

Impact Report

2023



Reflections from our CEO

Since launching our responsible business programme in 2021, doing what's right for our people, communities and the environment has become engrained in everyday life at Ampa.

Backed by the board and driven by people of all levels across the brands and group, responsible business is not just a box-ticking exercise, it is who we are and how we do business across all eight brands, proving you can be both purposeful and profitable.

This report – our second impact report since launching our ambitious programme – is a record of our progress made in the calendar year of 2023, but also an honest account of where we still need to improve.

A highlight for me has been the launch of our inclusion groups – in particular our menopause, parent and carer groups, which have seen significant engagement from our people across the group.

In the past year we have also been ranked top for social mobility – our group has the highest percentage of partners from non-private schools, matching the national average and therefore, providing a real-life representation of our clients and communities¹.

I'm also incredibly proud of the impact Ampa is having as part of flagship national gathering Anthropy, joining the 2023 conference and developing a [Vibrant Places report](#) inspired by the discussions and

research. We know how important place is, and we're bringing people together in our role as chair of the [Vibrant Places Alliance](#) to create platforms and networks of leaders who want to make a difference to the places in which they live and work. We look forward to sharing more about the progress we've made in next year's impact report.

In it together and in it for the long term; we provide our people with security and a place to thrive, so they can offer their clients the best possible service, all while respecting our planet and communities.

In the year ahead we will continue to encourage our people to be their authentic selves – bringing their ideas, sharing their experiences and representing our clients and communities; we will continue to collaborate with our clients and partners - to make a real difference to the business community; we remain honest and transparent in our successes and set-backs and we will continue to be brave – brave in our ambitions, brave in our decisions and brave in our approach to changing business for good.

**Sarah
Walker-Smith**
CEO



¹ Article by Law.com International, August 2023

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Our responsible business approach

Ampa seeks to unlock potential wherever we see it

Ampa is a group of legal and professional services brands with a shared purpose – to unlock potential. Our group is made up of several business brands including full-service law firms for life and business Shakespeare Martineau and Mayo Wynne Baxter (MWB), consumer champion law firm Lime Solicitors, planning consultancy Marrons, uninsured loss recovery experts Corclaim, cyber security consultancy CSS Assure, and strategic advisory consultancy Coadax. In addition, our Ampa Group Services (AGS) team provides the infrastructure and the business support for all brands across Ampa group.



A full service law firm providing professional legal advice for life and business



A property and development planning and design consultancy, backed by legal expertise



A national claimant consumer law firm that helps people and their families



A national law firm specialising in uninsured loss recovery for businesses



A business consultancy specialising in cyber security, data protection and risk management



Strategic advisory services designed for ambitious businesses & individuals



Award winning Sussex based law firm for life and business

Ampa creates opportunities and provides the businesses within the group with resources to enable and accelerate growth. The group encourages distinct brands with personality, empowerment with accountability, growth mindset and autonomy with transparency. We believe in fostering trust and honesty with authenticity.

We seek to bring to life Ampa's commitment to be a responsible business in our actions every day. Each brand has the autonomy to champion doing what's right and responsible for their local market and community, whilst maintaining the balance with profitability. Brands are empowered, but also benefit from the backing, breadth of experience and reach of a national group to be as impactful as possible. Ampa and its brands are balancing purpose and profit - and where we can, helping our clients do the same.

Placing people first, the brands within our group have been listed in Best Companies as one of the top 100 best large companies to work for in the UK. We also ranked as a top 25 law firm, top 75 East Midlands company, top 75 West Midlands company, and top 50 large London company to work for.



More than
1,400
people



Our commitment to responsible business for 2023

For 2023, we set ourselves 32 responsible business actions to achieve, and have made good progress, completing 20 of these actions, with 11 in progress and one not achieved. Our report shares our impact performance update for January to December 2023 across our four responsible business pillars:



2023 Performance: Unlocking potential as a force for good



	Focus area	Objective	2023 Actions	Status	Comments: 2023 performance
	Governance and commitment	We integrate social and environmental performance into decision-making	1. Revise member performance framework to include social & environmental actions for 2024.		<ul style="list-style-type: none"> Revisions in progress.
		We are an active part of the B Corp community	2. Engage and educate key stakeholders across the company on what it means to be a B Corp.		<ul style="list-style-type: none"> Achieved B Corp score of 84 points at first certification in January 2023. Four B Corp training sessions with c.100 Ampa people; Ampa-wide B Corp quiz in March to mark B Corp month. All members educated on responsible business strategy, commitments and progress in June 23. Teams & Brands educated on RB & commitments. Approximately 350+ people attended a team learning session.
			3. Our senior leaders have attended the B Corp Leaders induction.		<ul style="list-style-type: none"> All members educated on responsible business strategy, commitments and progress in June 23. Shakespeare Martineau, Marrons, CSS Assure, MWB boards & AGS leaders educated on RB & impact to our business and decision making in 2023.
			4. Each region participating in B Local events & supporting B Local initiatives.		<ul style="list-style-type: none"> Ampa people attended Bristol, Brighton & London B Corp Locals. MWB proactively created unofficial B Local activity and networking events. West Midlands unofficial B Local set up in progress with five other West Midlands companies.
			5. Embed B Corp Improvement plan into accountable operations teams.		<ul style="list-style-type: none"> A B Corp improvement plan was developed for Ampa.

One year on from joining the B Corp community

In January 2023 Ampa certified as a B Corporation. It was a huge achievement for the group, and wonderful to get the recognition, but it hasn't fundamentally changed who we are and what we do. That's because being purpose oriented, and committed to making business a force for good, is key to our strategy. For us, responsible business is how we seek to do business, proving business can be both purposeful and profitable.

Following our accreditation, we focused on engaging and educating our people, and clients, on what it means to be a B Corp. We have worked hard to embed B Corp across the organisation: inducting our members to B Corp at the partners' annual conference, supported by a welcome video from the B Lab UK Executive Director; running multiple B Corp Learning Sessions for our people and a B Corp month quiz; and ensuring B Corp updates featured regularly in our internal communications.

We have enjoyed getting to know the B Corp community across the UK, attending B Local events in Bristol, London and Sussex. We're excited to be involved in organising a West Midlands B Social. We have also been invited to

speak at several B Corp panels, with our CEO, Sarah Walker Smith, speaking at the CEO Breakfast Panel Discussion during B Corp Month 2024 where she was joined by the CEO of Innocent Drinks and House of Hackney, discussing how to go beyond business as usual. Click [here](#) or on the image to view the video.



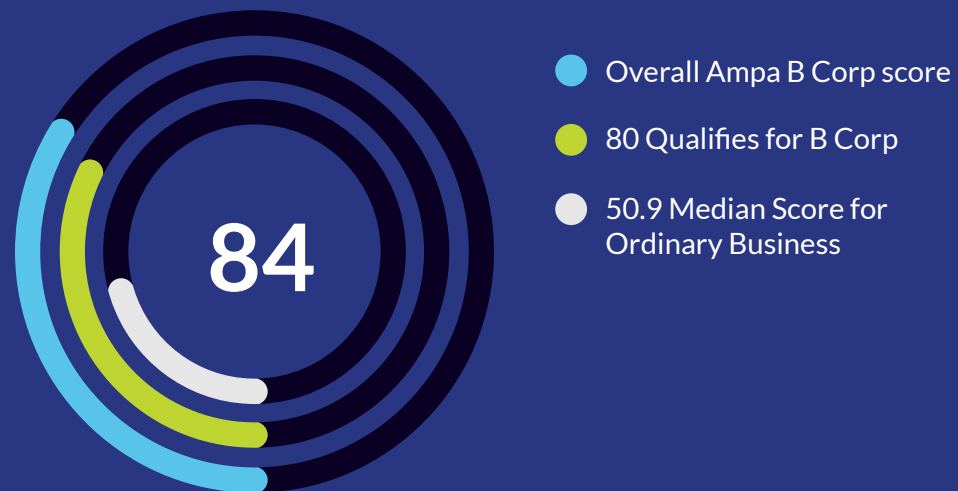
The sense of collaboration, purpose and change for good at these events is powerful, and we look forward to collaborating further with the B Corp community over the months ahead. Along with other B Corps, we have fed into the B Corp standards consultation, and are working to understand what the new standards will mean for us, as we gear up for our re-accreditation at the end of 2025.



B Corporations are a global movement of organisations who are using business as a force for good. It's not easy to become a B Corporation - you have to pass a rigorous assessment (called the B Impact Assessment (BIA)), answering 200 questions, and providing evidence for every answer, about your entire business over five areas:



There are currently over 9000 B Corps worldwide and over 2,000 of these are certified B Corps in the UK. Once you are a B Corporation, you are on a journey of improvement, as you have to re-certify every three years



Being a B Corporation means:

1. We have **high standards** of social and environmental performance
2. We have made a **commitment** by changing our Articles of Association to treat all stakeholders equally
3. We are **transparent** about our progress - our company's B Impact Score from the B Impact Assessment is [publicly available](#) on the B Corp website



Client work driving positive social and environmental outcomes

Our brands work with many clients that generate positive social and environmental outcomes through their work. In our charities team, we support a broad range of major charities, social enterprises and not-for-profit organisations. Our energy lawyers advise developers and funders on a range of renewable generation and heat projects as well as new products and services focussed on energy efficiency in buildings and sustainable transport. Our agriculture team are working on nutrient neutrality, carbon sequestration and biodiversity net gain projects for farming and development clients as well as supporting some of the leading individuals in the regenerative agriculture sphere.

Our B Corp status is a key part of our proposition for winning clients and already in this first year, it has helped us attract new and more closely align with existing clients who share our values. Marrons, our planning, design and development consultancy, recognise the shift in focus to the social impact of the sectors within which we work, exemplified by the launch of their [Housing Need 2040 report](#).

In 2024, we will continue to explore how we can contribute to positive social and environmental outcomes in the UK through the client work we deliver.



2023 Performance: Empowering our people



	Focus area	Objective	2023 Actions	Status	Comments: 2023 performance
	Diversity & Inclusion	Maintain gender balance across the firm; improve gender balance across our membership	6. Collect and understand the gender diversity of our people pipeline: unsuccessful/declined candidates, promotion, and leavers		<ul style="list-style-type: none"> Promotion Diversity stats & reviews are built into our promotions process. Work is in progress to track & understand diversity stats of our talent attraction pool at every stage of the attraction process. Ampa has pledged to promote gender equality as part of the Women in Law Pledge, focusing on targets and an action plan to achieve those targets. <p>Gender Diversity stats for Impact year:</p> <ul style="list-style-type: none"> Ampa exceeded our group's gender balance of 61% female, with 62.8% female representation (SRA firm-wide benchmark is 65%). Ampa female employees (not including members) are 65% of total employees (no SRA benchmark). Female membership increased by 3% to 38% (SRA equity partners equivalent is 32%). Ampa's Pay Gap report was published for 2023 and is available here: LINK
			7. Provide support for female specific life stages, menopause and returning to work from maternity leave, through the formation of inclusion groups		<ul style="list-style-type: none"> Parents (including baby loss support), Carers and Menopause inclusion groups all established with good representation across the business.
		Improve the racial diversity of our firm and membership	8. Understand our racial inclusion barriers, any racist behaviour, awareness and diversity across the group		<ul style="list-style-type: none"> We kicked off work with Flair to run Ampa's first racial awareness and bias survey. Results will inform our race action plan for 2024/25. Ampa is a signatory of Change the Race Ratio and meets their four commitments. <p>Racial Diversity stats for Impact Year:</p> <ul style="list-style-type: none"> We increased the group's racial diversity by 0.9% to 23.9% (SRA benchmark 18%). Racial diversity of our employees (excluding members) is 24.4% (no SRA benchmark). Racial diversity at our membership remains at 11.5% (SRA benchmark 19%).
			9. We have appointed at least one racially diverse board member at either brand board or group board		<ul style="list-style-type: none"> We appointed one racially diverse board member to Members Board NED & appointed a member / senior leader for race, Amal Kaur (as part of the Change the Race Ratio pledge).
			10. Collect and understand the racial diversity of our people pipeline		<ul style="list-style-type: none"> Work is in progress to collate this data on a regular basis both for talent attraction & within succession planning via the People team.

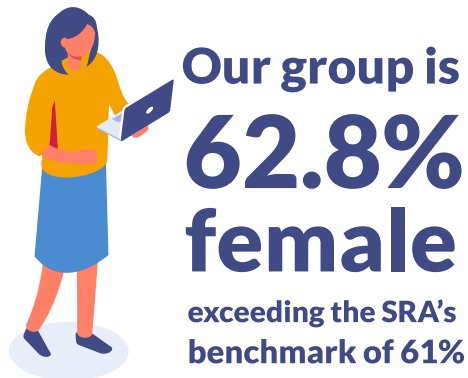
2023 Performance: Empowering our people



	Focus area	Objective	2023 Actions	Status	Comments: 2023 performance
	Diversity & Inclusion	Provide an open, supportive, inclusive environment that ensures everyone can be their authentic selves	11. The More in Common Committee has embedded our Inclusion Groups; our people know and understand who and what our Inclusion Groups are		<ul style="list-style-type: none"> Our More in Common Committee supported the embedding of nine inclusion groups that run across the business with c. 180 participants. The inclusion groups share news, updates and events on Engage (internal communications platform) and LinkedIn.
			12. We have adopted gender-neutral drafting throughout our legal brands		<ul style="list-style-type: none"> Gender Neutral Language Guidelines have been developed and proposed to the Board where they were agreed.
			13. Conduct a review of the Reasonable Adjustments we provide to those with disabilities, and ensure we are aligned to our Disability Committed Employer pledge		<ul style="list-style-type: none"> The reasonable adjustments for those with disabilities have been reviewed for Ampa. Embrace (disability inclusion group) is developing a plan to help progress our Disability committed employer status to Level 2.
		Engage and educate our people in wellbeing initiatives	14. Measure the engagement of our wellbeing initiatives for our people across all areas of wellbeing (financial, physical, social and mental)		<ul style="list-style-type: none"> The Wellbeing inclusion group was set up in the second half of 2023. Developments during this period included launching a photo competition with c. 60 participants and creating a book swap in some offices involving c. 40 people.
		Provide practical and emotional support for those who need it at all levels of the organisation	15. Every hub has a MHFA		<ul style="list-style-type: none"> Ampa had 41 Mental Health First Aiders in 2023 across offices and brands, who supported Ampa people and met fortnightly online for supervision sessions with an external counsellor coach.
			16. We have identified a senior leader/member to be a Wellbeing Champion		<ul style="list-style-type: none"> Louise Ingram (Ampa member) is the Accountable Member for Wellbeing and has led the Wellbeing inclusion group.

Equality, diversity and inclusion

As of December 2023, Ampa group was **62.8% female**, just over the 61% we aim for. Our female membership has increased by **3%** compared to 2021-2022, and is at **38% female**, meeting our target for this period.



Our group's racial diversity has increased by **0.9%** to **23.9%** (exceeding the SRA benchmark **18%**). In the past 18 months the racial diversity of our membership remains at 11.5% (SRA benchmark 19%).

We were recognised as having strong socioeconomic diversity at the group in an August 2023 article by Law.com International. Shakespeare Martineau came first for representation of those from non-selective state schools at the

partnership level, at 87.6% (see the article [here](#)). We are passionate about improving social mobility and this is a focus for 2024/25.

We continue to grow our award-winning Connectors reverse mentoring programme, with over 120 participants from across the group in 2023. The programme matches more junior colleagues to mentor those in senior roles from another area of the business, to give them a new perspective and to inspire different outlooks. We also continue to ensure our empowered working approach is embedded across the organisation, which enables our people to balance their home life and work life in a way that suits their individual needs while meeting the needs of their clients.



Our inclusion groups and approach to wellbeing

We are committed to creating an open, supportive, inclusive environment that ensures everyone can be their authentic selves. Our inclusion groups have gone from strength to strength in 2023 with a total of nine groups and over 180 of our people getting involved with them. The people involved are passionate about making a positive impact and we celebrate the depth of conversation and the meaningful connections at inclusion group meetings and events during the year. The inclusion groups have led a range of events, from internal education seminars led by the Menopause Group to a Salaam and Greet external networking event led by our Muslim network. We've had external speakers, such as Claire Farrington and Lucy Martin from [Power of Different](#) who joined the Embrace group and Balbir Singh Flora MBE who joined the Sikh Network launch. Our Carers group meet online monthly for a tea and a chat, while our Parents group offers external counselling for those who have experienced baby loss.

Our inclusion groups are open to all our people and members, and they seek to:

- Build communities that celebrate and educate about the importance and value of inclusivity and diversity to strengthen the way we work.
- Help challenge the status quo, highlighting barriers to inclusion, and role modelling and inspiring others with new ways of working.
- Provide a sense of belonging and collective voice for those with shared experiences, interests and beliefs.
- Create social moments during the year for people from our business community to come together.

"It's a safe space, no-one judges you and I feel comfortable and happy sharing (or over-sharing) my symptoms and experiences!"

Co-chair of the Menopause group,
Bev Forse, Paralegal, Life & Business



Inclusion group	Group goals and key achievement in 2023
Amplify (LGBTQ)	Amplify aims to build a professional network including mentoring and clear role models for members of the LGBTQ+ community. In May 2023, Amplify gathered in the heart of Birmingham city centre to celebrate the 25th anniversary of Birmingham Pride - marking the efforts made in the city to build a community where all people are free to live without fear or prejudice.
Embrace (physical & mental disability)	Embrace brings together our people who have physical disabilities, who are neurodiverse, or people who want to better support the people in their lives who may have similar experiences. They promote and spread awareness of some of the issues faced by many of us, and support everyone to embrace our differences. In 2023, the group marked World Autism Month and Awareness Day and also contributed to designing the Birmingham, Leicester, Lincoln and London office refits.
Thrive (ethnic minorities)	Our Thrive network launched in 2023 and works to create a supportive and inclusive environment for individuals from underrepresented cultural and ethnic backgrounds. The group celebrates moments of cultural importance to grow understanding of different culture and ethnic minorities, for example Chinese New Year.
Muslim Network	The Muslim Network seeks to bring colleagues together to connect through a shared faith, form new relationships across the business and help others to better understand some Islamic beliefs and practices. The first in-person get-together was held in June 2023 and the group organised and hosted a networking event in Birmingham in September, which celebrated the Muslim culture whilst bringing professionals together for an evening of delicious Punjabi Street food and entertainment.
Sikh Network	Our Sikh Network brings together Sikhs and non-Sikhs within the group who want to explore the Sikh faith. The group aims to educate, unite and share their values across Ampa. The group also looks to collaborate with other professional Sikh inclusion groups from other businesses and industries and support charity initiatives in the local community.
Carers	Our Carer's group launched in September 2023, and since then, has been meeting monthly for informal online sessions to share experiences, offer support, and learn from each other. While caring challenges vary, the group recognises the benefit of connecting and sharing stories. To help everyone understand a little of what some people can be experiencing, the group has started sharing their reflections about how and why they meet.
Menopause	Our Menopause inclusion group aims to provide support and share tips and information about menopause. As each person's journey is so different, this group is a safe space to discuss this life stage, ask questions and be open with personal experiences. The group is working to understand the impact menopause has on daily lives, both inside and outside of work, provide options to adapt working day and routines. It also aims to engage with leaders to educate how to communicate with and manage those with menopause symptoms at work and influence change with positive messaging.
Parents (including baby loss support)	Our Parents' group provides a space for people to connect, share resources and reflect on their own experience and challenges of balancing work and child caring responsibilities. This group also aims to engage leaders to ensure that the business best supports our parents. Facilitated through our Parents' group by our external counsellor, we host two online baby loss support group meetings each year for our people to join, with the aim of creating a safe environment for people who have experienced baby loss to access specialist support.
Wellbeing	Our Wellbeing group is working to make our people's wellbeing central to all we do at Ampa and is comprised of four pillars: social, physical, mental and financial wellbeing. Read more overleaf.

Ampa accountable members supported the inclusion groups in 2023, providing guidance as the groups were established, and championing these important topics both internally and externally.

- Amal Kaur and Sam Dickinson, led on empowering the inclusion groups, together known as 'More in Common' in 2023 and helped raise group-wide equality, diversity and inclusion topics including gender neutral guidelines and introducing a race experience and attitudes survey.
- Justine Ball represented our women at work initiatives as part of our Women in Law pledge, attending the Law Society Roundtable and follow up meetings on sharing practice and learning about gender initiatives.
- Louise Ingram is champion of wellbeing, and co-chair of our Wellbeing Inclusion Group and has undertaken the significant role of bringing together a wellbeing plan and cross-functional team.

"The Wellbeing Inclusion Group's aim is for Wellbeing to be central to all we do at Ampa. Wellbeing is comprised of four pillars: social, physical, mental and financial and the Wellbeing Group promotes good wellbeing across each with support, information, initiatives, training and resources accessible to all at Ampa."



Louise Ingram,
Co-chair of Wellbeing @ Ampa
and accountable member for
Wellbeing

For the mental wellbeing pillar, we had 41 trained Mental Health First Aiders (MHFAs), with named representatives covering each of our office hubs. They met fortnightly online for supervision sessions with an external coach and counsellor. In June 2023, they filmed a short internal video to raise their profile and help people connect with the cohort, sharing their own personal experiences with mental health and highlighting how they are on hand to support.

For the financial pillar, we have an emergency loan fund for all Ampa people to call on and we share external cost-of-living resources and on-demand webinars. For the physical pillar, we celebrated Self Care Week, 13 - 19 November 2023 by sharing ways to improve physical wellbeing including couch to 5km, four-minute desk exercise videos from our training academy and health and fitness benefits through our group rewards programme. Our office social committees created in person events to help our people connect including rounders matches held in several offices over the summer as well as summer and Christmas parties.



2023 Performance: Giving back to our communities



	Focus area	Objective	2023 Actions	Status	Comments: 2023 performance
	Volunteering	Provide opportunities for our people to drive positive change across our communities	17. Introduce hub-based volunteering to support our local office/hub communities		<ul style="list-style-type: none"> We have 40 Responsible Business Champion Leads and Champions in place in office hubs across the UK who led on local charity partner relationships for fundraising and volunteering. The office hubs raised over £12,000 for their charities in 2023.
			18. Introduce 2 days per volunteering across the group		<ul style="list-style-type: none"> Our people recorded 5,954 hours of volunteering in 2023 (in and outside working hours). Ampa awarded Volunteer of the Year 2023 to Sue Gadd (now retired) and second place to Rosemary Baker.
			19. Launch a group-wide pro-bono programme and expand on our existing relationships with the Free Legal Advice Group (FLAG), LawWorks and the Nottingham University Ingenuity programme		<ul style="list-style-type: none"> Our people recorded 638 hours of pro bono work in 2023. Ampa is a member of LawWorks, the solicitors' pro bono group and the University of Birmingham's Free Legal Advice Group. Mark Taylor is appointed as accountable member for pro-bono activity in Shakespeare Martineau. Shakespeare Martineau was the legal partner of the Ingenuity Programme in 2023, a national innovation programme that directly addresses the UK's major social, health, and environmental challenges through the creation of impactful new start-ups. Over 300 participants were involved in the 2023 competition and Ampa delivered 178 hours in pro bono support to the programme in 2023.
		Dedicate time to supporting and inspiring young people into employment	20. Pilot a structured schoolwork experience programme		<ul style="list-style-type: none"> Ampa Social Mobility Action Group was set up with Accountable members/leaders CFO, Paul Bird and Managing Partner, Mayo Wynne Baxter, Dean Orgill. Ten work experience students joined us from Selly Park Girls' school (Birmingham) for a fortnight's summer work experience programme. They worked in the business and received skills development sessions. We continue our commitment to the Social Mobility Pledge taking actions through our early talent initiatives.
			21. Participate in the 10,000 Black Interns programme by offering places to 11 interns		<ul style="list-style-type: none"> Ten interns joined Ampa on a six-week summer placement through the 10,000 Black Interns programme.
	Corporate giving	As a group we make financial contributions to charitable causes chosen by our people	22. Create the Ampa Foundation, with representatives from across our house of brands		<ul style="list-style-type: none"> The Ampa Foundation was set up in September 2023 including representatives from across the Ampa group membership. In 2023 the Ampa Foundation awarded over £6,500 to charities including the Birmingham Children's Foundation and the Southmead Project in Bristol.

Responsible Business Champions and office hub charity partners

Responsible Business Hub Champions and Committees were introduced in 2023; groups of Ampa's people taking the lead on establishing local fundraising and volunteering opportunities for each of Ampa's office hubs (main offices). Partnering with local charities for fundraising and volunteering is one way we can give back to the immediate communities we work within: it's good to see local relationships flourishing.

Collectively the hubs have raised over £12,000 through office fundraising for their chosen charities and every hub has organised local volunteering opportunities for our people.

Bristol



[Gympanzees](#)

The Bristol highlight was a day volunteering at the Gympanzees' site at Aust last August Bank Holiday. The task was ragwort clearing – not easy but very satisfying to see the transformation!

Birmingham

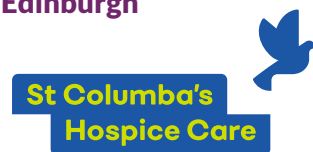


[Acorns Children's Hospice](#)

A Birmingham team attended the Acorns Worcester site to help unpick and untangle Christmas decorations in readiness for decorating the hospice. During our Charity Festive Week we hosted a Christmas Bake Sale, a Christmas Jumper Day with a Winter Walk and a Christmas Raffle all of which raised £1,400 for Acorns.



Edinburgh



[St Columba's Hospice Care](#)

The Edinburgh office took part in a volunteering day in March to help the Hospice prepare for its yearly art show. It was a great opportunity to meet their team and build a relationship with their volunteers.

Leicester



[Animal Aid](#)

Throughout the year the generosity of our Leicester colleagues was wonderful to see. Whether this be donating cash, raffle prizes, preloved animal items for our family fun day or getting involved baking to support this very small local charity.

London



[Whitechapel Mission](#)

People from our London office volunteered at the Whitechapel Mission, sorting out clothes donations.



Mayo Wynne Baxter offices in south-east England



[Air Ambulance Charity Kent Surrey Sussex](#)

MWB offices had a busy 2023 raising money and awareness for Air Ambulance across all their Southeast offices. Our people volunteered at various parkruns, took part in the Heli-Hike and finished the year with an amazing silent auction at the Christmas party which raised nearly £1,400 in one night!

Milton Keynes



[Camphill Milton Keynes](#)

We had a Guinness World Record-breaking highlight in Milton Keynes when we joined forces with residents of Camphill to man a section of line in the Food Bank's record-breaking challenge for lining up tinned food cans (7.64 km or 102,447 tins for interested statisticians!). Our fundraising highlight, raising £570, was our dragon boat racing day – it poured with rain, but it was a great team effort from everyone.



Nottingham



[Autism East Midlands](#)

Our Nottingham office raised more than £5,300 in 2023 for Autism East Midlands, with our highlight being our Christmas festivities, which raised £537 for the charity. Events included a raffle, bake sale and a Jolly Jumper Day.

Sheffield



[Salivary Gland Cancer UK](#)

Our Sheffield office ran a Eurovision sweepstake, inspiring four other office hubs to participate including Nottingham and Birmingham. Together they raised over £1,000. Team Sheffield's charity was a very personal choice due to one of the team being diagnosed with incurable cancer.

Solihull



[Marie Curie Hospice](#)

Our Solihull team held a Bake Sale (sweet and savoury) in November 2023. They saw superb efforts from the bakers and even better efforts from those within the team who enjoyed eating all of the delicious food and making a donation to the local charity. The office was brightened up with yellow daffodil bunting.

Stratford



[The Shakespeare Hospice](#)

Our Stratford office held their first event for The Shakespeare Hospice in September 2023, where a representative of the hospice team gave a talk and we held a bake sale raising over £100, followed closely by our annual participation in the Dragon Boat race. At Christmas we held a "Jolly Jumper" day in the office with bakes and fancy dress.



Volunteering and pro bono

In 2021 we set ourselves an ambitious target of achieving 10,000 hours of volunteering. Our people recorded 5,954 hours of volunteering in 2023 and combined with our 2021-22 total of 4,660 hours, we have now logged over 10,600 hours of volunteering, in and outside of working hours. For the third year in a row, we awarded our Volunteer of the Year award, this year's winner went to Mayo Wynne Baxter's Practice Director, Sue Gadd who volunteered for 772 hours in 2023, mostly through her role as a Duke of Edinburgh Award leader. Sue kindly shared her prize of £250 with the Mid-Sussex Open Duke of Edinburgh Centre to help to support young people who couldn't otherwise do their Duke of Edinburgh Award because of the cost of enrolment and equipment.



Since 2016, Ampa has been the legal partner of the national innovation programme, Ingenuity, based at the University of Nottingham. The programme directly addresses the UK's major social, health, and environmental challenges through the creation of impactful new start-ups. In total, 308 UK-wide participants were involved in the 2023 competition and Ampa delivered 178 hours in pro bono support in 2023 in the form of judging, mentoring and providing free legal advice to the winners. You can find out more about the programme in their impact report [here](#).

Work experience and interns

We piloted our first work experience programme in 2023, welcoming 10 work experience students from Selly Park Girls' School, Birmingham for a two-week programme in the summer. The students worked in teams across the business and representatives from across the group provided skills development sessions.

For the second year, Ampa supported the [10,000 Black Interns](#) programme and welcomed 10 interns to our Birmingham office on a six-week, paid summer placement. The interns were placed across our legal and operations teams. They were also invited to join our responsible business champions where they reviewed our volunteering initiatives and presented their findings to our group board.



In the summer, the team at Mayo Wynne Baxter continued their ongoing support of the [Social Mobility Business Partnership](#) (SMBP) hosting an interactive workshop in collaboration with Southern Water. SMBP offers professional experience visits to less advantaged students, providing them with valuable insights and experiences to enhance their future work or placement applications. Mayo Wynne Baxter also run a work placement scheme during the Easter and summer periods, typically offering 2 placements over easter and 6 over the summer which actively seeks to promote access for those typically underrepresented within the legal industry.

Ampa Foundation

The Ampa Foundation was established in September 2023 (evolved from the Shakespeare Martineau Foundation) and represents all Ampa brands. The Foundation is managed by a group of Trustees from across the group's membership. Donations are made to charities based in the UK locations where we have offices, to allow us to make a positive impact in our local communities. From September to December 2023 the Ampa Foundation awarded over £6,500 to charities including the [Birmingham Children's Foundation](#) and the [Southmead Project](#) in Bristol.



FOUNDATION

Registered charity number: 328445



2023 Performance: Taking action for the environment



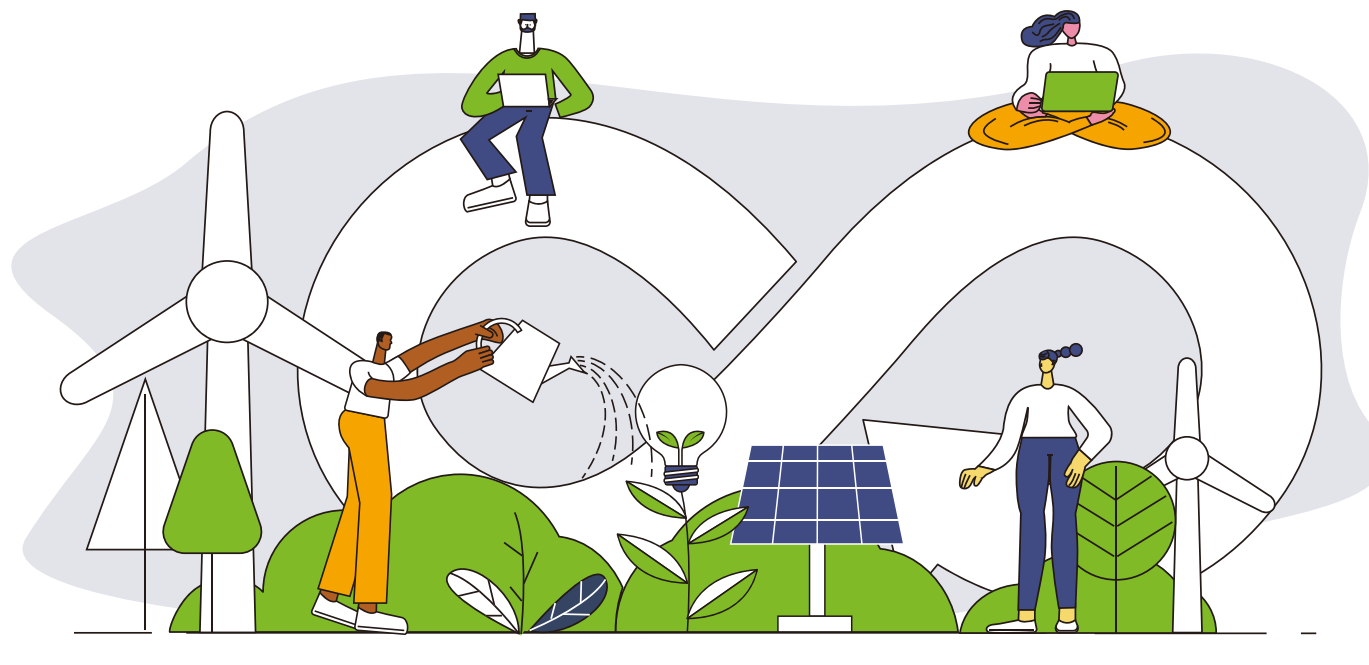
	Focus area	Objective	2023 Actions	Status	Comments: 2023 performance
	Carbon offsetting & neutrality	Achieve carbon neutrality, advancing to carbon negativity	23. We have a plan in place to be Net Zero by 2030		<ul style="list-style-type: none"> We are evolving Ampa's Climate Transition Plan to better clarify the actions we will take to reach net zero and make clear what carbon reduction projects each of the Net Zero Heroes will lead on, in what timeframe. This will be shared with the Group Board. We are members of the Climate Pledge, a community of companies taking action now to reach net-zero carbon by 2040.
			24. Calculate our 2022 carbon footprint for Ampa and offset the emissions		<ul style="list-style-type: none"> Ampa's 2022 carbon footprint data was collected in 2023 and audited by Carbon Footprint Ltd. Ampa group balanced its greenhouse gas emissions (2022 data) for the fourth year running, for scopes 1, 2 & 3 excluding suppliers.
			25. Measure the emissions used through our people's commuting, business travel and home energy usage		<ul style="list-style-type: none"> We ran a survey to better understand how people heat and light their homes and how they commute. We have scoped and planned a salary sacrifice electric car scheme, with rollout due in 2024. Six people signed up to the Ampa cycle to work scheme making a total of seven people.
			26. Educate our people on our net zero plans, the importance of sustainability, and what actions our people can take through a series of sustainability talks		<ul style="list-style-type: none"> We need to progress development of the Climate Transition Plan before we communicate it to the Ampa people.
	Energy efficiency	Ensure our offices are using renewable energy	27. Review our office hubs portfolio to understand which premises we will need to move and when		<ul style="list-style-type: none"> Of our 17 offices, 15 (88%) used renewable electricity in 2023. The offices where moves will be required to allow us to switch to renewable energy contracts have been identified.
			28. Understand our team paper usage across the group and build an action plan		<ul style="list-style-type: none"> We have reduced the weight of the paper we use from 120g down to 90g (Navigator paper). We are recording printing per person and know that we are printing less per person in 2023 than previous years. We've made duplex printing standard across all Ampa offices. We will be monitoring this quarterly with data from our provider, Uniflo. We have an action plan in place with them to continue to reduce paper usage.
			29. Understand our waste usage across the group and build an action plan		<ul style="list-style-type: none"> Of the offices which record waste weight we saw a reduction from 8912kg (2022) to 5686kg (2023). We're setting up a way of more accurately measuring MWB office waste.

2023 Performance: Taking action for the environment



	Focus area	Objective	2023 Actions	Status	Comments: 2023 performance
	Embed sustainable practices	Embed circular economy principles when refitting or updating any of our physical environments	30. 80% of furniture in our existing offices is put into the circular economy as part of any office refurbishments	✓	• Of the four refits completed in 2023 (Birmingham, London, Leicester, Lincoln), 92% of the fixtures and fittings from the refurb were either re-purposed, upcycled or reused.
			31. 100% of our office stationery and office supplies are sustainably sourced, recyclable or recycled	🕒	• Internal monitoring and new supplier negotiation is underway to work towards all Ampa stationery purchased centrally being recyclable, recycled or sustainably sourced wherever possible.
			32. Develop a Net Zero engagement survey to share with our suppliers	✓	• Ampa surveyed key suppliers to learn from them their environmental impact, carbon measurement and carbon reduction targets.

We are committed to reducing our environmental impact and playing our part in addressing the climate and biodiversity crises. Our current target is to be net zero by 2030 for scopes 1 & 2, (reducing all emission sources which we have direct control over), whilst also creating specific initiatives to support reductions in the areas that we can't control but can influence (scope 3). We are currently evolving Ampa's Climate Transition Plan to clarify actions and timelines. We are also exploring science-based targets for Ampa, to formalise our commitment with the [Science-Based Targets Initiative](#).



Our carbon footprint

We calculate our carbon footprint each year and include our 2023 carbon footprint below, with the greenhouse gas emissions calculated across our value chain. As for many professional services businesses, our scope 3 emissions (those outside our direct control) make up most of our emissions across the value chain, with suppliers, commuting/work travel and working from home being the largest challenges we face.

In 2023, Ampa's operational emissions (scopes 1, 2 and 3 excluding suppliers) increased from the previous 12-month period. This is in part due to company and employee growth, business travel increasing after the pandemic years and changes in how we calculate home working emissions.

For this year, we have also calculated our wider supply chain emissions – estimated by spend from sector average figures – which show supply chain emissions of over 8,500 tonnes. This exercise has allowed us to better understand our priority emissions and supply chain partnerships for further engagement. As part of our supplier engagement, we will be approaching our suppliers to gather more detailed carbon data.

During 2023, we took steps to improve the accuracy of our data and improve our understanding of our emissions. We surveyed key suppliers to learn from them their environmental impact, carbon measurement and carbon reduction targets. This has informed our approach to engaging with suppliers. We will continue to

improve data collection for all suppliers as part of the Ampa procurement transition to a new supplier CRM system in 2024.



Ampa's total market-based carbon footprint for calendar year 2023 (excluding suppliers) is 1,558.32 tonnes CO₂e.

Scope 1	Natural gas & company vehicles	37.97 tCO ₂ e
Scope 2	Electricity (100% renewable)	0 tCO ₂ e
Scope 3 (excluding suppliers)	Biggest emissions sources include commuting, home-working, natural gas from upstream leased assets (buildings), computing and employee-owned vehicles.	1520.35 tCO ₂ e

Our market-based carbon emissions and intensity scores increased in 2023 compared to the previous year:

	2022	2023
Total number of employees	1178	1316
Tonnes of CO ₂ e	1,178.5	1,558.32
Tonnes of CO ₂ e per employee	1.00	1.18
Tonnes of CO ₂ e per £ million turnover	12.62	14.23

Climate Transition Plan and carbon reductions

To make progress on our climate goals in 2023, we:

- Ensured 15 of our 17 2023 offices (88%) used renewable electricity. The offices where moves will be required to allow us to switch to renewable energy contracts were identified.
- Took measurable action to improve our paper usage and improve waste management, achieving a paper per person used reduction and waste reduction.
- Ensured that of the four refits completed in 2023 (Birmingham, London, Leicester, Lincoln), 92% of the fixtures and fittings from the refurb were either re-purposed, upcycled or reused.

Carbon removals

We balanced our greenhouse gas emissions (2022 carbon footprint data) for the fourth year running, for scopes 1, 2 & 3 excluding suppliers, working with The Carbon Footprint Ltd. The projects we supported were clean drinking water projects in Eritrea (330 tCO₂e); improved cookstove practices in Nigeria (350 tCO₂e); and reduced deforestation in Cambodia (500 tCO₂e).



9. Our plans for 2024/25

We are committed to being transparent and accountable with our responsible business progress. For the year ahead, we are evolving our framework, maintaining the four pillars but clarifying 14 overarching long-term goals that Ampa is working towards. The actions we're taking, each support the delivery of one of the goals and we'll report against our plans for January 2024 – end April 2025, to realign with Ampa's financial year. Reframing the goals sets out the desired long-term position we're working towards in language that we hope will engage our stakeholders, both internally and externally.

Impact areas for the next reporting period focus on:

- Our environment pillar, where we want to work towards science-based targets and establish a more embedded programme of work with our cross-functional team of Ampa Net Zero Heroes.
- Social mobility, where we have completed the [Social Mobility Employer](#) Index for 2024 and will be guided by the results to inform Ampa's approach.
- Enabling more of our people to take part in volunteering and pro bono, including providing clear guidelines and options.
- Ensuring we have a robust and scalable governance and framework for responsible business across the group.

The following pages introduce the goals, actions and plan for January 2024 to end April 2025, under the four pillars of Ampa's approach to responsible business. Each pillar is aligned to the [United Nations Sustainable Development Goals](#) (SDGs) as they have inspired our approach, helping us identify the most critical priorities and demonstrate the value of this work to our stakeholders. Connecting with the detailed actions in the United Nations' plan for achieving a better future for all supports us to identify the local, practical actions we can take as a UK business.



Unlocking potential as a force for good



	Our goals	The actions we're taking	Our plan for January 2024 to end April 2025
	1. Demonstrate Ampa Group is a force for good B Corp	Deliver the B Impact Assessment (BIA) improvement plan via Ampa B Corp Champions to increase B Corp score to at least 90 points at next certification in January 2026.	<ul style="list-style-type: none"> Start taking action to improve next B Corp score (certification due January 2026).
		Advocate for initiatives that unlock vibrant places e.g. Anthropy, Better Business Act.	<ul style="list-style-type: none"> Continue to support the Better Business Act at their events, (after signing up in April 2022), which seeks to amend the UK Companies Act. Lead the Vibrant Places Anthropy Alliance (chaired by Ampa CEO, Sarah Walker-Smith) ready to lead sessions at Anthropy25 (March 2025). Each Alliance, led by Anthropy members, convenes throughout the year to focus on specific themes aligned with Anthropy's key objectives. It will develop inspiring ideas, practices, research, and initiatives.
		Be an active part of the B Corp community, inspiring other businesses to take social and environmental action.	<ul style="list-style-type: none"> Ampa people will attend Bristol, Brighton & London B Corp Locals. Ampa CEO, Sarah Walker-Smith, spoke on B Corp CEO Breakfast Panel Discussion during B Corp month, March 2024. Director of Culture & Sustainability & Responsible Business Lead will continue to support clients and other businesses on panels and at events to promote B Corp.
	2. Maintain essential standards, as required by clients	Complete social and environmental impact standards to meet client requirements for engagement	<ul style="list-style-type: none"> Complete the Ecovadis evaluation late 2024 / early 2025. Complete science-based targets for environment stream with the Science-Based Targets Initiative.
	3. Integrate social and environmental performance into culture and decision-making	Engage and educate stakeholders across the group about Responsible Business and B Corp.	<ul style="list-style-type: none"> Hold Responsible Business and B Corp training sessions for all Ampa; run a B Corp month quiz in March; provide regular content within internal communications.
		Establish a governance framework and business practices which embed responsible business into our day-to-day.	<ul style="list-style-type: none"> Incorporate social & environmental goals into member performance reviews. Establish Ampa's responsible business governance framework which clearly articulates our responsible business guidelines for our people, brands, suppliers and clients.
	4. Amplify client work that drives positive social and environmental impact wherever we can	Raise the profile of client work that realises our purpose of 'unlocking potential for good' within sectors.	<ul style="list-style-type: none"> Regular promotion via internal communications including videos, newsletter articles, and blogs/social posts on employee engagement app. Ideas include interviews with Ampa members working in areas of social and environmental impact.
		Encourage teams to identify and develop social and environmental impactful work where possible within our sectors.	<ul style="list-style-type: none"> Include Responsible Business actions in Brand strategies to ensure action at brand level. Brands develop propositions and client work that directs more responsible business.

Empowering our people



	Our goals	The actions we're taking	Our plan for January 2024 to end April 2025
	5. Maintain gender balance across the group and improve gender balance across our membership	Maintain group's gender balance of 61% female by end 2025.	<ul style="list-style-type: none"> Continue to monitor gender balance and work with People team to ensure appropriate actions are embedded in the People processes. Take action for our commitment to Women in Law Pledge.
		Increase female membership representation to 40% by end 2025.	<ul style="list-style-type: none"> Continue to monitor gender balance and work with People team to ensure appropriate actions are embedded in People processes.
		Complete pay gap reporting annually, supporting positive pay gap action across the group.	<ul style="list-style-type: none"> Complete pay gap reporting for 2024 in early 2025. People team will continue to ensure appropriate pay gap actions are embedded in People processes.
	6. Improve the racial diversity of our group and membership	Increase the group's representation of racial diversity to 30% by end 2025.	<ul style="list-style-type: none"> Continue to monitor racial diversity and work with People team to ensure appropriate actions are embedded in People processes.
		Increase racial diversity membership representation to 15% by end 2025.	<ul style="list-style-type: none"> Continue to monitor racial diversity and work with People team to ensure appropriate actions are embedded in People processes.
		Work with external race & ethnicity experts to bring best practice to Ampa.	<ul style="list-style-type: none"> Take forward insights from racial awareness and bias survey, ran with Flair March - April 2024. Develop and embed Ampa Race & Ethnicity action plan (drawing on Flair insights). Take action for our commitment to Change the Race Ratio.
	7. Provide an open, supportive, inclusive environment that	Empower More in Common network of inclusion groups and Advocates to develop an open, supportive and inclusive environment.	<ul style="list-style-type: none"> Continue to engage and inspire our people through nine Inclusion groups. Introduce ED&I Advocates to be Ampa internal and external representatives about ED&I topics, developing Ampa knowledge and distilling external thought leadership. Continue with Snapshot surveys to monitor Ampa's open, supportive and inclusive environment. Ampa's Connectors reverse mentoring will continue throughout 2024. Feedback will be collated and fed into further development of the programme.
		Provide wellbeing support across the organisation and ways for everyone to engage in supporting their wellbeing.	<ul style="list-style-type: none"> So far in 2024, an extra 15 Mental Health First Aiders were trained, bringing the Ampa total to 56 MHFAs. This includes three men following campaigning for more male representation across the cohort. Continue to monitor wellbeing in Snapshot, with the Wellbeing Inclusion Group leading a programme of work for financial, social, physical and mental wellbeing.
		Become a Disability Confident Employer (Level 2).	<ul style="list-style-type: none"> Continue to evolve our offering as part of being a Level 1 Disability Confident Committed Employer and developing an action plan to becoming Level 2.

Giving back to our communities



	Our goals	The actions we're taking	Our plan for January 2024 to end April 2025
	8. Partner with local charities to give back to the communities we work within	Empower Responsible Business Champions in every office hub to manage meaningful local charity partnerships, achieving fundraising and volunteering.	<ul style="list-style-type: none"> Continue with the Responsible Business Champion Leads and Champions model to deliver charity partnerships for fundraising and volunteering. Continue with Responsible Business Office hub champions fundraising for local selected charities.
	9. Empower our people to drive positive change in our communities through volunteering and pro bono	Together achieve 75% of Ampa people volunteering annually, encouraging 2 days p.a. volunteering by Ampa people, sharing experiences on Engage, LinkedIn etc.	<ul style="list-style-type: none"> Volunteering guidelines and FAQs will be shared across the business. Open voting for Ampa's Volunteer of the Year 2024. Monitor volunteering hours via Aderant (legal) and Cascade (non-legal).
		Engage and increase participation in pro bono, building on relationships with LawWorks, the national Nottingham University Ingenuity programme and Birmingham's Free Legal Advice Group.	<ul style="list-style-type: none"> Pro bono guidelines and FAQs will be shared across the business. This will include improving communications so that more Ampa people can access pro bono opportunities. Run internal annual award for Ampa Pro Bono of the Year 2024. LawWorks membership renewed, and Birmingham's Free Legal Advice Group membership continues. Continue Ingenuity programme partnership for 2024 & 2025.
	10. Support young people from under-represented or less advantaged groups into employment, to address social mobility	Support young people by working with expert partners to increase diversity of early talent e.g. 10,000 Black Interns programme.	<ul style="list-style-type: none"> Take action for our commitment to the Social Mobility Pledge. Host five or six interns from the 10,000 Black interns programme. Continue to empower hubs to support and facilitate work experience to maximise learning opportunities. Work with new Early Careers team to review early talent strategy to ensure routes to law and professional services encourage entrants to work & maximise much further the use of the apprentice levy to develop EC talent.
		Participate in Social Mobility Index questionnaire each year to improve positive social mobility action across the group.	<ul style="list-style-type: none"> Complete Social Mobility Employer Index questionnaire for 2024 and develop action plan for Ampa informed by the results.
	11. Make financial donations to aligned causes via the Ampa Foundation	Donate 3% profit to aligned causes through the Ampa Foundation each year and share impact stories in the Ampa annual Impact Report.	<ul style="list-style-type: none"> Continue to run Ampa Foundation to make regular donations to aligned causes.

Taking action for the environment



	Our goals	The actions we're taking	Our plan for January 2024 to end April 2025
	12. Capture our environmental data, improving data quality each year to better inform our actions	Empower Net Zero Heroes across the group to capture and report (via website and impact report) Ampa's carbon footprint each year.	<ul style="list-style-type: none"> • Regroup the Environmental Committee as newly named Net Zero Heroes to collate the data required to calculate Ampa's 2023 carbon footprint. • Complete an external audit of Ampa's 2023 carbon footprint over summer 2024.
	13. Deliver Ampa's Climate Transition Plan on the path to net zero, engaging the business to make carbon reductions a reality	Develop and deliver Ampa's Climate Transition Plan to reduce emissions by 35% compared to 2022 levels.	<ul style="list-style-type: none"> • Take action for our membership of the Climate Pledge. • Work towards achieving science-based targets for our net zero commitment. • Develop and share internally a detailed Climate Transition plan with breakdown of the carbon reductions projects that the Net Zero Heroes are managing.
		Manage delivery of carbon reduction projects with Net Zero Heroes, meeting embedded KPIs to deliver against plan including: <ul style="list-style-type: none"> - 100% of our offices use renewable energy, or we have a plan in place to change premise. - We have decreased our waste usage compared to 2023 group baseline. - All office refurbishments have reused/ recycled/repurposed at least 80% of furniture. - We understand the net zero ambitions for 50% of our top suppliers and are working with those who do not align to our own net zero targets. 	<ul style="list-style-type: none"> • Continue to work towards our carbon reduction project targets, working with Ampa's Net Zero Heroes to drive the programme of work.
	14. Invest in projects to balance our emissions on the path to being net zero	With annual carbon footprint confirmed, invest in projects to balance Ampa's annual emissions (scopes 1, 2 & 3 excluding suppliers) through offsetting projects.	<ul style="list-style-type: none"> • Continue investing in social and nature offsetting projects to balance our carbon footprint in 2024.



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