

Certified



Corporation

BAXENDALE

Employee Ownership



Impact Report 2024

# Impact Report

- About Us
- Impact Score
- Governance
- Partners
- Community
- Environment
- Customers
- The Future

# About us

We are specialist advisers on Employee Ownership. We help businesses become employee owned and support businesses that are already employee owned whenever they need us. We are also an employee-owned business ourselves - owned by our employees for over 40 years.

We are a multidisciplinary team of lawyers and consultants. We have all come to employee ownership from different backgrounds and experiences and we celebrate the diverse skills and knowledge of our small team. Although we have all arrived here on different pathways, we are united by our values and our passion for employee ownership.

We believe that all employees should have the opportunity to share in the wealth they create and have a meaningful voice in the organisations that they work for.



# Our impact on UK Employee Ownership

We are proud of our contribution to the growth of employee ownership in the UK, enabling more employees to own a part of the business they work for. Our work is helping to grow a sector committed to a fairer and more equitable economy in which employees share in the wealth they create and participate in their businesses as owners.

We have created more than

250

Employee Ownership  
Trusts (EOT) since 2014

Totalling over

£1,700m

in turnover

Resulting in over

15,000

Employees becoming  
owners of the businesses  
they work for

# Our impact on UK Employee Ownership

“Baxendale, with their wealth of experience guided us through our journey with practical advice at each step in the process of establishing our Employee Owned Trust.”

*Rob Melling, Curtins*

“Moving into employee ownership - via an Employee Ownership Trust- is an opportunity to give the people who work here more of a say in how the business evolves, and a share in its success. It aligns with our values, and sets us up for the future.”

*Amy Barry, di:ga Communications & strategy*

“Baxendale EO were supportive, structured, skilled, pleasant to work with and fully orchestrated the move, thank you.”

*Mike Connick – Connick Tree Care*

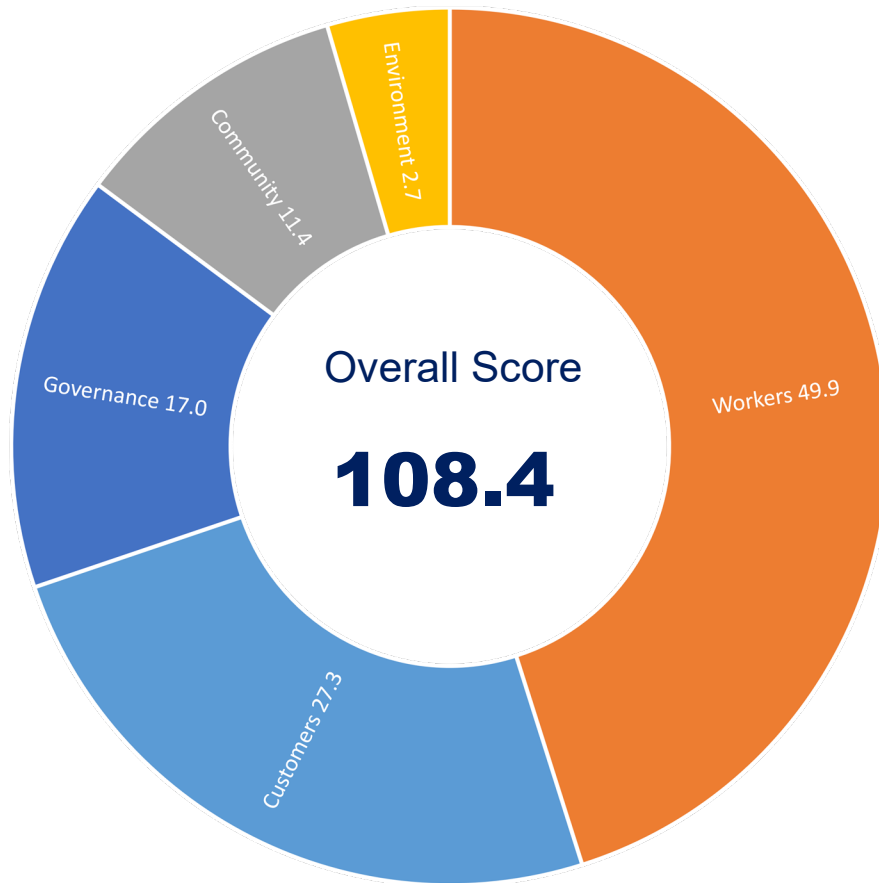
“It has not always been an easy path, but the shared vision of a future in which all employees have a say and can benefit from the success of the company has been a constant. We could not have achieved this without the amazing support of the EO specialists at Baxendale Employee Ownership, so a big thanks to them all.”

*Harold Lockwood, Aguaconsult*

“We chose to partner with Baxendale because employee ownership is all they do, rather than other companies which were technically qualified to help but which did not have a great deal of employee ownership experience to fall back on.”

*Rob Skinner Skout PR*

# Impact Score



Our impact score on certification December 2023

## Our Journey to Certification:

We were born a B-Corp - our business Baxendale Employee Ownership was formerly part of Baxendale Advisory, a member of the UK's first B-corp cohort of 2014.

As we began to define ourselves as an independent business, regaining our B-Corp certification was an early aim. We wanted to be able to measure and celebrate the areas where B-Corp principles were already embedded in our business and challenge ourselves in the areas where we could do better.

We began our recertification process in April 2023 and became a certified B-Corp in December of the same year. We are excited to rejoin the B-Corp community as Baxendale Employee Ownership.

# Governance

Our employee-owned structure, commitment to ethics, transparency and democratic processes allowed us to score well on governance. We are proud of the role all our partners play in governance and decision making in our business and we continue to challenge ourselves on what employee ownership means to us.

Internal Good  
Governance

Ethics and  
Transparency

Employees  
have a role in  
decision  
making and  
governance

Social &  
Environmental  
Decision  
Making

## How we challenge ourselves to do better in 2024:

- We have been working on our collective purpose which has led to discussions around how our social impact could be more central to our thinking – we should develop this through 2024.
- We will look at how we engage with our stakeholders, in terms of our past clients and the wider EO Community.



# Partners

As a 100% employee-owned business, our partners - our owners - are central to everything we do. Our employee-owned model and focus on the partners as a collective allowed us to score well here.

We have worked together on a package of financial and non-financial benefits for our employees that reflects our commitment to fairness and employee wellbeing. We invest in our partners in terms of training and professional development.

Employee  
Ownership

Profit Sharing  
for all

Employee  
Benefits

Professional  
Development

## How we challenge ourselves to do better in 2024:

- Review of policies and benchmark against best practice is underway
- Further investigation of cross skills training



Score:  
49.9 / 65



# Community

All our employees benefit from volunteering days that they can use through the year, and this added to our score on Community. Our openness around pay and reward, high job growth rate for our size, and proportion of female management in our team also contributed to our score here.

Fair and open pay structure with profit share for all

High job growth rate for our size

Volunteering

## How we challenge ourselves to do better in 2024:

- Formalising our informal approach to supplier selection
- Having a collective discussion around our approach to charitable giving
- Offering EDI training and considering our approach to recruitment
- Considering our relationship with our employee-owned community and quantifying the work we already do to support the growth of Employee Ownership in the UK and overseas



Score:  
11.4 / 42

# Environment

As a group of dispersed Partners, our greatest areas of environmental impact are our co-working premises and our travel. Our co-working premises at Runway East are now a certified B-Corp and we look forward to working with them closely in 2024. Our travel policy highlights environmental impact and designed to encourage the lowest impact choices.

Our Co-working offices now a certified B-Corp

Travel Policy prioritises low environmental impact

Our ways of working support low environmental impact

## How we challenge ourselves to do better in 2024:

- We recognise that our weakness in this area is in our monitoring rather than practice, in 2024 we plan to begin utilising the tools available to us to better monitor our environmental impact.
- Our co-working offices are now a certified B-Corp and there is a fantastic opportunity to work closely with them on environmental impact assessment going forwards.



Score:  
2.7/ 20

# Customers

Our work directly benefits the employees of the businesses we work for. As a result of the work we do, employees are given a meaningful voice in the businesses they work for and a right to share in the profits they help create. New research into the impact of employee ownership was published in Oct 2023, giving us quantifiable independent evidence of our impact.

We track customer satisfaction and a large proportion of our work comes via referrals from our previous clients.

Positive customer feedback and continuous improvement

Focus on long term impact rather than transaction

We have created over 13000 new employee owners – rising every month

## How we challenge ourselves to do better in 2024:

We continue to work on our proposition for post transition for our clients, to support employee ownership for the long term. Our collective work on purpose taking place in 2024 will focus our attention on the way we work with all our stakeholders.

Score:  
27.3 / 31





# The Future

We are committed to increasing our impact, creating more employee owners and being an agent of positive economic change, through the work we do; introducing alternative methods of ownership into businesses, across many sectors.

Our B-Corp accreditation is vital in this journey, giving us the tools to measure and demonstrate our social and environmental impact and to always challenge ourselves to do better.