

# Sustainability impact report

# ●●● Introduction

Since Reed was founded by Sir Alec Reed in 1960, sustainability has been at the heart of our business. The Reed Foundation is the biggest shareholder of the Reed Group, owning 18% of the business, meaning that Reed has been a philanthropy company since 1985.

Improving lives through work is our purpose and we are proud of our positive impact on people, communities and the planet. Whether this is through finding people sustainable work, championing charitable causes, or recognising the importance of maintaining the natural environment, Reed is committed to continuous improvement.

This report covers the Reed Group's sustainability activity in FY24 - covering 1st July 2023 to 30th June 2024 - including initiatives and goals that are communicated through our three sustainability pillars:

- **Improving people's lives**
- **Helping communities prosper**
- **Caring for our planet**



# Message from our Chairman and CEO



It was a near-death experience on a mountaintop that led us to articulating our purpose.

I was climbing the Matterhorn back in 2013 when I was 50 with my son Harry, then 18. Having narrowly avoided a sheer drop and certain death climbing up, on the way down, I fell and broke my leg badly. I only made it off the mountain thanks to an Italian mountain rescue crew. As I spent time in hospital and then in bed at home recovering from my injuries, I had lots of time to reflect.

I felt strongly that I had been given a second chance, another go... so how should I make the most of it? How should I use the second half of my life? I became much more focussed on my purpose as a person and on the purpose of our organisation. I was much more engaged in what we might do positively for other people.

We settled upon Reed's purpose sometime after: 'Improving lives through work'. It's memorable but above all it's actionable everyday by everyone who comes into work. We can all do something in the course of our day to improve someone else's life.

When I reflect back on what we have achieved as a business over the past year, I am inspired by the steps we have taken to improve lives, help communities prosper and care for our planet. This report contains just a snapshot of what we've done and how we've done it.

I know that Reed isn't alone in our commitment to sustainability. Businesses that balance the desire to deliver for shareholders with the need to effect good for society is not a new concept. We're one of a number that are striving to create social impact. As we look ahead to 2025, I am not only excited to see what strides we take as a business to improve lives through work, but keen to see how we can partner with other businesses to do the same.

One of the initiatives we are launching is to encourage other companies like us to become a philanthropy company, or "PhilCo". We are initiating a PhilCo movement.

The Reed Foundation owns 18% of Reed's shares, and has given away tens of millions of pounds to good causes. An example of this is the Green Match Fund, which is a campaign run by Big Give every year. In 2024 £6.3m was raised for 247 environmental charities with the Reed Foundation donating a significant amount of champion funding. We understand that enacting positive social change and improving lives through work is dependent on the future of our planet, and we are proud of the actions we have taken to support vital environmental causes.

The PhilCo movement aims to encourage businesses to embed philanthropy into their ownership structure by transferring at least 10% of their shareholding to a charitable foundation, ensuring a positive impact on people and the planet. If we succeed, we can build a new variant of capitalism - one that's more robust, delivers greater returns but also does enormous social good.

So whether you're reading this report as a valued customer, a Reed co-member or even as a competitor, I hope you too will ask yourself what you can do to 'improve lives through work', and consider if the PhilCo movement is right for your company.

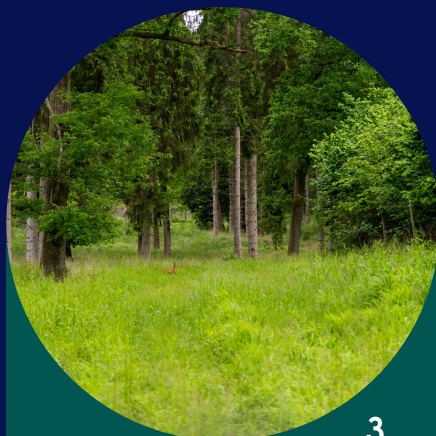
If you're interested in finding out more or joining this movement, please email [philco@biggive.org](mailto:philco@biggive.org).

A handwritten signature in black ink that reads "James Reed". The signature is fluid and cursive, with a long horizontal line extending from the end.

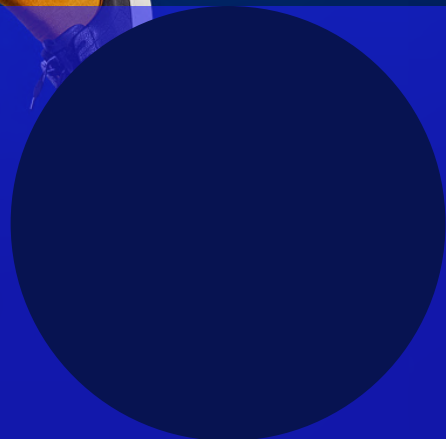
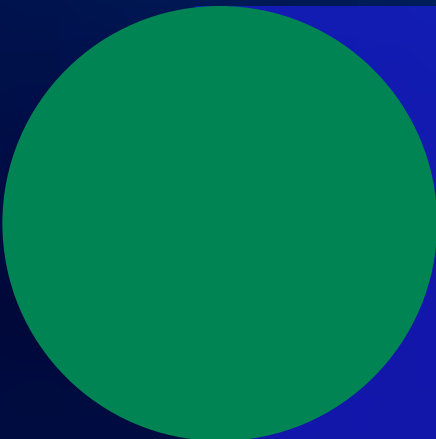
**James Reed, CBE**  
Chairman and Chief Executive, Reed

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# ●●● Introduction



# About the business

**Since 1960 Reed has pioneered specialist recruitment, sourcing knowledgeable, skilled professionals for jobs across the UK.**

Sir Alec Reed opened the first Reed office in Hounslow in 1960, and for over seven decades the company has been improving lives through work. Reed makes a considerable contribution to society and the efficient functioning of the labour market by providing hundreds of thousands of people with employment every year.

The Reed Group consists of a number of businesses, each of which contributes to our wider purpose of improving lives through work. This includes Reed Specialist Recruitment, Reed Talent Solutions, Reed Screening, Reed Professional Services, Reed in Partnership, Reed Wellbeing, Reed.co.uk, Reed Courses, Reed Learning, Reed Business School, Reed Franchise Partnerships, and the Reed Foundation.

Sir Alec's ethos of active engagement in charitable and social causes has been integral to Reed's vision and values. Whether this is placing people into sustainable work, donating to charitable causes, or recognising the importance of caring for the environment, Reed sets out to be a good global citizen through its social and environmental impact.

Reed were the first UK recruiters to specialise, the first recruiters to go online, first recruiters to tackle welfare-to-work, and the first recruitment company to go CarbonNeutral® in 2005.

At Reed we also understand that sustainability is an ongoing conversation. Therefore, in FY24, the Reed Group established a Sustainability Committee which meets on a quarterly basis to discuss progress, share ideas, and make key decisions to drive our sustainability strategy forward. The Committee is sponsored by Reed's Chairman and Chief Executive, James Reed, and chaired by Jennifer May, the Chief Customer Officer for the Group.



# Our purpose and values

At Reed, our purpose is improving lives through work. Our family values are simple and non-negotiable:

## We take ownership.

We respond swiftly to execute our promises, we take responsibility for providing solutions, and we hold ourselves accountable for our actions

## We are fair, open and honest.

We treat everyone with fairness and respect, we act with integrity, and we are true to our commitments

## We work together.

We work in partnership and build sustainable trusted relationships, we value a diverse workforce and respect the contributions of all, and we support our customers and colleagues in achieving their goals



# Life at Reed

In order to accurately describe what it is like to work at Reed, we have:

- Reviewed our Glassdoor feedback
- Used feedback and comments from our co-member surveys



## What did our co-members say?

"I feel incredibly supported and welcomed at Reed."

"A real people-focussed organisation."

"Corporate company, with family values."

"Continuous learning and development opportunities for all."

"I look forward to what my future brings at Reed!"

"Excellent benefits and incentives."

"Supporting participants to find a sustainable job motivates me everyday."



# FY24 impact highlights

Across the Reed Group we are proud of our impact on people, communities and the planet. This report includes details of all our social and environmental achievements throughout FY24; here are some highlights from the year.

- Social impact through Big Give, with a total of £52.2m raised in FY24 alone for charity (nearly £300m so far since 2008). The Reed Foundation contributes over £5m to charitable causes.
- Reed Foundation Charity Raffle initiative begins, where co-members have the opportunity to decide which charities are supported by the Foundation.
- Big Give Green Match Fund raises over £6.4m for environmental charities, with the Reed Foundation contributing almost £700,000 in funds.
- Reed Environment becomes a joint venture partner in the Oxford Energy Academies to aid in the delivery of green skills.
- Reed sponsorship with Better Hiring Institute to tackle hiring fraud and promote fair and decent work.
- Launch of our Sustainability Committee in November 2023, which enables us to make decisions and work together to achieve our sustainability strategy.
- Reed Global Environmental Policy published in January 2024, detailing our environmental achievements and pledges.
- Completion of the sustainability pillars, pledges and commitments: improving people's lives, helping communities prosper, and caring for our planet.



# Timeline of sustainable activity

2005:

Reed becomes the first UK recruitment company to become CarbonNeutral®



2005

2010:

RSR awarded ISO 14001 status (internationally recognised environmental management standard)

2010

2012:

Reed plants 6,000 trees in Oxfordshire to mark the Queen's Diamond Jubilee



2012



2017:

Beehives with 20,000 bees installed on the roof of Reed.co.uk in Covent Garden

2017

2018:

Bottled water coolers replaced with plumbed in coolers, resulting in 83% decrease in carbon footprint associated with water solutions

2018

2022:

Reed launches electric dreams EV scheme to support co-members with sustainable travel

Reed plants 70,000 trees in Oxfordshire and Wiltshire to mark the Queen's platinum Jubilee

2022

2023:

Reed Environment launches to aid businesses in the race to Net Zero

Launch of Sustainability Committee to oversee sustainability strategy and make key decisions

2024:

Reed Environment becomes joint partner with Oxford Energy Academies

Reed Global acquires Code Nation to tackle rising tech skills gap

Completion of sustainability pillars, pledges and commitments, including publication of the Environmental Policy

2024



# Our sustainability pillars

Our three pillars are central to Reed's sustainability strategy. They provide a way to categorise our social and environmental activity and achievements, and allow us to map out sustainability goals and commitments that directly link to each pillar. The sustainability pillars are as follows:

- Improving people's lives
- Helping communities prosper
- Caring for our planet

For each pillar, we have consulted with stakeholders from across the business to finalise a series of pledges and commitments. These will allow us to track progress and act as a guiding tool to align our activity against. Details of our specific goals are detailed within this report along with Reed's FY24 sustainability achievements.



Improving  
people's  
lives



Helping  
communities  
prosper




Caring for  
our planet

Working with principles and purpose


# Sustainable development goals (SDGs)

In 2015, seventeen Sustainable Development Goals (SDGs) were introduced by the United Nations to identify the most pressing issues facing humanity. At Reed we have our sustainability pillars, but it is helpful to map these against global goals to understand how our activity contributes towards tackling wider socio-economic and environmental issues.

While all seventeen goals are important for creating global change, we have prioritised three that are most applicable to Reed’s sustainability work and our social and environmental activity.



**8**  
Decent work  
and economic  
growth



**10**  
Reduced  
inequalities



**13**  
Climate  
action



A woman with long blonde hair is smiling and looking down at a computer screen. She is wearing a dark-colored top. The background is a blurred office environment.

# Improving people's lives

The world around us is in a constant state of change, and whilst Reed is able to react and adapt quickly, two things remain unchanged: our purpose and our values. Everyday, co-members come to work at Reed to deliver our core purpose "improving lives through work", and we are committed to behaving in accordance with our key values.

# Pledges and commitments

This section of the report sets out Reed's FY24 social activity linked to the improving people's lives pillar, from placing people into sustainable employment, to creating a healthy and happy workplace for co-members. Below are three pledges, along with commitments that have been put in place to achieve our sustainability goals.

**Reed supports people to find decent, meaningful work.**

- We match people with opportunities.
- We help people with barriers to employment into sustainable work.
- We help people prepare for the future of work.

**Reed supports people to build skills and navigate their careers.**

- We develop people's skills.
- We provide qualifications that meet the needs of a changing workforce.
- We will be a trusted partner for career advice; from first steps to transitions.

**Reed is a place where co-members feel included and where futures are formed.**

- We ensure that our co-members feel like they belong and are accepted for who they are.
- We ensure there are pathways for our co-members to progress in their careers.
- We actively promote wellbeing in our workplace and provide co-members with access to a range of support, advice and benefits.



**Improving  
people's  
lives**



# Our impact: participant success stories

## Reed supports people to find decent, meaningful work.

Across the Reed Group there are services that change lives for the better. Reed in Partnership has supported hundreds of thousands of people into sustainable work, including those who face barriers to employment, through programmes such as the Restart Scheme, Better Working Futures, and the Refugee Employability Programme. Here are some success stories from participants that we have directly impacted.

### Anita's story

Anita joined Better Working Futures with concerns about her mobility issues, caused by an accident which had brought on severe sciatica. She attended free in-house Health and Wellbeing sessions and workshops, which built her confidence so she was more mentally and physically prepared to return to work.

"I would definitely recommend Reed in Partnership and Better Working Futures. They are welcoming, understanding, non-judgemental, and approachable."

**Better  
working  
futures**  
Work and Health Programme



### Leann's story

Leann was referred to the Better Working Futures programme for support and guidance with getting back into employment. This was a difficult time for Leann, as she was struggling with mental health and anxiety,

During the wellbeing sessions, Leann was able to build confidence. With the support of our employment advisors, Leann secured a job at a local school.

**Better  
working  
futures**  
Work and Health Programme

"I never thought I'd see the day, but here I am writing this after my first day at work in over 10 years! Thank you all so much, you have been fantastic!"

Click [here](#) for more personal stories.

### Gary's story

Gary began his Restart Scheme journey as a qualified chef who was searching for a career change.

After handing out his new CV at a job fair held at his local Restart Scheme office, Gary was invited to an interview for a local food supplier. This role stood out to him as he has a lot of background knowledge on the food industry from his previous career, and he was able to secure a role as a Production Operative.

**RESTART  
SCHEME**



# Our impact: participant success stories

## Sarah's story

When Sarah was referred to the Restart Scheme, she had been unemployed for 12 months from redundancy, and was nearing the end of counselling sessions for an addiction she had recently recovered from. Sarah worked with her Employment Advisor, John, and attended a CV workshop to highlight transferrable skills in a professional format. After two months into the Restart Scheme, Sarah was offered a job with a catering company at a local college.

"Discussing my situation with someone who was encouraging and never judgmental, gave me the self-belief that I lacked before joining the Restart Scheme."

Click [here](#) to read more personal stories.

**RESTART**  
SCHEME



## Integration event for Iranian refugees

On 8th March 2024, the Refugee Employability Programme ran an integration event, in partnership with the Newcastle Jobcentre, for Iranian refugees and those who speak Kurdish Sorani. Attendees received support with informal English language development and communicating their work experience to prospective employers. They were able to create a 'Skills Profile' to develop a stronger CV.

One attendee shared that he felt events like this would be helpful for other refugees, as he often felt isolated after having to move out of accommodation for asylum seekers. We look forward to being able to facilitate further sessions like this in the future to support our Reed in Partnership participants to begin their new lives in England.

**REP** Refugee  
Employability  
Programme

## Jose's story

Jose and his wife moved to the UK from El Salvador to start a new life. Jose joined the Refugee Employability Programme and was allocated a Case Manager - Holly - who worked with Jose to create a plan. He found that language was his main barrier to employment, and so they worked on building Jose's confidence specifically when communicating with employers. Within just a few days of submitting a CV that highlighted all of Jose's skills and experience in the hospitality sector, he was invited to interview at a large pizza restaurant chain and offered a job.

Holly was also on hand to offer mock interviews and support with providing Right to Work documentation.

Click [here](#) to read more personal stories.

**REP** Refugee  
Employability  
Programme







# Better Hiring Institute

Reed supports people to find decent, meaningful work.

Reed Screening is part of the Reed Group of companies, and is a leading specialist in pre-employment screening. They have joined forces with the Better Hiring Institute, supported by the UK government, to make hiring faster, fairer and safer. Reed has been proud to collaborate on a number of projects such as:

- Worked with the Better Hiring Institute to launch the UK's first ever guide on Tackling Hiring Fraud with the former Prime Minister's Anti-Fraud Champion, following a session in Parliament in January 2024.
- Worked with the Better Hiring Institute to write and launch the UK's best practice on the Use of AI in Hiring with a Foreword by Lord Holmes.
- Collaborated with several government departments and bodies such as the Local Government Association (LGA), Disclosure & Barring Service (DBS), Skills for Care, Gangmasters & Labour Abuse Authority (GLAA), the FCA (Financial Conduct Authority), and the Department for Education (DfE) to co-author industry Hiring Toolkits covering 80% of the UK workforce.
- Worked with Home Office by proposing recommended changes to the immigration process to help workers and employers create a more equitable system.
- Worked with Members of Parliament, Peers, and the Better Hiring Institute to launch the Better Hiring Charter, a way of improving fairness and transparency in the hiring process for UK employers.

**Moving forward, Reed will continue its work with the Better Hiring Institute, to make hiring safer and fairer, and to achieve our commitment to support people into decent and meaningful employment.**



Keith Rosser,  
Director of Group Risk & Reed Screening,  
Chair of the Advisory Board at the Better Hiring Institute.

# Reskilling and upskilling

Reed supports people to build skills and navigate their careers.

In the next five years, 23% of jobs globally will change due to industry transformation, including through artificial intelligence and other technologies, according to the World Economic Forum (2023).

Reed's reskilling and upskilling initiatives provide opportunities for people to advance their careers regardless of their existing skills, experience or background.

## Recruit Train Deploy

We recruit from diverse community groups and deliver bespoke training academies before deploying cohorts of skilled new talent for our clients. Organisations benefit from access to new and diverse talent while developing the skills they need for future growth.

## Upskilling

We work with organisations who need to upskill their workforce to build resilience, ensure business remains competitive and that they stay ahead of the curve when it comes to technological change. Programmes that deliver upskilling in AI and data are particularly prevalent.

## Reskilling

We deliver reskilling solutions to individuals who are looking to start new careers or who are looking to return to the workplace after a break. We also work with organisations who are looking for ways to invest in their people by creating internal career pathways, such as customer services into cyber.



# Case study: reskilling for the BT Group



The Head of Volume Talent at BT approached Reed Talent Solutions, as they required support with attracting more candidates to reflect the diverse communities they serve. A lot of progress has been made in recent years, but there was still work to be done when it came to gender, with a specific focus on female applicants and older workers.

Reed removed bias from the recruitment process by adopting a CV-less approach, and concentrating more on values and behaviours. Successful candidates were invited to attend an Experience Day and bespoke reskilling course, removing any perceived barriers to entry the candidates may have had. On completion of these two stages, candidates were guaranteed an EE interview.

Having achieved a 100% interview attendance rate, versus EE's direct hiring interview attendance rate of 50%, we were able to onboard double the planned headcount for this project.

### For those workers onboarded by Reed:

- We doubled the average age demographic.
- We increased the ratio of females from 25% to 45%.
- We reached candidates who said they would never have applied directly due to brand/role perception, lack of confidence or lack of skills.
- Through reskilling we invested in local community talent with varied backgrounds including an accountant, a grandmother, a former police officer, a small business owner, and a chef.

### The project also resulted in significant improvements in core EE business metrics:

- Colleague retention improved by more than 20%.
- Colleague absence was two per cent lower.
- First Call Resolution was up by 20%.
- Customer Net Promoter Score was up by 14%.

### Head of Volume Talent Acquisition at BT Group, Matthew Howe, said:

"We were exploring ways to engage with talented people looking to return to the workplace following a career break or considering a change of industry.

Knowing an element of reskilling training would be required we partnered with Reed Talent Solutions, who were launching their innovative new [reskilling] approach.

Our experience throughout the attraction, training and selection process has been brilliant. The project delivered a significant change in our diversity of hires with the average age of those hired more than 20 years above our standard"



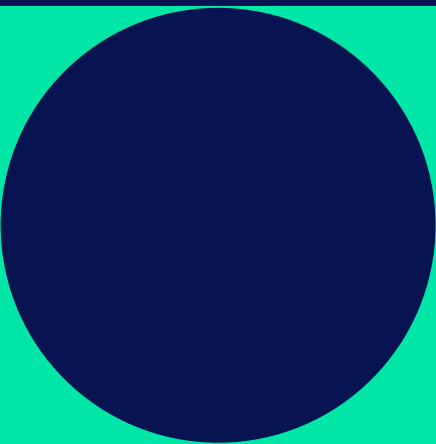
# Code Nation

Reed supports people to build skills and navigate their careers.

In order to address the growing technology skills gap, in 2024 Reed acquired technical training provider Code Nation, who are now part of the Reed Group.

Code Nation was founded in 2018 and quickly became one of the fastest growing and award-winning digital and technical training providers, with a pioneering ethos around 'creating employable talents'.

This acquisition allows Reed to drive better inclusivity and social equity across the digital and technology sector, by providing opportunities for people to gain skills and advance in their career, regardless of experience or background. This aligns with our 'improving people's lives' pillar and Reed's commitment to help build people's skills and navigate their careers.



# ● ● ● Educating young people

Reed supports people to build skills and navigate their careers.

## Reed Tutors

Reed Tutors has successfully been supporting children and young adults with bespoke 1:1 or small group tuition, both in-person or online, for the last three years.

Reed's education professionals at Reed Tutors are experts in creating and delivering impactful programmes to students across primary, secondary and SEND settings. Our team of industry experts recognise that every young person is different, and by working closely with our ever expanding pool of high quality tutors, the collective goal is always to provide the best tuition possible.

In the previous 12 months we have seen the successful transition away from the National Tutoring Programme towards helping non-attending students, who otherwise would not have been receiving a meaningful education.

At the same time, our Education Other Than At School service has gathered real momentum with hundreds of young people who hold Education & Health Care Plans receiving impactful, individualised tuition face-to-face by our qualified and thoroughly vetted Tutors.

## Gateway to Work

Gateway to Work is a free online course to help prepare students in years 9 to 13 for their transition from education into the workplace.

At Reed, we recognise the difficulties that young people face. According to the Office of National Statistics, in 2024 approximately 580,000 economically inactive people aged 16 to 24 in the UK were not in education, employment or training (NEET).

Taking this into consideration, Reed has created the Gateway to Work - a free online course that all students can access to boost their skills, regardless of background. The programme provides all the tools required to give young people a headstart in their career journey, including five engaging modules where students can learn about the labour market, take part in digital work experience and practice interview techniques with an AI version of Reed's Chairman and CEO, James Reed CBE, to help prepare them for future employment.

# What do we offer our co-members?

Reed is a place where co-members feel included and where futures are formed.

Reed treats its co-members in accordance with our values: we are fair, open and honest, we take ownership, and we work together to create a workplace where co-members are valued and respected. We provide pathways for career progression and ensure that our work environments are inclusive and co-members feel like they belong. Here are some of the ways that we improve the lives of people who work at Reed.



## Health & Wellbeing

At Reed, we provide support that allows co-members to feel their happiest and healthiest in the workplace. Here are some of the resources available:

### Reed in Partnership

- Co-member wellbeing strategy which focuses on the five key pillars of wellbeing
- Monthly thematic wellbeing sessions delivered for co-members
- Access to a mental health first aider network within Reed in Partnership

### Reed Specialist Recruitment

- Health & wellbeing calendar for 2024, featuring workshops and 'lunch and learn' sessions on themes such as mental health awareness
- Digital wellbeing resource called Spectrum Life which provides help and support for co-members via a free, confidential, 24 hour advice line
- Care concierge service (EAP) to help co-members navigating journey into care for parents

### Reed Online

- Quarterly Wellbeing initiatives including 'lunch and learns', company mindfulness walks and a co-member wellbeing newsletter
- Wellbeing Surgeries run by Mental Health First Aiders in a dedicated Wellbeing room
- Co-member Assistant Programme, which includes bereavement support and an online Wellbeing Hub

## Inclusion & belonging

Reed is committed to creating a work environment where co-members feel valued, respected, and a sense of belonging. Here are some of the ways in which we achieve this:

### Reed in Partnership:

- Diversity Sponsors and working groups focussing on: Women in the Workplace, Ethnic Minorities, LGBTQ+ & Disability

### Reed Specialist Recruitment:

- FY24 inclusion and Belonging calendar to increase awareness around various topics such as gender equality and diversity
- Gender Pay Gap report, deemed 'best in class' by the Institute for Employment Studies (IES)
- Women in Technology Mentoring programme to provide support for journey into a job in technology

# What do we offer our co-members?

## Reed Online:

- Inclusion & Belonging co-member groups with an executive sponsor: Wellbeing and ability, LGBTQ+, Race and Religion and Inspiring Women at Reed.co.uk
- Regular 'lunch and learns' hosted by internal and external speakers for co-members on inclusion topics
- Inclusive events for co-members to celebrate and learn together including Pride and Eid
- Co-member Donuts - a periodic session hosted by the SLT where co-members across the business come together to discuss key business topics, every co-member is invited to participate and ask questions

## Learning & development

At Reed, we also ensure that co-members have the opportunity to learn and grow, personally and professionally, and have access to pathways that will enable them to progress in their careers. Here are some of the initiatives that we offer our co-members:

### Reed in Partnership:

- Talent Development Programme, including the Future Managers Academy which has been designed to help co-members interested in a people-management role
- Springboard mentoring scheme, with focus on ethnic minorities/ disability in leadership
- Career coaching for co-members, to help people navigate their careers

### Reed Specialist Recruitment:

- Manager Pathway (developed ourselves), to support co-members interested in a managerial position
- Reskilling for women coming back from maternity leave, or for people coming back to Reed after a major life event (such as illness)

### Reed Online:

- Lead at Reed Management pathway provides current and upcoming Managers with the skills and tools to drive a high performance culture within their teams
- The Art of Selling, programme aimed at supporting co-members in the Commercial teams develop and learn key skills
- Career Progression Frameworks in the Commercial and Tech teams to provide co-members with visibility on how they can develop their career

### Across Group:

- Personal development fund, where co-members can apply for sponsorship to undertake courses which develop their skills
- Professional qualification sponsorship, supporting co-members in their studies towards professional/ academic qualifications including NVQs, Degree, CIPD, ACCA, CIM, MBA
- Graduate Scheme, where recent graduates can join Reed on a 3 year scheme to gain experience in recruitment, and then have the opportunity to interview for various other roles across the business

Click [here](#) to view the 2023 Gender Pay Gap report



# Co-member benefits

Here are some additional benefits that we offer co-members, to support them in their personal lives and in the workplace.

## Family benefits

Our family benefits include paid family leave (including enhanced maternity pay) and baby bonuses (a payment when having a child, provided through the Healthcare Cash Plan). The same terms also apply for adoptions.

## Cycle to work scheme

Supporting co-member mental wellbeing and physical fitness whilst also supporting Reed's carbon reduction initiatives.

## Electric Dreams

Our Electric Dreams salary sacrifice electric vehicle (EV) scheme, in partnership with Octopus Electric Vehicles allows eligible co-members to lease a brand-new electric vehicle in exchange for some of their gross salary.

## The Reed Reward Hub

The Reed Reward Hub hosts a full range of discounts, including exclusive retail discounts, offers for eating out, discounted cinema tickets, holiday deals and much more.





# Helping communities prosper



As a family-owned business that started in West London in 1960, we have decades of experience working in communities across the UK and around the globe. We are proud of our positive impact on the local communities that we serve, whether this is through our services, or charitable causes.

# Pledges and commitments

This section of the report includes Reed's FY24 activity related to our second sustainability pillar, helping communities prosper, with a focus on our services such as Reed Wellbeing, as well as the many charitable causes that have been supported through the Reed Foundation and Big Give. Below are three pledges, along with commitments that have been put in place to achieve our sustainability goals.

**Reed will provide services that change communities for the better.**

- We will help people lead healthier lives.
- We will provide expert advice that helps people achieve their goals.

**Reed will build strong connections with local communities.**

- We will prioritise support for local SMEs (small and medium-sized enterprises) and VCSEs (voluntary, community or social enterprise organisation) in the communities we operate in.

**Reed will champion philanthropy.**

- We will work one day a week for a charity as 18% of our business is owned by the Reed Foundation.
- We will provide support for Big Give, the UK's biggest match-funding charity.
- We will pioneer a new movement of philanthropically-focussed companies, "PhilCo's".



Helping  
communities  
prosper



# Reed Wellbeing

Reed will provide services that change communities for the better.

Our communities prosper when the people living and working within them are healthier and happier. A subsidiary of Reed in Partnership, Reed Wellbeing exists to provide accessible services to address health issues, and to support people to make sustainable lifestyle changes. Our services are based on clinical expertise, behavioural change techniques and a personalised approach, and throughout 2023/24, we have helped over 95,000 participants lead healthier lives. Here are some personal stories demonstrating Reed Wellbeing's impact on members of the communities in which we serve. Click [here](#) to view more impact stories from Reed Wellbeing.

## Patricia's story

Patricia joined the Leeds Stop Smoking service for further professional support in making the permanent move to quit smoking. Patricia had made previous attempts to stop but often fell back into the habit when she felt stressed or under pressure.

Patricia opted for remote sessions by telephone, although participants also have the option to attend face to face group sessions too.

"It's been well over a month now; I haven't touched a cigarette and no longer crave them anymore. I've since reduced the amount of gums I use, and I feel fine, and as a bonus, I've saved money too!"



## Stuart's story

Stuart joined Move More, a service offered through Reed Wellbeing, and has subsequently learnt about the importance of exercising daily. Stuart has been able to improve flexibility and mobility, and has become more motivated to incorporate exercise into his everyday life. Move More has had a direct positive impact on Stuart's life, and he has been able to share the useful guidance with his wife too.

Results have included: physically feeling better, increased exercise and flexibility, and the social aspect of group classes.

## Ljubov's story

Ljubov felt she needed extra support to help her lose weight, increase fitness and maintain a healthy lifestyle. Health coaches at Reed Wellbeing provide help, in the form of informative sessions, which support participants in making the necessary changes to benefit their everyday life now and in the future.

"I needed somebody to guide me and explain all aspects of what I needed to do and to help me professionally. I learned all about healthy diets and lifestyles and different types of exercises. My Health Coach Naomi helped me so much, changing my mindset and I got a lot of practical tips for exercising."

Results have included: nearly 12kg weight loss, a healthier lifestyle, and new friends made.



# Alec Reed Academy

Reed will build strong connections with local communities.

In 2005, our founder - Sir Alec Reed - invested in the development of a new academy in Ealing, West London, just a few miles from the location of the first Reed recruitment office in Hounslow. The school provides education for children and young people from nursery age to sixth form. Following the initial investment, Sir Alec continued to support the school through the Reed Foundation, and in 2012 the school was renamed the Alec Reed Academy to recognise his contribution to improving its students' lives and education.

Reed continues to maintain strong links with the Alec Reed Academy and the wider community in West London through its charitable donations and career support. In May 2024, the Reed Foundation made a £1 million donation for the development of a new outdoor learning centre. Furthermore, there has been continued support from Reed in the form of careers education for students at the school, and there is a Reed co-member on the board of Trustees.



# Reed Foundation

Reed will champion philanthropy.

The Reed Foundation is the single largest shareholder of the Reed Group, owning 18% of the business, meaning that our co-members work one day a week for charity. The Foundation was founded in 1972 by Sir Alec Reed and exists to make grants to other charitable organisations. Since 2000, the Reed Foundation has donated **£29.8m** to charity. Reed prides itself in being a philanthropy company.

**“Encouraging philanthropy is my main mission now; but without entrepreneurialism to make the money, there would be no philanthropy.”**

Sir Alec Reed, Founder of Reed – Knighted for services to business & charity



## Ethiopiaid

Ethiopiaid was founded by Sir Alec Reed in 1989 with an investment of £1m. 35 years on and with the celebration of Sir Alec's 90th birthday, the charity has continued to grow. Ethiopiaid works alongside locally-led Ethiopian charities to transform lives and achieve lasting change. The local knowledge and expertise means that the projects and support delivered by the charity have a sustainable impact on people and communities.

The Reed family remains closely involved with Ethiopiaid, with two family members on the board, and the business provides the charity with free core business support, including HR and payroll. In previous years, cohorts of Reed co-members have taken part in overseas charitable initiatives, and there are plans to continue this in coming years. Co-members have also completed a number of regional runs to raise funds for Ethiopiaid in FY24, and there is now a Reed co-member on the board of Trustees.

With Reed's help, Ethiopiaid has been able to keep its overheads low, with support contributing to the charity being able to raise enough funds to provide over £2.4m in grants to local organisations in Ethiopia, directly supporting 244,092 people.

To learn more about Ethiopiaid, please view the [FY24 Impact Report](#) here.





## Big Give

Big Give was founded by Sir Alec Reed in 2007, and brings together large donors such as philanthropists, foundations and businesses, with charities and public donations. Big Give matches what the public gives and doubles the difference that the charity can make.

Since its inception, between 2008 and June 2024, Big Give has raised a total of **£298,535,867** for over 17,686 charity projects.

### Christmas Challenge 2023:

The Christmas Challenge is the UK's biggest collaborative fundraising campaign, which champions a wide range of charitable organisations over a seven-day match funding period, in which charities from across the UK and the world are supported.

In 2023, Big Give completed its largest and most successful Christmas Challenge yet, exceeding the record of total raised by £4.3m. £33,016,027 was raised for the 1,077 participating charities over the seven-day campaign.

A total of **£12,083,394** was raised for the 458 charities supported by the Reed Foundation.

Overall across the 2023 Christmas Challenge there was:

- 88% satisfaction rate amongst supported charities
- 94% of charities receiving donations from new supporters
- 89% of charities reporting increased confidence in online fundraising.
- 95% of charities said the campaign helped develop relationships (a little or a lot) with existing supporter

Big Give are now focussing on the next Christmas Challenge in 2024, and aim to exceed the total raised and increase their social and environmental impact. Click [here](#) for more information on Big Give.

# Reed Foundation and Big Give

Reed will champion philanthropy.

The Reed Foundation has donated over £6.7m to Big Give since 2019, which has in turn doubled the difference for many charities across the UK and the globe. Among those charities are the Prince's Trust and Tommy's, which you can read about below.



## Prince's Trust

In the 2023 Big Give Christmas Challenge, £109,306 was raised for the Prince's Trust. The Reed Foundation supported them with £25,000 of match funding.

"It's a fantastic and urgent way to engage with our existing supporters. We have a really loyal group of major donors who love giving through the Christmas Challenge."  
- Prince's Trust

"Before The Prince's Trust, I couldn't see a future for myself but now I'm in a job I love, working as a Healthcare Assistant at Queen Elizabeth Hospital. In the future, I am looking to attend university and study Mental Health Nursing as my ambition is to work in my dream job as a mental health nurse."  
- Funmi

## Tommy's

In the 2023 Big Give Christmas Challenge, £113,202 was raised for Tommy's. The Reed Foundation supported them with £25,000 of match funding.

"The clinic is amazing; everyone is so compassionate. They really understand how to look after families who have lost babies. The Tommy's team at St Mary's have given us the most amazing gift, we'll never be able to thank them enough."

- Shema lost her firstborn son at 21 weeks. She was supported in her next pregnancy by Tommy's.



**Tommy's**  
Together, for every baby

# Reed Foundation Charity Raffle

The Reed Foundation Charity Raffle is an initiative running across 2024/2025 where each week a co-member is selected at random to nominate a charity that will receive a £10,000 donation.

This means that over the course of a year, an incredible £520,000 will be donated to charities on behalf of 52 co-members, who can personally decide which charitable causes are supported by the Foundation. Here are some stories from a few of the winners so far, along with the nominated charities and personal reasons why these particular causes were chosen.



## Emma - Nightingale House Hospice

Emma is a Temporaries Consultant at Reed Specialist Recruitment, who chose Nightingale House Hospice in Wrexham to receive the donation.

"I have chosen Nightingale House Hospice in Wrexham as my Dad (David Roberts) was a patient here, they looked after him so well and cared for him during a very difficult time, the staff that work there are fantastic and supported us as a family so well too. My mum (Liz) also volunteers there on a Wednesday in Cafe Cwtch."

"What a wonderful initiative, we are so incredibly grateful to have been nominated by Emma." - Nightingale House Hospice

## Joanne - York Special Care Baby Unit

Joanne is an Employment Advisor on the Restart Scheme at Reed in Partnership. She was selected at random to nominate a charity that has received a £10,000 donation from the Reed Foundation.

"My daughter spent time in York SCBU when she was first born. They not only supported her, but also myself when I needed to stay in overnight on the unit with my daughter. The charity provides equipment, improved amenities and facilities, and additional training for the team in the unit. They also provide practical and emotional support for parents as well as items such as clothing for the babies."



## Feizel - UNICEF Gaza Appeal

Feizel is a Software Development Manager for the courses team at Reed Online, and nominated UNICEF's Gaza appeal to receive the £10,000 donation.

"Being a father to a wonderful, healthy and happy boy who's never gone without, it breaks my heart to see so many children in the world caught up in the middle of conflicts where they're unable to stay safe, have little or no food and water, or access to desperately needed medical treatment. Given the reported situation in Gaza and the number of children affected by the current conflict, I'm humbled to be given the opportunity to nominate UNICEF to receive this donation for their Gaza appeal".

"This is wonderful news." - UNICEF







# ● ● ● Caring for our planet

We fundamentally believe being a champion of the environment is essential to our core purpose. How can we continue to improve lives through work if the climate crisis continues?

Maintaining and enhancing the natural environment for future generations is also economically beneficial, through maximising efficiency in our consumption and reducing our waste. This is why Reed has put in place environmental pledges and commitments in order to solidify our goal to reach net zero, and to become climate positive.

# Pledges and commitments

This section of the report focuses on Reed's third sustainability pillar, caring for our planet, detailing the work of Reed Environment and Big Give's Green Match Fund. Our environmental and emission reduction pledges and commitments are detailed below, and can be found in the Reed Global Environmental Policy.

**Reed will reduce our scope 1 and 2 emissions (direct and indirect) by 30% by 2030.**

- We will reduce our natural gas consumption with electricity supply.
- We will ensure all electricity contracts under our control are from verified, renewable sources.
- We will develop a pragmatic sustainability plan with our property team.

**Reed will reduce our scope 3 emissions (value chain) by 50% by 2030.**

- We will continuously improve the way we support and guide co-members on sustainable travel.
- We will use guiding principles to ensure businesses we work with are having a positive impact.
- We will provide co-members with the necessary guidance and facilities to minimise their waste, and actively reduce our single use plastics.
- We will continue to improve the efficiency of our digital, database, and website management across the Reed Group.

**Reed will reduce our total emissions by 40% by 2030 and become climate positive by 2050.**

- We will continue to support biodiversity and ecosystems through charitable contributions and reduced paper consumption.



**Caring for  
our planet**



# Our emissions

Reed will reduce our total emissions by 40% by 2030 and become climate positive by 2050.

## Positively, in FY24 Reed has measured a decrease in overall carbon emissions.

In FY24, Reed measured a 0.5% (12 tCO<sub>2</sub>e\*) decrease in overall carbon emissions compared to the previous financial year (FY23), and an overall reduction of 22% (618 tCO<sub>2</sub>e) from our FY19 baseline. The Streamlined Energy and Carbon Report from which this data is sourced covers a full 12 months from 1st July 2023 – 30th June 2024.

Reed has seen a significant decrease in business travel (scope 3) in FY24 which has reduced by 24% compared to the previous year. This is likely due to a large change in co-member behaviour, with more people opting to use public transport where possible to travel more sustainably. In addition to this, waste and water emissions have decreased by 29% compared to the previous financial year.

Due partially to an increase in co-member office use, electricity emissions (scope 2) have increased by 7%, with gas emissions (scope 1) also rising by 1%. Our calculations also do not include the Juxon farm emissions, although it is our intention to include these in the next financial year.

## Are we on track to achieve our targets?

Reed has already achieved the target to reduce scope 3 emissions by 50% by 2030, decreasing from 1,424 tCO<sub>2</sub>e (FY19 baseline) to 700 tCO<sub>2</sub>e (FY24). This success has also meant that we are currently on track to exceed our target of reducing overall emissions by 40% by 2030. Moving forward, Reed will be focussed on reducing electricity and gas emissions to make greater progress towards reducing scope 1 and 2 emissions by 30% by 2030.

\*tCO<sub>2</sub>e: Tonnes of greenhouse gas emissions emitted by the business as an equivalent to CO<sub>2</sub>.

### What are scope emissions?

**Scope 1** (direct emissions): emissions from sources owned by or controlled by Reed

**Scope 2** (indirect emissions): emissions associated with the purchase of electricity, steam, heat or cooling

**Scope 3** (indirect value chain emissions): emission arising from upstream and downstream activities

Click [here](#) to view our **Environmental Policy**

In January 2024, the Reed Global Environmental Policy was published, containing new and updated targets that demonstrate our continued commitment to reduce carbon emissions, achieve our environmental pledges, reach Net Zero and become climate positive.



## Planting trees

In 2012, Reed planted 6,000 trees in Wiltshire and Oxfordshire to mark the Queen's Diamond Jubilee, with 70,000 more planted in 2022. This directly shows Reed's commitment to care for our planet, improve the natural world, and increase biodiversity.

## Beehives

Beehives containing 20,000 bees were installed on the roof of the Reed Online office in Covent Garden in 2017. Bees are a crucial part of our ecosystem, and provide a vital pollination service that ensures the sustainability of the natural environment.



## Carbon neutral

Reed has been CarbonNeutral® since 2005, and was the first recruitment agency in the UK to reach this milestone.

# Environmental achievements



## Electric dreams EV scheme

In 2022, Reed introduced the electric dreams EV scheme to support co-members with sustainable travel and reduce our carbon footprint, the first UK recruitment company to do so. This is a salary sacrifice scheme through our partnership with Octopus Electric Vehicles, where co-members have an opportunity to lease a brand-new electric vehicle in exchange for some of their gross salary.

## Sustainability award

In 2023, Reed Online won the 'Best Use of Sustainability Engineering in a Project' in the DevOps Awards.



# Reed Environment & Oxford Energy Academies

Reed Environment is a subsidiary of Reed in Partnership, launched in 2023 to address the UK's shortage of skilled workers needed to achieve the governments' net zero commitments.

Thousands of newly trained or upskilled workers are required to deploy heat pumps and solar PV across the country, install electric vehicle chargers and retrofit our houses to ensure they are energy efficient. Net Zero will not be achieved without a drastically increased, skilled workforce.

In order to achieve this, Reed has partnered with Oxford Energy Academies (OEA), a trusted and high-quality training provider across a range of energy technologies, including gas, electrical, plumbing and renewables. OEA is based across two sites, Witney in Oxfordshire and St Ives in Cambridgeshire, where over 80 training courses, assessments and qualifications are delivered to existing trades people wanting to upskill and reskill, young people embarking on their careers, or those diversifying their talents.

In 2024, OEA expanded to also deliver services in the new East Anglia Energy Academy in St Ives, marked with a launch event attended by guests such as Nik Johnson, the Mayor of Cambridgeshire and Peterborough and Charlie Mullins, the founder of Pimlico plumbers.

To learn more about Oxford Energy Academies [click here](#)



## Green Match Fund

We will continue to support biodiversity and ecosystems through charitable contributions.

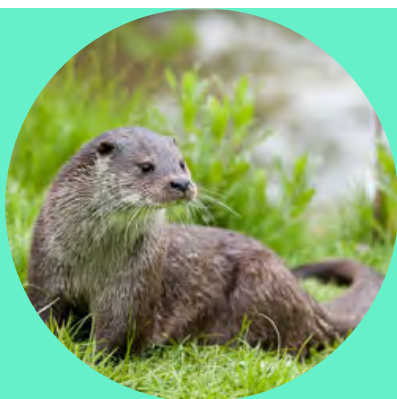
The Green Match Fund, run by Big Give, is the UK's largest collaborative environmental fundraising campaign. For one week, donations to participating environmental charities are doubled.

In 2024, the campaign experienced significant growth, raising £6.4 million for 247 charities - a 50% increase from the previous year. This success was supported by extensive media coverage, including a promotional video featuring Stephen Fry, coverage by Hello! Magazine for print and digital exposure, along with hundreds of thousands of social media impressions.

In 2024 alone, the Reed Foundation donated **£699,892** to the Green Match Fund. Over £250,000 was raised for Friends of the Earth, with the Reed Foundation contributing **£60,000** in match funding.

"The straightforward messaging of "double your donation" streamlines fundraising efforts, as the message resonates really clearly with our supporters. Across Friends of the Earth, we love taking part in the Green Match Fund. Throughout the campaign week, we're excitedly refreshing our fundraising page, and we make a real effort to create a buzz about our fundraising efforts across our trustees, senior leadership, and wider staff body." **Friends of the Earth**

Click [here](#) for more information on the Green Match Fund.



## Our farm



Located in the heart of Oxfordshire and spanning over 1,500 acres is our farm, Juxon. The farm was an investment by our founder, Sir Alec Reed.

The farm consists of around 520 acres of arable land and contracts out a further 1,300 acres, with approximately 400 acres of woodland and 100 acres of grassland. The main crops grown are wheat, barley, oil seed rape, peas, and spring barley.

### Sustainable activity on the farm includes:

- Enhancing wildlife by growing wild bird feed and producing habitats for animals to live in, including grey partridges, owls and small mammals
- Control traffic system, using high tech GPS equipment to limit the traffic heavy farm machinery that can damage the soil
- Straw chopping and spreading rather than baling and selling, which allows us to add the carbon, organic matter back to the soil
- Adding as much organic matter when and where possible to reduce the use of manmade fertiliser
- Carbon sequestration\* through agriculture (growing crops such as wheat and barley)

We recognise that it is important to consider new ways to make farming more environmentally sustainable, therefore in the future we are looking at installing PV array (solar panels) on the grain store roof as a form of renewable energy, as well as introducing rainwater harvesting which is a sustainable way of managing our natural resources.

\*carbon sequestration is the process of capturing and removing carbon dioxide from the atmosphere. When crops photosynthesize to produce food they remove carbon and create oxygen, meaning that carbon is sequestered into the soil (Energy.gov).





# Governance



# Global board composition

The global board comprises of five directors including Reed's Chairman and Chief Executive, James Reed.



**James Reed CBE, FCIPD, MBA, MA**  
**Chairman and Chief Executive of Reed**

James Reed is the Chairman and Chief Executive of Reed. He was appointed Chief Executive in 1997 and became Chairman in 2004 when he took over the role from his father, the founder of the Reed Group, Sir Alec Reed. He was awarded the CBE in the 2023 New Year Honours List for services to business and charity. James is a regular media commentator on work and labour market issues, with recent appearances including BBC News, Sky News, BBC Radio 2 and BBC Radio 4. He has contributed insight to a wide range of publications including the Financial Times, Harvard Business Review and The Sunday Times

James is also a best-selling author of four books, *Life's Work: 12 Proven Ways to Fast-Track Your Career*, *The Happy Recruiter: The 7 Ways to Succeed*, *The 7 Second CV: How to Land the Interview*, and *Why You?: 101 Interview Questions You'll Never Fear Again*. He also co-authored *Put Your Mindset to Work* with Dr Paul Stoltz. James has an MA in Philosophy, Politics and Economics from Oxford University, an MBA from Harvard Business School and is a Fellow of the Chartered Institute of Personnel and Development (CIPD).



**Lewis Crowther ACMA, BA**  
**Group Chief Financial Officer of Reed**

Lewis Crowther has served as the Group's Chief Financial Officer since being appointed to the Board in 2022. Lewis joined Reed in 2006 on the Reed Graduate Training Scheme and held a series of Finance roles within Reed Specialist Recruitment, Reed in Partnership, Reed Online and in Group finance prior to his appointment to the Global board. He is a trustee of Big Give, a charity founded by Sir Alec Reed that brings together larger donors with the giving public and the charities who need them. Lewis is a Chartered Management Accountant and holds a degree in Economics and Politics from the University of York.

# Global board composition



**Jennifer May MSc**  
**Chief Customer Officer of Reed**

Jennifer has recently been appointed to the Global Board after joining the Reed Group in 2019 as Customer Experience Officer. Since 2019, Jennifer has been involved in a variety of customer experience and brand initiatives. Jennifer's background is within commercial organisations such as Dixons Retail, Tesco, Argos and Travelex. She holds a Master of Science in Behaviour Change from Henley Business School.



**Anita Dougall BA**  
**Independent Non-Executive Director**

Anita Dougall is a founder and CEO of Sagacity Solutions, an innovative data solutions company dedicated to helping organisations increase revenues and profitability through the use of its specialised solutions for Retail, Water, Energy, Telco, Financial Services and Not for Profit. Anita's operational expertise underpinned by advanced technology and data solutions allows her to add significant value to businesses by improving their customer experience and financial performance. Prior to setting up Sagacity, Anita held senior positions within the finance and commercial teams at One 2 One (T-Mobile and now EE), having started her career as an Energy analyst in investment banking at NatWest Markets. Anita has a BA in Political Economy from Greenwich University.



**Clifford Tompsett MA, FCA**  
**Independent Non-Executive Director and Chairman of the Audit & Risk Committee**

Clifford Tompsett is a Fellow of the Institute of Chartered Accountants in England and Wales with over 40 years of experience advising companies and their boards on financial matters including financial reporting, internal controls, risk and governance. He is a former audit, capital markets and transaction partner at PricewaterhouseCoopers LLP where he worked for 37 years until he retired in 2017. More recently he has also been the Senior Independent Director and Chair of the Audit and Risk committee of Cello Health plc, Non-Executive Director and Chair of the Audit Committee of Asia Energy Impact Trust plc and three Nasdaq listed purpose acquisition companies, and a Trustee of RAFT, a medical research charity. He has an MA in Chemistry from Oxford University.

# How we ensure good corporate governance

We are committed to good corporate governance, which we know supports the running of a responsible business and the upholding of our values.

- Our board is responsible for establishing the culture, values and framework within which Reed operates, and is responsible to stakeholders for the direction and oversight of the company to ensure its long-term success. It provides leadership, oversees strategy, ensures the necessary resources are available and sets policies, key operational initiatives and standards.
- We have a focus on future opportunities for innovation and entrepreneurship. Short-term opportunities are highlighted through board meetings, executive reporting and subsidiary company boards. Longer term strategic opportunities are reviewed through the annual strategic review process.
- For all principal decisions, we engage with and obtain feedback as appropriate from any affected stakeholder groups.
- As a family-run group of companies, we have a strong emphasis on corporate responsibility and a track record of social impact, philanthropy and sustainability.
- We have clear routes for anonymous feedback, including monthly co-member satisfaction surveys, and whistleblowing companies. Allowing for transparency and honesty in our operations.
- We have an in-house audit function which provides assurance to the board, via the audit and risk committee, about the effectiveness of internal controls, risk management and governance processes.



# Reed strategic and directors report

This section sets out how the board of directors of Reed have complied with the requirements of section 172 of the Companies Act 2006 and how these requirements have impacted the board's activities and decision making during the financial year ending 30th June 2024.

Section 172 of the Companies Act 2006 states that directors of a company must act in the way they consider, in good faith, would be most likely to promote the success of the company for the benefit of the members as a whole, and in doing so have regard (amongst other matters) to:

The **FY24 report** can be found in our published accounts on **Companies House**

1. the likely consequences of any decision in the long term
2. the interests of the company's employees
3. the need to foster the company's business relationships with suppliers, customers, and others
4. the impact of the company's operations on the community and the environment
5. the desirability of the company maintaining a reputation for high standards of business conduct
6. the need to act fairly between members of the company.

These duties are designed to ensure that directors act in such a way as to promote the long-term success of the company by delivering and creating sustainable shareholder value as well as contributing to wider society.



# Ethics and compliance

## Human rights:

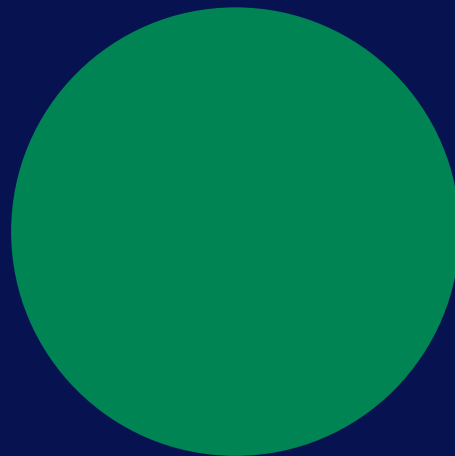
At Reed, we support and respect the protection of internationally proclaimed human rights by ensuring that our company is in no way complicit in human rights abuse. We have a Human Rights Policy in place which details our commitment to key societal values such as fairness, dignity, equality and respect, as well as how we protect those most at risk of harm.

## Our co-members and candidates:

We proactively encourage the involvement of our co-members in any new business initiatives and ask them to consider improvements and innovations in existing business processes, systems and structures, with worthy ideas rewarded as part of recognition schemes.

We do not use forced or compulsory labour in any area of the business. We have a policy to protect our co-members and candidates who are aged under eighteen years old. We are fully compliant with minimum wage standards and pay minimum wage level or above to our co-members in all cases. In terms of our candidates, we ensure that minimum wage is adhered to in all temporary assignments. All Reed co-members are treated fairly and in line with any relevant legislation around working time, annual leave and rest periods.

View our [Modern Slavery Statement](#) here.



### **Our suppliers:**

We are committed to ensure that any organisations in our supply chain operate to the same standards as we do, through due dilligence prior to on-boarding and regular audits.

### **Our professionalism:**

We make it clear to all our co-members that the reputation and success of our company rests on the way each co-member carries out their work. We set very high standards for our workplaces, and these are aligned with the values of the company. Our candidates are also informed about professionalism and the standards required of them when they are on a temporary assignment with a client. Co-members are not permitted to offer or accept gifts or other rewards from any third party to carry out business with that third party, and all co-members are obliged to disclose any conflicts of interest that may occur during their work.

### **Our protection:**

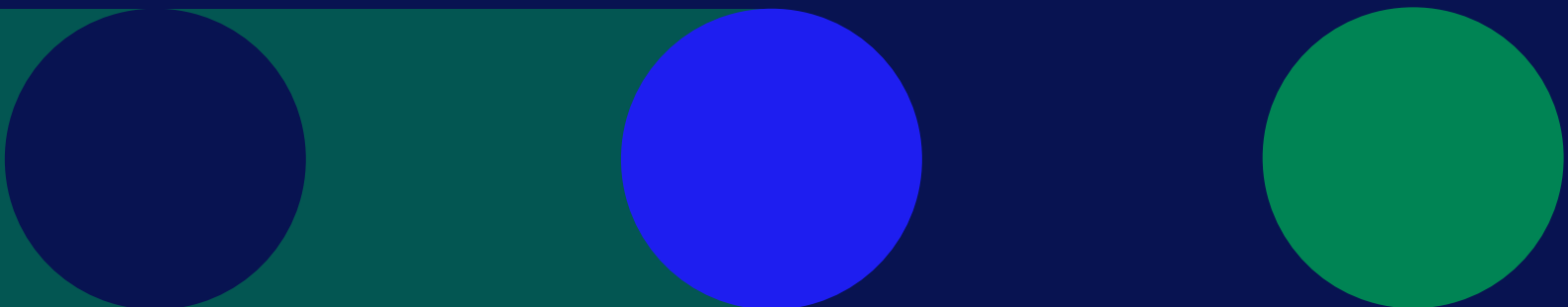
We endeavour to protect all our employees from all forms of unlawful discrimination on the grounds of sex, pregnancy/maternity, race, disability, religion/belief, sexual orientation, age, marital/civil partnership status and gender identity. We have a full whistleblowing policy and encourage both co-members and candidates to bring their concerns to the attention of management.

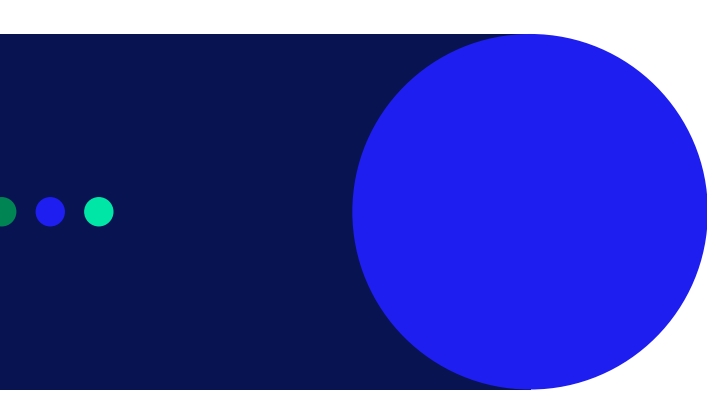
### **Internal auditing:**

The internal audit function provides a critical service to ensure the commitments made by the board of directors are tested for effectiveness. The team delivers an annual audit programme, whose findings are reported directly to the global audit and risk committee. Findings are used to ensure compliance to internal processes and policies, regulatory adherence, and to drive change and continuous improvement.

### **Safeguarding:**

Reed is committed to the safety and wellbeing of its employees and all vulnerable people, including children, that our workers come into contact with. To this end we have comprehensive safeguarding policies and procedures in place, safeguarding awareness training for all relevant employees and dedicated resources for all safeguarding matters. Our safeguarding steering committee includes a qualified designated safeguarding lead, with additional qualified safeguarding officers and a number of trained and experienced members from across our organisation. The steering committee meets regularly to review policies, procedures and training in the light of any changes to guidance or legislation, and is committed to continuous improvement.





# Cyber Security

Reliable information is at the core of the services that Reed offer.

Cybersecurity directly supports the social and governance components of our sustainability strategy by protecting stakeholder interests, safeguarding sensitive data, and maintaining trust in our operations. By ensuring the confidentiality, integrity, and availability of our information systems, we not only meet regulatory requirements but also promote a sustainable and responsible business model. Our cybersecurity measures reflect our commitment to ethical governance and the well-being of our clients, employees, and partners, thereby reinforcing Reed’s dedication to creating long-term value for all stakeholders.

## 1. Commitment to Data Privacy and Security

We are deeply committed to ensuring data privacy and security by implementing robust security controls that adhere to both business and regulatory requirements.

## 2. Protection of Information Systems

We prioritize the protection of our information systems, maintaining the confidentiality, availability, and integrity of all data entrusted to us.

## 3. Cybersecurity Leadership

Reed has appointed a dedicated senior manager to oversee our cybersecurity management systems. This leader collaborates closely with teams across legal, compliance, risk, human resources, and facilities management to ensure a comprehensive approach to cybersecurity.

## 4. Policies and Standards

Our extensive suite of cybersecurity policies and procedures, which are supported by senior management, is based on recognized security standards, including ISO 27001, Cyber Essentials Plus, and SOC 2 reports.

## 5. Governance and Oversight

The security management forum, comprising senior management and key business stakeholders, convenes quarterly to provide comprehensive oversight of our cybersecurity programs.

## 6. Vulnerability Management

Reed has established robust processes and utilizes advanced tools for vulnerability management to promptly identify, assess, and remediate security vulnerabilities.

## 7. Regular System Maintenance and Testing

Our systems undergo regular patching in compliance with Cyber Essentials Plus standards to minimize risk. Additionally, our systems are subject to independent audits, external penetration testing, and security maturity assessments.

## 8. Security Operations Center (SOC)

We operate a dedicated Security Operations Center (SOC) that enables us to quickly identify and respond to security incidents, ensuring continuous improvement in our security operations processes. All security logs are centralized for thorough review and monitoring.

## 9. Advanced Security Technologies

We deploy a range of advanced security technologies and tools across our networks to detect and alert our SOC to potential vulnerabilities and risks.

## 10. Data Protection Leadership

Reed has appointed a Data Protection Officer who coordinates all data privacy and protection matters, working closely with IT, business, and legal teams.

## 11. Future-Readiness and Emerging Technologies

Reed is committed to being future-ready by staying at the forefront of emerging technologies such as Artificial Intelligence (AI). We recognize the potential of AI and other advanced technologies to transform our business processes and enhance our cybersecurity measures. By investing in AI-driven security solutions, we are improving our ability to detect and respond to threats more effectively and efficiently. Our approach to cybersecurity includes continuous learning and adaptation to new technologies, ensuring that we remain resilient and prepared to handle the evolving threat landscape.

# Data privacy

Data is extremely important to Reed and the services we offer, we therefore take our responsibility in regard to data privacy and cyber security very seriously. We are committed to effective data management and innovation that incorporates privacy by design.

Reed has a data protection officer who oversees our data governance framework, with the support of our compliance, legal and IT security teams.

## Training:

All co-members are required to complete regular data protection training. This training includes:

- Data protection legislation and how this relates to our business operations
- Reed's data and security breach response
- Individual responsibilities with regards to data protection

Awareness is also raised via our internal network by providing regular security and data updates, as well as tips to keep our business safe and secure.

## Audit & Compliance:

Compliance to regulatory requirements such as GDPR and PECR are internally audited annually. Results are reported to and discussed at the audit and risk committee. Any actions or improvements are reviewed within the next audit.

Compliance to the information security management standard, ISO27001, is regularly audited at least twice a year, both externally and internally.





# Risk management

We have developed robust procedures to identify, monitor and manage risk via a risk assurance committee, which meets quarterly and receives reports from the subsidiary companies on any emerging or established risks which are considered to have an impact on stakeholders or may impact our business objectives.



# Sustainability Committee

In FY24 the Reed Group established a Sustainability Committee, whose core purpose is to make key decisions and drive forward our sustainability strategy. The Committee reports into the Reed Global Board, with the first meeting taking place in November 2023. Sustainability Committee meetings have and will continue to take place on a quarterly basis.

The Committee is sponsored by Reed's Chairman and Chief Executive, James Reed, and chaired by Jennifer May, the Chief Customer Officer for the Group. Other Group representatives include the Secretary, Chief Financial Officer, Director of Group Risk and Reed Screening, Head of Risk & Data Governance, Head of Property, Director of Social Impact, and Operations and ESG Project Manager.

## Objectives are to:

- Identify and engage with opportunities for commercial success within the sustainability space.
- Support and drive initiatives across Reed that successfully 'improve people's lives', 'help communities prosper' and 'care for our planet'.
- Oversee stakeholder engagement around sustainability matters.
- Be decision makers on environmental and social opportunity investment for the Group.
- Identify and assess emerging and inherent environmental and social risks across the Group.
- Monitor, evaluate and plan for upcoming changes in environmental and social related legislation.
- Ensure there is centralisation of appropriate processes, procedures and policies for environmental and social issues at Group-level which can then be filtered down to subsidiary level, with considerations over relevant operations and activities.
- Identify, articulate and oversee sustainability targets and commitments on a regular basis.
- Evaluate opportunities to support the development of Reed's philanthropic initiatives.

# What's next?

Reed is committed to the continuous improvement of our sustainability impact in FY25, and long term we will be developing our strategy further to improve people's lives, help communities prosper, and care for our planet.

Here is some of the social and environmental activity that we have coming up in the next year:

- Reed is a philanthropy company, and in FY25 we are developing a movement that encourages other family-owned businesses to transfer at least 10% of their shareholding to a charitable foundation, to maximise returns and deliver social good. Led by James Reed, our Chairman and Chief Executive, this will be known as the 'PhilCo' movement.
- Reed Environment will continue the work with Oxford Energy Academies to develop the UK's green skills workforce, and contribute to the governments' race to net zero.
- AI (artificial intelligence) in the workplace is expected to become more important for businesses, with one in six UK organisations having already embraced AI technology (according to Forbes). To prepare for the future of work, Reed will be considering the role of AI within business and how it can be utilised to address some of society's sustainability concerns, such as the rising skills gap.
- Big Give has a number of campaigns coming up in 2024/25, including the Christmas Challenge and Geen Match Fund. The Reed Foundation will continue to offer support, with more money to be donated to many local, national and global charities.
- The Reed Foundation charity raffle will be continuing into 2025; more charities will be nominated and receive a £10,000 donation, delivering social impact personal to our co-members.
- The Sir Alec Reed Prize will be taking place next year, where a £1m grant will be awarded to a charity that supports young people (16-24) experiencing mental ill health to secure or keep employment.



## Conclusion

Thank you for taking the time to read this report and allowing us to share our sustainability achievements and FY24 impact on people, communities and the planet.

The report will be updated on an annual basis, to give key updates on our social and environmental activity, demonstrate how we have progressed as a business, and to outline what's next on our sustainability agenda.

We recognise that improving our sustainability approach within the business is a journey. We aim to continuously develop, not because we are legally required to do so, but because it is the right thing to do.

If you have any questions regarding the information held in this report, please reach out to **Anna Chaytor**, Operations and ESG Project Manager, at [Anna.Chaytor@reed.com](mailto:Anna.Chaytor@reed.com).



