best companies™

People and Planet Statement

Document Owner: HR Manager
Type: Client Resource
Version: 1.6
Release Date: 2026-11-16



People and Planet Statement

→ Why we exist

The **Primary Purpose** of Best Companies is to "Help make the world a better workplace".

How we work

Our **Guiding Principles:**

Care - We care about what we do, how we do it and who we do it for

Discipline - We see the best in ourselves - We also see the best in others

Responsibility - We take 100% responsibility

Humility - We take what we do seriously, but we don't take ourselves too seriously

Hunger - We are passionate about being the best we can possibly be

The above principles underpin all aspects of our activities. They are an essential part of who we are, and we refer and abide by them in everything we do.

Particular attention is focused on our responsibilities to our environment, the local and wider communities, our effect on the world at large and every way we touch it.

→ Our Outrageous Ambition

To be the World Class Engagement Brand

It's 2030 and our accreditations and awards are the highest form of recognition an organisation can achieve. BCI is part of the common language of business - a recognised metric of value and sustainability. Governments and regulatory bodies look to us for the absolute standard of engagement.

We advise and partner the world's leading organisations, delivering accurate data, powerful insights and meaningful positive change. We are seen as pioneers – leading the way with innovative and intuitive products that inspire and excite our customers.

Because of the work we do, we have raised the standard for Ethical Business which is playing a key role in helping make the world a better place.

→ Our People Culture

We are committed to offering our people clean and inspiring facilities, ensuring they are provided with a nutritious meal each day as well as fresh fruit and drinks.

Each member of our team will be given the encouragement and opportunity to support personal development, to be the best they can be. Each treated equally and fairly without favour.

Every great company is built on amazing people. Best Companies is about attracting, supporting, developing, and retaining every single person who joins the Best Companies family.

We are family

We are 'people' people. Engagement is about building relationships and energy, and our people say we do this better than anyone. We are positive and optimistic – sharing the highs and lows of working life together. We live our values – not because it is in our contracts, but because it's who we are! We are caring, disciplined, responsible, and humble by nature while equally being hungry for growth opportunities.

Our culture makes Best Companies a first-choice employer for the most effective enablers, the best developers, the most talented communicators and the most respected researchers. We are known for our rigorous and competitive recruitment process, but those who make it – love it.

We strive to be the best

Our engagement programmes create world-class people leaders and highly engaged teams. We have built a community of clients and non-clients alike, through which we share relevant and inspiring content. This content comes straight from the experience, expertise and unique knowledge of our people.

We challenge ourselves and each other to be our best, making the most of the opportunities that come with being a part of the highly engaged workplace we have created: we celebrate and nurture the talents of our people, we create opportunities for personal growth, and we use our own methodology to learn and grow together

Home is where the heart is

Everything we do starts at home: We believe in our purpose, taking care of ourselves and our environment. We are a force for good both in and out of the workplace and never let the bottom line become the headline.

Our clients are loyal because they enjoy our company and respect our expertise. We ask great questions, rise to the challenge and exceed expectation; we work together to help them achieve their goals and, in doing so, help make the world a better place.

Best Companies recognises the importance of a fair wage, especially in the current cost of living crisis. We hire amazing people, and we want to retain them. Investment in our people based on our principles with good compensation, development opportunities and inspiring working conditions

provides the best environment for our employees to excel. Every employee has a pay review once a year to ensure they are being paid fairly. Best Companies pays all their employees above the Real Living Wage as set by the Living Wage Foundation.

→ Health and Safety

We are committed to maintaining a healthy, safe, office environment where risks are minimised, and employees trained to perform their roles safely but to ensure they are able to recognise any risks to health and safety. First Aid at Work and Fire Warden training is offered to some employees, empowering our people inside and outside of the working environment and equipping them to deal with emergency circumstances.

Mental Health First Aiders

"What is a Mental Health First Aider?", "Why are they important?". In the United Kingdom, mental health issues represent the single largest cause of disability, where 1 in 4 adults experience a mental health problem each year in England, it is therefore potentially the biggest risk to our employees.

We believe that mental wellbeing is just as important as physical wellbeing. It's that simple. That's why we have a number of trained Mental Health First Aiders, across the organisation easily identified by their lanyards and regular reminders communicated to staff.

Employee Assistance programme

We care about our employees and recognise that sometimes individuals need an additional level of support. We have chosen Wisdom Wellbeing as our employee assistance programme provider who offer confidential support 24/7 on a wide array of services to support our employees. Services include supporting Health and Wellbeing, HR Matters, Housing, Finances, Legal, Consumer issues, and many more to support staff in and outside of work.

Looking after our staff.

We have a wide array of benefits available to our employees, including:

- Annual leave 25–30 days depending on length of service
- Pension* 5% of salary from company with 5% employee contribution
- Sports and fitness allowance
- Private health insurance*
- Life insurance* (4 times salary)
- Free lunch
- Flexitime working

*Available after 3 months of joining

→ Clients

Our primary purpose has always remained the same, to make the world a better workplace.

We do this by recognising those that are and inspiring those that want to be.

In consideration of why our clients would want to hire us we have identified five jobs to be done:

1. To make them look good
2. To tell them what's going on in their business
3. To provide knowledge, advice and a legitimate platform for debate
4. To make things better
5. To set an example

These jobs are achieved by recognising excellence in the workplace through our Accreditation standards and Best Companies to Work For Lists. Providing knowledge via our workplace insight on how a client's employees are really feeling, which can in turn support positive change. Creating a community of organisations that understand the importance of a positive culture by providing a platform. This allows clients to tell their stories to inspire others to start their journey and bring meaningful change.

→ Community

Creating a better workplace and creating a better world are both essential ingredients to doing the right thing. Best Companies supports many different projects both at home and abroad. We believe when a company steps outside of itself and takes into consideration the people and places around them, a real difference can be made to people's lives. When we look to enhance our relationships with our communities, we look to do so by acting responsibly and mindfully.

Employees are encouraged not only to support the community in which they work but also the community where they live and the areas they care about.

Staff are entitled to claim up to four charity days a year, they can make use of these days either as part of a Best Companies team or as an individual.

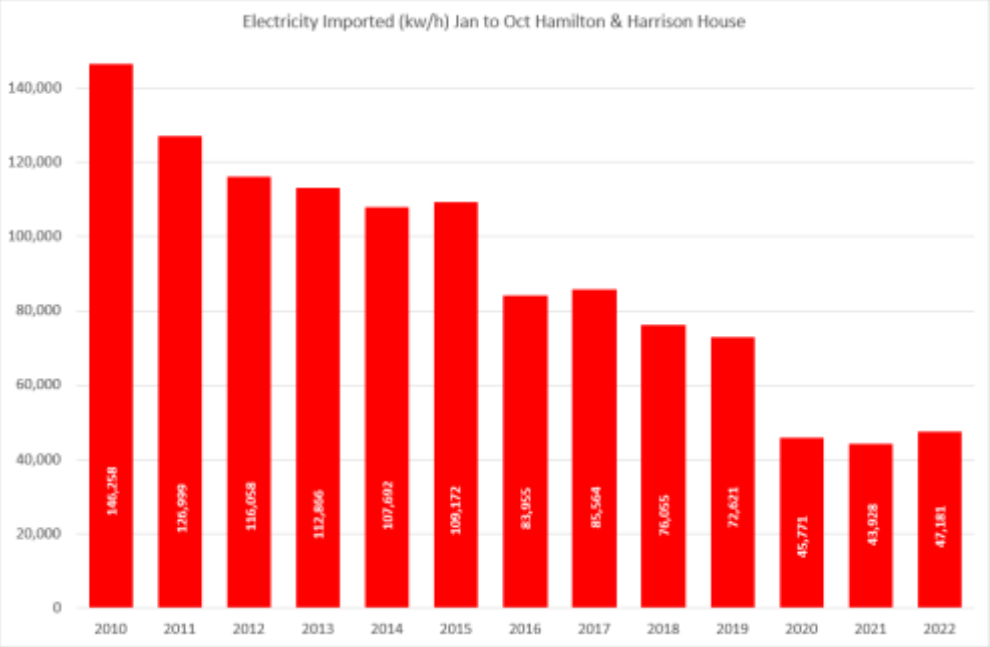
→ Environment Resources and Sustainability

Climate change is real, and it is a risk to our world and current way of living. We recognise that business has a key role to play in addressing the challenges of climate change. We are committed to reducing and eliminating any negative impact our activities may have on the world by a

continuous reduction on any reliance on non-renewable resources, reducing waste production and by striving for a more sustainable future.

We will increase the proportion of fresh and healthy food grown on the premises to be used in our on-site employee café.

We generate our own electricity from our roof solar panels and look for ways to reduce our consumption.



→ Suppliers

To provide our services and run our business we use a number of trusted external service providers. These service providers are carefully selected, and we consider our suppliers to be our partners in business. We look to work with organisations that have similar aims and principles to ourselves. Organisations that care about what they do and what they do it for. We treat our suppliers fairly, ensuring that payments are made to their agreed terms and within a 30-day net cycle.

When considering new suppliers, we will consider the organisations purpose and values, the type of service being provided, geographical location, environmental impact, legislation, and contract terms.

→ Standard of business conduct

We are committed to maintaining our reputation as “honest brokers”. Data and information we collect is handled with care and sensitivity. Survey responses are handled carefully to maintain

anonymity of respondents whilst used to extract the most informative of messages to help our clients to become the best they can be.