

CONFERENCE CARE

Certified



B CORP IMPACT

REPORT

2024-2025

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FOREWORD



ANDREW DEAKIN

Managing Director

Achieving B Corp certification in February 2024 was a proud milestone, but we did not rest on our laurels. Instead, we continued to set ambitious goals and meet them at pace, ensuring that our commitment to positive impact remains stronger than ever.

The past year has been a challenging one, with global political uncertainty creating ripples across the events industry and the industries of our clients. In response, we have remained focused on financial security, ensuring stability while continuing to deliver exceptional service.

The last year has been about finding efficiencies, diversifying what we offer and optimising our online platforms, such as [Meetings Hub](#), while maintaining the strong customer relationships that define us.

Internally, we are especially proud of the progress we have made in enhancing engagement with our team. From personal development reviews and Town Hall meetings to our wellbeing survey, we have fostered more meaningful touchpoints, reinforcing our commitment to our team.

We have also strengthened our leadership team, with Molly Lissaman stepping into the role of Events Director. Molly's been with us for 5 years - starting as a Events Manager, she has been an integral part of the team since. This role reflects an exciting progression that reflects our focus on growth and leadership development.

Sustainability remains at the heart of our business. As global attitudes towards sustainability shift, we remain committed to championing social issues while keeping our Net Zero targets firmly in sight. Our dedication to responsible business practices is reflected in our continued ECOSmart Agency Certification and EcoVadis Medal, a testament to our ongoing sustainability efforts.

Beyond our own organisation, we have been actively involved in shaping the future of our industry. We have consulted with MPs on key issues affecting the events sector, contributed to [beam](#), and embraced opportunities to drive positive change. A particular highlight has been our Sales Director, Pauline Beattie, stepping into the role of Co-Chair at [ABPCO](#), further solidifying our influence and leadership in the sector.

I'd like to thank the whole Conference Care team for what we have achieved this year, and I look forward to 2025's progress.

Until next year,

Andrew Deakin



OUR JOURNEY TO B CORP

WHY?

We became a B Corp because our “why” - the reason we do what we do - is to inspire, innovate and create change. B Corp truly supports this attitude and pushes us to continually improve year after year. We wanted to join a community of companies that want to learn from and push each other to meet higher standards.

THE LAST 12 MONTHS

Since we became a B Corp in February 2024, we haven't stopped. Our B Corp Assessment highlighted even more we could be doing, and our team set about putting these suggestions into practice. In the last 12 months, we've implemented and embedded six new processes and joined the B Hive, helping us to connect with like-minded businesses, supporting each other with everything from venues and equipment to writing this Impact Report!

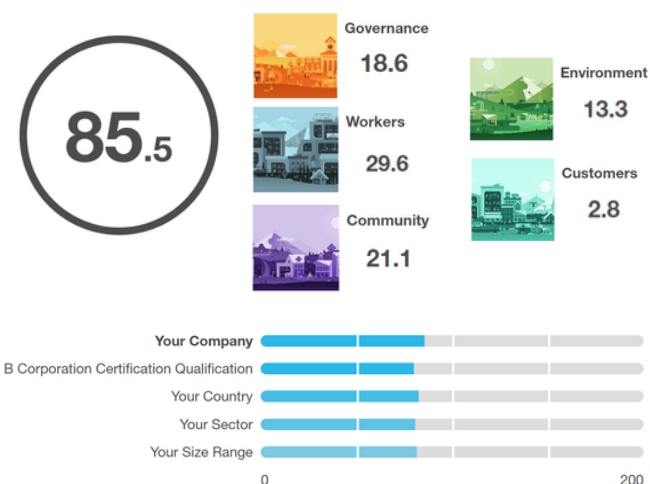


WHERE WE ARE IN 2025

As our Managing Director Andrew mentions, this year has not been without its challenges. We're incredibly proud of the impact we have made in 2025 despite these, but there is so much more we want to do. In this report, we will explain what we said we would do and what we actually did in 2024, and take a look into 2025 and beyond at what we plan to achieve to make the biggest impact we can, balancing People, Planet and Profit.

OUR IMPACT SCORE

In February 2024, our B Impact Score was:



One year on, we have updated our impact score based on the changes we've made in the last year.



28%

Increase in overall B Impact Score



OUR GOVERNANCE



1 new member of Senior Leadership Team



2 new processes to track sensitive industries



100%
of staff made sustainability commitments

COLLECTIVE COMMITMENT, GUIDED LEADERSHIP

Sustainability is embedded into all departments and business processes at Conference Care, ensuring it is a core principle of our operations. We believe that sustainability is a collective responsibility, with every team member acting as a champion rather than relying on a single sustainability manager. Our sustainability strategy provides clear direction, but it is the dedication and actions of our entire team, guided by our senior leadership, that drives meaningful action and impact.



OUR SENIOR LEADERSHIP TEAM

Our Senior Leadership Team (SLT) champions our sustainability strategy, supporting Andrew Deakin as Managing Director. SLT is made up of:

Amanda Riley – Finance Director

Pauline Beattie – Sales Director

Rebecca Hollis – Operations Director

Molly Lissaman – Events Director

In 2025, Molly Lissaman joined our Senior Leadership Team as Events Director. By bringing a dedicated voice for Events Management to SLT, we hope to develop communication across the business and foster cross-functional collaboration.



SUSTAINABILITY STRATEGY
& CARBON REDUCTION PLAN

SUSTAINABILITY STRATEGY

Our strategy was created to formalise our intentions and set the direction of travel for our actions related to sustainability for the immediate future, the next 5 to 10 years, and for 2030 and beyond. For more information, you can see our full Sustainability Strategy. Our three main aims are centred around three of the UN Sustainable Development Goals, goals which we felt we could effectively contribute to as an events agency.



GOVERNANCE IN 2024

PERSONAL SUSTAINABILITY TARGETS

WHAT WE SAID WE'D DO

All team members to set individual targets related to sustainability

WHAT WE ACHIEVED

All team members set personal sustainability goals at their Personal Development Reviews (PDRs) in April 2024. In April 2025, we will understand how well these have been met, and these will be reported in our 2026 Impact Report. Our Sustainability Specialist will also be tracking the achievement of our 2024 goals in April 2025.



"I will use the Giki Zero app to track and reduce my personal carbon footprint"

Rachel Dean
Events Consultant



"I will use a reusable cup when I buy my daily iced coffee!"

Sally McNamara
Head of Digital Services

WHAT'S NEXT?

As we set new personal goals from April 2025, we will be providing suggested goals which push our team out of their comfort zone - either to make sustained positive change over the next 12 months or to learn more about how our actions have knock-on effects for the world around us.

TRACKING CONTROVERSIAL INDUSTRIES

WHAT WE SAID WE'D DO

Set up a robust system for flagging enquiries from sensitive industries and actioning appropriately, to support Disclosure.

WHAT WE ACHIEVED

When enquiries are added to our CMS, we include an industry tag and flag sensitive industries, which we need to disclose as a B Corp. This enables effective reporting at year-end so that we can understand the industries our customers come from and who we should target to improve our impact.

In 2024, we also circulated a robust system that captures any enquiries from the defence/ammunition/firearms, pornography, tobacco, or recreational marijuana industries. This provides assurance that we do not work with any ineligible industries.

"The sensitive industries flowchart gives me the confidence to uphold B Corp standards"

Tom Roe
Account Manager



OUR WORKFORCE

**1**

Wellbeing survey

**1**

Employee Assistance Programme

**100%**of staff included in
bonus scheme

EMPOWERING OUR TEAM FOR GROWTH AND WELLBEING

At Conference Care, we are committed to ensuring that we have a positive impact on our team members' lives, regardless of their level of experience or role. We recognise the importance of supporting our employees' financial security, health & safety, wellness, career development, and overall engagement and satisfaction. To achieve this, we have been actively working to understand what this looks like in practice, ensuring that our initiatives and policies create a meaningful and lasting impact on our workforce.

OUR WORKFORCE



ENGAGEMENT & COMMUNICATION

In 2024, we set our focus on improving communication between SLT and the whole team, communicating transparently and enabling a two-way conversation.

This was achieved through the reinstatement of quarterly personal development reviews, an anonymous Wellbeing Survey, and biannual Town Hall Meetings. We also ensured all staff receive updates on the company's financial status every quarter.



FOCUS ON WELLBEING

We have also been focusing on ways we can support our team's well-being, from financial security to health, wellness, and safety, through our Employee Assistance Programme.

In order to do this, we have to focus our efforts on finding out exactly what we can do, through our Wellbeing Survey and PDRs, and involving our team in fixing any issues.

WORKFORCE IN 2024

9

WELLBEING SURVEY

WHAT WE SAID WE'D DO

Launch a biannual anonymous staff wellbeing survey

WHAT WE ACHIEVED

We launched the anonymous survey in early 2024 and had a fantastic completion rate of 94%. This enabled us to address any areas of concern and find out where we were doing well at supporting wellbeing. We have since completed one follow-up survey 6 months later, which asked about progress on the issues raised initially, and we are about to launch our second annual survey.

From the survey, we have been able to identify some key issues and have begun to action these (see below). Questions centre around the work environment, professional development, culture and DEI, amongst others.

ACTIONS TAKEN

Noise Action Group

Consulting each department, we made adjustments to the office layout, circulated noise-cancelling headphones, and introduced policy changes. More changes to come.

Heating Adjustments

We updated heating in the toilets and meeting spaces to make them more efficient and the space more comfortable.

Encouraging Breaks

We updated policies on the use of the break space to make it more comfortable and to encourage the team to eat away from their desks and take breaks.

Communication

SLT have been addressing the company more frequently and have been helping mid-level managers to disseminate information to their direct reports.

SUPPLEMENTARY HEALTH BENEFITS

WHAT WE SAID WE'D DO

Explore supplementary health benefits for all employees

WHAT WE ACHIEVED

As we explored what we could offer our workforce to support their health and wellbeing, and following the Wellbeing Survey, we decided to implement an external Employee Assistance Programme (EAP). This Assistance Programme is a confidential service designed to help the user deal with personal and professional problems that could be affecting their home life, work life, health, and general well-being. The service is available to our workforce and their immediate family, and includes:

- Confidential telephone helplines available 24/7
- Formal counselling, in the form of either in-person or telephone sessions
- Online video counselling and online CBT
- Critical incident support

"The EAP is a fantastic resource that offers confidential support, helping the team navigate personal and professional challenges, making workplaces more supportive and compassionate."

Lewis Hall
Digital Marketing Manager



OUR COMMUNITY

**£7950**

raised for community
charities

**1**

set of supplier
standards

**5**

Charities supported

CHAMPIONING DIVERSITY AND INCLUSION BY REFLECTING AND UPLIFTING OUR COMMUNITY

We believe that our business has a meaningful impact on the communities where we operate, hire talent, and source from. In addition to our ongoing work with local charities, we are committed to making the events industry more inclusive. We recognise our role in driving this change by actively attracting talent, removing any barriers, and ensuring our workforce reflects the communities we serve. Through our efforts, we aim to foster a culture of inclusivity.



UPLIFTING OUR COMMUNITY

We belong to two unique communities - our local community in Hinckley, and the events industry. We have been supporting both industries for many years.

From hosting fundraisers for a local hospice to providing pro-bono professional services to ABPCO and beam, we have been playing our part to inspire, innovate and create change.



Our Plan-it! team provides a platform for everyone at Conference Care to engage with and support the community. As an award-winning voluntary action group, Plan-it! leads impactful sustainability projects.

Open to all; team members can contribute fresh ideas and collaborate with the wider team to identify key issues and determine where our efforts will make the biggest difference.

OPPORTUNITIES FOR EVERY TEAM MEMBER

COMMUNITY IN 2024

STAFF VOLUNTEERING

WHAT WE SAID WE'D DO

All staff will have the opportunity to undertake volunteering time during work hours

WHAT WE ACHIEVED

Although we began the year intending that individuals could organise and partake in their own volunteering during work hours, we soon found this was not feasible for our working style and the needs of our team.

Instead, we have taken the approach of organising our own fundraisers and events for the community, which all of our team then have the opportunity to take part in. In 2024, everyone donated at least one hour of work time, with most volunteering at our Sausage on a Stick fundraiser (details below).

Our Sales Director Pauline Beattie has also donated a huge 12 hours per month to her unpaid role as ABPCO Co-Chair, supporting the industry body in delivering its programme.

We intend to continue fundraising in 2025, with further opportunities for our team to participate.



SUPPLIER MINIMUM STANDARDS

WHAT WE SAID WE'D DO

Set minimum sustainability standards for our suppliers and measure their compliance

WHAT WE ACHIEVED

We have set our sustainability standards for our suppliers. When selecting our suppliers, we have always focused on engaging with local and independent suppliers, balancing this with our business needs. This being the case, we have made our sustainability standards as accessible as possible so as not to disqualify small independent suppliers.

Our standards are as follows:

Labour Standards (if the supplier has employees)

- Must have a grievance policy or mechanism for employees to raise concerns
- Must have a "no tolerance" policy for workplace harassment and bullying. It must include the actions which will be taken when discrimination arises.

Health & Safety

- Must have a health & safety policy with a risk assessment mechanism
- Must not have any health & safety related criminal convictions in the last two years

Environment

- Must not have any environment-related criminal convictions in the last two years

Business Ethics

- Must have an anti-corruption and/or Bribery policy

WHAT'S NEXT?

We are currently collecting the compliance of our suppliers + additional credentials via a survey. From here we will understand compliance with these standards and we can review our suppliers and make changes as necessary.

CASE STUDY

SAUSAGE ON A STICK

AIM

Raise money for Mary Ann Evans Hospice by hosting a summer barbeque and activities.

* USING OUR SKILLS FOR COMMUNITY GOOD

In July 2024, Conference Care demonstrated its commitment to community impact through a carefully planned charitable event, using our event planning skills to make a meaningful difference.

The Plan-it! team led this project, investing several months in coordination and cross-departmental planning to ensure its success.

The event was brought to life through a combination of corporate and personal contributions. Partner GOTO Events demonstrated community spirit by providing complimentary games equipment, while our team members contributed homemade refreshments.

Our Event Management team supported by providing an event plan, a digital silent auction platform and joining instructions for all attendees.

Mary Ann Evans Hospice offer physical, emotional, social and spiritual support to people with life-limiting illness, their families and those caring for them. They are a local charity very close to our hearts, as they supported our late founder Chris and his family in 2023.



"We are so grateful for being chosen as the charity to be supported at the event, the money raised will go a long way in our Hospice."

Zoe Fawkner

*Fundraising & Community Engagement Officer
Mary Ann Evans Hospice*



CASE STUDY

SAUSAGE ON A STICK

* ALL HANDS ON DECK

On the day, our MD Andrew operated a barbecue station, preparing "Sausages on a Stick" - one of Chris's favourites. The event saw full company participation, with staff managing various attractions, including a well-received tombola and cake sale.

A highlight of the day was the presence of Zoe from the charity, who engaged directly with participants. Her attendance provided a valuable opportunity for attendees to learn first-hand about MAE's mission and understand how their support would directly benefit the community.



We raised £3,500
for **Mary Ann Evans Hospice**

This is enough to support

- **70 Hospice at Home care visits**
- **35 treatment sessions with their lymphoedema care team**

Following the event, 6 of the event attendees signed up to complete a skydive to raise money for MAE - creating further opportunity for fundraising



OUR ENVIRONMENT

**100%**

of commuting now
included in our carbon
footprint

**1** food waste
solution**100%**

of our carbon
footprint offset

REDUCING OUR FOOTPRINT THROUGH OPERATIONAL EXCELLENCE AND CIRCULAR INNOVATION

Our commitment to environmental stewardship is demonstrated through our carbon management strategy, which combines emissions reduction with responsible offsetting. Since 2011, we've been carbon neutral. However, our primary focus remains on implementing operational efficiencies to reduce our environmental impact at source. This reduction-first approach is complemented by our adoption of circular economy principles across our operations.

OUR ENVIRONMENT



CARBON REDUCTIONS & OFFSETTING

Conference Care offset 100% of our scope 1 and 2 emissions. In addition, we also offset as much of our scope 3 emissions as possible, where data is available. However, we would now like to go further by reducing our carbon emissions to zero, creating decarbonised business operations. These targets are dependent on several outside factors, particularly for Scope 3, which will require our suppliers and methods of transport to be carbon neutral. We aim to be Net Zero across our Scopes 1 and 2 by 2030, and we aim to be Net Zero across our Scope 3 by 2035.



CIRCULAR ECONOMY PRINCIPLES

Though we do not produce much waste as a business, what we do produce, we are careful to sort and dispose of appropriately. We have a zero single plastics policy (meaning they cannot be disposed of in the office) and recycle, with food waste going to vermicomposting (as detailed below). Our Sustainability team also work closely with the wider team to make sustainable one-off purchases, such as any consumables and electricals.

ENVIRONMENT IN 2024

VERMICOMPOSTING

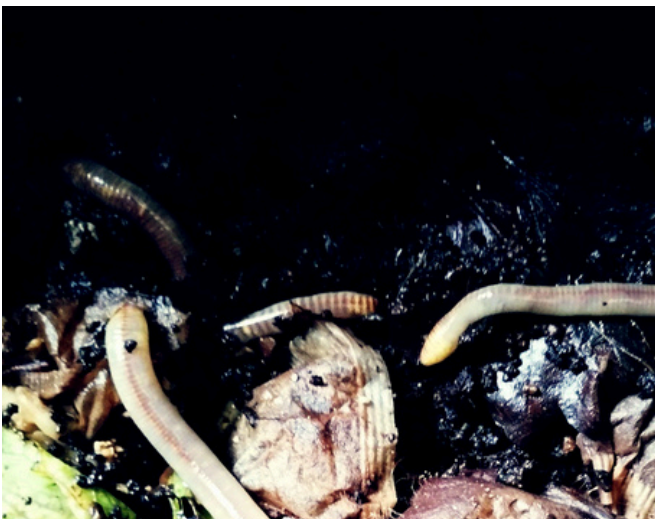
WHAT WE SAID WE'D DO

Set up a worm composting system for vegetable waste from the office

WHAT WE ACHIEVED

Being sustainable isn't always glamorous! The worms did not have the most enthusiastic welcome, but once the team understood that they did not need to interact with them, we set up the system in Summer 2024. We use small bins in each kitchen with instructions as to what can go into the bins. These are then emptied into a larger vermicomposter system.

The system is being well used and has diverted a significant proportion of food waste away from landfills/incinerators - we estimate that it is about 60% during the summer months, but this is still being monitored, and we will be able to comment on its efficiency when we have used it for a full year.



WIDENING OUR SCOPE 3 EMISSIONS

WHAT WE SAID WE'D DO

Offset all of our team's commuting journeys to the office and work to reduce the carbon impact of these

WHAT WE ACHIEVED

The travel survey we used to collect this information made it easy to get the exact tonnage that commuting is creating and offset it. The travel survey also allowed us to see how people travel and whether they would be willing to try active travel such as walking and cycling. We found that though some were willing to try these methods, they were not able to due to childcare or logistic needs or safety concerns about cycling on roads.

SOLAR PANELS

WHAT WE SAID WE'D DO

Install solar panels at the Hinckley HQ, so that we can achieve almost 100% net zero emissions at our HQ.

WHAT WE ACHIEVED

Although we have obtained quotations and scoped out the system and supplier we would like to use; we have had to focus our finances on other areas of the business. We hope to progress this project further in 2025, as long as finances allow. The solar panels would allow us to be around 80% self-sufficient, with the 20% needed to be saved through energy efficiencies.

OUR CUSTOMERS



2 new Impact Business Models



208 tonnes of carbon emissions saved



15 not-for-profit clients supported

DELIVERING AWARD-WINNING EVENTS WITH PURPOSE

We don't just deliver award-winning event expertise—we strive to make a meaningful impact on our clients as well. Whether it's helping them adopt more sustainable practices, amplifying their successes, or donating our services so they can focus on fundraising, we are committed to adding value beyond the event itself.



STRONG CLIENT RELATIONSHIPS

We are proud of our approach to client stewardship and growing strong relationships with our customers. Our longest-standing client relationship is 27 years.

Our strong client relationships speak for themselves. For the past nine years, we've been voted Best Intermediary Agency at the M&IT Awards, a recognition we're especially proud of because it comes directly from our customer's votes.



PURPOSE-DRIVEN SERVICES

We now have 4 IBMs (Impact Business Models) to enable our customers to improve their sustainability impact. Our Venue For Good service and Carbon Disclosure services have been launched with good uptake from our customers. These have joined our existing Carbon Consultancy service and our work with not-for-profit organisations. Over the next few pages, we will discuss our IBMs in more detail and show their positive outcomes.

CUSTOMERS IN 2024

20

SUSTAINABILITY IN ACCOUNT REVIEWS

WHAT WE SAID WE'D DO

Make sustainability an item in the standing agenda of each account review

WHAT WE ACHIEVED

Sustainability is now featured on the agenda of each account review. The topics to discuss vary between each customer, but each conversation centres around how we can help our client achieve their sustainability goals, understand how to lower their impact, and how they can stay compliant with upcoming legislation.

We can help them in a range of ways - from offering our IBMs to sourcing sustainable suppliers and linking them with our sustainability team to provide consultative services.

Positive outcomes will be presented in next year's B Corp Impact Report, as each account will complete a year of account reviews.

SUSTAINABILITY IN EVENT PLANNING

WHAT WE SAID WE'D DO

When planning an event with a client, highlight specific changes to every client which can be made to make their event more sustainable.

WHAT WE ACHIEVED

Although our Event Management team have a good working understanding of sustainability measures, unfortunately, this hasn't been made into an official process. This has been due to the Events Management team being incredibly busy and not having the capacity to undertake a new process.

WHAT'S NEXT?

Changes in the team, including a new Events Director for 2025, mean this is now on the agenda for March/April 2025, beginning with staff training.



OUR IMPACT BUSINESS MODELS

WHAT IS AN IMPACT BUSINESS MODEL?

An Impact Business Model, or IBM, is a product or service that is designed to have a positive outcome for social or environmental sustainability. This is either by the product/service that is offered or the people it is offered to. At Conference Care, we offer several IBMs. We can now measure the positive outcomes of our Venue for Good service, as well as continue to measure the positive outcomes of our Carbon Consultancy, charity, and association services.



CARBON CONSULTANCY

Carbon Consultancy empowers event organisers to minimise their environmental impact through comprehensive carbon footprint analysis and reduction strategies. Our service begins with a pre-event consultation, where we assess your planned activities and provide actionable recommendations to reduce emissions. Following the event, we measure the actual carbon savings achieved through these implemented changes, demonstrating tangible environmental benefits.

For organisations seeking to go further, we also offer access to verified carbon offset programmes to address any remaining emissions. This two-pronged approach—actively reducing emissions while offsetting the remainder—ensures a positive outcome for the environment.

Positive Outcomes

208 tonnes of carbon savings achieved

3260 tonnes of carbon offset

30% average savings identified

CASE STUDY DOGS FOR GOOD GALA

AIM

Donate our event management skills to support their fundraising gala.



LENDING OUR EXPERTISE TO A GOOD CAUSE

For the last two years, Conference Care has provided event management services to the Dogs for Good Gala.

The event is hosted by Clare Balding at the Dallas Burston Polo Club in Southam and is a formal evening and awards to celebrate the vital role that dogs play in helping us gather a sense of belonging. It tells the stories of the service dogs, raising awareness and money for the Dogs for Good through ticket sales and donations.

Conference Care provide the same service to Dogs for Good as they would for any other client, working with them on planning and executing the event from several months prior. On the day, five of the Conference Care team provide their assistance, volunteering their evening to a good cause. On the ground, they provide registration support, setup support, coordination of participants, project management and scheduling.

The event management support provided enables Dogs for Good to provide an incredible event, which increases attendance and donations at the event and afterwards.

The upcoming 2025 event is once again being hosted by Clare Balding and looks to be a fantastic evening raising funds for a good cause.

“Thank you to the Conference Care team for all of their help and making sure it ran smoothly”

Emily Daniels
Dogs for Good

SUPPORTING NOT-FOR-PROFIT ORGANISATIONS

19% of our clients are from not-for-profit organisations with missions to positively impact society or the environment. We offer some pro-bono and reduced-rate services for our not-for-profit clients. An example of our work with Dogs for Good is detailed below.



Dogs for Good provide assistance, community and family dogs to support the specific needs of individuals and families. They bring people and dogs together to help make everyday life possible in so many extraordinary ways.



We provided event management to the value of

£5400



OUR IMPACT BUSINESS MODELS

For our first B Corp Assessment, we were able to provide positive outcomes for the two IBMs detailed above, but because the two detailed below had only just been launched, we were not yet able to track the positive outcomes over one year. A year on from our first assessment, we are happy to share that we can track the positive outcomes of our Venues for Good accreditation, and we look forward to the positive outcomes of Carbon Disclosure.

A CONFERENCE CARE ACCREDITATION



VENUES FOR GOOD

Venue For Good is a free accreditation programme for all venues that shines a light on sustainability achievements, measuring them against the UN Sustainable Development Goals. The accreditation is designed to be accessible to any venue, especially those without budget for accreditations or official routes to shout about their progress.

We're proud to say that we now have 45 Venues for Good, which are highlighted on our proposals every time an enquiry is made. They are also featured in our quarterly newsletter Pinpoint.

POSITIVE OUTCOMES

23-24

10 VFG bookings

Booked by **5** organisations

24-25

40 VFG bookings

Booked by **13** organisations

This is a 400% increase in bookings of Venues for Good

CARBON DISCLOSURE

Our Carbon Disclosure service enables clients who use our venue booking platform to automatically track the carbon footprint of all their events. Through Meetings Hub, they can access detailed insights into the environmental impact of their entire event programme. While several customers are already using the service, we have yet to gather a full year of data, meaning measurable results are still to come. However, we anticipate a reduction in the average carbon footprint per attendee among users. We look forward to sharing our findings in our next B Corp Impact Report.

[carbon budgeting]





OUR IMPACT GOALS FOR 2025

In 2025, we will continue striving for a balance between people, profit, and the planet. Our focus will be on achieving the goals we did not reach in 2024, optimising existing processes, and setting new objectives for continued growth and improvement.

EXISTING OBJECTIVES

Building on our learnings from the past year, we remain committed to advancing the following existing objectives:

- Incorporate sustainability goals into event management project goals
- Finish HQ solar panel installation project
- Track the positive outcomes of Carbon Disclosure
- Continue to provide staff with volunteering opportunities

In addition to our existing goals, we have set new B Corp objectives for 2025.



TRAINING FOR ALL EMPLOYEES ON TOPICS RELATED TO DIVERSITY, EQUITY, AND INCLUSION

We are already planning disability awareness training for our managers, and we plan to extend this out to the whole of the company on wider DEI topics. Training staff in diversity, equity and inclusion helps create a more respectful, equitable and productive workplace where all employees can thrive while reducing discrimination, improving collaboration, and helping organisations better serve diverse stakeholders and communities.

2

TRACK THE DIVERSITY OF OUR WORKFORCE, ANONYMOUSLY MEASURING SOCIOECONOMIC STATUS, RACE/ETHNICITY, GENDER AND AGE

By understanding the characteristics of our team, we can identify areas where changes may be needed to remove barriers for applicants. Our goal is to attract individuals with the right skills and character, regardless of their background. By making both the application process and working life at Conference Care more accessible to everyone, we can foster a more diverse and inclusive environment.

CONDUCT ANONYMOUS OR "BLIND" REVIEWS OF APPLICATIONS OR RESUMES WITHOUT ATTACHING NAMES OR IDENTIFIABLE CHARACTERISTICS

We will use our existing recruitment portal to complete this or find a portal from which this is capable. This removes the risk of applying unconscious bias to applicants.

Unconscious bias refers to the automatic, unintentional prejudices and stereotypes that influence our decisions and behaviours, and reducing it is crucial to reduce unfair treatment and discrimination.



HARVEST RAINWATER

We aim to begin harvesting our rainwater for use in the upkeep of our grounds and plant life. Harvesting rainwater offers numerous benefits, including water conservation, cost savings, and environmental sustainability. By collecting and storing rainwater, we can reduce their reliance on municipal water supplies, lowering utility bills and easing pressure on local water resources. Additionally, rainwater harvesting helps mitigate urban flooding by reducing stormwater runoff, which can carry pollutants into rivers and lakes.

GUARANTEE THAT NONE OF OUR WASTE GOES TO LANDFILL

After recent due diligence checks, we found that not all of our general waste is diverted from landfill 100% of the time. In 2025, we want to find a supplier who can ensure all of our waste is diverted away from landfill. Diverting waste from landfills is beneficial because it reduces environmental pollution, conserves natural resources, and minimises greenhouse gas emissions.

SET SPECIFIED TARGETS FOR CLIENT SATISFACTION

We will initially gather client satisfaction data using our MeetingsHub platform. Here, clients can provide feedback on their experience with us. From this feedback, we can establish a baseline for client satisfaction and set a target. We will communicate the progress towards this goal in our next B Corp Impact Report.

INSPIRE INNOVATE CREATE CHANGE



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