

Encore
RECRUITMENT



Fashion Recruitment, Made for You

Impact Report: October 2023 to September 2024

Published January 2025

Introduction

We believe businesses can contribute to the creation of positive change.

This report reflects our commitment to making positive change through recruitment and supporting environmental and social causes.

Over the past year, we've built on our purpose-driven business model, which is aligned with the United Nations Sustainable Development Goals.

Here, we share our progress and look ahead to how we can continue driving change in 2025 and beyond.

Where applicable, we highlight our alignment with the United Nations Sustainable Development Goals (SDGs) and provide updates on:

- Purpose Business Model: Background and Next Steps
- Summary of SGD-linked Candidate Placements
- Total Lifetime Donations to Social and Environmental Partners
- Annual Donation Certification: November 2024
- Our Contact and Company Information

Additional Information:

- Purpose Mapping Exercise and Results - Summary

Purpose Business Model: Background and Next Steps

Since founding Encore Recruitment Limited, we've aimed to establish a for-profit business that generates a meaningful social and environmental impact. Key principles of our purpose-driven business model include:

- Donating at least 2% of annual sales to social and environmental organisations.
- Aligning our impact efforts with selected Sustainable Development Goals (SDGs). See slide: Purpose Mapping Exercise and Results - Summary



Our impact focus for the next 1–2 years encompasses:

- Creating positive change through recruitment.
- Supporting customers in addressing climate-related risks by identifying the talent necessary to adapt and thrive.
- Promoting circular economy practices through recruitment partnerships.
- Strengthening long-term collaborations with an emphasis on mentoring and education.

We recognise the complexity and evolving nature of impact. Despite the challenges, we remain committed to asking the right questions, learning, and progressing.

Summary of SDG-linked Candidate Placements

With this model in place, we've worked to deliver measurable impact through recruitment outcomes and our recruitment process aligns with the following SDG sub-targets:

- **4.4:** Enhance technical and vocational skills for employment.
- **5.5:** Promote women's participation and leadership at all levels.
- **8.5 & 8.6:** Encourage decent work and reduce youth unemployment.

| Category | 2023/24 | 2022/23 | 2021/22 | 2020/21 | Total | Impact |
|---|---------|---------|---------|---------|-------|---|
| Women graduates placed in their first role | 5 | 9 | 9 | 9 | 32 | Applying knowledge from their studies and the confidence boost of securing a first step in their chosen sector. |
| Unemployed / being made redundant candidates placed in a new role | 7 | 10 | 5 | 7 | 29 | Sense of relief; pressure off (mentally and financially); feeling appreciated and productive again. |
| Women placed in a senior role | 4 | 3 | 4 | 6 | 17 | Some into their first senior role, which will improve their thought-leadership experience. |

We do not set specific KPIs for placements but focus on matching the right candidate to the right role.

Total Lifetime Donations to Social and Environmental Partners

Through our membership of 1% for the Planet, we have donated £10,258 to social and environmental organisations since October 2020.

This forms our sole formal Key Performance Indicator (KPI): each financial year, we contribute a minimum of 2% of our annual sales revenue to social and environmental causes. For the most recent financial year (October 2023 to September 2024), we met this KPI by donating £2,311, which represents 2.98% of our annual sales revenue. Below is a summary of total lifetime donations:

| Organisation | Total Lifetime Giving (October 2020 to September 2024) | Impact |
|---|---|--|
| FareShare | £3,575 | Our donations help FareShare support vulnerable people experiencing food insecurity by providing c. 14.3k meals* (aligned to SDG 12). *Each £1 donated helps provide 4 meals. FareShare Midlands Donate Section. website link here |
| Surfers Against Sewage (Ocean Network) | £5,414 | Our donations help support the Plastic Free Schools movement, involving 4,032 schools*, to educate and empower change-makers (aligned to SDG 14). * Figures as of 27 th January 2025. From Plastic Free Schools. website link here |
| 1% for the Planet | £1,269 | Our membership fee donations enables 1% for the Planet to operate their organisation and connect donors with doers to promote effective environmental giving. website link here |

Donation Certification: We fulfil our annual 1% for the Planet certification by submitting documentation from our accountants (annual sales revenue) and donation receipts. Please refer to the next slide for our most recent donation certification, issued in November 2024.

We contribute a minimum of 2% of every placement fee we earn, engaging both clients and candidates in creating a meaningful social and environmental impact.

Annual Donation Certification: November 2024

Here is our most recent donation certification, issued in November 2024. You can learn more about each organisation on their website:

- 1% for the Planet [website link here](#)
- FareShare [website link here](#)
- Surfers Against Sewage [website link here](#)



Our Contact and Company Information

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Company details

The company website [link here](#)

Company LinkedIn page [link here](#)

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Purpose Mapping Exercise and Results - Summary

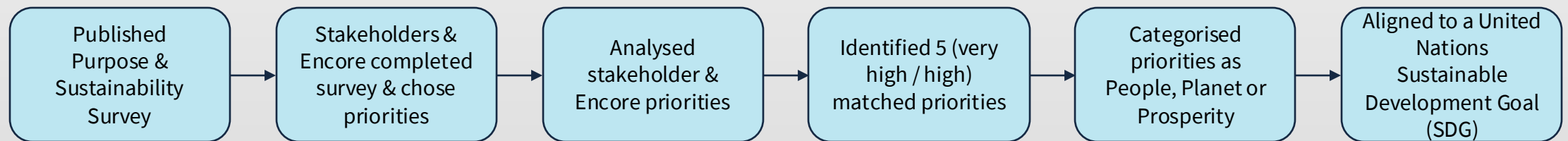
Even though we'd chosen our charity partners, we hadn't given much more thought about our wider purpose and what our stakeholders priorities might be.

In 2021 we learnt about Prosperah ([link here](#)) They work with companies to understand their purpose and alignment to the Sustainable Development Goals (SDGs).

We got to know founder Alice Troiano and agreed their purpose mapping exercise could help Encore define our wider purpose and connect with our stakeholders to understand their thoughts as well.

For us, even though it felt right, it was a leap of faith. We'd only been in business for 6-months. We had some doubts; What if no-one responds? What if our stakeholder priorities were completely different to ours? Would we need to choose different charity partners? How would we use the results?

We decided to embrace the uncertainty and went for it. Here is the process:



What happened? People responded. Our priority discussion with Prosperah was challenging and enjoyable and we learnt a lot about ourselves. We felt much more connected to our stakeholders. We were so glad we did it.

And when we reviewed the results and discussed the SDGs, there was a “lightbulb” moment. It all seemed to work. As a recruitment company, SDGs 4, 5 and 8 couldn't be any closer. As for our chosen charities, SDGs 12 and 14 are a natural fit.

How do we use the results? We use these SDGs as we develop our purpose driven business model.



January 2025



Encore Recruitment Limited: Impact Report

