

The
**MACKMAN
GROUP**

Positive Impact Report

2023



The
**MACKMAN
GROUP**

Together we grow | Est. 2003



MACKMAN RESEARCH - MARKET RESEARCH AGENCY

MACKMAN - BRANDING & MARKETING AGENCY

RED KITE - HR SERVICES

Certified



Corporation

POSITIVE IMPACT REPORT

Contents

Introduction	3
Our Mission	4
Our Brand Story	5
Our Milestones	6
Our B Corp Score	7-12
Our Customers	13
Our People	14
Staff Benefits	15
Our Community	16
Diversity, Inclusion & Wellbeing	17
Our Suppliers	18
Our Environment	19

FROM OUR FOUNDERS

Introduction

3



Welcome to the Mackman Group's Impact Report, a comprehensive overview highlighting our commitment to excellence and responsible business practices. As a leading consultancy firm in the UK, we specialise in market research, branding, marketing, and HR services, providing tailored support to premium brands seeking growth strategies. This report delves into key areas such as our company ethos, significant milestones, our B-Corp score, customer relations, our dedicated team, community engagement, efforts towards diversity, inclusion, and wellbeing, supplier relationships, and our environmental initiatives. Join us as we showcase our journey towards sustainable success and positive impact.

Our Mission



Mackman Group provides strategic support, thorough and accurate research, and focused tactical management to corporate clients. Central to our offering is the need to enable organisations to make informed decisions once they know more about their markets, clients, or business.

Our clients value our professional, enthusiastic, plain-speaking application of knowledge and experience. We offer a responsive service that ensures continuity and a guiding hand to ambitious organisations.

We aim to achieve a high level of respect from clients and the business community. Valuing our independence and the need to secure a future for our company. We see continuous training as an essential element of our growth.

Recognising the value of our clients' knowledge and experience in their own fields, we specialise in a collaborative approach that bridges resource or knowledge gaps.

Working in this way, we encourage clients to actively participate in the development of their own marketing activities.

Our Brand Story

Back in December 2003, Gemma Mackman and her husband Paul embarked on their consultancy journey in Colchester. Combining Gemma's market research skills with Paul's marketing expertise, they set up their home office, with their newborn son by their side.

|| The meeting of two personalities is like the contact of two chemical substances: if there is any reaction, both are transformed.

CARL GUSTAV JUNG

As their business grew, so did their family, prompting Gemma's father, Merv, to join as the financial controller in 2005, stationed in the attic office of Twinkle Star House.

|| In those early days, we operated on a shoestring budget, driven by our vision of creating a business that would positively impact our family and community.

PAUL MACKMAN

With the family expanding and the home office bursting at the seams, they decided to rent a dedicated office space in late 2006, settling in The Old Press Rooms in Sudbury. This move marked the beginning of a restructuring phase and the start of scaling up operations by hiring more staff, notably Bruce Burgoyne, Creative Director.

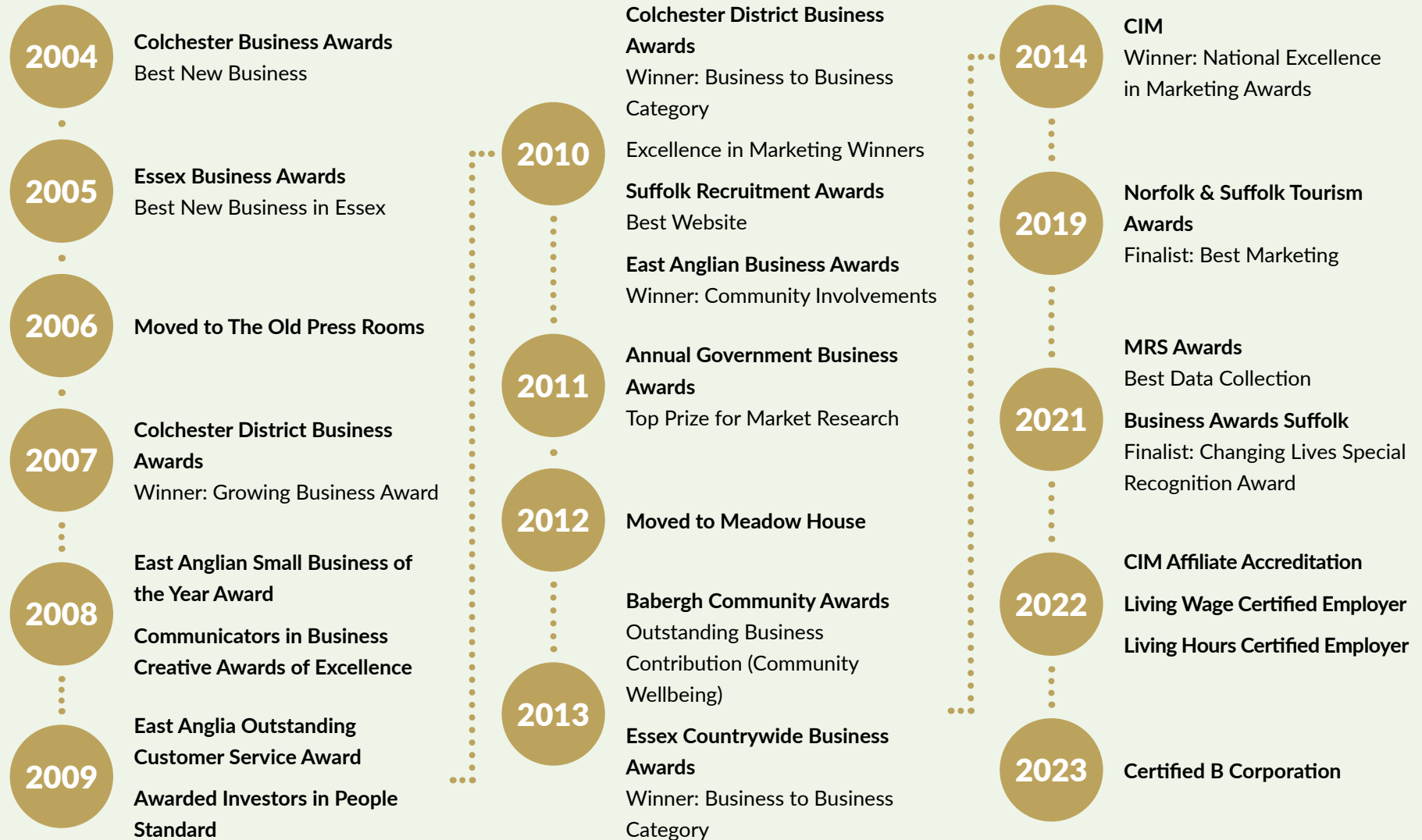
|| Coming together is a beginning, staying together is progress, and working together is success.

HENRY FORD

By 2012, the team had grown to 10 employees, prompting another move to Meadow House for additional space, and establishing a satellite office for research at the University of Essex. Today, as the business continues to evolve and expand, our unwavering commitment to our core values remains steadfast, guiding our journey forward. In 2023, a third division joined the Group in the form of Red Kite HR Services managed by Lydia Boyden. Our unifying strapline "together we grow" is as relevant today as it was in the beginning.

The future of our company is intricately woven into its past, motivating us to reflect on the milestones that have shaped our growth.

Our Milestones



Our B Corp Scores



Overall B Impact Score (Out of 200)

Our Company

91.7

B Corp Certification Qualification

80.0

Country

82.5

Sector

80.7

Size Range

81.7

Our B Corp Scores



Customers (Out of 35)

Stewardship of customers through the quality of products and services, ethical marketing, data privacy and security, and feedback channels.

Our Company

4.2

Country

16.2

Sector

12.4

Size Range

14.4

Our B Corp Scores



Workers (Out of 50)

Contributions to employees' financial security, health and safety, wellness, career development, and engagement and satisfaction.

Our Company

27.2

Country

24.3

Sector

22.3

Size Range

22.4

Our B Corp Scores



Community (Out of 72)

Engagement with and impact on the communities in which the company operates, hires from, and sources from.

Our Company

28.2

Country

22.3

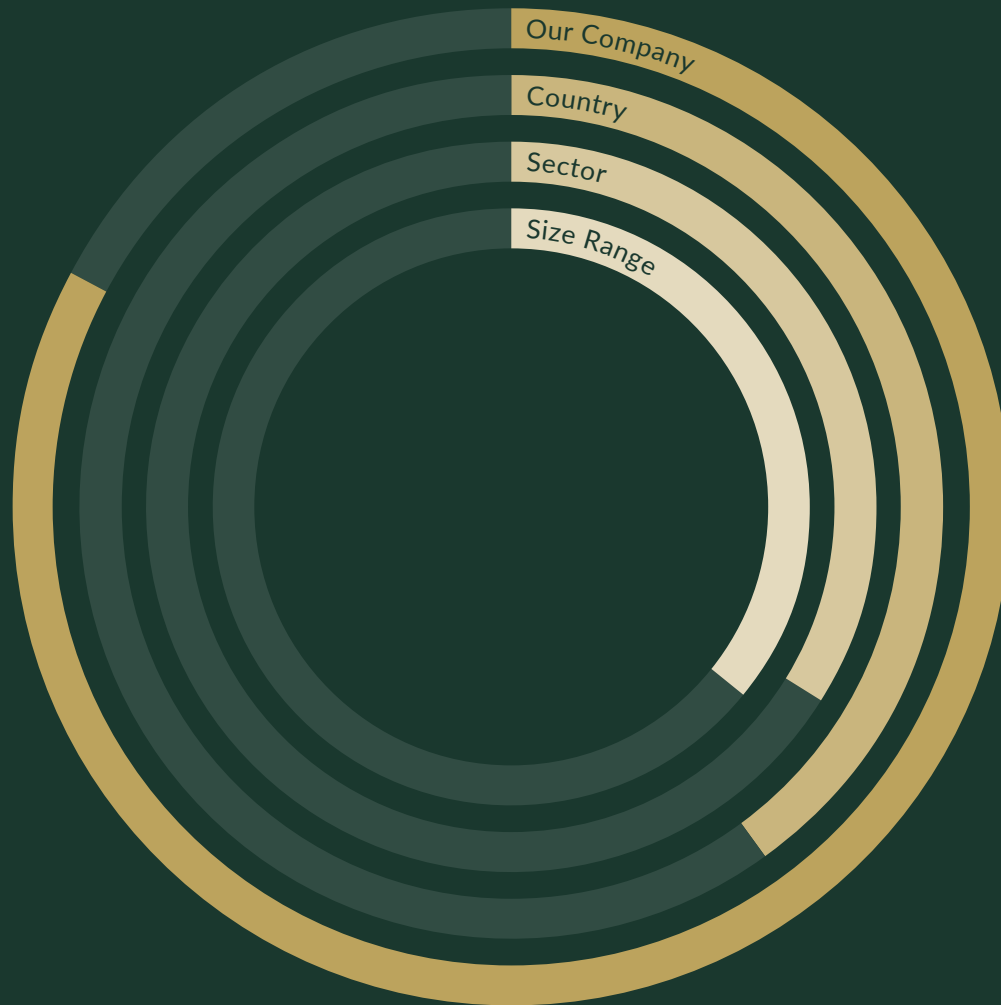
Sector

21.2

Size Range

21

Our B Corp Scores



Governance (Out of 25)

Mission, engagement around social/environmental impact, ethics, and transparency.

Our Company

20.7

Country

10

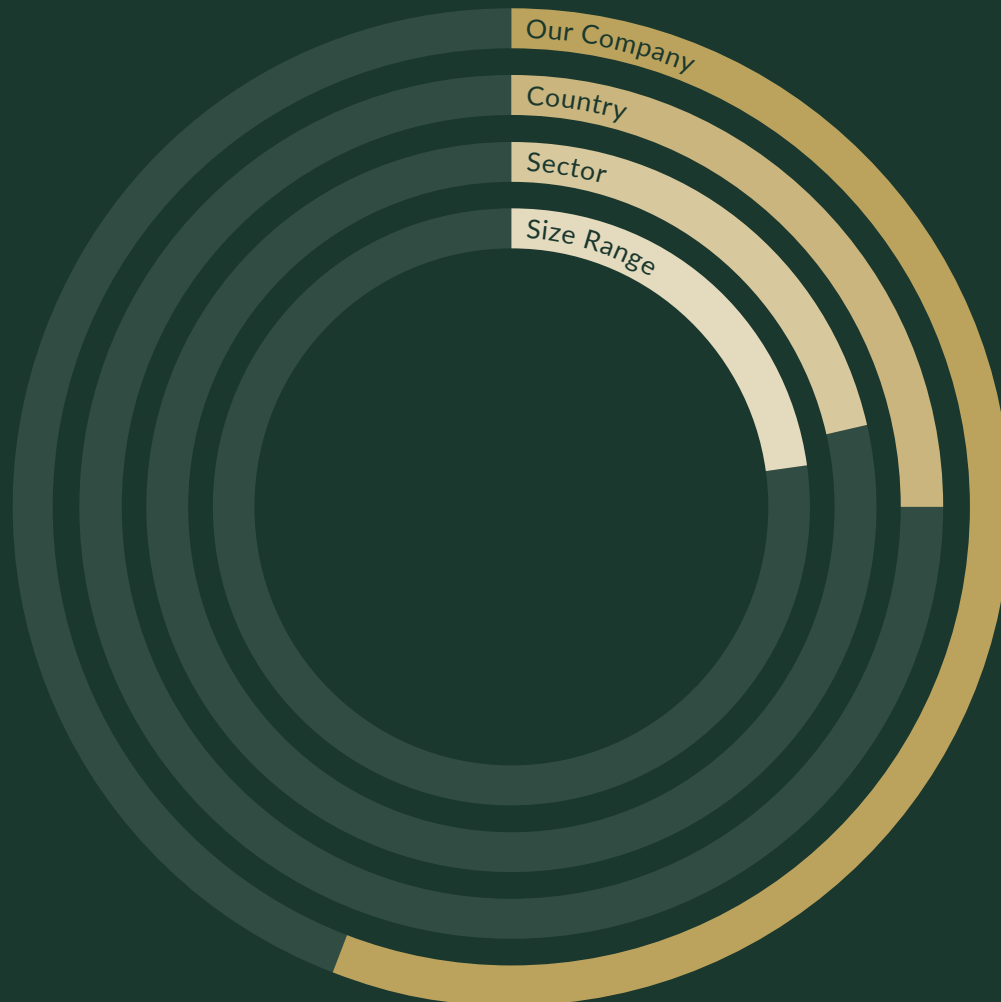
Sector

8.5

Size Range

9

Our B Corp Scores



Environment (Out of 20)

Overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity.

Our Company

11.2

Country

5

Sector

4.3

Size Range

4.6

Our Customers

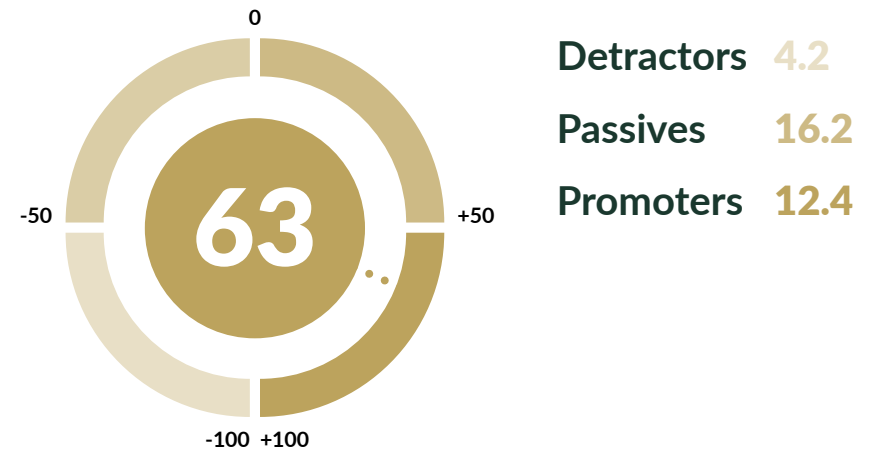
Mackman Group seek to build long term partnerships with its customers by being honest, plain speaking and straightforward in its dealings always. We respect the confidentiality of any information that it might obtain in relation to its customers. Our customers ethics must align with ours and we seek to collaborate with like-minded businesses across all ethical sectors. We will not work for organisations who we deem unethical.

Conducting regular or annual customer surveys enables us to keep track of customer perception and the experience of our services. At Mackman we work to understand our customers needs and seek to represent their values in the execution and delivery of our projects.

Whilst we request frequent customer feedback, during and after meetings and project phases, we also conduct an annual customer survey to track trends, set benchmarks and monitor satisfaction levels. The results of our surveys are used to shape continuous refinement so that we can flex with the changing needs of our customers, environment, and economic landscape.

How we measure perception and satisfaction...

We have trusted and open communication with our customers throughout our working collaborations. We also appreciate that some may feel more able to give unbiased feedback via other less personal methods, hence we created an anonymous annual survey many years ago to enable our customers to speak freely.



In 2023 our survey captured experiences from our broad range of customers and collaborators resulting in us achieving an NPS (Net Promoter Score) of +63.

What our NPS says about us...

An NPS of above +30 is considered to be high and is a positive achievement for any business. The average score for Marketing services ranges between +53 and +61, and our score of +63 is above average. Whilst we are thrilled with our 2023 score, it is important to always strive for improvement with the aim of reaching +70 ranges. With the help of insight gathered in our annual customer survey we will continue to listen to our customers, shape our services, and improve our NPS score.

Our People

Our company culture is central to our ethical position. We work together to ensure that we are all treated fairly, with kindness and respect. We encourage a collaborative community where we all contribute to the overall health and wellbeing of our business, one another, and our planet. We are proud of our team and aim to support one another outside of the working environment in our hobbies and passions.

Measuring our employee's engagement with our brand values and the way our organisation operates, enables us to set targets and goals with the intention of enhancing engagement. The ultimate aim is maintain and improve employee satisfaction and well-being.

How we measure Employee Engagement...

Our survey gathered responses from an 11 point likert scale and the results create an Employee Engagement Score (EES).

Mackman Group have achieved an Employee Engagement Score of **80.7%**. The score is excellent and falls within the range 67 - 100 Strive and Celebrate. It also falls within 'best practice' range according to Gallup who's top clients score over 72%. Whilst we celebrate an excellent score we acknowledge that there are areas of engagement that require improvement.



What our score says about us...

An engagement score of between 67 and 100 means that our employees are committed to the company's success. Employees are highly likely to contribute their best productivity levels to help achieve the company's our mission.


Staff Benefits

Generous holiday entitlement

 **21 days +**
bank & public holidays



Coaching approach to management

 **with PDPs**
for every employee



Hosting regular


 **social events**
sharing in success

Positive work environment with

 **collaborative**
indoor & outdoor spaces



Promoting a work life balance


 **35 hour**
maximum working week



Encouraging physical activity

 **17,335,000**
of 12,000,000 steps

Showcasing our success via

 **culture workshops**
shaping the future together



Career break & sabbatical

 **opportunities**
for employees



Tailored training &

 **development**
opportunities

Our Community

Sri Lankan Fundraiser ●

£12,994.00

Activity surrounding Mackman Group's annual fundraiser supporting Sri Lanka's most vulnerable families in the tea estate communities through projects run by Women's Empowerment Sri Lanka.

The Bridge Project ●

£42,187.50

A local charity supporting individuals with dementia, learning difficulties and experiencing mental health issue. Work to date includes insight, auditing, content generation, photography and brand development. Retainer work also completed on a monthly basis.

Other ●

£7,492.50

Time spent on ad-hoc requests that have been worked on free of charge and free website hosting that we provide to several of our clients.

St Peter's ●

£51,050.00

A cultural venue in the centre of Sudbury. This project so far has included insight, audits and brand concept generation, as well as several client meetings. We also carry out adhoc work alongside this.



Total

£113,724.00

Diversity, Inclusion & Wellbeing



At Mackman Group, our mission is to cultivate a workplace where everyone finds joy in their work, takes pride in their contributions, and feels valued every day. As a Living Wage accredited employer, we prioritise the financial security and livelihoods of our team, reducing turnover rates and creating a stable, supportive environment.

Our strapline, “Together we grow,” drives our commitment to continuous organisational development, fostering a culture of learning and innovation. Through empowering our staff with their own professional development plan, employees take ownership of their growth journey, aligning their progress with our Company’s top-level goals.

We champion social and emotional wellbeing, hosting quarterly group social events and promoting an active lifestyle through our Group steps program whether that be through a walk at lunchtime, or logging a marathon! With our indoor/outdoor office space, colleagues, friends, and family come together for memorable experiences.

At Mackman Group, we embrace diversity and inclusivity, attracting candidates who share our values and enrich our culture. Providing our staff with pro-bono work opportunities within the local community, and raising funds for charities fosters a sense of purpose and fulfilment. Contributing to causes you believe in not only enhances personal satisfaction but also promotes a positive work-life balance and overall wellbeing.



Our Suppliers

As a business aiming to be B Corporate certified we need to be consistent in our choices. This means only choosing suppliers that have equal standards of practice as us, this being a local business; if they are fairtrade; having their own B Corporate certificate or if they have 100% recyclable/biodegradable packaging; or better yet zero packaging.

Percentage of purchases with local suppliers:

72%

The Good Shopping Guide (GSG) provides scores to products based on whether they meet certain ethical standards relevant to their product sector. *Maximum score available = 100.*

sm.

83

Refillable · 100% plastic free packaging · Cruelty free
Subscription service (no waste) · Fewer added chemicals
35% less carbon emitted than bigger brands

Plenish

91

Sustainable · Organic · Plant-based · Carbon negative
Good animal welfare · No party politics donations

WONKY COFFEE

Uses surplus coffee · Battles waste · Biodegradable / compostable
Subscription-based · Supporting a small business with ethical values

**who
gives a
crap**

B-corporation certified · Cruelty-free · Extra-long rolls
Sustainable bamboo · Subscription-based (no waste) · Carbon-neutral
Donate 50% of profits to aiding access to clean water and toilets

Our Environment

Protecting the environment is ultimately our priority. Mackman promotes conscious choices within the workplace as well as encouraging it where possible. We are continually seeking to improve our environmental performance by managing our energy consumption and measuring our output of used goods and services. We regularly review our Environmental Policy to make changes for the better.

Water, electricity & gas usage

92.9 M³
of water

5,469 kWh
of electricity

32,012 kWh
of gas

Waste disposal

237 kg
bags to recycling

158 kg
bags to composting

258 kg
bags to land waste

Business travel

930 miles



LED light bulbs installed in all office spaces.



Making use of natural light where possible.



Recycle all waste materials appropriately through the provision of specific waste bins.



Low energy Apple MacBook's provided to all staff, with the provision of cloud storage



Labelling switches to avoid lights and other appliances being left on when not in use.



The hand dryer in the communal toilet is switched off at the mains power when it is not in use.



Monitoring timings and temperatures of the heating and cooling systems through new heating controllers.



Checking the energy efficiency of appliances such as fridges and replacing these where necessary.



Water saving cisterns installed into our bathrooms and kitchen.



When the heating is on, doors and windows are closed.



Computer monitors being turned off when not in use.

Thank You

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