

Impact Report

2022-2023

BEYONDLY



BEYOND TODAY
TOWARDS TOMORROW



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I'd like to extend a very warm welcome to Beyondly's (formerly Comply Direct) 22-23 impact report. We're beyond excited to share how we've been striving to preserve and protect our home across environmental, social and governance (ESG) areas.

The climate crisis has remained a huge matter of concern over the last year with global temperatures continuing to rise. There is no doubt we are facing a climate emergency, and we are on limited time to prevent the catastrophic effects this will bring if we don't see a significant change in human behaviour. The cost-of-living crisis continues with the annual rate of inflation reaching a 41 year high in October 2022, which has sadly resulted in many not being able to afford life's essentials such as food, rent and heating. The impact of this will undoubtedly go far beyond an economical squeeze with significant detriment to mental and physical health.

There has never been a greater need for businesses to assess their impact across environmental, social and governance factors, and prioritise doing better in these areas. We need more purpose-driven businesses, and for those businesses to come together to initiate action which results in a positive impact on the environment and our communities to ensure a better, fairer sustainable world for all.

There are so many opportunities as a business to make a positive difference, and we have had the pleasure of being involved in a lot of this action over the last year. Having officially become an accredited B Corp business in September 2022, we are now active members of the B Local Yorkshire community. Huge strides have been made by the Yorkshire business community, having gone from 6 Yorkshire based B Corp accredited businesses when the group was launched, to now circa 30! Confirmation of our accreditation was just the starting point for us, and we are now using the framework along with the UN Sustainable Development Goals to drive further improvements, ensuring we are having the biggest possible impact on the environment and our community.

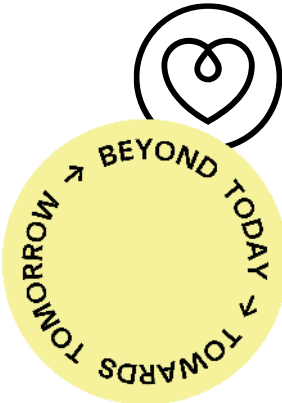
We attended the very first Better Business Summit in Manchester in January 2023, which saw the coming together of like-minded businesses sharing experiences, views and ideas for how we can achieve our aims in being a business for good. We were also delighted to run the first of our own very successful online festival of events, 'Beyond Tomorrow', in March 2023, reaching over 200 attendees to help ignite environmental change. The festival spanned over 4 sessions/days focusing on a variety of key environmental challenges commonly faced by businesses. The Beyondly team were joined by a range of external speakers and exemplar businesses from across the sustainability industry, including a high-energy presentation from Chris Hines, founder of Surfers Against Sewage. Chris spoke about igniting behaviour change and delivered a deep dive into recycling innovative technologies like Polytag and GreyParrot that facilitate the circular economy.

Additionally, we were proud to launch our first annual 'Fund for Change' programme in the last year which sees us making available 5% of our net profit to charities and community groups. You can read more about the impact of this programme later in the report.

As we embark on our new fiscal year, we have seen the launch of our company rebrand which brings with it our name change from Comply Direct to Beyondly. Whilst Comply Direct will always hold a special place in our hearts, we felt it no longer represented who we are, what we can offer, and where we're heading. We're all thrilled about the rebrand which we feel encapsulates all that we are. We're excited about the future and the impact we can have in this world; today, tomorrow, and Beyond(ly).

Beyondly HQ is currently a hive of activity with lots of ideas and planning around how we can do even better in all things ESG over the next year. Watch this space for our 23-24 impact report to hear how this plays out!

Jessica Aldersley, Managing Director



What we do

**We  develop better
solutions  for a
brighter tomorrow **

**At the heart of
Beyondly is our
planet**



Purpose

We lead, inspire and educate to positively impact society and the environment.



Vision

To create a better, fairer sustainable world for all.



Values

- **Trust**
- **Commitment**
- **Respect**
- **Passion**
- **Innovation**

Materiality Assessment: Driving our action to go beyond...

As part of our journey to achieving B Corp accreditation, we conducted a materiality assessment to identify the most important issues to both our internal and external stakeholders, across environmental, social and governance (ESG) areas.

This stakeholder survey and analysis process identified six ESG factors as the highest priority areas for us to focus on, as highlighted below. All our business actions, targets and reporting decisions are aligned with these factors, to ensure we're having maximum impact on the issues of upmost importance to our stakeholders.

Specifically, these materiality assessment outcomes have driven our decision-making process for selecting the charitable organisations and community projects to support via funding and volunteering. Our Fund For Change programme and company objective around employee volunteering efforts significantly contribute to the positive impact we've been able to deliver in the 2022-23 financial year. See upcoming sections of this report for more detail on both areas.



Company Highlights

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B Corp

We are thrilled to have officially achieved B Corp certification in September 2022. We achieved an overall score of 85.7 in our B Impact Assessment, which assesses our performance across 5 different areas; governance, workers, customers, community, and the environment. Since completing the initial B Impact Assessment (BIA), we have put in place several actions to improve our performance and impact. This is our first annual impact report (a requirement of B Corps), expanding on our previous ESG Reports, detailing our progress in creating a positive impact. We have set multiple goals and objectives using the BIA as inspiration in order to improve our score ahead of recertification in 2025.

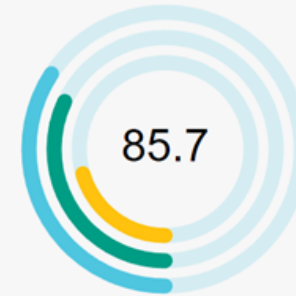
In response to achieving accreditation, Jessica Aldersley, Managing Director at Beyondly, said:

“We are absolutely delighted to have achieved B Corp status following the rigorous assessment process. Beyondly has always operated in alignment with the B Corp principles and we’re very proud that the assessment process highlighted to us all the great things we have already been doing to positively impact people and planet. We are, however, always striving to be better, and the process has also given us lots of ideas around how we can further make an impact on society and the environment by leading, inspiring, and educating to ensure a better, fairer, sustainable world for all.”



Overall B Impact Score

Based on the B Impact assessment, Beyondly earned an overall score of 85.7. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 85.7 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

BEYONDLY



Fund for Change

We go beyond by donating a proportion of our profits to making a difference.

2022 marked the launch of our Fund for Change initiative; our commitment to annually donate 5% of the company profit to charitable causes and community projects. We select causes that align with our most recent materiality assessment outcomes, addressing the environmental, social and governance issues that are of upmost importance to all our stakeholders.

We supported 10 charities in the first year of implementing our Fund for Change, some of which are outlined in more detail throughout this report. Charitable and community organisations can apply for funding each year via our [online form](#).



BEYONDLY

In 2022-23, we proudly supported:

- National Oceanography Centre (NOC)
- Climate Action Ilkley
- Children’s Heart Unit Fund
- Waste Aid
- Dementia Forward
- Martin’s House Children’s Hospital
- Yorkshire Air Ambulance
- Settle Stories
- The Principle Trust
- Manorlands Hospice

The impact

Some key impacts our donations have contributed to achieving include:

- Launch of ‘Ilkley Thingery’; a hub to borrow tools/household equipment etc. to save resource and promote a circular economy
- Funded the running of 1 full day of care in Manorlands Hospice, Keighley
- Opening of four new family respite caravans in Marton Mere Blackpool, for under privileged and disabled children and their families
- Launch of first Yorkshire Dales storytelling festival focused on how we can respond to the climate emergency through the power of stories
- Funding of the Clown Doctors Programme, providing hospital bedside entertainment and positive distraction for children on the Heart Unit



Better for Planet

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A full-page background image showing a sunset over the ocean. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. The foreground is filled with white, frothy waves crashing, creating a sense of movement and texture. The sky is a mix of soft oranges, yellows, and blues, with scattered clouds.

**We strive to preserve and protect
our home, not just for today, but
also for tomorrow.**

Beyondly is committed to continuous improvement, while inspiring and educating others to endeavour for the same, so together, we can
“create a better, fairer sustainable world for all”.

National Oceanography Centre

In December 2022, Beyondly partnered with the National Oceanography Centre (NOC), one of the world's leading oceanographic institutions to further UK ocean carbon research, supporting mitigation of climate change.

As part of our Fund for Change programme, we made a donation of £25,000 to NOC's Blue Carbon project, which supports the carbon coring and analysis of a key coastal site in Porthdinlleian Bay, on the northern Welsh coast.

Seagrass meadows are the powerhouses of coastal seas, providing a nature-based solution to climate change. They have been neglected for decades, which has led to their large-scale degradation and loss. In fact, they are some of the most threatened and degraded habitats on Earth and it is estimated that we have lost as much as ninety percent of UK seagrass beds over the last century.

Our donation gives NOC the opportunity to restore them as part of the global effort to combat climate change and preserve biodiversity.



CSX Carbon

We believe the future of long-term carbon capture and storage towards net zero goals lies in high quality, scientifically proven UK projects.

Currently, offsets from UK peat land restoration and afforestation projects are in short supply and cost more than overseas projects. We are actively working with our partner CSX Carbon to develop new technology and scientific approaches to quantifying, and proving, carbon and biodiversity benefits of UK habitat restoration, creation, peatland restoration and afforestation projects. If you are interested in learning more about UK offset opportunities, purchasing from the schemes or developing the platforms and science, [please get in touch](#).

We acknowledge that for many businesses, sourcing 100% of offsets from the UK may not be financially affordable. Our approach is to increase the proportion of offsets we buy from UK sources every year. As we reduce our emissions, our overall offset requirements also reduce.

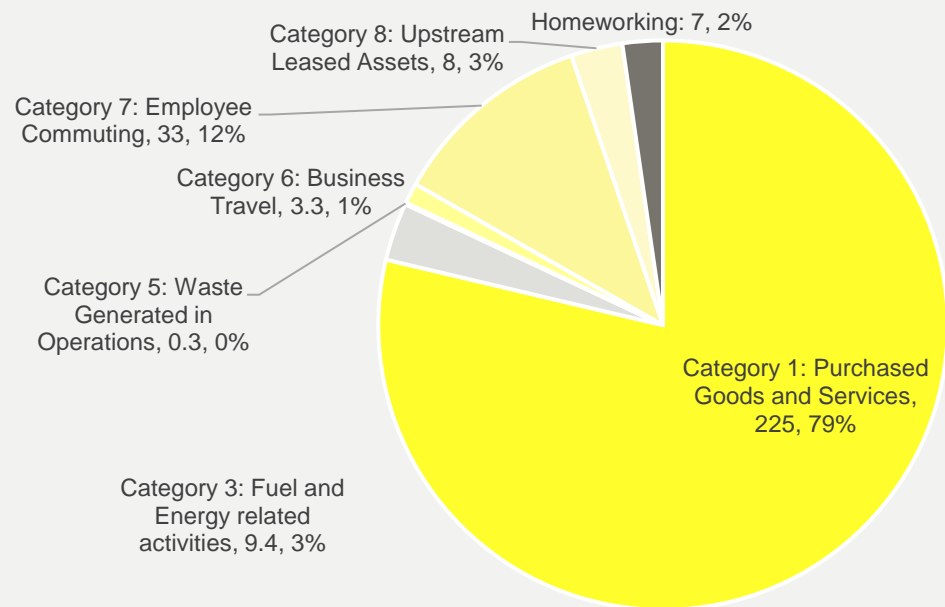


Our current position

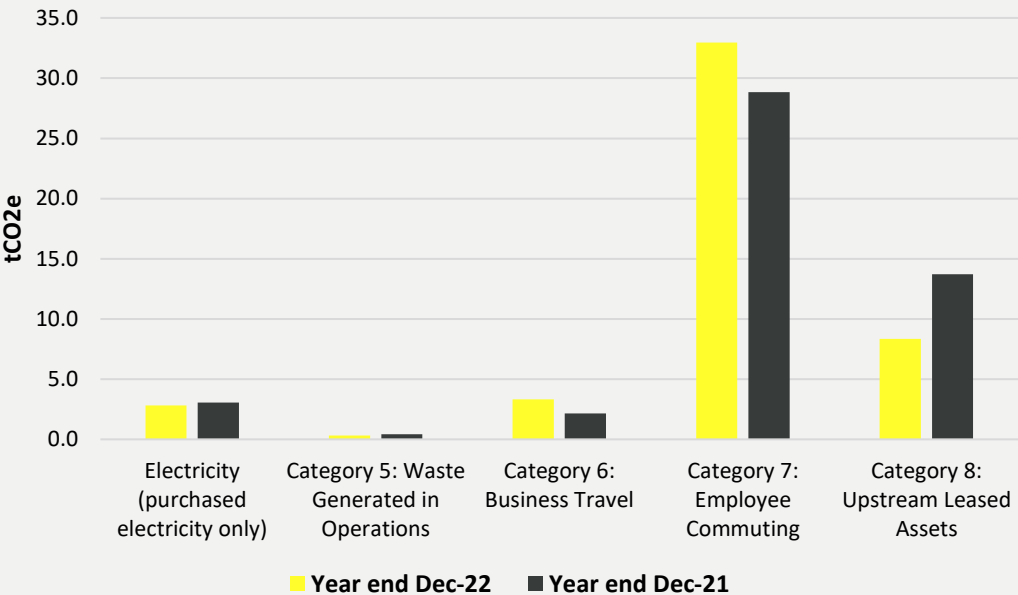
In 2022 we calculated all our scope 1, 2, and 3 emissions for the first time. Additional categories included this year were; Purchased Goods and Services, Fuel and Energy Related Activities, and Homeworking emissions. Given we have no scope 1 emissions, and our electricity supply is 100% renewable, all emissions associated with our activities fall within the scope 3 categories.

Overall, our emissions have reduced by 0.9% since 2021 against the same scopes. Electricity, waste, and upstream leased assets have all reduced, whilst business travel and employee commuting have increased.

Overall Net GHG Emissions by fuel type (tCO2e)



GHG Emissions Comparison



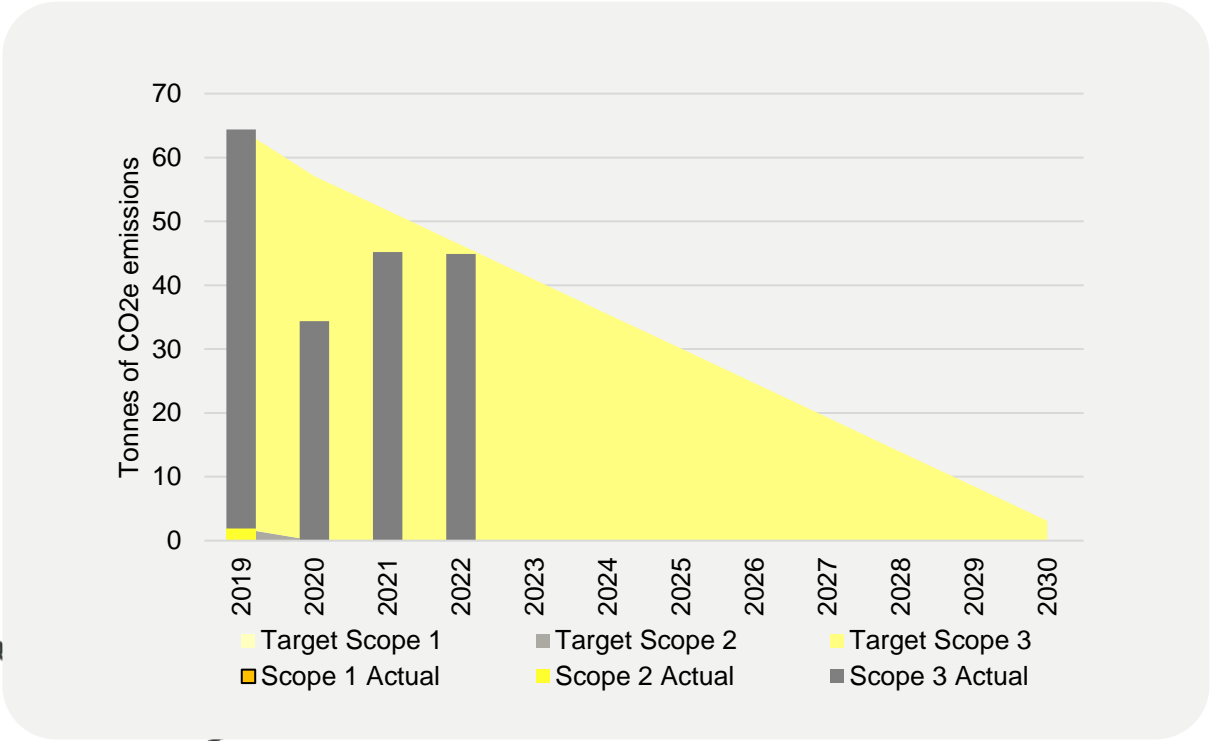
Our progress

We are committed to being Net Zero by 2030 with a 95% reduction in scope 1, 2, and selected scope 3 emissions against our 2019 baseline.

We have recalculated our 2019 baseline in line with choosing to include employee commuting within our Net Zero target. The only scope 3 categories now not included within the target are purchased goods and services, due to the need to calculate these based on financial data. Fuel and energy related activities are also not included due to this being out of our control and influence.

We are striving to ensure we are having the best possible impact and are increasing our ambition to purchase long term carbon capture and storage offsets from projects based within the UK. We have set targets to increase the percentage of UK-based long term storage offsets to 100% by 2025.

In order to offset our 2022 emissions, we have purchased 25% of our offsets from UK long-term storage projects, and 75% from international avoidance projects.



MEASURE → IMPROVE
DISCUSS →

Achievements



Successful employee car share initiative implemented resulting in 1063 shared miles



Moved office and replaced kerosene heating with a ground-sourced heat pump



Shortlisted for FSB Sustainability Award

tCO2e saving of 2.25 from car miles completed in the pool car



Better for People

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TOWARDS →

We care about our people

Our Beyondly culture puts people first.

Driven by our passion to go above and beyond to make an impact, we have built a culture in which the professional and personal development of our people are at the heart of all we do.

Investors in People

Following our 2022 Investors in People (IIP) audit, we are beyond thrilled to have been awarded the most esteemed people Platinum Standard, as well as the Gold Standard for wellbeing.

We started our Investors in People journey in 2010 when we first received accreditation, which we're proud to have maintained and achieved continued success with; attaining the Silver Award in 2013, and then the Gold Award alongside a Health and Wellbeing Award in 2016.

The people Platinum and wellbeing Gold awards come after a detailed assessment which took place over several days and was carried out by the IIP through meetings, reviews, surveys, interviews, and observation. Only 5% of IIP accredited businesses have attained the Platinum Standard, making this a significant milestone for Beyondly.

Our 2022 assessor commented on our momentous progress over the years, *"The step change in what you have achieved against the We Invest in People framework has been phenomenal... This is an incredibly impressive assessment and you have made conscious effort to drive improvement in the areas of the standard which were assessed at the established level in 2019."*



TOMORROW → BEYOND TODAY → TOWARDS

INVESTORS IN PEOPLE®
We invest in people Platinum

INVESTORS IN PEOPLE®
We invest in wellbeing Gold



Awards Success

We are proud to have won the following awards in 2022-23. Every accolade is a testament to our culture and our values.

- **The Great British Workplace Wellbeing Awards** - Best Wellbeing in the Workplace Strategy: SME category
- **HR Brilliance Awards** - Brilliance in Employee Engagement in HR category
- **Employee Experience Awards** - Best Flexible Working Initiative
- **FSB Small Businesses Awards** - High Growth Business of the Year

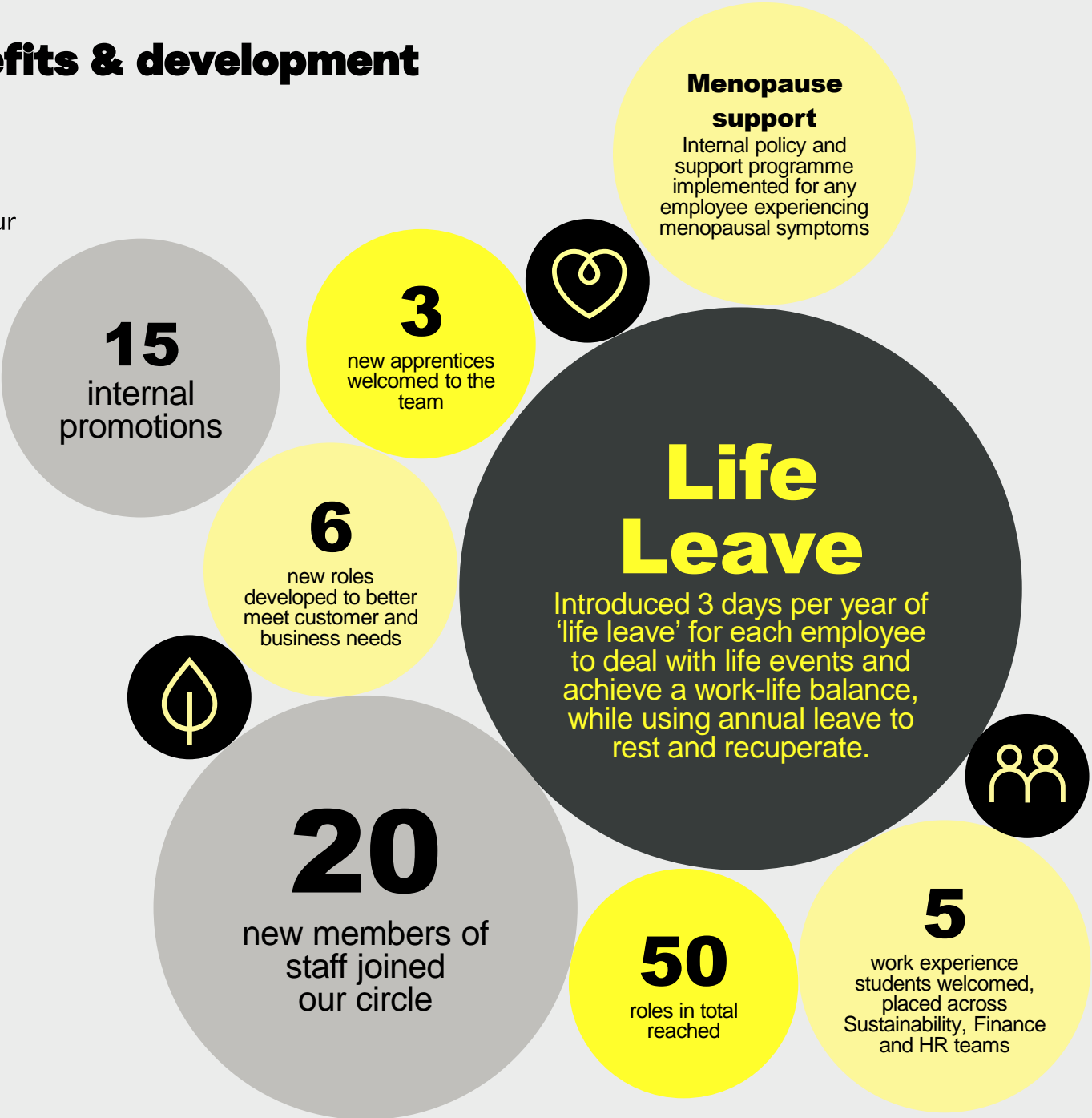


BEYONDLY



Employee benefits & development

Life at Beyondly is always evolving and in 2022-23 we have been busy rolling up our sleeves to develop our team and enhance working life.



BEYOND TODAY
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Diversity and Inclusivity

Beyondly is committed to creating a diverse and inclusive workplace; a place where we can all be ourselves. We continually strive to foster an environment in which individual differences and the contributions of all our people are recognised and valued.

We regularly review our selection criteria and procedures to maintain a system where individuals are selected, promoted and treated solely on the basis of their own merits and abilities which are appropriate to the job.

In the last year, we have grown our team considerably, enabling us to provide opportunities for more people and drive expansion of diversity in our workforce.

Beyondly Employee Profile 2022-23

Gender split

- 69% Female
- 31% Male

Ethnicity

- White – British - 71%
- Not disclosed - 23%
- Mixed - Black African - 2%
- White – Other - 2%
- Mixed - Black Caribbean - 2%

Age

- Under 18 – 2%
- 18-24 – 18%
- 25-34 – 44%
- 35-44 – 20%
- 45-54 – 12%
- 55+ - 4%



Volunteering

As part of our wealth of employee benefits, we provide every team member with the opportunity to carry out 1 day per year of paid volunteering work in the local community.

The stats

- 31 individual employees supported different community events throughout the year, with many also volunteering on multiple occasions
- The team collectively spent 215 hours volunteering for charities and local causes aligned with the business' materiality assessment outcome focuses

The impact

Some key impacts our volunteering activity has contributed to achieving include:

- Over 1000 plastic tree guards removed from local woodland, Snaizholme Wood, and sent for recycling
- Over £1200 raised for The Principle Trust Children's Charity from running a stall at Yorkshire Dales Food Festival which will enable three families to attend a free week-long respite break at one of the Trust's holiday homes
- Planting of approximately 675 trees on rural land in Nidderdale near Harrogate, enabling connection with another area of mature woodland to help increase habitats and biodiversity
- Supported local sixth form students with their interviewing skills which will enhance their opportunity to gain employment / university placement after school



TOMORROW → BEYOND



Better for Performance

TOMORROW → BEYONDLY
→ TOWARDS

A background image showing a business meeting. Two people in light blue shirts and dark ties are seated at a wooden table. One person is writing in a blue notebook, while the other points at a tablet displaying a bar chart. A laptop is also open on the table. The scene is brightly lit, suggesting an office environment.

**At Beyondly we are the roots
of action**

We believe there is link between effective governance and strong company performance. Through mitigating risks, improving performance and valuing our stakeholders, we endeavour to unlock new opportunities and improve overall business performance.

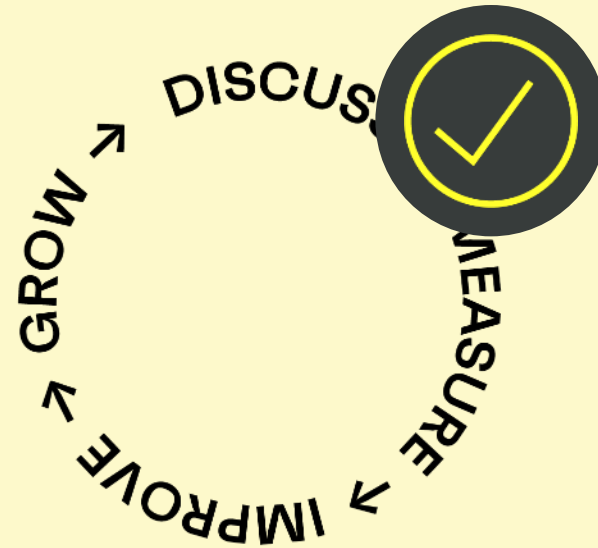
OKRs

Objectives and Key Results (OKRs) are an effective goal-setting and leadership tool for communicating what you want to accomplish and what milestones you'll need to meet in order to accomplish it. OKRs are used by some of the world's leading organisations to set and enact their strategies.

OKRs were implemented in April 2022 as our new reward framework, to encourage cross-team collaboration and skills development.

All objectives are set around the B Corp principles of being a Business for Good and place equal focus on people, planet and performance:

1. To be an employer of choice
2. To delight a community of customers
3. To have an ethical and effective procurement process
4. To positively impact the environment
5. To positively impact society
6. To be innovative and efficient
7. To have ethical business development that has maximum impact

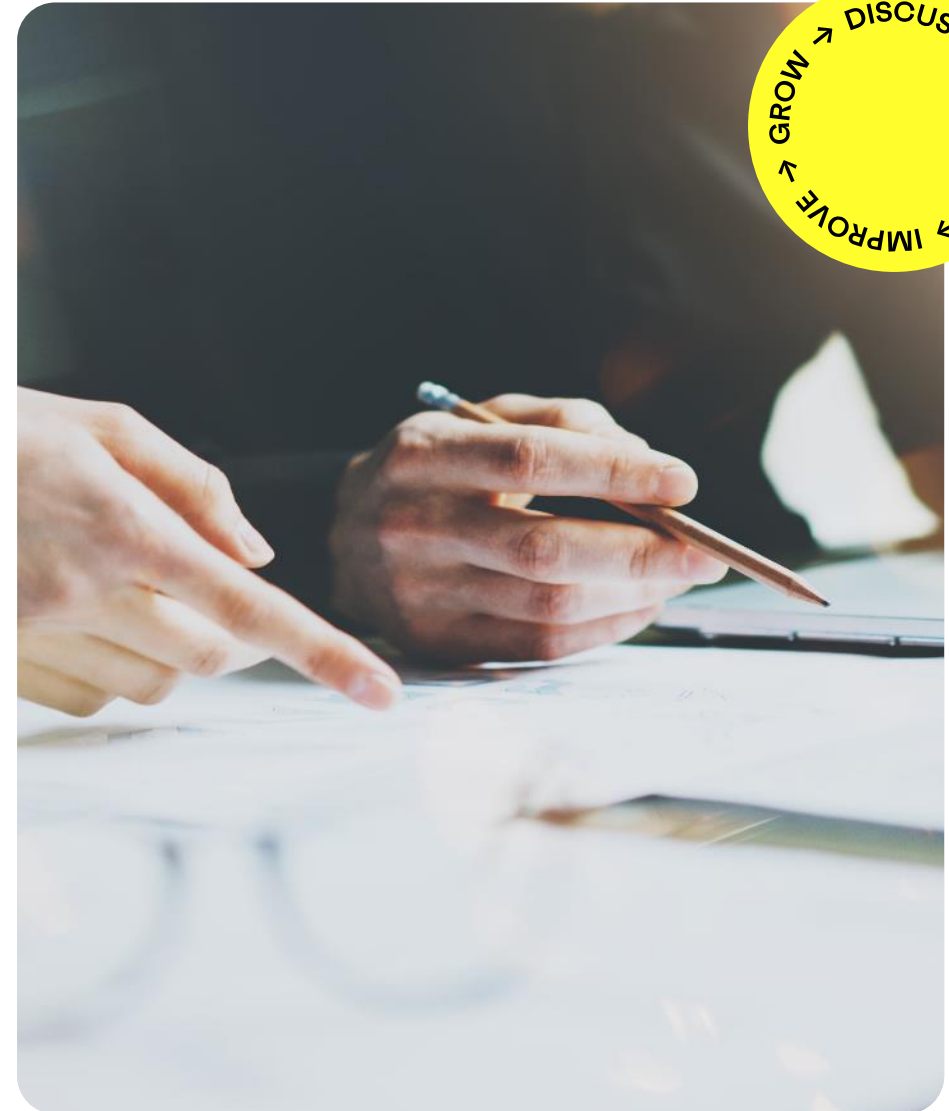


B CORP Articles of Association

B Corps are leading the shift in the systemic change to make businesses a force for good via aiming to meet the interests of all stakeholders, not just shareholders. They focus on generating benefits for both the people and planet, rather than defining success as purely profit driven.

To ensure this is the case, B Corp certified companies must commit to continuously consider stakeholder impact in the long term by building it into the company's legal structure. Businesses need to amend their articles of association to treat all stakeholders equally and embed a triple bottom line approach.

We are modelling both the behaviours required of B Corps (via the BIA and ongoing improvement) and the governance structures (via the B Corp legal change).

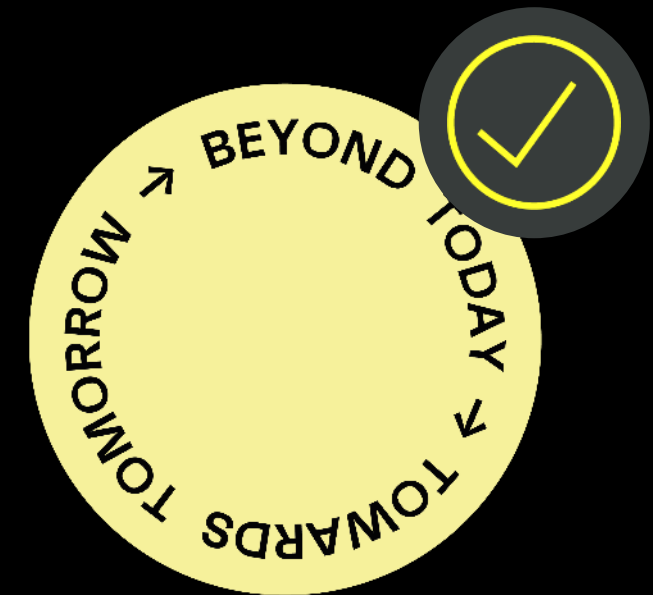


Accreditations

We completed successful audits and retained our BSI certified ISO standards for ISO 9001, ISO 14001 and ISO 22301 for the 10th, 8th and 7th year respectively.

Risk management is a continual key focus, and we have continued to work with legitimate, likeminded suppliers. We audited 33% of our approved packaging reprocessor suppliers and 12% of our approved AATF suppliers for the year ended 31st March 2023, and ensured full compliance for another year.

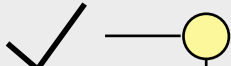
We were awarded Compliance Plus in multiple areas following our Customer Service Excellence audit and will continue to work alongside our customer base to ensure we provide the highest standards of customer service. As part of this, in 2022 we completed a customer journey mapping exercise for the first time. This is just the beginning of our aims to look at different journeys across the service range and customer base, using the latest software in order to further excel our customers experiences.



Achievements



Formalised pay structure, with the highest earner earning no more than 5x the pay of the lowest earner



Implemented Business for Better assessment to help us identify where customers are focussing in terms of positive environmental and social impacts.

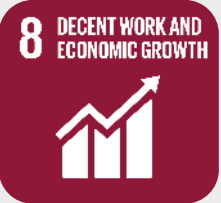


Introduced new supplier Code of Conduct to which all suppliers have been automatically enrolled. The expectations within ensure that global legislative requirements are met, but also reflect the increasing expectations of our customers and wider society.



Achieved a net promoter score of 84

Annual increases to salary in line with Living Wage (*Living Wage Employer*)



Company Rebrand

Our name and brand change from Comply Direct to Beyondly was a natural necessity. We needed to be optimally positioned for supporting as many organisations as possible with reducing their environmental impact.

Beyondly better reflects our B Corp and business for good ethos, whilst ensuring adaptability and longevity as the world evolves and our customer needs develop further.

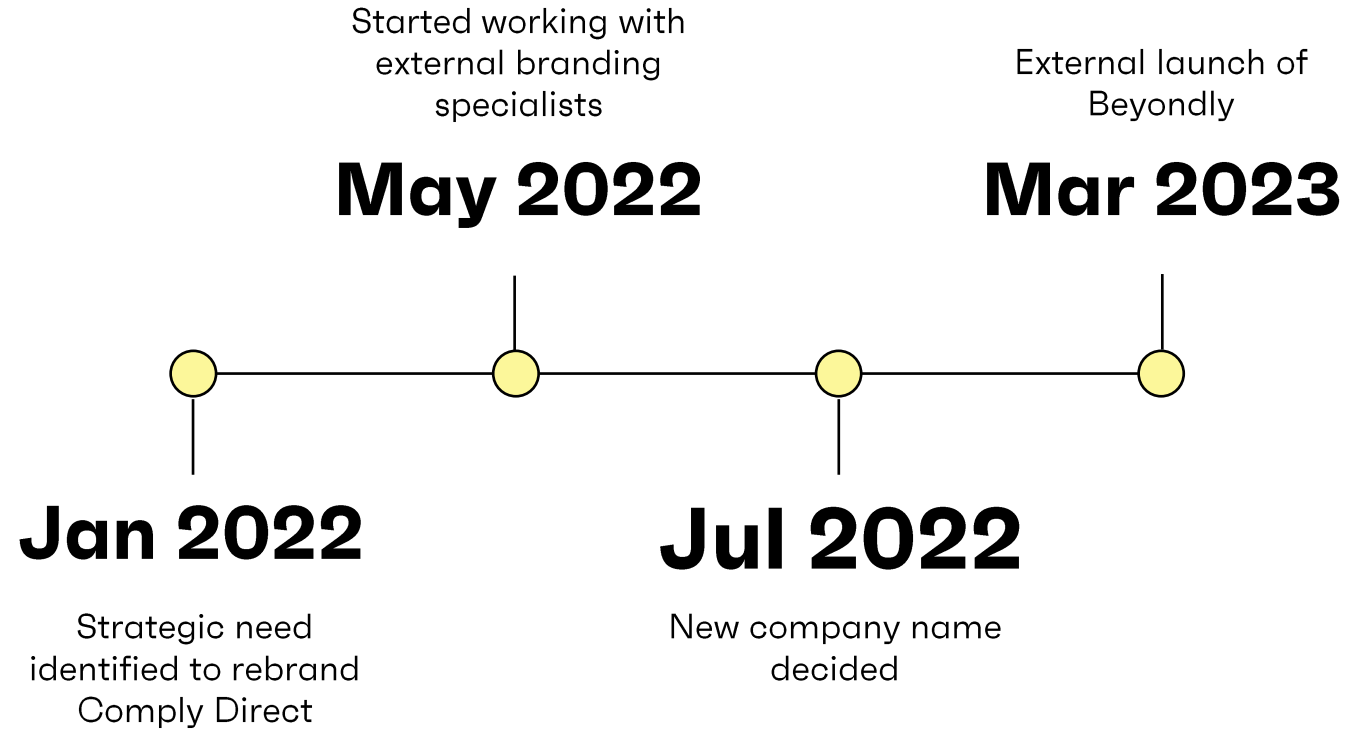
Our journey

We have been on an extensive, transformative journey to rebrand Comply Direct to Beyondly. These are some of the key milestones along the way and we are proud to be transparent about this process.

[Discover more about our rebrand journey here](#)



BEYONDLY





A circular diagram with the words **TOMORROW**, **BEYOND**, **TODAY**, and **TOWARDS** arranged in a circle. The words are connected by arrows: **TOMORROW** points to **BEYOND**, **BEYOND** points to **TODAY**, **TODAY** points to **TOWARDS**, and **TOWARDS** points back to **TOMORROW**. The background is a sky with clouds and a sunburst effect.

What we will do

Our work will continue throughout 2023-2024, driving towards our vision of creating a better, fairer sustainable world for all.

Planet

- Procure 50% carbon offsets from UK based long-term carbon capture and storage projects for our 2023 carbon footprint
- Promote the employee car sharing scheme and conduct a refresher on this for all employees
- Collate information on suppliers' carbon measurement status and environmental agendas
- Lead, inspire and educate our suppliers to measure and reduce their emissions



People

- Develop and implement family friendly policies and practices to support all employees at every stage of their life
- Work with each department to develop a skills matrix for each team and improve related training and development resources
- Maintain and develop career mentor scheme
- Develop work experience programme



Performance

- Conduct another materiality assessment to establish any new priority areas for stakeholders
- Revisit the BIA to benchmark where we are now following certification and identify improvement areas
- Raise awareness of the Better Business Act
- Review and develop relevant B Corp Impact Business Models
- Establish a clear roadmap to 2030 with goals and actions



**Please send any queries and feedback
to sustainability@beyond.ly**

**We look forward to making
your business better.**

BEYONDLY



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