



2022/2023

# Impact Report

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**The purpose of Firefish Plus is to bring all our values, beliefs and purpose together across all our companies.**

**Central to this founding principle is the belief that a business should do more than just make money – it should have a positive impact wherever it can.** This starts with our impact on the people who work here and stretches out across the people we touch, our clients and respondents, our suppliers, to our local community and the wider planet.

As part of our Firefish Plus commitments, we have empowered employees to take time back in their month to work on progressing actions and initiatives. All staff have been empowered to take **half a day a month**, in addition to regular meetings and priorities in this area, to focus on driving forward actions across the Company.

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# Our Commitment to our People

**We have effectively embedded a number of enhanced policies and procedures into our Group across the last year,** which demonstrate our commitment to our people and recognises support in not only parental responsibilities but also wider situations which require employees to support their family in certain circumstances.

**We recognise the importance of retaining valued employees and implemented a 4 week fully paid sabbatical policy after 5 years of service** which enables employees to enhance their contribution to the organisation for years to come.

**We developed specific menopause and medical conditions support** and guidance, raising awareness of signs and symptoms and encouraging line managers to understand more about how it can impact in the workplace.

**We continue to promote and facilitate connection and learning across our Group.** We know how important it is for people to get to know each other, share information, understand each other's roles in the company and foster a culture of belonging and respect. We have implemented several initiatives over the last year including our new Sharepoint site, informal online

meetsy catch ups, peer to peer coaching and Ask Me Anything sessions. We have also developed a new Handbook for all staff in each business area, which is particularly important for successful onboarding of new starters across Group.

**We continue our commitment to career progression and training and development opportunities across the Group.** Last year, all our clients leads attended a 6-month Client Leadership programme which aimed to develop and enhance skills as strategic client partners. Additionally, all managers from the group attended a new 3-part Management Training programme and in 2023, we have also launched our first **new internal mentoring programme** across the Group.

**We know how important feedback is to employees and we wanted to create a safe space for people to feel like they could share feedback with company on anything that was important to them.** We created an anonymous, online feedback form which is sent out monthly and collated by the People team to share important themes and feedback with the Board.

## Reviewed our compensation policies

- **We feel it is important that everyone is paid competitively and valued for the work they do.** Last year we increased our junior starting salary bands by 8% across the Group.
- **We are a London Living Wage Employer** and ensure all our Internships are paid at the LLW and we continue to review this to ensure we always meet this standard.
- **We benchmarked all our roles against the market** and realigned our salary bands to be reflective of industry compensation standards.
- **We provided a monthly spot bonus initiative** to recognise and reward great work and efforts across the group

## Continuing our Commitment to DEI

**In 2022 we started to create our DEI vision and road map to ensure that we create opportunities to align as a Group on how we show up on issues around Diversity, Inclusion and Belonging. We started to create some actions to identify and measure what we stand for and demonstrate what we do everyday to ensure that everybody can bring their authentic self to work and feels able to thrive and grow in their roles. In the last year we have:**

- **Formed the Belonging Collective** – a group of volunteers from across the company who come together with the vision to 'Inspire everyone at Firefish to understand a variety of life experiences through empathy, respect, curiosity and vulnerability in order to foster belonging every day. The BC send out a monthly newsletter to the company and have organised two online events so far, shining a light on **LGBTQ+ understanding** and **Neurodiversity awareness**.
- **In recognising the importance of celebrating individuality** and educating each other on different cultures and celebrations, we implemented an **Inclusive Bank Holiday policy** across Group in 2023
- **We created and delivered a new Dignity At Work training session** for everyone in the UK business, which complimented the US compulsory online version. This was delivered face to face to all UK teams across the business to ensure everyone understand our commitment to ensuring a safe place to work at Firefish.
- **FFUK continue to participate in the 10,000 Black Interns programme** for the second year running, creating paid opportunities for underrepresented talent
- **We created new job description templates for our roles,** communicating what life at Firefish is like, the importance of inclusion and belonging. We commit to advertising all **our roles on diverse job boards** in order to attract a wider pool of talent from all sectors and communities.



# Looking after our Teams wellbeing

to ensure we are happy, healthy and productive in our work

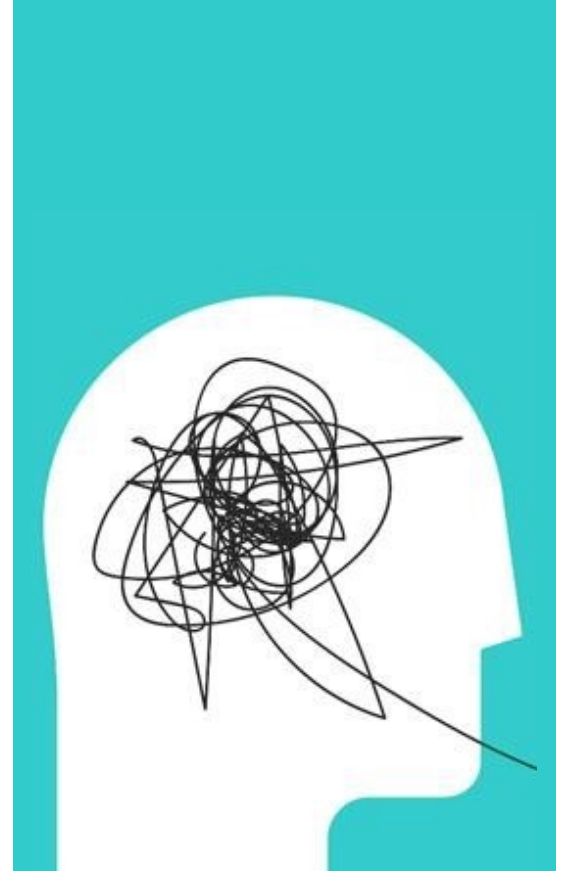
In the summer of 2022, we trained 8 members of the team as Mental Health First Aiders, with representatives across each business in the Group. Our MHFAs provide support and access to resources for anyone in need of support across the Group and company highlighting mental health and wellbeing strategies.

We have produced Guidelines for Good Mental Health for all of the business and trained managers specifically on Managing mental health within their teams.

To highlight World Mental Health Day in October, we organised a 'wellbeing workshop' focusing on breathing for all staff to attend and a cake and conversation in the office with the MHFAs – encouraging everyone to come

together and talk  
The MHFAs raised £1,100 for Young Minds Trust by doing the Thames Bridges Trek supporting the #HelloYellow campaign in October.

We have encouraged and shared regular communications and reminders to the team around wellbeing, good mental health and our MBC principles.



Our MBC representatives continue to meet monthly to work on comms and strategies to develop our commitment to MBC principles; Last year:

- We **expanded our commitment** across the Group – asking TPL to be part of it.
- **Wrote an article 'Minding Your Business'** which was published in Research Live and Impact Magazine in April 2023 – highlighting our MBC journey
- **Produced comms to the business on Smart Meetings and the importance of taking Lunch breaks** – highlighting our principles and taking responsibility for our own actions and working practices

We encouraged a **Walk this Way challenge in April 23**, highlighting the importance of Stress Awareness Month and encouraging teams to find ways to embrace time outside into their daily routines.

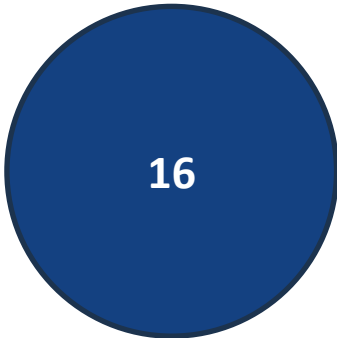
Launched new **Overtime and TOIL policy in FFUS and TPL** – ensuring employees get time back to avoid overwhelm and pressure.



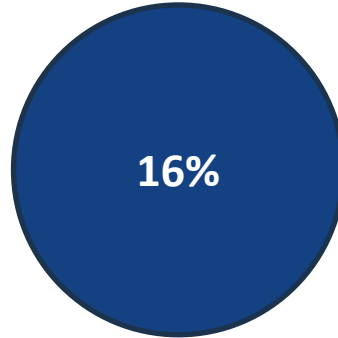


In the **last 24 months** we have made:

**Short term  
intern  
placements**



**Internal  
promotions**



**Permanent hires  
in junior positions**



## Retention of our employees:

We support and retain our talent by recognising the importance of work life commitments, professional development and recognition.

- **1 out of 5 of our workforce work part time;** 14% of those are senior team above Director level.
- **Hybrid Working Policy** – we do not believe that one size fits all, but we recognise the need for flexibility, and purposeful time in person and at home. We encourage all staff to be in the UK office 1-2 times a week, with senior presence across the core office days of Tuesday, Wednesday and Thursday.
- We continue to promote and recognise the importance of the career journey for our senior team. In the last 24 months, we have invested in new hires into our senior team and have **continued to promote at all levels across the Group.**

# Our Commitment to our Planet

Last year we progressed and renewed several strategies for our approach to creating a sustainable workplace.

This year, we have agreed to continue with our ISO Environment certification until we gain our B Corp certification and we have committed to near terms SBTi targets. This allows us to move towards a model that holds us to account better with clear targets in line with climate science and public reporting.

Some of our achievements so far include:

- **A dedicated Sustainability Leadership team in the business** – consisting of Jem, our CEO, Vanessa our People Partner and working with our consultants – Green Element for advice and guidance. Our leads meet every 2 weeks to keep us on track and pushing forward our green actions.
- **We set out our Road map and our new Environmental Framework to the Company.** This included near term Science Based Targets, B-Corps certification and our commitments to the MRS Net Zero Pledge.
- **We re-established our Green and Sustainability Team** - a team of 9 individuals across the Group who have volunteered to help deliver on our roadmap, goals and initiatives. This team have actively communicated green initiatives, education and awareness to the rest of the company at our relaunched in person Green Lunch.

## Still to come:

- **In July 2023, we commit to a new Climate Perks Initiative** which will give employees travel time back when they swop travel by air for land, sea or rail.
- We are re-developing our onboarding programme for our New starters to ensure our Sustainability commitments are fully communicated from Day 1

## Introducing The Green Team



**As a Group of companies, we recognised the power that pensions have to tackle climate change by being invested in companies who are proactively aiming to reach net zero status.**

In July 2022, we aligned our workplace pension investments with our own sustainability targets by switching our default pension investments to a more sustainable fund.

**We have incorporated green toilet paper and sanitary products in our office (*'who gives a crap' and 'this is flow'*)**

**We have developed and communicated new policies and processes** that emphasise our Green commitments. These include our new **Travel Policy**, our **Environmental Policy & Sustainable Accommodation Guide** and our new **Greener Expenses process**

**A WORLD OF GREENER EXPENSES**

To help us achieve our targets in reducing our carbon emissions, we are implementing a change to the information required when you submit your expenses.

**WHAT WE NEED YOU TO DO**

Add the following information into Paprika when submitting your expenses

TRAVEL	FOOD
<b>FLIGHTS</b> <ul style="list-style-type: none"><li>• Class of travel and mileage</li></ul>	<ul style="list-style-type: none"><li>• Number of people in attendance</li><li>• Number of vegan or vegetarian meals purchased</li></ul>
<b>TRAINS</b> <ul style="list-style-type: none"><li>• Class of travel</li></ul>	

Your Line Manager needs this information to be able to approve your expenses!



# Working considerably

with our external suppliers and partners and creating new partnerships in our community



## A new corporate charity partnership for 2023

Last year we asked our employees who they would like to see us support and create a partnership within the local community / charity sector. We met with several charities in the education, youth and environment sector and chose our charity partnership with the EY Foundation in January this year.

- EY Foundation is an independent charity supporting young people from low-income backgrounds get paid work experience, employability skills training and career guidance.
- As part of our early careers outreach strategy, we developed our own workshop content which focused on educating the students on what Market Researchers do, along with giving them real insight into a practical business challenge. We facilitated our first workshop in 23<sup>rd</sup> May 2023 with 22 students from a local borough school.



## Ensuring the highest standards

We have always ensured that we are committed to the highest standards of business operations, ensuring that we respect national laws and industry codes of conduct in the countries we operate in.

- **In 2023, we have committed to ensuring we communicate to our employees, clients and partners the ethical standards we expect everyone to respect and operate to.** Our new code of conduct has been communicated to all our employees across Group.
- **In May 2023, we launched a new social and environmental questionnaire** with all suppliers and business partners within the supplier chain processes to ensure our internal standards are upheld externally.



## Providing support when its needed most

We felt it important to do something and give back to support the relief efforts in Turkey and Syria after the earthquakes that devastated the area in January 2023.

- We raised £2,430 for the Disasters Emergency Committee across February and March 2023..

