



Helping to diversify the Marketing, Sports Marketing & Communications sector for good!

Certified



B CORP IMPACT REPORT

2022



A message from our founder Amanda Fone

Founder & CEO of f1 recruitment ltd, Co-founder Back2businessship Returners programme and Co Founder of NoTurningBack2020 social change programme.



"We became a Certified B Corp in early December 2021 after a 15 month rigorous but incredibly rewarding accreditation journey with the B Lab team. Since we started business in April 2004 we've always believed that profit and purpose can be good partners and that neither is mutually exclusive. That business can be a force for good in the world, invest in its employees as well as give a good return to its shareholders and investors. As soon as the B Corp movement landed in the UK we knew that this was a very special global community that we wanted to be part of...." **continued on page 2**

Diversity at f1

33%

Within the f1 team at leadership level from black communities

33%

Asian, black, minority ethnic representation across the business

25%

Representation from black communities across the business

66%

Female representation at leadership level

58%

Female representation across the business

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Governance



"....The recruitment & executive search industry is often thought of as a necessary evil; at the very worst, a parasitical sector that feeds off organisations' talent. At best, we are a corporate friend and advisor that can help build an employer reputation and work in partnership to attract and recruit world class talent at every level.

We have always seen our role as going beyond recruitment; we strive to be a life long career partner to candidates as well as a critical friend and partner to our clients. We have always been a disrupter & campaigner for more diverse talent to work inside the Marketing, Communications and Sports Marketing sectors. Our mission is to help our clients build pipelines of talent that are much better representative of the UK population. Our aim is to create change by diversifying the marketing, sports marketing & PR sectors for good.

Back in 2012 our clients spoke to us about the lack of underrepresented communities specifically black, Asian and minority ethnic communities and people from lower socio economic backgrounds applying to work at their organisations. They spoke about their worry about losing women at mid-senior level in their careers mainly for caring reasons despite putting competitive maternity pay and benefits in place.

For the last decade f1 has invested over £1 million into creating practical 'easy to use' change programmes that impact on the diversity of talent working in our sectors.

These programmes

- *Influence more people from under represented black, Asian, minority ethnic communities and those from lower socio economic communities to consider the Marketing, Comms & Sports Marketing sector as a career of choice, and help these communities develop and progress in their careers until they reach the very top jobs.*
- *Help people get back into their careers once they have had a break for caring reasons. This encourages robust conversations about ageism at work & flexible working practices*

The work we do for societal change and the better representation and retention of diverse talent are cornerstones for our B Corp Certification.

Becoming a B Corp is a long term commitment for our business; it's not simply a badge to be worn, it's a standard that we live by at f1 on a daily basis and a set of values to be maintained and exceeded. Our client portfolio has grown substantially since we became a B Corp and our Certification is a reason for companies to want to recruit and partner with f1. Our candidates have an even greater trust in us that we are there to help them find companies that mirror their personal values where they can build long term, fulfilling careers. Our client companies share our appetite for social change and place sustainability at the heart of their corporate goals.

During this financial year our company fee income experienced a post Covid bounce back to a level above our pre Covid 5 year average and our EBITDA ended the financial year at over 20%. Our investment into our community & social change programmes continued at over 20% of our annual fee income. We have achieved much in this first year of being a Certified B Corp. 2023 is going to be a challenging year economically in the UK and globally. Having greater purpose deeply embedded in the heart of our work will keep us both grounded and agile."





IMPACT AREA PLANS AND PROGRESS

OUR AIMS FOR 2022

Inside our business:
Increase the diversity of the f1 team to 30% black, Asian, minority ethnic & bi-racial representation

Maintain female diversity at 50% at leader level & across the business

Maintain diversity with age groups across the business

Put in place effective leadership coaching

Mental health & well being workshops in place

Continue our investment of over 20% of annual fee income into supporting & enabling our social change programmes

OUR ACHIEVEMENTS

- Achieved 33% at leadership level from black communities
- 33% from black, Asian, minority ethnic across the business.
- 25% representation from black communities across the business

- Female representation at leadership is 66% & across the company is 58%

- 50% across the business 50+ yrs old, 25% are 23-30, 25% are 31-50

- In place for Jan – Dec 2022

- Charlie Waller Foundation Mental Health Workshop
- Workshops on managing conflict & resilience planned for 2023
- Financial planning workshops in place for July 2023

- Achieved this at slightly more than 20%



IMPACT AREA PLANS AND PROGRESS CONTINUED....



OUR AIMS FOR 2022

OUR ACHIEVEMENTS

Audit our salaries & bonus structure to ensure it rewards on behaviours, values & our B Corp commitments as well as achieving financial goals

- Awarded above inflation salary rises at 13.5% across the business. Commissions & bonus paid out highest in last 5 years.

Maintain the increase in diversity across our candidate portfolio to over 20%

- Increased diversity of our candidate portfolio to 25% from black, Asian, minority ethnic & bi-racial communities

Over 20% of our placements with clients to be with candidates from black, Asian, minority ethnic communities

- Over 25% of placements were with candidates from these under represented communities

Double the reach of the NoTurningBack2020 Early Careers Outreach programme to 1000 students between the ages of 17-25

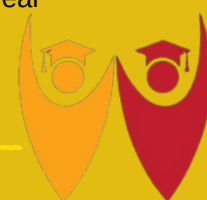
- Reached over 1200 students across 20 different colleges & universities (many with repeat talks) with 30 talks planned to over 2000 students for academic year 2022/23

Student registration on NTB2020 Early Careers Job board to over 500

- Over 800 17-25 year olds signed up to receive job alerts on the NTB2020 Early Careers Jobs Platform. Targeting over 2000 students to sign up during 2023

Give more than 20 f1 clients the opportunity to have a young ambassador representing their company at our schools / college careers talks. Onboard over 40 Ambassadors to the programme.

- Over 30 f1 clients have ambassadors on the NTB2020 Early Careers Outreach programme. We achieved over 50 ambassadors by Dec 2022. Targeting 70 Ambassadors for 2023.



OUR AIMS FOR 2022

Give more than 30 f1 clients the opportunity to advertise their Early Careers roles on the NTB2020 job zone for free

Re-instate post covid our NTB2020 Lets Be Bolder about the subject of Race events. Deliver qual insights into retention of diverse talent in the Marketing, Comms & Sports Marketing sectors

Back2businessship - Give over 30 returners a place on our 9th Returners programme in March 2022. Invite over 25 individual companies to meet the returners virtually (covid friendly)

BACK2023
BUSINESSSHIP

Become a finalist for Recruiter of the Year 2022

OUR ACHIEVEMENTS

- Over 76 different companies and over 40 f1 clients advertise Early Years Careers roles in their companies for free on the NTB2020 Early Careers Job Zone. We aim to carry on building this during 2023

- Events delivered in July & Nov 2022 with over 160 attendees from 100 different companies. Presented our qual insights into retention in the sector
- 2023 Round tables with attending companies on talent retention

- 33 Returners had a place on our Returners programme in March 2022.
- Achieved over 35% from black, Asian, minority ethnic communities.
- Over 30 companies attended the virtual speed networking session. See below for more detail on Back2businessship Returners.
- 10th Anniversary in 2023 when we are expecting over 80 Alumna back to a celebratory event.
- Research being undertaken with UCL on Returners impact in the work place. Will be published in Summer 2023.

- We are winners of this category



ACHIEVEMENTS IN DETAIL

The f1 team is the most diverse it has ever been over the 18 years we have been in business

BCORP

During our first year as a certified B Corp

- In September 2022 we achieved **Recruitment Agency of the Year - Micro** (up to 19 employees) at the Recruiter Awards with recognition given to our work for spearheading change in the sectors we recruit for.
- We've hit new records for diversifying the f1 candidate portfolio. We are reporting consistently quarter on quarter that 25% of the candidates who come to f1 for their next career move are from black, Asian, minority ethnic communities and 27% of all of our placings with clients from Jan 2022 to Dec 2022 are from these communities. Against a backdrop of an average of no more than 15% in the sector as a whole. (See inclusion stats). **This has meant that more and more companies that want to work with recruiters who can demonstrate the diversity of their candidate base will come to f1 as a partner of choice.**
- In Summer 2022 we achieved **B Corp Best for the World in Governance** which means f1 recruitment scored highest in the top 5% of B Corp's of our size. **Achieving this has helped the f1 central services team with procurement discussions with new and existing f1 clients to ensure our clients respect our stipulation to keep their payment days to no more than 30 days from invoice.**

9th

**B2B Programme
successfully
delivered**

35%

**Delegates were from
under-represented
minority ethnic & black
communities**

- We successfully delivered the **9th Back2Businessship Returners 6 day re-orientation back to work Programme**. Delegates were able to attend over **24 different workshops** & advisory sessions over 6 days on self development, updating core technical skills in marketing, ESG & media as well as job searching skills. On the final day, delegates had the opportunity to meet representatives from **30 different companies interested in hiring Returners**. Over **35% of our delegates were from under-represented minority ethnic & black communities**. Many delegates have now re-launched their careers. In March 2023 we are celebrating our **10th Anniversary** and have over 80 Alumna back to celebrate their entries back to work. We are running qualitative research with UCL led by an MA Alumna on the impact of Returners in the Workplace. To be published in Summer 2023.
- **Applications are now open for the March 2023 programme F1 Search | 2023 Back2businessship**. As the government pushes in 2023, for companies to hire more people over 50 to help solve the talent crisis, f1 has already a track record and ready talent pool. The average age of our returners is 48 yrs old. **#hireareturner**

10th

**In March 2023 we
are celebrating our
10th Anniversary**

The logo features the number '10' in a large, gold, 3D font. To its right, the word 'BACK' is in purple, '2023' is in blue, and 'BUSINESSSHIP' is in blue. A large purple arrow points from the '2' towards the right.

80

**Over 80 Alumna are
coming back to
celebrate their entries
back to work**



**B2B Powered by
f1 recruitment ltd**



NO TURNING BACK 2020

Our NoTurningBack2020 (NTB2020) Early Years UK wide Talent Attraction programme reached more than **1500 students aged 17 to 25** from under represented communities to help educate and inspire about a successful career in **marketing, sports marketing and PR**. The NTB2020 Young Ambassadors (1-5 years into their working lives) who speak about their careers to the students, represent over **30 of f1 clients** giving these companies a direct communication line with the very communities that want to join their companies. Our **Early Career Job Board** enables our clients to advertise entry level roles directly to this community Jobs Zone - No Turning Back 2020. This number of schools & colleges we talk to will increase during the 2022-2023 academic year to include over **2000 students**

We have organised and hosted 2 successful **Let's Be Bolder About The Subject of Race** events (July & Nov) for over **160 representatives from 100 different companies** where our NTB2020 Advisors presented the NTB2020 qual insights into some of the reasons why diverse talent stays or leaves the Marketing/Comms & Sports Marketing sectors with suggestions for how f1 clients can help retain this talent and create a level playing field for all to reach the top roles in their companies.

**LET'S BE
BOLDER ABOUT
THE SUBJECT
OF RACE**



The achievements above **impact on all of the key f1 stakeholders; our candidates, our clients and our own employees**. Our clients know we are helping them make the changes in the attraction and hiring of diverse talent they have to make to remain an **employer of choice, to better represent the UK population and the customer base they serve**. Our candidates now come from much wider and diverse communities and our employees feel they are impacting change in the workplace.

EMPLOYEES Learning & Development

Financial

- Payrises over the year averaging 13.5% on basic salaries
- Record commission and company bonus awards

- Half day workshop on **mental health in the workplace** – The Charlie Waller Foundation
- **Leadership Team workshops & coaching**
- For Q2 2023 we have a workshop planned on **Personal Financial Planning & Management** to help with the cost of living crisis
- Masterclasses in building a high performing team with an outside coach during Q1 & Q2 for 2023.

SUPPLIERS

We have audited our suppliers and aim by 2025 to have over half our suppliers coming from under represented communities

- web hosting services provided by an owner manager from an under represented community
- Recruitment to recruitment partner from an under represented community

21.6

Governance

(Avg 16)

25.4

Customers

(Avg 12)

31.1

Employees

(Avg 29)

26.1

Community

(Avg 25)

4.4

Environment

(Avg 16)

OVERALL B IMPACT SCORE = 109 POINTS (80 QUALFIES FOR B CORP STATUS)

- A company with an **Impact Business Model** is intentionally designed to **create a specific positive outcome for one of its stakeholders** - such as workers, community, environment, or customers.
- We are **transparent in all our societal efforts**. We are **committed to diversify the marketing and comms sector** by ensuring over 30% of the candidates we place in roles come from **black, Asian, minority ethnic communities**.
- What is **Impact Improvement**? A company with an **Impact Business Model** is intentionally designed to **create a specific positive outcome for one of its stakeholders** - such as workers, community, environment, or customers.
- This is the cornerstone for f1's B Corp Certification. **Impacting social change is at the heart of everything we do at f1 recruitment**. We are a force for good not only through our own programmes, policies and initiatives but encouraging our clients to change their practices to think and act differently specifically in terms of EDI
- At f1 recruitment **the wellbeing of our employees; financial, mental as well as physical, is a central priority**. We operate like a family and with that being said, family comes first. We provide all of our staff with a **competitive salary** for the industry we operate in. Our recruitment consultants can further maximise their financial opportunities with the various performance and values based commission structures. All members of staff can **progress quickly** in their careers at f1 as we base promotion and progression on attitude, behaviour skills and achievements and not on time served within the business.
- We understand the importance of the health of our staff especially post-pandemic and in the current economic climate which is why we run wellness workshops to ensure our staff are mentally healthy.
- **Our central aim is to diversify the marketing, sports marketing and comms sector**. f1 is a trailblazer for ED&I in Recruitment for the Marketing, PR & Sports Marketing sector in the UK which for decades has been a career for mainly white, middle class and privately educated professionals.
- As a recruitment consultancy we don't have a substantial carbon footprint. We are a **paper free office**, work from flexible office space and ensure that there is limited waste. We are going to ensure more effort is directed toward these practices as well as our impact on the air, climate, water, land, and biodiversity.



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