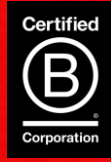




Quarsh
The Intelligent People Business



Impact Report 2023

Date: March 2023



Our Mission

Established in 2010 with a simple mission statement of “recruitment, made better”, our core purpose is to improve recruitment environments so that every stakeholder benefits.

At Quarsh we act as the complete talent acquisition and retention function of our clients' businesses.

Most importantly, we take away the talent acquisition headache for our clients. We understand and define their precise needs and realign their internal processes to match. This in turn speeds up and enhances the talent acquisition process, while dramatically reducing costs. Not only will we reduce costs by cutting your agency spend but we hire with retention in mind. Quarsh pride themselves on finding good people for their clients and then supporting them to keep them.

We blend strategic HR and tactical recruiting.

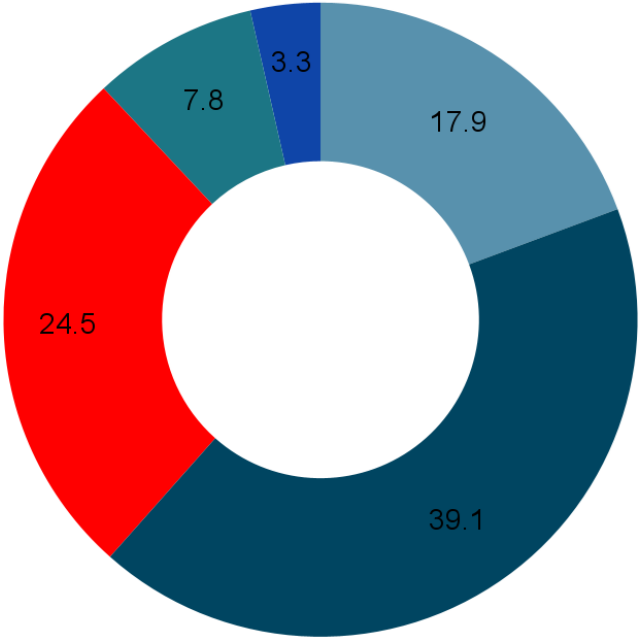
By acting as strategic HR advisors and internal talent acquisition function, we don't just recruit. We look at all aspects of the recruiting environment, from process flow to careers pages and culture, so that the right people are appointed into the right roles at the right time.

We are an embedded talent acquisition and retention department, working with senior management teams to support their corporate objectives.

B Corp Impact Score

Score Breakdown

● Government ● Workers ● Community ● Environment ● Customers



Overall score: 92.8

In 2025 we will aim for an impact score over 95

[B Corp directory page](#)

Lucy James

Co-Founder & Managing Director



A note from Lucy James - Journey to Certification



I have been passionate about climate change for as long as I can remember. When I was a teenager I didn't have posters of the latest pop icon on my walls, it was posters of the amazon rainforest. As a scuba diver instructor in Nicaragua I was horrified at the rubbish and waste destroying the islands and seas, many beach clean-ups ensued. Back in the UK, I tried to make a difference – from using cloth nappies to creating the world's first carbon neutral Exec Search firm and becoming a member of the All Party Political Climate Change Group back in 2006. When I launched Quarsh in 2010, I was determined to help businesses that typically fall between the cracks – not big enough for a talent department, too small for recruitment agencies to prioritise.

I was so excited to become B Corp certified in 2022. We were already incorporating so much of the B Corp structure in the way we did business, so it really was a natural step, although it wasn't easy! My co-founder and I are both dedicated to doing things properly because they are quite simply the right things to do. Treating clients and candidates and employees alike with respect and kindness.

We know that recruitment done well has a positive impact on everyone in the chain – hire well, and everyone wins. Candidates have a better experience, managers interview more effectively, the right decisions are made, people stay longer and are happier. Each part of that chain is affected by B Corp methodologies. We want to leave each company better than before, with a Quarsh legacy of recruitment done right and done well. Everybody wins.

Since we've become B Corp certified, we've worked hard to spread the message. I'm in a privileged position – alongside the day job, I run training courses for groups of CEOs on how to recruit and retain effectively, and B Corp is part of this. I promote the benefits of creating an ESG strategy which is meaningful. Often, people want to know more about the B Corp certification process, and I'm delighted to talk about our experiences.

Our team have benefitted, too. B Corp certification has added to our meaning and purpose in a very tangible way. We're looking at becoming an Employee Ownership Trust; we're doing more training and development; we've created a leadership team which directs our growth.

There's much more to come and I'm excited about the changes we're planning for the next year and beyond.

Our Impact Strategy

We are pleased with the progress we have made, given the quite turbulent economic environment we are in, combined with some significant changes we have undergone as a company over the past 12 months.

We will continue to progress with our goals detailed below.



Area 1 - Governance

What we said we'd do...

- Represent our workers on the management team

What we did...

- Created a senior leadership team comprising 4 non-owners

Area 1 - Governance

We committed to forming a management team or board of directors with an individual who is not an owner.

This was completed in 2022 and we now have a senior leadership team consisting of a Head of Client Services, a Head of Talent Operations, a Head of Marketing and an Administration Manager.

In order to support our new senior leadership team with their own development in their new positions, we have enrolled them onto a leadership development course. This is a twelve month programme focussed on strategy, growth and personal development. The goal is for them to work as a team to define and drive our future growth strategy, taking them out of their day-to-day deliverables and giving them ownership over our future direction. This is fully funded and supported by the business and we're excited to see how they grow.

We are looking into becoming an Employee Ownership Trust in the future.

Area 2 - Workers

What we said we'd do...

- Implement a mental health EAP
- Sponsor activities
- Gather data on volunteering
- Encourage ways to reduce environmental impact
- Implement a code of ethics

What we did...

- Provided each employee with private health insurance including mental health provision
- Provided Rocketbooks and reusable Ocean Bottles
- Provided regular tips on reducing environmental impact
- Provided two paid volunteering days per annum
- Implemented a code of ethics to be signed by all new starters, re-trained every 6 months

Area 2 - Workers

We committed to a number of goals in 2021 and we have made good progress with most of those.

We provide a flexible working environment; the majority of our work being remote. Employees work the hours that suit their schedules and can work wherever they choose. We have monthly and quarterly meetings in person which incorporate team building activities and training workshops. We also hold regular culture meetings to allow a forum for our team to share improvements and suggestions.

We provide mental health support and private healthcare for all employees once past their period of probation and we actively encourage people to use these services. When people need significant time off for personal or health-related reasons, we give them the time and support they need, without resorting to statutory allowances.

We will be sponsoring and encouraging activity during the week, whether walks at lunchtime or a monthly sport and looking to provide incentives such as gym memberships. We encourage people to take time away from their desks every day.

We have implemented quarterly reviews which incorporate candid and supportive peer input. We will provide employees with written guidance for career development.

Some employees have made use of the paid days off for voluntary work each year and we share this across the team to encourage greater uptake.

Area 3 - Customers

What we said we'd do...

- Monitor customer satisfaction
- Encourage D&I recruitment processes

What we did...

- Implemented a customer satisfaction survey for our clients
- Encourage D&I recruitment processes via recruitment workshops and training as well as our RPO services
- Include ESG in all C-Suite training

Area 3 - Customers

We are dedicated to providing our customers with a full service that improves their talent acquisition processes and leaves behind a legacy piece. We look at the company as a whole to ensure the recruitment process supports retention - hire the right people for the role, responsibly.

We have offered free training to all of our clients covering a wide range of topics including; people management, conflict resolution, motivation and recruitment training.

We have implemented a monthly newsletter to share sector insight and recruitment best practice tips.

We have created a customer satisfaction survey to enable us to check in with existing clients and support continuous improvement in our delivery and client interactions.

Since becoming B Corp certified we have adjusted our recruitment training module to ensure it focuses on D&I and fair recruiting practices. We also cover ESG and sustainability focus in these modules. This ensures all of our clients and attendees at our MD regular speaking engagements have an understanding of these important topics. With our new clients, we run culture surveys, which support programmes on how to embed and drive values throughout the business. We are creating new product suites to offer this outside of our client base.

We will continue to spread this message to all of our new clients and workshop attendees.

Area 4 - Environment

What we said we'd do...

- Reduce waste production across the business
- Audit environmental impact of employees
- Consider supply chain diversity

What we did...

- Implemented office recycling policy and encouraged employees to recycle at home
- Switched to local suppliers for all catering
- Used local, independent venues for off-site meetings
- Provided all employees with Rocketbooks and Ocean Waste bottles
- Use an independent baker for welcome gifts

Area 4 - Environment

Environmental impact is definitely one of our key areas of focus.

We are a distributed company, reducing the amount of commuting our staff do.

We share tips on recycling and reducing environmental impact with our employees in a monthly newsletter.

We provide Rocketbooks to all employees to reduce paper use.

We carefully consider our supply chains and source materials and services locally and sustainably where possible.

We purchased Ocean bottles for each employee.

We encourage employees to recycle as much as possible both at home and in the office.

We will begin gathering data on how our employees have reduced their environmental footprint and provide incentives: e.g vouchers or prizes for employees who have made the most progress. We are looking into a voucher scheme using B Corp companies as a welcome gift, so that new employees can choose their own onboarding package to suit their individual needs. This is proving more challenging than we thought!

Area 5 - Community

What we said we'd do...

- Monitor employee hours spent giving back to the community
- Use only local, small businesses where possible, preferably from under-represented communities.

What we did...

- Use local companies for all catering and company events as well as any company purchases where possible.
- Our co-founders are actively involved in their local communities and celebrate their work

Area 5 - Community

In order to support our local community we always use local suppliers for our catering and corporate events; using local hotels as opposed to chains.

We actively seek to buy from local companies and encourage our employees to also.

Lucy James is actively involved in her village festival, this year acting as Chair. The festival raises circa £5,000 each year for various local charities.

Jason Collings is a school governor and teaches martial arts to young adults.

Members of our SLT contribute by giving time over Christmas to homeless shelters and carry out sponsored walks for Alzheimer's charities.

We will begin gathering data on how our employees have given back to their local communities and the hours they have spent doing so. We will offer incentives to top performing in this area.

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