

30 Positive Impacts at 30



WPR 3 1992
2022



The past 30 years have given us a lot and, as we look back, we have thousands of happy memories and hundreds of colleagues, clients and friends – past and present – who have all played important roles in making us the agency we are today.

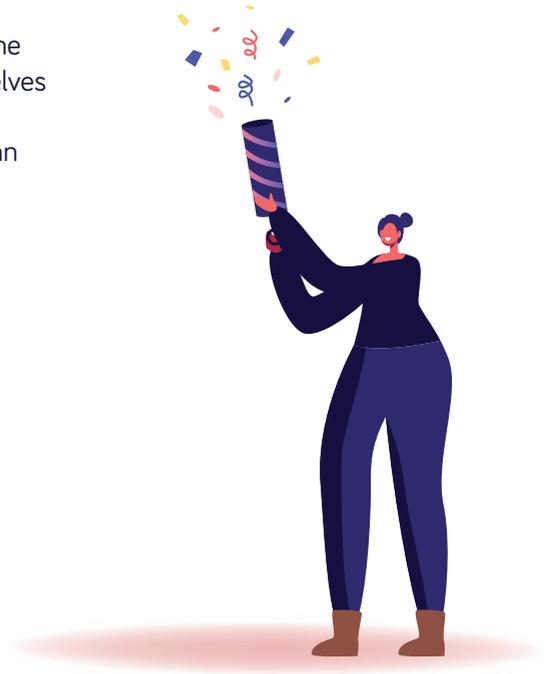
“ To everyone who has been part of our story so far, we thank you for the last three amazing decades. ”

However, in our 30th year, it's time to look forward and to ask ourselves what could we do more of, what should we do less of and how can we make more of a difference.

At a time when there are so many issues facing our planet and our society, we know that, as an organisation, we need to do more to reduce our impact on the planet and more to increase our impact on society.

So, collectively, in 2022 we pledge to make 30 positive impacts at 30. Will it save the world? No. Will it make a small difference? Yes, we hope so.

We aren't perfect — we don't pretend to be — and even with these 30 changes, we will still have a long way to go. But we hope it will put us on the right road as we look to the next 30 years of WPR.



Our **30 positive impacts**
will cover five core themes:



Our planet



Our people



Our community



Our society



Our future



Our Planet

Over the years, we haven't done nearly enough to minimise our impact on the planet. We have a mountain to climb but, in 2022, we will take our first steps with six clear commitments.

1. By the start of Earth Month in April, we will have a carbon-neutral workforce. As well as continuing to reduce our carbon footprint, we will offset the emissions of our entire team across their personal and professional lives. This means that, as an agency, we will invest in the highest standard of renewable energy, forestry, community and carbon capture and storage projects across the world. Our ultimate aim is to give back more to the planet than we take, becoming a carbon-positive company within a matter of years.
2. By the end of the year, any item that can be fair-trade sourced will be.
3. With immediate effect, everything we buy will be palm oil free.
4. By the end of 2022, we'll be a plastic-neutral workplace. All of our consumables – our stationery, our food, our client gifts, our team gifts, our branded products, our toilet paper, even our cleaning products – will be plastic free.

5. By July, we will have calculated our remaining plastic consumption, and the coming months will see us invest in innovative projects to remove the equivalent amount from rivers, seas and oceans across the world.
6. July will also see us help our team reduce their plastic consumption at home through expert training and the provision of plastic-free hampers, showing how many household essentials can now be free from plastic.





Our People

We want to help everyone in our team live positive, fulfilled and happy lives, both at work and home. In 2022, in addition to the emergency and home deposit plans, healthcare cash plans, enhanced holiday leave, flexible work arrangements, employee assistance programme, mental health first aiders and more already on offer, we'll commit to a raft of new and returning initiatives in support of our people-first ethos.

7. Throughout the year, we'll financially support any team member who wants to do something to enhance their physical or mental wellbeing, with £100 wellness grants to be used as desired.
8. In May, we will give everyone in our team, not just our managers, the opportunity to train as mental health champions.
9. In the same month, we will roll out company-paid membership to Headspace, giving the whole team access to hundreds of meditations and exercises for everything from stress, to focus, to sleep.



10. In November, we will make more life-enriching opportunities possible through our Live Free Fund, created in memory of cherished former colleague Zara Free. Honouring Zara's legacy and passion for living life to the full, we'll enable three more people to broaden their horizons and grow as individuals, from taking once-in-a-lifetime trips to gaining valuable new skills.

11. By the end of the year, we hope to have become a Thrive at Work accredited employer, having delivered excellence in employee mental health and wellbeing. Through a refreshed Thrive programme, it is our aim to become a recognised enabler of:

- Physical health
- Mental health
- Musculoskeletal health
- Healthy lifestyles





Our Community

Just a few miles from WPR's Edgbaston headquarters is Ladywood, where 54% of children live in poverty – 24% higher than the average in the rest of the country.

For 35 years, the Ladywood Community Project has supported families in the area by helping people on low incomes and in hardship to manage their day-to-day needs, making them feel part of the community and less isolated with their problems.

We have pledged to help the project in four key ways.

12. In the summer, we will donate funds to help The Ladywood Community Project provide school uniforms to children making the exciting (and daunting) transition to secondary school, and to younger children new to the area through homelessness. From entire uniforms to blazers or shirts, the much-needed uniform fund last year ensured more than 60 children had good-quality, new uniform items from high-street stores.
13. For the first half of the year, we will be part of the organising committee for the Ladywood Fun and Games event, timed to coincide with the Commonwealth Games in Birmingham.

14. Throughout 2022, we will help the charity overhaul its online presence, providing practical help with website content and updates.
15. With concerns mounting about the effect of energy price increases on people already struggling to keep their supply on, in autumn and winter 2022 we will provide financial assistance to a scheme helping families reduce their bills with LED light bulbs, radiator reflectors and window and door insulation.



16. In February, WPR will make wishes come true for four children, in honour of a truly exceptional family – Jennie, her husband Jim, daughter Izzy and, of course, her son Charles.
17. Throughout 2022, we will also continue to provide social media and wider marketing support to this exceptional cause.

We will also recommit to our impact days:

18. We will explore opportunities for the team to give paid time in support of a range of local and national charities close to our hearts, giving our people the chance to donate their time and expertise to causes they care about.





Our Society

Every business has a responsibility to make society fairer and more inclusive, and we acknowledge there is more we could, and should, be doing to foster diversity and inclusivity at WPR.

By the end of 2022, we will have made significant inroads in our aim to have a team that is truly representative of all sections of society. Led by our director of people and planning, we have set ourselves eight key commitments.

19. Make a determined effort to broaden our outreach at schools and universities to reach people from more diverse backgrounds.

Working alongside The Taylor Bennett Foundation, a charity that exists to encourage people from a black, Asian and minority ethnic background to pursue a career in public relations, by the end of summer 2022 we will have hosted both a virtual insight programme (years 12 and 13) and a Taylor Bennett graduate masterclass.

20. Extend the reach of our internship programme by working with organisations that support the development of those from diverse backgrounds.

Again, by the end of summer 2022, at the very least we will have participated in the Taylor Bennett Summer Stars programme, opening a dedicated internship programme to students, graduates and school leavers from a black, Asian and minority ethnic background.

21. Ensure our senior team leads by example.

By the end of 2022, we will have developed sufficient understanding of the landscape to set clear targets for recruitment, retention and promotion. We will measure progress each quarter, making any changes necessary to meet our goal of having a team that is truly representative of all sections of society and one in which everyone feels supported and respected, regardless of their age, disability, race, religion or belief, sex, sexual orientation, social backgrounds, pregnancy or maternity.

22. **Reflect our commitments in the work we produce.** By April, we will have recruited a diversity and inclusion consultant who will review our work, ensuring our outputs are inclusive and recognise diverse audiences, and advise the leadership team.
23. **Rethink recruitment.** By March, we will operate blind recruitment. This means no-one shortlisting or interviewing candidates will have access to an applicant's name, date of birth, gender, education or qualifications prior to meeting them. Our job descriptions will focus on skills and competencies, not academic achievements, and our 'graduate executive' positions will be renamed as 'junior executive' with immediate effect. Where possible, we will present a diverse interview panel, and we'll work with external organisations to extend the reach of our job adverts to a more diverse audience.
24. **Educate and engage our leaders.** By August, anyone in a leadership position in the agency will have undertaken the PRCA Racial Equity and Culture Change for Leaders training. At least three will go on to participate in the PRCA's PRISM mentor/mentee programme or the Taylor Bennett employer mentoring programme.
25. **Educate our team on how to manage a diverse workforce.** By the end of 2022, the entire agency will have received unconscious bias training, and D&I will become part of our new-starter inductions.
26. **Monitor and collect diversity metrics.** With immediate effect, we will collate diversity metrics and obtain feedback on the inclusivity of the working environment through employee surveys and equality impact assessments. We will use these numbers and learnings to update our D&I strategy annually, ensuring we meet our ultimate aims.





Our Future

All too often, getting a foot in the door can be the hardest part of embarking on a career in communications. Nothing makes us prouder than giving people their first step on the ladder and seeing how far they can climb when they're given the support, skills and encouragement they need – after all, WPR can only ever be as good as its people. Almost half of our team started as work experience, interns or junior executives, and we'll create even more opportunities in 2022 by:

27. Expanding our in-house internship scheme, offering paid summer internships to four people over the summer months.
28. Delivering at least four talks and careers advice sessions to students at schools and colleges.
29. Recruiting a record number of entry-level roles, taking on at least four juniors to work across our PR, search, design, social and paid media teams.

And Finally...

30. It is our dream to become a certified B Corporation. Our goal is to apply for this accreditation by the end of our 30th year and to have made enough big changes as an organisation to be considered, despite our small size, a leader in the global movement for inclusive, equitable and regenerative economy. We have a long way to go but a lot of determination to get there. We'll keep you posted...





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