



PEOPLE.
PURPOSE.
PLANET.

It's in our **DNA.**

wpr

OUR MISSION

**To make good things
happen for everyone
in our world**

– the clients we serve,
the people who make us,
the community we love
and the planet we share.

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It's in our **DNA.**

Milestone anniversaries are often a time to reminisce. But when we embarked on WPR's 30th year in 2022, we chose to look forward and focus on the sort of business we want WPR to be for the next 30 years.

The result of our collective desire to be a force for good in our world was the creation of the 30 Positive Impacts at 30 initiative. What began as a 12-month project, developed into a way of life and is now embedded in WPR's DNA.

The way we see it, organisations of all shapes and sizes have a responsibility to reduce the negative impact – and increase the positive impact – they have on the planet and society. We've come a long way. We still have a way to go. But now we know that we can be part of the change.

“As soon as we began to see the positive impact we could have, it ignited a spark that made us even more ambitious about what we can accomplish. Put simply, we believe that everyone connected to our business should thrive when we thrive. We have the potential to be a force for good in the world and we're excited about what the future holds.”

JANE AINSWORTH

MANAGING DIRECTOR

”

PEOPLE OUR TEAM



Making sure that our team live positive, fulfilled lives – at work and at home – has been at the heart of the WPR ethos since day one.

In our 30th year, as well as all the measures you'd expect from a considerate, compassionate employer, we embedded a raft of initiatives to expand and support our people-first approach.



We introduced £100 wellness grants for every team member to spend on anything that enhances their physical or mental health, funding everything from roller skates and pasta makers to massages and gym kit.



We offered everyone at WPR the chance to be trained as mental health champions; 50% of the team has been trained to date.



We rolled out company-paid membership to Headspace for the whole team.



We made three life-enriching experiences possible through the Live Free Fund's inaugural year.

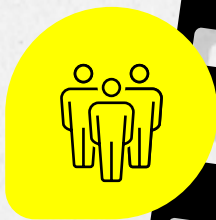


Ahead of schedule, we officially became a bronze Thrive at Work accredited employer, demonstrating our commitment to promoting healthy lifestyles and good physical, mental and musculoskeletal health.

PEOPLE OUR SOCIETY

As part of our 30@30 pledges, we were determined to help make society fairer and build a team that's representative of all sections of society.

Recognising that there was more we could, and should, be doing to foster **diversity and inclusion** at WPR, we made significant inroads to our goal of being a place where everyone feels supported and respected, regardless of age, disability, race, religion or belief, sex, sexual orientation, social background, pregnancy or maternity status.



We collated diversity metrics and undertook research with the team to formulate our D&I strategy.



We partnered with the Taylor Bennett Foundation, a charity that encourages people from black, Asian and minority ethnic backgrounds to pursue a career in PR, and with 10,000 Black Interns to widen our reach.



We rethought recruitment, redacting personal information from CVs for blind shortlisting, rewriting job descriptions to focus on skills and competencies over academic achievements, abolished 'graduate' positions, and introduced diverse interview panels.



We appointed a diversity and inclusion consultant to review our work and advise the leadership team.



Everyone in the agency received PRCA Racial Equity and Culture Change training, and D&I is now part of our new-starter inductions.

PEOPLE WHAT'S NEXT?

As we look to the future, we intend to do all that and more:



We have committed 1% of net profit to initiatives that foster diversity and inclusion and are taking action to ensure the make-up of our team is representative of the West Midlands community by 2028.



We have developed an industry leading profit-share bonus scheme, ensuring that every member of our team shares in the agency's success.



A further four Live Free Fund experiences have been granted and will see colleagues travel to New Zealand, learn Spanish, take the Nordland Night Train and attend a wellness retreat.



We are correcting the groups we under-index for and have implemented a roadmap of action:

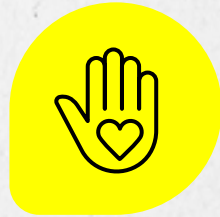
- All-agency training on inclusion and inclusive leadership
- Setting up an agency-wide D&I committee
- Participating in the CIPR reverse mentoring initiative



We are championing belonging and understanding for the minority groups we over-index, including LGBTQ+ and neurodivergence:

- All-agency training on neurodivergence and managing neurodivergent teams
- Introducing pronouns on email
- Introducing unisex toilets

PURPOSE OUR COMMUNITY



We are dedicated to helping people and nature thrive in the corners of our community that are most overlooked.

In our 30th year, we pledged to support two charities: one from our local community and one connected to our PR community. Finding practical, meaningful ways to help those in need has spurred us on to do even more.



Working with Ladywood Community Project, which supports families in an area where 54% of children live in poverty, we provided 30 families with school uniforms, insulated 30 homes, raised funds through impact days and a charity football tournament, and helped out at the brilliant Ladywood Community Fun and Games event.



Working with Molly Ollys, an incredibly special charity helping children with life-threatening illnesses, we granted four wishes, raised funds through impact days, and provided pro-bono social media consultancy.

30
school uniforms
provided

4
wishes
granted



30
homes
insulated



PURPOSE OUR FUTURE



Delivering on our promise to get the world talking about our clients, relies on an uncompromising focus on impact and excellence.

A crucial ingredient in our recipe for success is a commitment to identifying and inspiring the next generation of talent in our industry; developing and growing our team as we unleash their ability to create the most powerful content possible.

In our 30th year, we:



Launched WPR's NextGen insight and learning experience programme, offering more paid-placements and internships than ever before.



Broadened our outreach activity at schools and universities to reach more diverse audiences, delivering 18 careers talks in 2022 and speaking to hundreds of young people.



Committed to creating at least four junior positions across our PR, search, design, social and paid media teams, we went on to recruit a record number with seven new juniors joining WPR.

18

career talks
in 2022

"I have loved working with such a diverse range of clients, as it has given me an understanding of how client needs differ between industries and even between companies."

Ellen
NEXT GEN | F
LEVEL TWO

NEXT GEN | WPR
LEVEL TWO

NEXT GEN | WPR
LEVEL THREE

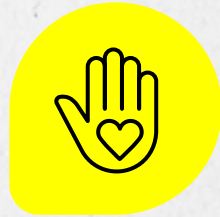
7

new juniors
recruited

WELCOME TO
THE TEAM



PURPOSE WHAT'S NEXT?



We have committed 1% of our net profit to charitable initiatives in deprived areas of our community.



A further 1% of net profit will be dedicated to pro bono work for the causes that most need our help.



We are continuing to work with Ladywood Community Project, becoming their official school uniform provider.



And we will make more wishes come true for children through Molly Olly's.



We have adopted our own stretch of canal through the Canal & River Trust, which we'll look after through paid impact days, to help one little corner of Birmingham flourish with fruit trees and flowers for pollinating insects, and removing plastic so that it doesn't reach our seas.



We're extending our work with 10,000 Black Interns and the Taylor Bennett Foundation to offer internships to people from diverse backgrounds, and we are facilitating a T-Level placement in conjunction with Sandwell College.



official school
uniform provider



Ladywood
Community Project

1%
net profit to
charitable
initiatives



PLANET OUR WORLD

In our 30th year, we took action to give back more to the planet than we take.

When we set out our original commitments to minimise our negative impact on the planet, we thought we were being ambitious. In fact, we discovered that the more you do, the more you want to do.

3,000
plastic bags of sweets
in 2019 vs zero plastic
for snacks in 2022



600
plastic milk
cartons replaced
with reusable
glass bottles



We're now a carbon-neutral workforce. As well as reducing our carbon footprint, we work with Carbon Neutral Britain to offset the carbon emissions of the WPR team across their personal and professional lives.



Any item that can be fair-trade sourced is.



Everything we buy is palm oil free.



We're a plastic-neutral workplace. All our consumables, from stationery and snacks to toilet paper and cleaning products, are plastic free. We've calculated our remaining plastic consumption and partnered with rePurpose Global to invest in an impactful project in Chennai, recovering 4,611 kgs of plastic waste annually, providing 14 waste workers and family members with additional income and removing from nature 2,305,500 single-use plastic pouches.



Partnering with accredited schemes, we planted over 12,000 trees in 2022 through our pledge to celebrate new colleagues and new clients by planting trees, and by choosing suppliers who support similar initiatives.



PLANET WHAT'S NEXT?



We have committed 1.5% of net profit to making WPR a greener place to work through innovative schemes to protect the planet.



We're actively seeking ways to reduce, reuse and recycle.



Our newly formed climate committee is identifying new areas where we can make positive change and promote green initiatives across the agency.



We've made our Environmentally Preferable Purchasing policy an integral part of our business strategy, focusing on local, ethical and greener purchasing.

1.5%
of net profit to
protect the planet



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