



# B Corp Impact Report 2023



We are in business to inspire and educate through adventure.





*"We wanted to do a better job. To design an outdoor company to educate and inspire and to share our passion. We wanted to be out there doing, learning and experiencing! Little did we know, the adventure was yet to begin...."*

# From the founder...

*"It's been a year since we qualified as a certified B Corp and we're looking back at an exciting year at the Pure Outdoor HQ, full of continual improvement, deepening our meaningful impact on people and planet and setting goals for the future.*

*We're proud to have received the VisitEngland Silver Award at the annual Tourism Awards for both Experience of the Year and Ethical, Responsible and Sustainable Tourism.*

*We have successfully delivered our 'Building Leaders' program over the last year, training up participants from underrepresented groups and are really pleased to be rolling out our Environmental Impact/Benefit Analysts over the coming months.*

*I feel that the process has brought us together as a team, with a common goal, to always consider the environment and our community of staff and customers in everything that we do."*



*fw.*

# Experience of the Year 2022

VisitEngland Tourism Awards



# Ethical, Responsible and Sustainable Tourism Award

VisitEngland Tourism Awards





*“No one will protect what they don't care about; and no one will care about what they have never experienced”*

*Sir David Attenborough*

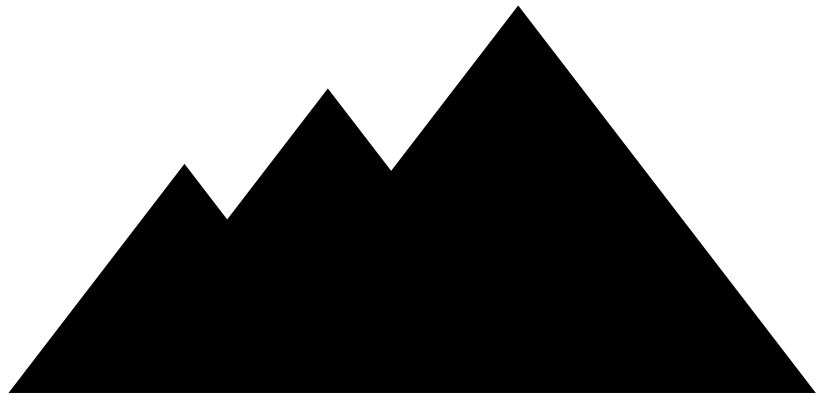




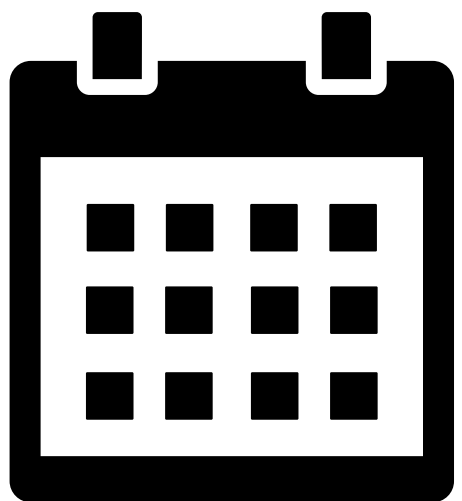
Through our 'Building Leaders' Programme delivered from April 22 to March 23 we have delivered/pledged:



£3000 of funding for underrepresented groups to attend Mountain Training qualifications



Provided 10 fully funded instructor days for individuals and groups who needed a leg-up



Pledged 30 'course days' to individuals on our 'Building Leaders' program to help them on their path





*"The couple of days I spent with Oli and yourself (Gav) were really helpful. It reinforced that learning I'd already completed, taught me some new skills and was an opportunity to practice on grit before my assessment."*

*"I haven't yet used my RCI as I only completed it in November but having it has led to several job interviews and offers with a range of companies around the UK. I hope to put my RCI to good use this year and am actively seeking out paid and voluntary work with a view to completing MCI training this summer."*

*Ashok - RCI Assessment*



# B Corp Score



# Our B Corp Score

Based on the B Impact assessment, Pure Outdoor earned an overall score of 93.8. The median score for ordinary businesses who complete the assessment is currently 50.9.

# Our B Corp Target

Through a process of ongoing review and goal setting, we aim to work towards a score of 100 by 2024.

# Target: 100



- 93.8 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

# Impact | Governance

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.



# Governance

As a small, employee owned business, we value the governance of our company and enjoy the freedom of the flexibility to our business management that this brings.

We will continue to operate a transparent method of governing our business with regular meetings with staff at all levels and we will continue to value the inputs of all stakeholders that surround the core values of Pure Outdoor.

## In the year ahead...

In the coming year, we are planning to conduct an ethics focused risk assessment and improve our formal reporting of business ethical practices.

**Score: 11.9 > 12.5 (Target)**



# Impact | Workers

Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognises business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.



# Workers

What we said we'd do	What we did	Status
Deliver training sessions on the B Corp process and educate staff on impact areas.	Delivered in house training to freelance staff. Planned to deliver Environmental Literacy Programme	In Progress
Improve benefits available to employees	Increase flexible and remote working options	Complete
<b>Plans for next year</b>		
Expand worker benefit programme	Deliver environmental literacy programme	Develop formal performance feedback to employees

**Score: 19.9 > 21.3 (Target)**



# Impact | Community

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognises business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.





# Community

What we said we'd do	What we did	Status
Deliver a 'Building Leaders' Grant Programme	Delivered a successful program. See separate section on page 8	Complete
Provide free opportunities for local community groups and youth groups	Delivered an EcoWeekend test trip for a group of scouts.	Complete
<b>What about next year?</b>		
Offer 5% of employees time to good causes via the Pure Outdoor Pledge	Continue our support for instructors from underrepresented groups	

**Score: 26.9**



# Impact | Environment

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognises companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.



# Environment

What we said we'd do	What we did	Status
Plant a tree for every piece of feedback received	We continued this initiative and added more API systems in place to fund tree planting for new bookings and reviews	Complete
Donate 5% of employees time towards The Pure Outdoor Foundation	Established the Pure Outdoor Foundation to educate groups about the environment	Complete
<b>Plans for next year</b>		
Monitor and set reduction targets for energy and water	Build an environmental management system and publish online and in the training centre	Explore feasibility of rainwater toilet system



**Score: 25.8 > 31.7 (Target)**

# Impact | Customers

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognises products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organisations.



# Customers

Over the last year we developed our feedback process and used the data to monitor and improve customer satisfaction. We want to continue to do this and to expand the data collected to help us to build an idea of our customers, their environmental impact on travelling to us and what we can do to take steps to limit this impact.

## In the year ahead...

We plan to set KPI's for customer satisfaction and further explore ways of using this data to improve our service. We will set targets for this and review regularly.

As a result of our Building Leaders project, specifically designed to target underrepresented groups, we plan to enhance our online presence to better accommodate and represent all user groups. We aim to explore the underserved population impact model and gather data with regards to discovering how we can continue to improve in this area.

**Score: 9.0 > 9.6 (Target)**



*“From Alpinism to Activism. It’s time to put ideas into action! We're exploring how we can use our business as a force for good as we examine the impact our business has on society, the environment and stakeholders”*

