



IMPACT REPORT 2023

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Ampa: Unlocking Potential wherever we see it

Ampa is a group of legal and professional services brands with a shared purpose – to unlock potential.

Our brands champion doing what’s right and responsible, without compromising on profitability. Each brand has the autonomy and empowerment to do what is right for their local community and market, with the backing and buying power of a national group to really make an impact. We are successful, purposeful and profitable - and help our clients do the same.

In it together and in it for the long term, we are changing the world of business for good.



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

Placing people first, the brands within the group have been listed in Best Companies as one of the top 100 best large companies to work for in the UK. It 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
across the UK



Purposeful and Profitable

All businesses should consider their impact on people, communities and the planet, and help address the challenges that our society is currently facing. Not only does it make moral and ethical sense, it also makes commercial sense as our clients, communities, suppliers and regulators increasingly expect this approach. That is why, when we set our strategy in 2019, being purpose oriented was at the heart of the strategy, as well as the commitment to changing business for good.

Above all else, it is the right thing to do. That is why, when we set our strategy in 2019, being purpose oriented was at the heart of the strategy, as well as the commitment to changing business for good.

In 2021, we pulled all the existing responsible business initiatives together and launched our Responsible Business programme, working across three streams - People, Communities and the Environment.

Each stream is supported by a Managing Director, as well as Responsible Business Champions; 57 volunteers from across the group who work collaboratively to make an impact in our communities. We wanted to ensure we had focus, drive and accountability, so we set ourselves 30 Responsible Business Ambitions, a set of goals to achieve over 18 months. These were further supported by our Responsible Business Pledges, which hold us to account.

This well-engrained attitude led us to receiving B Corporation accreditation in January 2023 – validation of all the great things we are doing as a business for our people, communities and planet. For us, responsible business is not just a box ticking exercise, it is who we are and how we do business, proving you can be both purposeful and profitable.






We are a B Corporation!

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 6,000 B Corps worldwide, with only 1,400 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.



-  84 Overall B Impact Score
-  80 Qualifies for B Corp
-  50.9 Median Score for Ordinary Business

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



Our achievements

Over the past 18 months we have made great strides across each of the three streams. While we recognise there is more to do, we are proud to share the results of our Responsible Business 2021-2022 ambitions.



People

Equality, Diversity & Inclusion (EDI)

Our group is over 66% female, exceeding the Solicitor's Regulation Authority's benchmark of 49%, and our ambition of 61%. Our membership is 35% female, just missing our target of 38%. To help progress the gender balance within the membership and senior roles within the group further, we have selected [Justine Ball](#) to act as our senior leader accountable for gender diversity and inclusion (this is part of a signatory of the Women in Law pledge). We have also added a diversity & inclusion review into our promotions processes which includes an annual review of progress and identifying actions for improvement each year.



Our group is
66%
female
exceeding the SRA's
benchmark of 61%

Our firm's racial diversity is over 23%, again exceeding the SRA's benchmark by 2%. In the past 18 months the diversity of our membership has increased to 11.5%, beating our ambition of 10%.

We have established various initiatives to create a culture of diversity and inclusion. Examples include our award-winning reverse mentoring programme and our empowered working approach, which enables our people to balance their home life and work life in a way that suits them and their individual needs.

More in Common, our internal ED&I network created by our people, is supporting a growing number of inclusion groups, bringing together people with shared experiences and interests.

We have introduced a number of inclusion groups in the last 12 months; Amplify (LGBTQ+), the Sikh Network, Muslim Network, Embrace (Disabilities), and a Baby Loss Support group. The More in Common committee, headed by two of our members, proactively drive the growth of the network and ensure that each group is supporting its members.

Our More in Common Committee focus on delivering ED&I initiatives, such as the #mynameis campaign and participation in Race Equality Week

Wellbeing

We work extensively to support the four pillars of wellbeing (financial, social, mental and physical) via our provision of benefits as well as delivering initiatives and events, organised by our “Wellbeing @ Ampa” inclusion group.

We have an online wellbeing hub, which has had almost 7,000 views since its creation – on average our people have visited it more than six times each. We have a Health Coach available to all our people at any time, over the last 12 months she has engaged with over 200 of our people.



Financial

We held sessions to help people understand their benefits and pension, as well as supporting our people through the cost of living crisis by introducing our Holiday Sell scheme and emergency loan scheme

Physical/social

We held the Ampa Games to celebrate the Commonwealth Games, a series of competitive games across our hubs; we delivered self-defence training and introduced ‘collaboration roulette’; a way to network and meet new people



Mental

We are proud of the time, energy and commitment that our mental health first aiders (MHFA) give and we are committed to embedding them further across Ampa. In the last 12 months they have taken a MHFA refresher course, and held ‘Tea & Talk’ sessions across all our hubs, as well as training seven new people

Environment

We are committed to reducing our environmental impact and have made an ambitious target of becoming net zero by 2030, by reducing all emission sources which we have direct control over and developing specific initiatives to support the areas that we can't control but can influence. In 2023 we will focus on improving our emissions data to give a clear percentage of the emissions we are able to control. We are also offsetting our Scope 1, 2 and 3 emissions (excluding suppliers).

More than 90% of our hubs use renewable electricity and we are committed to switching all offices to renewable suppliers at the soonest opportunity. Since 2019 we have reduced our paper usage by over 70% and last year introduced a lower weight paper which will further cut paper material used by 20%, while our waste to landfill is down 64% compared to the same time period.

100% of our stationery is either sustainably sourced, recycled or recyclable

80% of the furniture used in office renovations was repurposed or donated to be reused



Communities

We set ourselves a challenging target of recording 10,000 hours of volunteering time contributed by our people, and have so far logged over 4,000 hours (that's over 500 days dedicated to helping others). To further encourage volunteering, we have awarded a Volunteer of the Year, for the 2nd year in a row, with a financial reward for both the individual and the individual's charity of choice.

We have supported over 400 young people through mentoring, employability or our virtual insight programme. Examples include mentoring through the Ingenuity Programme with the University of Nottingham, which we are now in our 8th year of supporting, as well as newer partnerships, such as the 10,000 Black Interns Programme, where we enrolled 4 interns last year and look forward to welcoming another 11 in 2023.

In 2023 we look to strengthen both our volunteering and pro bono offering by introducing Hub Responsible Business Committees, a group of champions helping to deliver fundraising and volunteering initiatives for each of our offices at the heart of communities, while also working together across hubs to share best practice and ideas. The Champions help us to achieve our Responsible Business Ambitions.

The Shakespeare Martineau Foundation has donated over £83,000 to charities, including £11,000 to the Social Welfare Solicitors' Qualification fund and £25,000 to the Disaster Emergency Committee (DEC) Ukraine Syria earthquake appeal. The Foundation has supported local foodbanks across all our offices as well as supported individual fundraising for causes such as the Nottingham Hospitals Charity and the Teenage Cancer Trust.

**Over
£83,000**

donated to charities
from the Shakespeare
Martineau Foundation

57 Champions
across our 14 offices
helping to drive positive change

"I wanted to thank you for the amazing week I have had. I have learnt so much about Islamic financing."

Mahida, aged 16,
Kings Norton Girls School

**Over
4,000
hours**

hours logged to
volunteering



Our pledges

Our pledges demonstrate our commitment to improvement, and hold us accountable to actions.

We have addressed all of the four [commitments](#) in Change the Race: Ratio, including publishing our [ethnicity pay gap](#) and setting targets for ethnic minorities representation on our boards.

We have pledged to promote gender equality as part of the [Women in Law Pledge](#), focusing on targets and an action plan to achieve those targets.

We are endeavouring to become net zero by 2030, ten years ahead of [The Climate Pledge's](#) 2040 commitment. As part of the commitment we are reporting our greenhouse gas emissions, implementing decarbonisation strategies, and neutralising our emissions through credible offsetting with The Carbon Footprint.

We have established a disabilities inclusion network, Embrace, who are reviewing our [Disability Confident Committed](#) commitments and will highlight any gaps or improvements that we need to address.

As part of our [Social Mobility Pledge](#), this year we are trialling a structured school work experience programme, as well as working with our hub office Responsible Business Committees to ensure we are supporting people from disadvantaged backgrounds as part of office volunteering opportunities. This ties in with the Charter for Inclusive Entrepreneurship, which supports under-represented social groups to take part in entrepreneurship activities in the East Midlands and beyond.



What next?

We are just getting started. Our key focus areas for 2023 include working closely with our biggest suppliers, embedding our inclusion groups and responsible business champions across the group, and boosting our volunteering and pro-bono offering. We also look forward to fully embedding ourselves in the B Corp community – from supporting our people to understand what it means to be a B Corp, to learning from other B Corps, and helping our clients or suppliers on their B Corp journey.

The following pages highlight the specific actions we plan to achieve in 2023, our ambitions for the next three years, and the objectives we have set ourselves, each of which are aligned to the [United Nations Sustainable Development Goals](#). This is followed by the results of our 2021-2022 responsible business ambitions.



Responsible Business Ambitions & 2023 Actions

People - ED&I

Objectives:

- Maintain gender balance across the firm and improve gender balance across our membership
- Improve the racial diversity of our firm and membership
- Provide an open, supportive, inclusive environment that ensures everyone can be their authentic selves



3 year Ambitions

Maintain group's gender balance of 61% female

Increase female membership representation to 40%




Increase the firm's representation of racial diversity to 30%

Increase racial diversity membership representation to 15%

Reduce the number of people who prefer not to say in our pulse survey to under 1%

Become a Disability Confident Employer (Level 2)

2023 Actions

1. Collect and understand the gender diversity of our people pipeline
2. Provide support for female specific life stages through the formation of a menopause and returning to work from maternity leave inclusion groups 
3. Understand our racial inclusion barriers, any racist behaviour, awareness and diversity across the group
4. We have appointed at least one racially diverse board member at either brand board or group board 
5. Collect and understand the racial diversity of our people pipeline
6. The More in Common Committee has embedded our Inclusion Groups; our people know and understand who and what our Inclusion Groups are
7. We have adopted gender-neutral drafting throughout our legal brands
8. Conduct a review of the Reasonable Adjustments we provide to those with disabilities, and ensure we are aligned to our Disability Committed Employer pledge 

Responsible Business Ambitions & 2023 Actions

People - Wellbeing

Objectives:

- Engage and educate our people in wellbeing initiatives
- Provide practical and emotional support for those who need it at all levels of the organisation



3 year Ambitions

We have doubled the number of people who engage in a wellbeing initiative

We have a range of resources to support our people’s wellbeing across all brands and offices

**Part of our B Corp Improvement Plan

2023 Actions

9. Measure the engagement of our wellbeing initiatives for our people across all areas of wellbeing (financial, physical, social and mental)
10. Every office hub has a MHFA
11. We have identified a senior leader/member to be a Wellbeing Champion



Responsible Business Ambitions & 2023 Actions

Communities

Objectives:

- Provide opportunities for our people to drive positive change across our communities
- Dedicate time to supporting young people from under-represented or disadvantaged groups into employment
- We make financial contributions to charitable causes chosen by our people




3 year Ambitions

75% of our people will have volunteered & we will achieve our 10,000 hours of volunteering time**

We will provide work experience programmes, internships and career advice for young people from under-represented or disadvantaged groups

Our Ampa Foundation will donate 3% of annual net profit to charitable causes to support projects and needs in our local communities

2023 Actions

12. Introduce hub-based volunteering to support our local office/hub communities
13. Introduce up to 2 days volunteering per person per year for those who want to volunteer
14. Launch a group-wide pro-bono programme and expand on our existing relationships with the Nottingham University Ingenuity programme, LawWorks and the Free Legal Advise Group (FLAG)
15. Pilot a structured school work experience programme 
16. Participate in the 10,000 Black Interns programme by offering places to 11 interns
17. Create the Ampa Foundation, with representatives from across our house of brands

**Part of our B Corp Improvement Plan

Responsible Business Ambitions & 2023 Actions

Environment: Net Zero

Objectives:

- Achieve carbon neutrality, advancing to carbon net zero
- Ensure our offices are using renewable energy




3 year Ambitions

We will reduce our emissions compared to our 2022 levels and will continue to offset the remaining emissions

100% of our offices will use renewable energy, or we have a plan in place to change premise

2023 Actions

18. We have a plan in place to be net zero by 2030
19. Calculate our 2022 carbon footprint for Ampa and offset the emissions 
20. Measure the emissions used through our people's commuting, business travel and home energy usage
21. 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
22. Review our office hubs portfolio to understand which premises we will need to move and when



Responsible Business Ambitions & 2023 Actions

Environment: Sustainable practices & Suppliers

Objectives:

- Decrease our paper usage and the amount of landfill waste
- Embed circular economy principles when refitting or updating any of our physical environments
- Ensure sustainable practices across our office supplies
- Work with our suppliers to ensure we are aligned in our principles and values



3 year Ambitions

We will decrease our paper usage compared to 2023 group baseline

We will decrease our waste usage compared to 2023 group baseline

All office refurbishments will be reused/recycled/repurposed at least 80% of furniture

We will continue to ensure that 100% of our offices stationery and office suppliers are sustainably sourced, recyclable or recycled

We will 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**

2023 Actions

23. Understand our teams' paper usage across the group and build an action plan
24. Understand our waste usage across the group and build an action plan
25. 80% of furniture in our existing offices is put into the circular economy as part of any office refurbishments
26. 100% of our office stationery and office supplies are sustainably sourced, recyclable or recycled
27. Develop a Net Zero engagement survey to share with our supplier

**Part of our B Corp Improvement Plan

Responsible Business Ambitions & 2023 Actions

Governance and Commitment

Objectives:

- We integrate social and environmental performance into decision-making
- We are an active part of the B Corp community
- We commit to our pledges

3 year Ambitions

We will have incorporated social & environmental issues into member performance reviews**

All our people understand what it means to be a B Corp & active participants within our B Local community events and networks

We retain B Corp status when reassessed & improve on our BIA Score










We will demonstrate our commitment to our pledges through continually improving and representing their actions

2023 Actions







28. Revise member performance framework in 2023 to include social & environmental actions for 2024
29. Engage and educate key stakeholders across the company on what it means to be a B Corp
30. Our senior leaders to have attended the B Corp Leaders induction
31. Each region participating in B Local events & supporting B Local initiatives
32. Embed B Corp Improvement plan into accountable operations teams

**Part of our B Corp Improvement Plan

Responsible Business Ambitions & Pledges 2021-2023 - Results

	Focus area	Objective	Ambitions 2021-2022	Status	Comments
PEOPLE	Diversity & Inclusion	Maintain gender balance across the firm; improve gender balance across our membership	1. To maintain our firm's gender balance of 61% female (SRA benchmark is 49%)		Our firm female representation is 66%
			2. To increase female membership representation by 5% to 38%		We made good progress, increasing our female members by 3% to 35%
			3. To elect a member/ senior leader to be accountable for gender, diversity & inclusion (part of the Women in Law pledge)		Justine Ball , a member, has been elected to support Gender D&I at the firm
		Improve the racial diversity of our firm and membership	4. To increase the firm's representation of racial diversity by 2% to align with the SRA benchmark of 21%		We increased the firm's racial diversity by 4% to 23%
			5. To increase the racial diversity of our member representation by 2% to 10%		Racial diversity at our membership level increased by 3.5% to 11.5%
			6. To appoint at least one racially diverse board member (part of the Race at Work Charter) & to appoint a member/senior leader for race (part of the Change the Race:Ratio pledge)		
		Understand our diversity data	7. Understand the reasons for people choosing "prefer not to say" across the different protected characteristics		Our data reveals that 7% of our people prefer not to say, with 9 people fearing they may be judged
			8. Collect data and understand the diversity portfolio of our people pipeline: unsuccessful/declined candidates, people progression (promotion), and leavers		
		Provide an open, supportive, inclusive environment that ensures everyone can be their authentic selves	9. Strengthen our More in Common network by setting a clear purpose, structure, accountability, engagement and communications plan		We have established a More in Common Committee with a governance structure and reporting framework. The Committee have helped establish our first Inclusion Groups

Responsible Business Ambitions & Pledges 2021-2022 - Results








	Focus area	Objective	Ambitions 2021-2022	Status	Comments
PEOPLE	Wellbeing	Engage and educate our people on the importance of wellbeing	10. Engage our people on all areas of wellbeing (financial, physical, social and mental) through a series of engaging, motivating and impactful interactions & events		We partnered with the Barclays Money Mentor scheme as well as offering an emergency loan scheme; held self-defence training; organised the Ampa Games across all the offices, and led Tea and Talk sessions to promote talking about mental health.
		Leadership and managers understand the importance of, and actively promote, wellbeing	11. 100% managers have completed wellbeing training		
		Provide practical and emotional support for those who need it at all levels of the organisation	12. Embed our mental health first aiders in the wellbeing programme		We made good progress on this, including all MHFAs taking a refresher course, holding two coffee and cake sessions across all offices, training 7 new MHFAs and providing in person supervision sessions
		Understand people's wellbeing at SHMA	13. Question(s) relating to our people's wellbeing are included in our all people pulse survey(s)		"My firm cares about my wellbeing" has been added to the Pulse Survey, scoring an average score of 8.9
ENVIRONMENT	Education & engagement	Continue to engage and educate our people on sustainability issues	14. Establish a rolling 12 month education and engagement plan for our people whereby 40% of our people have taken part in an environment campaign		We estimate about 20% of our people took part in one of our environmental campaigns organised by our Champions (the Ampa litter pick, the wildlife photography competition, Meat Free January)
	Energy efficiency	Ensure our offices are using renewable energy	15. All our registered offices use 100% renewable energy		8 out of our 9 offices use renewable energy.

 Complete  In progress  Not achieved

Responsible Business Ambitions & Pledges 2021-2022 - Results

	Focus area	Objective	Ambitions 2021-2022	Status	Comments
ENVIRONMENT	Waste reduction	Decrease our paper usage	16. We have developed, communicated and embedded a “paperlite approach” across the business, resulting in a paper usage decrease of 60% compared to 2019 usage		We had a 89% decrease in the amount of paper used compared to 2019. In 2022 we also introduced a lower paper weight, resulting in a 20% reduction in paper material.
		Decrease the amount of landfill waste	17. Our day-to-day office landfill waste is the same as 2020 (60% decrease compared to 2019)		Our landfill waste decreased by 65% compared to 2019.
	Carbon offsetting & neutrality	Achieve carbon neutrality, advancing to carbon negativity	18. We have a plan in place to achieve carbon neutrality by 2025, and carbon negativity by 2030		We have worked with an external carbon consultant to form a plan; we are reviewing the actions to understand what is achievable by 2030
			19. We offset our emissions until we have reached carbon neutrality (part of The Climate Pledge commitment and B Corp accreditation)		We have offset all our emissions for 2019, 2020 and 2021. Our 2022 emissions will be offset by April 2023.
	Sustainable practices	Embed circular economy principles when refitting or updating any of our physical environments	20. 80% of furniture in our existing offices is put into the circular economy as part of any office refurbishments		For our Stratford office refurbishment, 80% of furniture was put in the circular economy
		Ensure sustainable practices across our office supplies	21. 75% of our office stationery and office supplies are sustainably sourced or recyclable		100% of our centrally supplied office stationery is sustainably sourced or recyclable
	Supplier relations	Work with our suppliers to ensure we are aligned in our principles and values	22. Our main suppliers, and new suppliers, are aligned in our principles and values		We have updated our suppliers due diligence questionnaire to reflect our sustainability values
		Establish a deeper partnership with our suppliers, identifying collaborative ways to become more sustainable	23. Identify initiatives with suppliers to collaboratively minimise our impact on the environment		

Responsible Business Ambitions & Pledges 2021-2022 - Results

	Focus area	Objective	Ambitions 2021-2022	Status	Comments
COMMUNITIES	Volunteering	Provide opportunities for our people to drive positive change across our communities	24. Launch a group-wide volunteering programme providing people with a range of opportunities to volunteer in our communities		We have established volunteering partnerships with the Ingenuity programme and the Canals & River Trust
			15. 10,000 hours are volunteered by our people		Our people have recorded a total of 4,660 hours volunteered
		Dedicate time to supporting and inspiring young people into employment	26. We have supported over 350 young people through mentoring, employability or our virtual insights programmes		Examples include mentoring through our Ingenuity partnership, as well as supporting 4 interns through the 10,000 Black Interns programme
	Corporate giving	As a group we make financial contributions to charitable causes chosen by our people	27. The SHMA Foundation has committed £24,000 to charitable causes		Over the period the Shakespeare Martineau Foundation has donated over £83,000 to charity", update status to complete
			28. Create the Ampa Foundation, with representatives from across our house of brands		Members board have begun the process of creating the new Foundation
	Pro bono	Support our communities by dedicating our legal resources to help those in need	29. Introduce a group-wide pro-bono programme and expand on our existing relationships with the Free Legal Advise Group (FLAG) and the Nottingham University Ingenuity programme		We have signed up to LawWorks, and our members of FLAG and Ingenuity. Our next step is to promote the opportunities across our people.
COMMITMENT	Commitment	Demonstrate we are using business as a force for good, balancing profit and purpose	30. We are a certified B Corporation		We are a certified B Corporation! Ampa Holdings LLP - Certified B Corporation - B Lab Global



Complete



In progress



Not achieved

Certified



Corporation



Think before you print

mayowynnebaxter.co.uk