

# Positivity through behaviour.

Our approach to  
Corporate Social Responsibility.

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# A good heart.

Our philosophy to responsibility

As a responsible provider of psychological consultancy across a variety of sectors, we believe our impact can be bigger than any single project. Our commitment to being a socially responsible business comes from a simple maxim – **a good heart**.

It may sound sentimental, but this short phrase is how we evaluate our projects and how we direct our approach to corporate responsibility. We believe injecting behavioural science into projects is a powerful way to help those that themselves help others. It's our responsibility to oversee that psychological techniques lead individuals, groups, and organisations to better and more positive outcomes.

This could be helping people to learn, helping people to be healthy, helping people to be happy, helping people to help the world and a whole host of other purposes that, at their foundation, have a good heart.





# Our principles.

## Our basic standards of conduct

We'll conduct our business with openness and integrity. We will not make promises above those which we reasonably foresee we can deliver. We will not offer, give, seek or receive, either directly or indirectly, inducements or other improper advantages for business or financial gain and no employee may offer, seek, give or receive any gift or payment which is, or could be, construed as such.

## Our people

We know that our employees are our greatest asset. We strive to be a responsible employer by fostering a safe environment that gives employees the desire and ability to flourish. We place great importance on professional and personal development and we're eager to provide employees with the tools to succeed.

We promote equality and accessibility and consider the interests of our employees including their welfare, mental health and health and safety. All employees and

associates—no matter their gender, race, or age—receive equal remuneration for equal skillsets.

## Our working environment

We embrace a remote working culture and support employees to maintain a positive work-life balance.

We care about the health of our employees by providing regular optician checks, ergonomic furniture, and assisted technology where appropriate.

We encourage our teams to be mindful of waste and energy use. We promote the use of digital document formats over printed materials and continue to look for ways to reduce waste.

We advocate the use of low-energy lighting and devices and energy suppliers where possible.

We promote virtual meetings through online conference systems to lessen the environment impact of travel.

# Our principles.

## Respect

Our business, and our employees, work within a robust environment of mutual trust and respect. This includes, but is not limited to, respect for colleagues, suppliers and clients.

## Giving back

We value the great work of local and national charities and support through direct donations, volunteering, and donating our time and expertise to help promote their causes.

Our chosen charity partner for 2025 is the Oxford Animal Sanctuary which is a charity that provides a safe haven for dogs, cats, and rabbits who have been mistreated, neglected, abandoned, or are no longer able to be cared for by their owners. They exist to give these animals a second chance at life, ensuring they find the love, care, and security they deserve.



# Our principles.

## Modern slavery statement

We are committed to combatting slavery and human trafficking in our business and supply chains.

This statement sets out our approach to compliance with the Modern Slavery Act 2015. This statement relates to the financial year ending 6 April 2026.

As our business has a turnover of less than £36 million, we do not have a legal obligation to produce a modern slavery statement. However:

1. We agree that exploitation within all supply chains ending in the UK is a blight on our society, and we are committed to playing our part in eliminating exploitation.
2. We understand that customers with obligations under the Modern Slavery Act 2015 cannot comply with those duties without our cooperation.

To that end, we confirm that we have examined our own business and, to the extent that it is reasonably practicable, businesses within our supply chain and we confirm the following:

1. We confirm that within our own business, no relevant offence relating to slavery or human trafficking has been committed.
2. We have made enquiries of businesses that supply directly to us and we are confident that no relevant offence is committed in that business.
3. Insofar as it was reasonably practicable, we have examined our supply chains and confirm that we found no evidence of slavery or human trafficking.

## Training

To ensure a high level of understanding of the risks of modern slavery and human trafficking, we provide regular training to our staff.