisal process. As a result, we have introduced more structured 'Face2Face' discussions during the employee review process. These discussions emphasise meaningful and honest dialogues between employees and their managers, focusing on individual career development. They occur in various forums, ensuring comfort and confidentiality, and all conversations are confidentially logged for reference and follow-up.



By empowering employees to take ownership of their professional development, we foster a culture of continuous growth and improvement. We have already seen a significant improvement in logged 'Face2Face' discussions across the entire group.

NextGen

We invest in our future leadership through NextGen, an initiative launched almost 10 years ago. NextGen is a business network for our employees under 35, designed to accelerate skill development and integrate their expertise into the business. In 2023, we hosted various events to engage and inspire our 'next generation' including site visits to landmark workplace projects and other leading industry events.



Engagement & Satisfaction

Regular Pulse surveys gauge employee sentiment and gather feedback on various aspects of the workplace. Examples of initiatives undertaken in response to employee feedback include:

◆ Knowledge Sharing and Development Programmes:

Our revamped mentoring programme and 'Face2Face' discussions facilitate knowledge sharing, skill development, and career progression, addressing employee feedback for continuous improvement.

◆ Facilities and Amenities:

In response to the diverse needs of our employees, including prayer, religious activities, support for returning mothers/parents, and providing a supportive environment for neurodiverse individuals, we aim to introduce a dedicated accommodation room in each office.

We recognise the importance of providing multiple avenues for employees to raise concerns or share feedback in a safe and confidential manner. To facilitate this, we've introduced two confidential online reporting options: 'Call it out,' an employee-led initiative launched in 2023.



'Let's Raise it': This option allows employees to express how they're feeling about an incident without formally reporting it. The report is directed to our People Team to observe any future inappropriate behaviour discreetly.



'Let's Talk about it': For more serious incidents requiring immediate attention, employees can use this option to report misconduct or abuse directly to the People Team.





Fourfront Group Engagement Results 2023

We have witnessed a significant increase in employee morale, pride, and commitment, leading to enhanced team collaboration and innovative problem-solving.

Engagement:

In 2023, **95%** of employees reported experiencing the **highest level of pride in their work**, representing an increase from 90% in 2022. Furthermore, our engagement scores consistently exceed industry standards, with an average **engagement score of 90%** and a high response rate of 70%.

Confidence in Management:

Notably, employees demonstrate a remarkable **confidence score in management, reaching 91%**, well above the industry (72%) and global averages (72%).

Employee Loyalty and Retention:

With an average tenure of **6 years and 6 months**, our team demonstrates strong employee loyalty and retention.

2024 Goals:



Continuous Improvement:

Building on the solid foundation of our people offering, we remain on a road of continuous improvement. This includes enhancing our communication channels, refining our training and development programmes for new starters and ongoing learning, and expanding our health and wellbeing offerings to better support our employees.



Mentoring Programme:

Recognising the importance of nurturing talent and unlocking potential, we have initiated a comprehensive mentoring programme. This programme facilitates one-on-one relationships between seasoned leaders and emerging talents, providing a platform for knowledge sharing, skill development, and personal growth.



New E-Learning Platform:

We are excited to fully roll-out our new e-learning platform, Go1, that will enable our employees to engage in learning on the go, further empowering them to develop new skills and knowledge to thrive in their roles.



Gender Pay Gap:

We have made a purposeful effort to increase female representation on all divisional boards, with one-third female members on the Fourfront Group Board. Since 2018, the proportion of females in the upper pay quartile has doubled. Additionally, while not mandatory, we aim to voluntarily share our Gender Pay Gap figures annually.



NextGen:

Our goal for 2024 includes further collaboration with other next-generation associations in our industry.



Disability Confident Employer:

Our goal for 2024 is to begin our journey towards becoming a 'Disability Confident Employer' in accordance with UK government guidelines.



Impact Area Plans & Progress

Community

We believe that our responsibility extends far beyond our immediate business operations; it encompasses the communities in which we operate, the environment we inhabit, and the people we work with.

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From fostering inclusive work environments and championing Equity, Diversity, and Inclusion (ED&I), to engaging in meaningful charitable initiatives and giving back to local communities, our commitment to community values extends beyond the physical boundaries of our projects.

Furthermore, our commitment extends to our supply chain, ensuring compliance, enhancing supplier engagement, and fostering sustainable manufacturing practices.

An example of our commitment to community engagement and responsible construction practices was celebrated through our involvement in the Bourne Business Park redevelopment project. We are very proud to have achieved an outstanding score of 45/45 on the Considerate Constructors Scheme for this project. This accomplishment underlines our dedication to upholding the highest standards of safety, environmental responsibility, and consideration for the community throughout the construction process.

It was noted that we had achieved an excellent standard against the Scheme's code, demonstrating a clear willingness to continually improve by addressing previously identified improvement opportunities.

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A photograph of a construction worker in a high-visibility yellow vest and blue jeans, wearing black gloves and pouring material from a bucket into a wheelbarrow. The worker is in the foreground, leaning forward. In the background, other workers in similar vests are visible near a brick wall and a green metal gate.

Diversity, Equity, & Inclusion

Inclusive Work Environments:

We are dedicated to fostering an inclusive culture where every individual feels valued, respected, and empowered to bring their true selves to work. This commitment is reflected in our 2023 Pulse Survey results, where an impressive 94% of our 'Fourfronters' agreed that they could be their true selves at work – a notable increase from 74% in 2022.

Creating an inclusive environment goes beyond policies and statements; it requires tangible actions and ongoing efforts to address ED&I.

Our approach is multifaceted and includes:

ED&I Workshops:

Introduced in 2022, these annual ED&I workshops feature representatives from diverse backgrounds and generations within Fourfront Group. These workshops aim to equip all employees with the knowledge, skills, and strategies to actively contribute to a diverse and inclusive workplace.

We've received recognition for our commitment to diversity and inclusion, with 90% of employees acknowledging our efforts in promoting a diverse and inclusive workplace culture.



Civic Engagement & Giving

We actively engage in charity initiatives and provide all employees with up to three paid 'Impact Days' of volunteering leave per year to give back to the community.

In 2023, we took part in fundraising events like the Hampton Court 10K and the Nuts Challenge, in collaboration with our corporate charity partner, Shooting Star Children's Hospices.

In support of Shooting Star Children's Hospices, we undertook a significant design consultancy project in 2023, focusing on refurbishing and repositioning their Guildford and Hampton facilities. This initiative aimed to transform the sites into leading research centres and alter public perceptions of hospices. We also created a 'digital twin' of the sites using Matterport software, offering an immersive, interactive experience accessible from anywhere. We are proud to have assisted Shooting Star Children's Hospices in their journey to becoming national bereavement specialists, providing all our services at no cost.

In 2023, we also participated in three London Bridge Station Pop-Up Collections with the Southwark Foodbank and the Trussell Trust, raising over £10,000. Additionally, we engaged in various other initiatives, including fundraising, collecting foodstuffs, children's presents, and other essentials in support of the Southwark Foodbank. We're committed to continuing these efforts in 2024.

Through our collective efforts, we raised over £50,000 for our charity partners in 2023.

As part of our involvement with the Considerate Constructors Scheme, we've contributed to various local projects. In 2023, we collaborated with Sandfield Primary School to restore their roof garden, which had fallen into disrepair. Our aim was to transform this area into a captivating reading roof. Over the course of a week, our team cleared away weeds, soil, and sleepers, preparing the space for the 2024 school year.

Furthermore, we partnered with Sandfield Primary School to host an art competition for their talented students. We transformed the façade and interior space of our adjacent Bottle Works construction site into a makeshift art gallery, where the children showcased their summer holiday adventures through art.

With an overwhelming response, we were delighted to invite students back to the site with their artwork (and mini high-vis vests). The Mayor of Guildford, Masuk Miah, joined us in selecting the winner – a truly memorable experience for all.

As we near the final stages of the Guildford project, the students' colourful masterpieces are on display for the entire community to enjoy.



Supply Chain Management

We have enhanced our supplier screening process to ensure compliance with all local laws and regulations, particularly those related to social and environmental standards. This involves thorough assessments of suppliers' practices and adherence to governance principles like ethics and anti-corruption policies. Additionally, we surpass regulatory standards by advocating positive practices and supporting third-party certifications for social and environmental performance

To improve the impact of our suppliers, we provide training and resources to our employees, with a focus on managing their practices and relationships with suppliers. This initiative enables them to improve their performance, resulting in measurable enhancements to the social and environmental aspects of our supply chain.



2024 Goals:



ED&I:

Creating an inclusive culture is a journey, and we're committed to continuous improvement. In 2024, we will continue to prioritise ED&I training and implement tangible measures to foster an environment where every individual is valued, respected, and included.



Civic Engagement & Giving:

In 2024, we aim to double the number of Impact Days utilised across our organisation compared to 2023. Our goal is to extend support to our existing charities, both financially and logistically. Additionally, we plan to support the [MDS Patient Support Group](#) in memory of our late colleague, Katie Hall, who passed away in 2023 due to Myelodysplastic Syndrome (MDS).

Through our forthcoming Project Positive initiative, we aim to create a lasting positive impact on the environment and communities with every major project we undertake.



Furniture Designer Focus:

In 2024, we will launch our Furniture Designer Focus initiative under our Sketch Studios brand to showcase up-and-coming furniture design talent. We aim to use our platforms and voice within the industry to highlight British designers currently in university or in their final year, providing them with valuable exposure to our industry to foster the growth of British design and contribute to futureproofing our industry. We strive to leverage our business as a force for good and to play a leading role in positively impacting and transforming the global economy towards a more inclusive, equitable, and regenerative system.



Supplier Engagement:

In 2024, we aim to enhance our policies and programmes to improve the social and environmental impact of our suppliers.

Impact Area Plans & Progress

Environment

We recognise climate change as an existential threat. The construction industry is a significant producer of carbon, and this issue has risen to the top of the agenda.

Fourfront Group is focused not only on reducing our own environmental impact but also that of our clients and the work we do for them. To achieve this, we have established a dedicated Sustainability team to advise both us and our clients on best practice initiatives and policies. We always seek methods to reduce carbon across our operations, practicing what we preach from our own offices to decisions on specifications, furniture, and construction methods for all our fitout and refurbishment work.

In 2023, we set ambitious goals, including addressing our scope 1, 2, and 3 CO₂e emissions – targets that have been verified by the Science Based Targets initiative (SBTi). We are committed to transparency, as evidenced by our reporting to the Climate Disclosure Project (CDP) and EcoVadis.

We have implemented an industry-leading method to calculate scope 1 and 2 CO₂e emissions associated with our general operations, as well as crucially, scope 3 CO₂e emissions generated by the project work on behalf of our clients.

Our subsequent offset and mitigation strategy prioritises the use of high-quality carbon removal methodologies over avoidance. Working with our partners, and fellow B Corp, Ecologi, we have offset our scope 1 and 2 emissions through a combination of verified Afforestation, Reforestation, and Revegetation (ARR), Biochar, and Blue Carbon restoration projects. We have developed a similar strategy for our clients to calculate and mitigate the impact of the projects we undertake on their behalf, via our forthcoming Project Positive initiative.

Our Journey Towards Circularity

The responsible use of materials and furniture is a top priority for us. Through our supply chain we focus upon businesses that promote the sustainable sourcing of the products within our projects. We've partnered with the [Waste to Wonder](#) charity to offer an environmentally and socially responsible solution for managing surplus furniture and materials. These practices ensure that the products, components, and materials we specify remain integral to the circular economy, reducing waste and minimising environmental impact.

Through our partnership with Waste to Wonder, our recent project with [Lenovo in Farnborough Business Park](#) supported the impactful 'School in a Box' initiative. We donated over £32,000 worth of surplus office furniture and equipment to the [United Action for Children](#) foundation in Cameroon. This contribution has resulted in diverting an impressive 35 tonnes of CO2e from waste streams, including savings of 24.3 tonnes of CO2e through the repurposing of materials from Lenovo's Chineham office.

Biodiversity

We consider Biodiversity to rank second only to carbon among the critical issues affecting the global environment. As such, we prioritise carbon offset schemes that also contribute to biodiversity conservation.

The Green Thread

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In 2023, we introduced 'The Green Thread' into our processes and culture, sparking awareness of environmental issues throughout all our businesses and highlighting the significant roles our people can play. Our projects have the most significant impact, which is of primary interest to our clients. Integrating sustainability into our business processes not only adds value but also highlights the importance of collective action.

Each department now has a dedicated Green Thread champion, spearheading transformative efforts:

Business Development & Sales:

Knowledge sharing and jargon busting: a great way to leverage and understand any drivers related to sustainability from the earliest stages of engagement through to project delivery.

Preconstruction:

Inclusion of a Carbon Calculator within existing cost assessment methodology.

Design:

Evaluating the impact of design decisions, including specification of materials and design layout.

Construction:

Focusing on how we transform spaces – embracing circular economy practices.

Furniture:

Utilising and engaging with the supply chain for specification and delivery.

Environmental Action

2023 marked the 50th anniversary of [World Environment Day](#) with a theme focused on solutions to plastic pollution under the campaign [#BeatPlasticPollution](#). In keeping with the United Nations Environment Programme's vision for the occasion, we partnered with fellow B Corp Ocean Bottle to provide all employees with their very own Ocean Bottle.

Through this collaboration, we contributed to funding the collection of over 2.2 tonnes of plastic, equivalent to 200,000 plastic bottles. Our commitment also extended beyond financial support – we organised a 'Paddle & Pick' event, where our team paddle boarded down the Thames, collecting litter and preventing it from entering the ocean.

Our annual 'Stepember' initiative not only promoted health and wellbeing but also aligned with our company's sustainability goals in support of the [UN Climate Change Conference \(COP28\)](#) held in Dubai in November 2023. Our goal was to collectively walk the distance from London to Dubai, approximately 7,800 km – roughly 10,000,000 steps.

We exceeded our target, collectively walking over

27,400,000 steps.



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2024 Goals:



Travel Policy:

In 2024, we aim to enhance our travel policies to reduce the environmental footprint of travel and commuting, with a specific focus on addressing our overall carbon footprint. Our enhanced travel policy will ensure that carbon emissions are considered, reduced, and mitigated as necessary.



Carbon Calculator & Life Cycle Assessment:

In 2024, we will be launching our carbon calculation methodology to accurately assess and mitigate the environmental impact of every project we undertake. This will involve the introduction of a Carbon Calculator that seamlessly integrates with our cost planning process.

This flexible approach prioritises efficiency while minimising additional workload and ensuring long-term adaptability. Our more detailed Life Cycle Assessment (LCA) enhances accuracy and facilitates product/specification comparisons based upon environmental impact.

At pre-construction stage, the selection of either option will be determined based on project suitability, timescales, and complexity.



Environmental Consultancy:

We are expanding our focus on environmental consultancy to provide clients with additional support around sustainability strategies and impactful accreditation schemes. This underlines our commitment to advocating for sustainability, reducing carbon beyond our own footprint and making a positive impact in the wider community.



EcoConnect:

In 2023, we launched Industry EcoConnect, our Sustainable Manufacturing Network. We aim to further develop this collaborative network in 2024, bringing together like-minded organisations, suppliers, and manufacturers who share our values and commitment to sustainability. We advocate for the adoption of sustainable practices and encourage manufacturers to pursue B Corp certification.

By leading by example and sharing our experiences, we aim to inspire industry-wide change and foster a collective shift towards a more responsible and eco-conscious furniture industry.

Impact Area Plans & Progress

Customers

We place our clients at the heart of everything we do to ensure they benefit fully from our relationship in every aspect. This commitment is evident in the significant support we receive from our existing clients, who contribute over 50% of our turnover and workload. Our Customer Experience (CX) surveys consistently receive scores exceeding 9 out of 10, and we plan to expand these surveys in 2024 to gain deeper insights into areas for improvement.

40 We are proud of our track record in winning awards for design and construction excellence through collaboration with our clients. In 2023, our projects with Oche in London and Causeway Technologies in Birkenhead were recognised at the London Construction Awards, Mixology23 Awards, and Mixology North23 Awards. Additionally, our partnership with TJX Europe on their Watford Campus earned the prestigious BCO (Midlands) Award for Best Corporate Workplace in 2023.

Environmental Consultancy

The increasing demand for our newly formed sustainability team's advisory services has led us to establish a dedicated consultancy focused on sustainability and wellbeing strategies. We recognise the importance of collaborating with our stakeholders and suppliers to enhance their businesses and services in these areas.

However, our most significant initiative moving forward is Project Positive. This innovative approach addresses climate change and aims to create positive social impacts with every project we undertake.



CLIENT TESTIMONIAL



Our move represents an exciting next step for Lenovo as we further develop our UK operations. We wanted a location that would provide a smarter workplace for all and a space for creativity within our team. The fantastic work by Area in designing and delivering our space, gives us a sense of purpose and belonging.

STEPHEN HIGGINS

EMEA Director of Real Estate, Lenovo

Project Positive

In response to the urgent need to address climate change and create positive social impacts, we are excited to launch our market-leading Project Positive initiative. This initiative aims to enhance environmental and social engagement around project delivery while showcasing Fourfront Groups' and our clients' commitments to sustainability and community wellbeing.

Via our partnership with Ecologi we have committed to offsetting the carbon impact of all of our projects via carbon avoidance schemes across the globe. As pioneers in our field, this groundbreaking initiative sets us apart as the only business in our sector dedicated to offsetting the carbon impact of every project we undertake.

As part of our approach to reduce our scope 1 and 2 CO2e emissions, we encourage clients to participate in carbon removal processes, effectively removing carbon from the atmosphere. This not only contributes to climate positivity but also addresses our scope 3 CO2e emissions. By default, we align our portfolio with strategies aimed at tackling our own scope 1 and 2 CO2e emissions.

We have the ability to select a unique avoidance and removal portfolio that reflects the sustainability priorities of our clients. This allows for consideration of the entire range of carbon mitigation techniques, from tried-and-tested natural-based solutions to cutting-edge technological solutions.

Through the Ecologi platform, we visually demonstrate our impact over time, with total impact recorded. Clients also have access to their own portal.

Our dedication to positive change extends beyond the environmental sphere. Recognising that community wellbeing is essential, we are eager to partner with our clients on social initiatives that align with their values.

As an extension of our Environmental, Social, and Governance (ESG) framework, we invite clients to collaborate on social, charitable, or Corporate Social Responsibility (CSR) projects. Together, we can contribute to charitable causes that hold personal significance, showcasing our shared commitment to community support.



Sandfield Primary School Art Competition



Project Positive Core Principles:

- 01 Truly Carbon Neutral: Prioritising Sustainable Practices:** We invest in carbon removal as a standard practice for every project. Our design and delivery approach focuses on reducing our projects' carbon footprint. We continuously explore innovative methods to minimise CO2 emissions.
- 02 Join Our Carbon Removal Efforts: A Sustainable Commitment:** We go beyond carbon reduction to actively remove carbon from the atmosphere. Our commitment involves investing in solutions for carbon removal, surpassing conventional offsetting. Clients can also opt to match this investment, showcasing their dedication to environmental responsibility.
- 03 Building Better Communities: Social Initiatives Beyond Environmental Responsibility:** Our commitment to positive change extends beyond the environment. Recognising the importance of community wellbeing, we partner with clients on social initiatives aligned with their values.

2024 Goals:



Project Positive:

In 2024, we aim to involve every client in this initiative.



CX Surveys:

In 2024, our aim is to substantially increase the quantity of CX Surveys we conduct, thereby acquiring direct feedback on our services and performance.



B Hive Engagement:

In 2024, our aim is to further elevate awareness of the B Corp movement and foster a vibrant B Hive community by actively engaging with as many fellow B Corps as we can.





Certified



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