Springpod

STUDENT BRIEF

DEVELOP RECOMMENDATIONS FOR ESG ADVISORY SERVICES AT PRICE BAILEY

Price Bailey

Summary

Price Bailey is a firm of chartered accountants and business advisers, helping businesses with everything from tax and audit to strategic planning. Right now, we're exploring how to expand our services to help clients with their sustainability goals — especially in areas like ESG (Environmental, Social, and Governance) reporting, which is becoming increasingly important. Your challenge is to research what businesses need in this area, how other firms are responding, and propose practical ways we could develop our services. By the end, you'll have created a detailed report that could help shape a real part of our business.

KEY WORDS

ESG reporting, sustainability advisory, financial services, AI tools, regulatory compliance

INDUSTRY

Accounting, Banking & Finance

FOCUS

- ESG reporting requirements
- Competitor analysis of sustainability services
- AI tools for ESG data analysis
- Needs of businesses seeking ESG advice

Brief

I'm part of the advisory team here at Price Bailey, where we work with businesses to solve a wide range of financial and strategic challenges. Recently, we've been looking at how we can help our clients navigate sustainability issues, particularly ESG reporting. Companies are under increasing pressure to meet ESG standards, whether that's from regulators, investors, or customers. But not all businesses know where to start, and that's where we'd like to step in.

For this brief, I'd like your help to figure out how we could build a strong sustainability advisory offering. To do this, you'll need to look at what's happening in the market, what businesses actually need, and what tools or strategies we could use to stand out.

Here's what I'd like you to do:

1. **Understand ESG requirements**
Look into the current ESG-related regulations and reporting standards affecting UK businesses. What do companies have to do to comply, and what challenges might they face? Focus on publicly available sources like government websites, financial regulators, and industry reports.

2. **Research competitors**
Find out how other accounting or advisory firms are incorporating ESG into their services. What specific advice or tools are they offering? Are there any examples of firms doing this particularly well?

3. **Explore the role of AI**
Investigate how AI tools are being used to make ESG data analysis quicker and more accurate. Can you find examples of AI being applied in similar industries, and how might we use it to help our clients?

4. **Identify client needs**
Think about the types of businesses most likely to need ESG advisory services. For example, are there particular sectors under more scrutiny? What might those businesses be struggling with when it comes to ESG, and how could we help?

5. **Pull it all together**
Based on your research, propose a framework for what our sustainability advisory services could look like. This could include specific packages (e.g., ESG audits, help with reporting, or AI-based tools), ideas for how we communicate these services, and any other ways we can stand out in the market.

A strong piece of work will combine clear research with practical ideas. Use at least 2–3 reliable sources to back up your points, and feel free to include charts or visuals if they help explain your thinking.

Looking forward to seeing your insights.