

MISSION



MAKING A POSITIVE CHANGE

In our ambition to become the UK's leading, most respected Agency Group, we need to do just that – lead. This is never truer than when it comes to our corporate, social and environmental responsibility.

We believe the impact **MISSION** makes on the world should be positive, always. That our interaction with our People, Clients, Communities, and the wider environment needs to make a difference. Ultimately, what we do needs to matter, and it needs to support positive change.

ENVIRONMENT

As a collective of creative Agencies providing a range of marketing, advertising, promotional and consultative services, our direct and indirect impact on the environment is low. But we can always do better. We aim to reduce our environmental impact in the resources and energy we use, how and when we travel, the suppliers we select and how we work to create healthy operating models. We are also investing in our People to increase education levels on environmental impact through training and external partnerships with the likes of Green Element and Green Screen Environmental Production. Ultimately, we want to be sustainably profitable and do good in the world.

Our goal:

2021 work towards emissions reductions that are in line with Science-Based Targets*

SOCIAL

Diversity, Inclusion & Belonging

We are a people business, powered by a talented team who value and respect difference.

We are committed to attracting, developing, and retaining the best talent from a diverse range of backgrounds regardless of race, ethnicity, age, gender, sexual orientation or physical ability. In turn, we will be accountable for our journey and transparent on where we could do better.

For example, we recognise that people from certain/some ethnic groups are under-represented across our industry and within our Group. So, we need to make change happen. In partnership with Creative Access - a social enterprise working to ensure creative enterprises truly reflect society - we have taken positive steps. In 2019, we created a Group Diversity and Inclusion Manifesto outlining commitment from the CEO and a plan of action for the next 3-5 years. This has seen us appoint a diversity champion at Board level, our senior leadership team undertaking inclusive leadership training with a focus on unconscious bias and all 900 of the team going through ED&I training. We will continue to invest in our People with further training on creating inclusive environments, taking on new trainees from under-represented groups via Creative Access and lending some experienced hands to their mentor scheme.

Our commitment to D&I also runs through to our approach to pay and rewards. Through inclusion by design, we will be objective, fair and consistent using data to ensure rewards and recognition are allocated objectively based on performance and individual contribution.

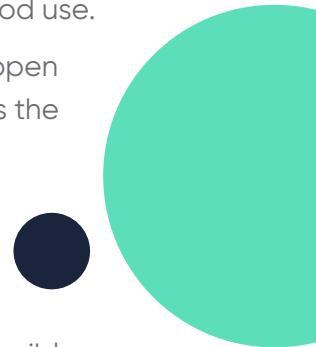
Community

We do not work in a bubble but are part of local communities and, in many cases, are key employers in the towns where we have offices. We are committed to helping these communities grow and thrive as shown by the many partnerships with local charity and community initiatives where support goes beyond fund raising as we put our communications skills to good use.

We believe we also have a vital role to play in nurturing talent. We will continue to open our doors to local schools, colleges and universities. And with 28 Apprentices across the Group and an ongoing intern programme open to all, we are seeing a new diverse talent pool growing.

Family

We recognise the importance of family and home life. We have over 140 different flexible working patterns across the Group on top of parental return to work support schemes and a supportive approach to helping our People with 'life moments' when time away from work is needed. We are committed to enabling our People to combine family life with pursuing their careers. To creating environments where they can be at their best without feeling that home life needs to suffer.



Health & wellbeing

We take a holistic view to supporting our People. This focus has seen our Agencies develop progressive wellbeing initiatives and programmes combining free mental health support and educational life balance activities overseen by our 36 trained mental health first aiders. By creating environments where conversations on wellbeing are commonplace and support readily available, we will change the way we all think and act about workplace mental health.

Our goals:

10% of employees from under-represented ethnic groups by 2021 rising to 15% in 2023

6% of employees with disabilities by 2021 increasing to 10% by 2023

35 Apprenticeships in place by 2021 with number at 60 by 2023

17% of employees from under-represented age groups in 2021 growing to 20% by 2023

Achieve an equal gender split between male and female by 2023 while recognising those who identify as neither or both

GOVERNANCE

Unlike many other groups, our Agencies, which have mainly come into the Group via acquisition, retain their original personnel, cultures and business practices with MISSION providing the support infrastructure and economies of scale of a multi-national group. This sees a highly personalised and Client-centric culture which has led to an expanding and loyal Client base. We believe the role of the Board is not to direct these Agencies but ensure they are supported and collaborate to deliver the best work to help our Clients succeed.

Our Board and non-executive group have a brilliant balance of sector and financial experience alongside Agency CEOs. Their actions are held to account by independent audit and remuneration committees with the audit committee focused on risk for the Group ensuring that our People, Agencies and the Group are consistently safeguarded.

Our very existence is dependent upon our ability to foster strong and mutually beneficial relationships with our People, Clients, Shareholders and wider Stakeholders. Client happiness, referral ratings, employee satisfaction and retention levels are indicators of our collective success and are consistently measured across the Group.

All stakeholders need to be part of our journey, to share in the highs and lows, so we are committed to being open and transparent, always.

Our goal:

2021 improve stakeholder advocacy across the board as shown through Client happiness levels, referral ratings, employee satisfaction and retention.



“We look for solutions where others see problems. We are connected by the ambition to deliver real impact for our Clients, People and Communities. We celebrate, value and respect diversity, treating others as we wish to be treated ourselves. What we do matters, and it needs to make a positive difference.”

*Science-based targets are a set of goals developed by a business to provide it with a clear route to reduce greenhouse gas emissions. An emissions reduction target is defined as 'science-based' if it is developed in line with the scale of reductions required to keep global warming below 1.5C from pre-industrial levels.
