



*HIP, HIP,*

**HOORAY**

2023 SOCIAL & ENVIRONMENTAL  
IMPACT REPORT

**HOORAY**

# LETTER FROM OUR FOUNDER

*Founded in 2017 explicitly to 'pioneer ethical recruitment for a better working world', Hooray is a purpose-driven, independent recruitment agency situated in the heart of Cheltenham. Our founder learned best recruiting practices around the globe before returning to his Gloucestershire roots with the mission of building a strong, unique business to benefit the community.*

*Work is obviously essential for society and individual financial survival, but at Hooray we also believe it's vital for human dignity and wellbeing - we absolutely love seeing the positive impact of matching the right people with the right organisations; benefiting individuals and communities, as well as businesses and the local economy.*

*Alongside supporting local individuals seeking employment, we're working hard to benefit our wider community and the environment. We've been inspired to see business increasingly stepping up in recent years to support the government and nonprofit sector in solving the world's most pressing problems; we're excited to play our part and review our 2023 impact in this report and give you a sneak preview of an exciting 2024 partnership.*

*To cement our triple bottom line approach, we're on a path to B Corp certification - a rigorous analysis of every aspect of our business and its social and environmental impact.*

**RICHARD ARTHUR – MANAGING DIRECTOR**



# ONCE UPON A TIME...



Once upon a time, the recruitment industry was a bit of a murky forest where clients didn't know which way to turn and candidates feared to tread.

It was shrouded in an uncaring, commission-driven reputation for 'place and run' tactics, prioritising profit over employee satisfaction and engagement. That was until 2017 when Ian met Richard and they embarked on a mission to forge a crystal clear, ethical recruitment path to benefit all their stakeholders from their valued temporary workforce to the local community just outside their welcoming door.

## BREAK THE MOULD

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# *Ethical*



We view ETHICS as the moral principles governing everything we do and every stakeholder we affect, from the wellbeing of our temp workforce, to the needs of our local community. We believe all businesses should do the same so have signed up to the Better Business Act.

**HOORAY**

# TRAIL BLAZER

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*To pioneer ethical recruitment for  
a better working world.*

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**OUR PURPOSE**

**HOORAY**

# BETTER TOGETHER

*Our Values are Collaborative, Honest, Accountable, Aspirational and Tenacious.*

**HOORAY**

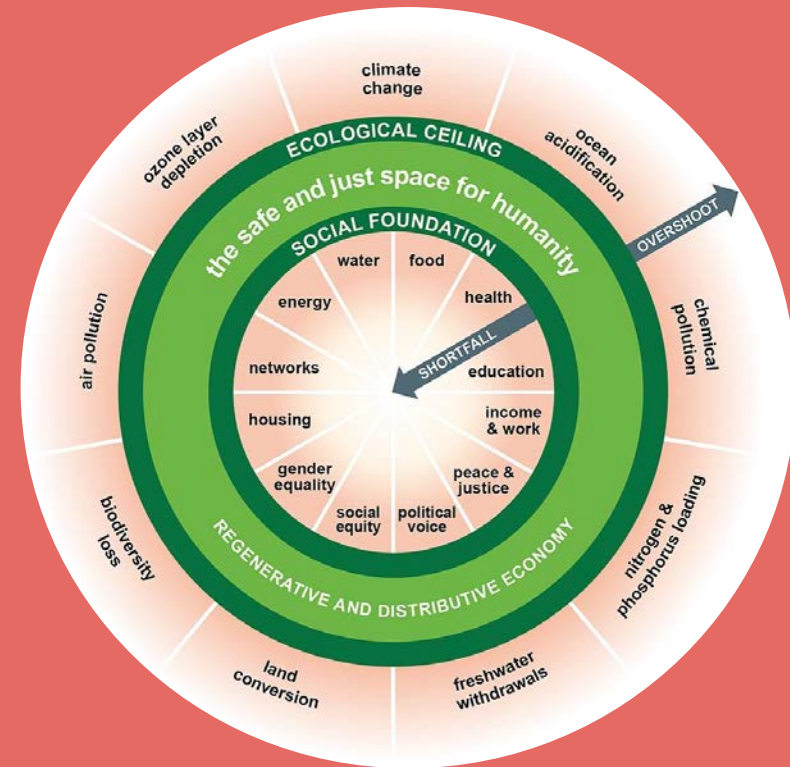


# DOUGHNUT ECONOMICS

**We used Doughnut Economics as a bird's eye view**

Identifying these areas as most material in terms of the benefits we can have to society:

1. Income & Work
2. Social Equity
3. Gender Equality



**KATE RAWORTH, 2017**

**HOORAY**

# AND CONSIDER THE GLOBAL VIEW



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# GOAL 8

**We will primarily support Goal 8:**

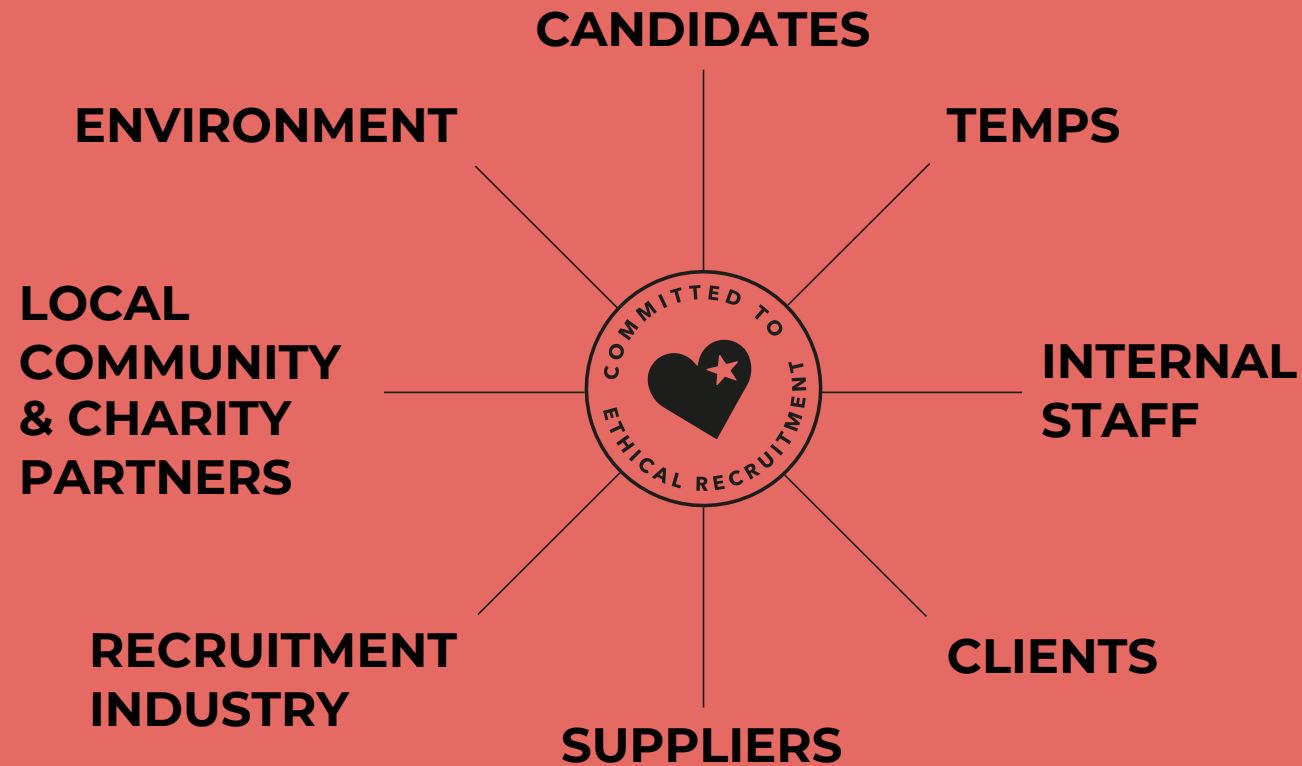
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

**8 GOOD JOBS AND  
ECONOMIC GROWTH**



**HOORAY**

# OUR STAKEHOLDERS



**HOORAY**

# SPECIFIC GOALS

**FROM OUR STAKEHOLDER ANALYSIS WE IDENTIFIED THE FOLLOWING, MOST MATERIALS ISSUES TO ADDRESS!**

1. Lack of opportunity for underrepresented groups, particularly disabled candidates
2. The 'unethical' reputation of the recruitment industry and the resulting desire for internal employees and temporary workforce to be part of a purpose-driven company
3. Low job satisfaction and candidate experience for temporary workers
4. Lack of local business contribution (such as employee initiatives, volunteer days) to local community projects
5. Staff want to be ethical, professional recruiters therefore need recruitment related qualifications
6. Clients and candidates benefit from a highly consultative, longer term partnership - they don't want a purely transactional service

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# TRANSFORMING LIVES EVERYDAY

We see first-hand, on a daily basis, how exceptional, ethical recruitment transform candidates' lives.

*“We absolutely love seeing the positive impact of matching the right people with the right organisations; benefiting individuals and communities, as well as businesses and the local economy.”*

- Richard Arthur, Hooray's  
Managing Director



(Commercial group foundation. Workshop helping young people get back in to work.)

## HOORAY

# BETTER TOGETHER

*“We are meaning-focused animals . . who want to contribute to the furtherance of collective good”*

- **Alain de Botton**

- Work is obviously essential for society and individual financial survival, but at Hooray we also believe it's vital for human dignity and wellbeing.
- Lack of work, or lack of quality work, can be highly damaging to mental health. A 2021 report from The Health Foundation found that 43% of the unemployed population suffered from poor mental health - almost double the figure for those who are employed. Finding the right role for someone can genuinely transform their lives and we do this on a daily basis.
- We're always excited to make connections between the positive impact an individual can have on a business, and how that business in turn impacts society and the economy.

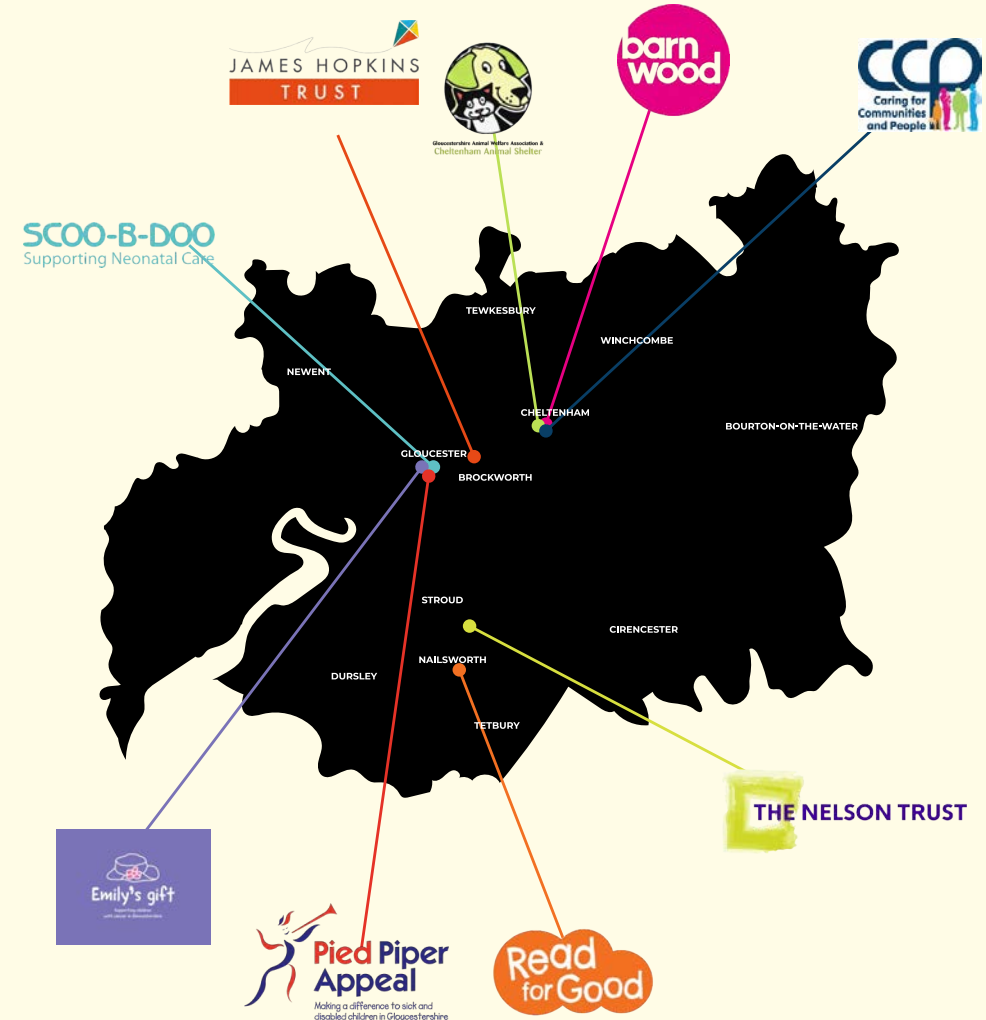


## HOORAY

# LOCAL AT HEART

We're thrilled to be "*the first Ethical Recruitment company in Gloucestershire*"\* and although we are expanding, our immediate community remains our priority.

\*SoGlos



# HOORAY



# OUR SOCIAL IMPACT



## HOORAY

# 1. STRATEGIC NONPROFIT PARTNERS

- Empowered Employers
- Spear
- Gloucestershire's Young Carers Futures
- The Nelson Trust
- Pheonix Village Project



**Empowered Employers.**



**HOORAY**

# Empowered Employers.



**45hrs**

HOURS VOLUNTEERED



**OVER 3,000+**

PEOPLE MADE AWARE



# HOORAY

# Empowered Employers.

Ours is a success story achieved by empowering people whatever their circumstances. A community with some of the most complex and challenging barriers to meaningful employment are those with disabilities. The data tells a worrying story:

- 57% of disabled people in Gloucestershire are in employment compared to 85% of non-disabled people resulting in an untapped workforce
- For every pound earned by a non-disabled person, a disabled person earns 86p

We partnered with Barnwood Trust to launch our 'Empowered Employers' campaign aimed at supporting disabled people back into the workplace. This isn't just talk - it's an action plan to increase disability inclusion with objectives including:

- Encouraging clients to remove barriers to employing a disabled workforce and advising them on how to do that
- Advocating for and actioning very best practice for inclusive job descriptions and advertising
- Sharing marketing assets with our clients about the campaign to raise awareness and encourage a 'ripple effect' of inclusivity

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# PARTNER TESTIMONIAL

*“Partnering with Hooray on the Empowered Employers campaign has been really valuable in ensuring the campaign is as impactful as possible in Gloucestershire. Hooray’s contribution to the design of the campaign, including the campaign messaging and learning offer, has enabled the campaign to be in tune with the needs and perspectives of Gloucestershire employers. Hooray themselves have also taken part in the campaign learning programme, looking at how changes to policies and practices can make workplaces more inclusive and accessible. We’re looking forward to working with Hooray as the campaign progresses, including to share this learning more widely with employers in Gloucestershire.”*

**- ROZ WARDEN, HEAD OF INSIGHT**

**HOORAY**

**spear**  
cheltenham

  
a resurgo  
partner



**68hrs**

HOURS VOLUNTEERED



**OVER 180**

PEOPLE HELPED

**HOORAY**





- Spear is a national programme set up by the Resurgo Trust and run locally in Cheltenham by Trinity. When we heard about their vital work supporting young people facing barriers to employment into work - the strategic fit with Hooray was immediately exciting.
- The individuals supported by Spear are aged 16-24 and are facing employment challenges for a variety of reasons, including those suffering bereavement, poverty, and mental health conditions; they desperately need expert advice and confidence-building to help them into the workplace and to thrive once they get there.
- Our Recruitment Consultants have helped them into employment by hosting in-person workshops about interview techniques, helping them with mock-interviews, feedback and generally helping them build confidence.

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# TESTIMONIALS



*“The help from members of the Hooray team has been invaluable . . having professionals within the recruitment industry means our young people receive a real insight into employment, top tips and general encouragement meaning they always walk away feeling inspired and equipped for the working world.”*

**Chris Wagstaff, Cheltenham Spear programme**

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# TESTIMONIALS



*“When I initially volunteered for Spear I thought the students would be the ones who would benefit the most; however, I've realised I'm the one who learns most from the experience! I've loved taking part in interview preparation and coaching workshops for 16 to 24 year olds and making a difference to individuals' lives”*

**Dave Green, Hooray  
Recruitment Consultant**

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# Gloucestershire **YOUNG** Carers

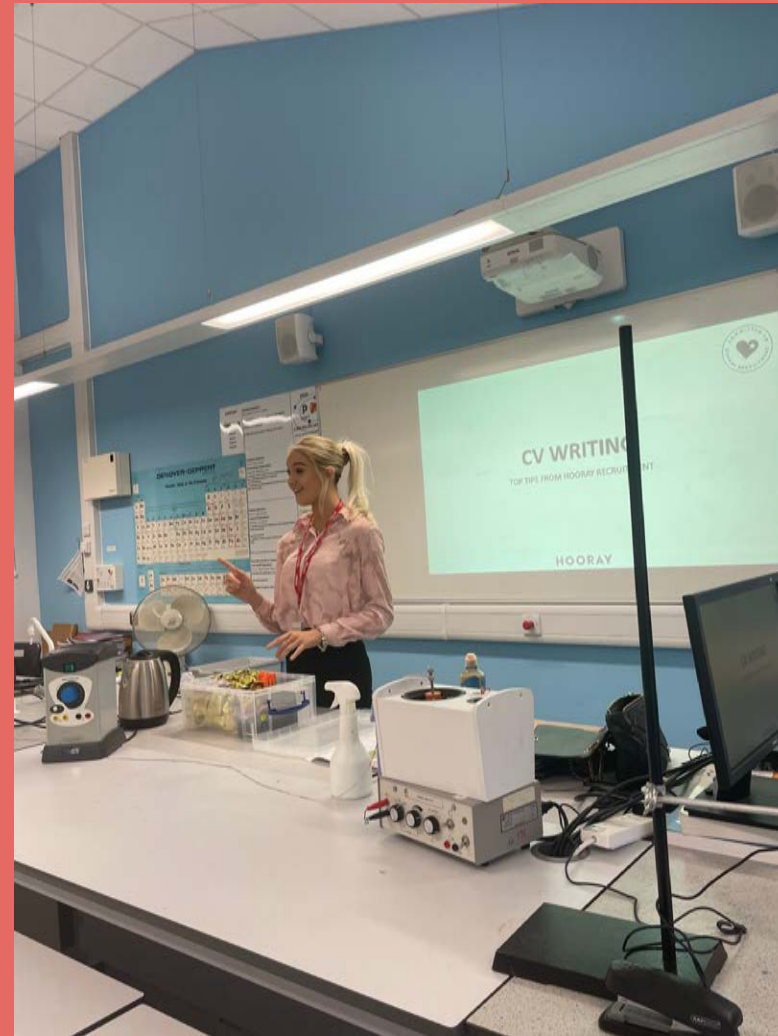


**36hrs**

HOURS VOLUNTEERED



**100**  
YOUNG CARERS  
SUPPORTED



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- Young carers are systematically disadvantaged in their careers with 2023 UCL study finding that those caring for 35 hours or more a week were 46% less likely to enter employment than non-carers. We are determined to do what we can to change that.
- Gloucestershire Young Carers is an organisation supporting these vulnerable members of society, and amplifying that by advising professionals about how best to identify and support them.
- Hooray team members, Dan and Sophie, have twice given groups of 25 carers invaluable coaching on interview techniques and CV writing - the gateways to employment.



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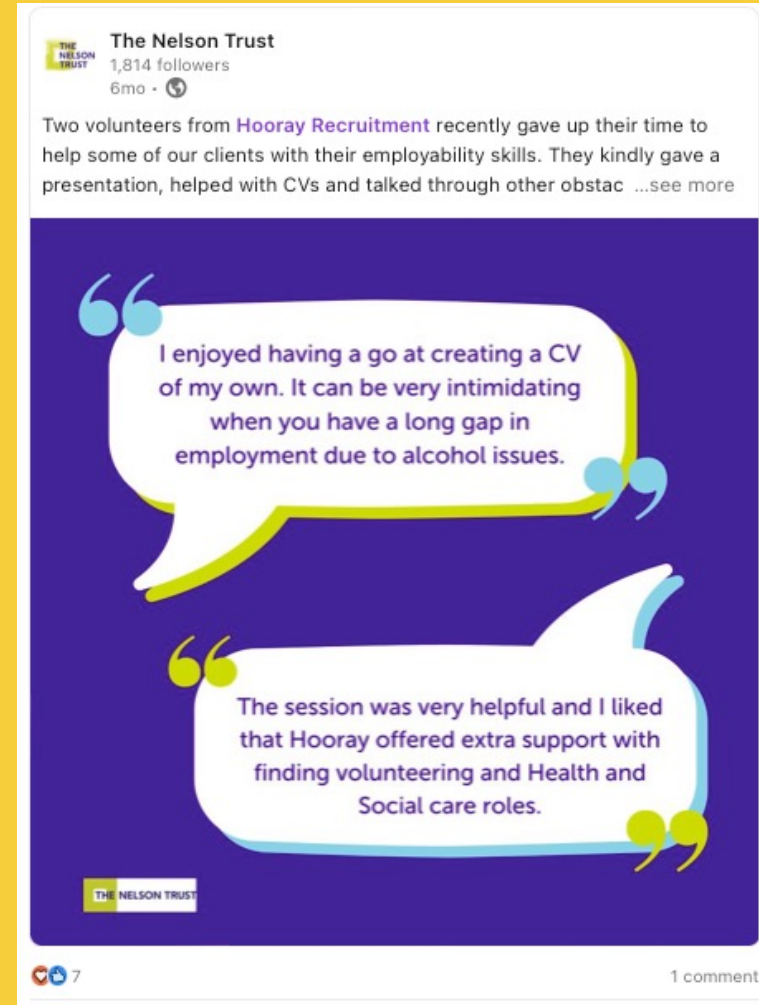
## THE NELSON TRUST

- The Nelson Trust have helped thousands of people to recover from addiction, re-build an independent, fulfilling life and re-join the community. The charity offers therapeutic support and practical help with housing, education, training and employment.
- The decision to partner with the Nelson Trust is rooted in Hooray's belief in pioneering ethical recruitment for a better working world. By aligning with charities that share principles and values, Hooray aims to contribute to the future workforce and support individuals seeking to reintegrate into the world of work.
- Volunteers from Hooray Recruitment gave up their time to help some of the Nelsons trust clients with their employability skills. They gave a training presentation, help with CV's and talked through other obstacles individuals can face when re entering the workforce.

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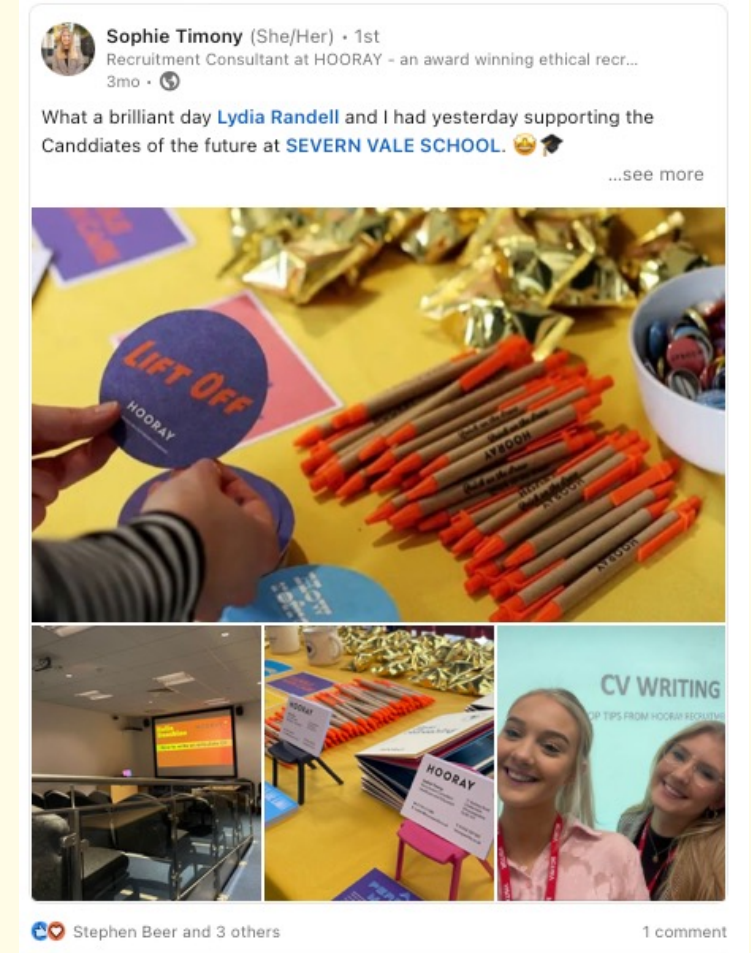
# TESTIMONIALS



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# OTHER SCHOOLS WE'VE WORKED WITH

To support students' employability skills we've given hours of our time to give coaching sessions to numerous schools across Gloucestershire enabling students to be prepared and equipped for the working world. This included training and workshops on CV writing and interview advice.



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## 2.CHARITABLE FUNDRAISING

We also looked beyond the world of employment to find charities doing phenomenal work in other sectors such as hospitals and animal welfare - we recognised that the most positive impact we could have on them was through a) fundraising and b) staff volunteering. This gives the charities much-needed financial support and our staff love getting involved!

We involve our entire staff democratically in the charity selection process. In December 2023 we were excited to host our first 'charity pitch' session inviting a variety of organisations to tell us all about the incredible work they do. It was a difficult decision! In the end, our staff voted for The Nelson Trust and Read for Good. We have committed to raise a minimum of £5,000 for them in 2024.

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# CHARITIES WE'VE SUPPORTED



Gloucestershire Animal Welfare Association &  
Cheltenham Animal Shelter



THE NELSON TRUST

Oxford Hospitals Charity

HOORAY



## 2.CHARITABLE FUNDRAISING

Our fundraising in recent years has also resulted in:

- £3,500 for the Pied Piper Appeal in 2022; an organisation doing phenomenal work to support sick and disabled children in Gloucestershire
- £150 raised so far for Emily's Gift with face painting event – we've committed to raising 2k over 5 years.



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# 3.STAFF VOLUNTEERING

We've purposefully recruited staff who are motivated by supporting their community; we empower them to do that by organising company service days, allowing them to select the charities we support, and offering them 4 fully paid days to volunteer for their chosen charities and encouraging a culture of volunteering generally. In 2023, this equated to over 200 working hours dedicated to a huge variety of community projects including:

- Helping transform a sensory garden for the James Hopkins Trust
- Tidying Garden at Gloucestershire Deaf Association
- Working at the Cheltenham Animal Shelter
- Leading Training programs for the PEEL project



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- The PEEL project and training programme supports young people with their self-esteem using photography and poetry to help them explore their identity to balance the negativity created by social media.
- The PEEL project has been developed into curriculum based resources to enable educators and service providers to run the programme independently.
- Prudence, Marketing Manager has volunteered working with the PEEL programme to help students and young people grow with their art and creativity to help confidence and skill building within young people.



**20hrs**  
VOLUNTEERED



**OVER 30**  
PEOPLE HELPED

**HOORAY**

# TESTIMONIAL



*“Special thanks to the fantastic team who gave up their weekend and volunteered their time and expertise – Steven Tatlow, Jack Adamson, Prudence Bond, Kaitlyn Anna and Ed Collyer. You were all fantastic and made the weekend a precious time to remember”*

**- Chris Spence, Director of Children's Services Gloucestershire**

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# 4. PROBONO SUPPORT

- We provide pro-bono service to support charities with their own recruitment including for the Cheltenham Animal Shelter.



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# 5.COMMUNITY DEVELOPMENT

## How to answer difficult interview questions

July 7, 2023



Hooray, Gloucestershire's ethical recruitment agency, we're here to help. Interviews are all about preparation, and there are many common interview questions you might be asked, so we're going to discuss 3 different ones so you can prepare for interview questions you're likely to encounter. Allowing you to effectively present your qualifications and personality and make a great impression.

Hooray Recruitment reposted this

**Empowered Employers**  
119 followers  
6mo · 🌐

Our latest blog post focusing on the research behind the campaign is 'Promoting an Inclusive Workplace: Flexible Working'. Flexible working has been one of the central messages of the campaign so far. Flexible ...see more

# Promoting an Inclusive Workplace

👍 1

1 comment · 3 reposts



**Hooray Recruitment**  
9,205 followers  
5mo · 🌐

Are you eager to create job advertisements that not only attract top talent but also foster inclusivity and embrace diversity? Look no further!

...see more



**CHELTENHAM BID**  
Local businesses improving our town

# LEARN & GROW

JOB AD WRITING WORKSHOP

**Hooray Recruitment**  
9,205 followers  
6mo · 🌐

🌟 Join Us at the Official TRING Networking Event! 🌟

Are you a business owner, leader, or manager? Expand your network ...see more

## WELLBEING OF YOU, YOUR TEAM AND YOUR BUSINESS

Expand your network, gain fresh perspectives, and equip yourself with tools to ensure the well-being of yourself, your team and your business. Don't miss this opportunity to learn, connect, and contribute to a thriving business community. See you there!

ON FRIDAY  
8TH SEPT  
Agri Tech Centre,  
Hartpury University,  
GL19 3BE

START AT  
08.30 AM - 11 AM

BOOKING NOW



**JAMES FORRESTER**  
CEO  
GLOUCESTER HARTPURY RFC



**SARAH COOK**  
MANAGING DIRECTOR  
HR PEOPLE SUPPORT



**NEIL MARTIN**  
BUSINESS AND EXECUTIVE  
COACH  
ACTION COACH



**RICHARD ARTHUR**  
MANAGING DIRECTOR  
HOORAY

👍 7

1 comment · 3 reposts



# HOORAY

# 6.OUR CANDIDATES

- Finding the optimum role for a candidate can genuinely transform their lives. We recognise this responsibility therefore prioritise getting to know our candidates to identify skills, behaviours, aptitude and cultural fit. Our ethical approach translates into:
- Faster time to competency and alignment to business goals
- Improved sense of belonging
- More opportunity to use their skills and technical capability
- Achievement of personal growth or career aspirations
- Increased morale, engagement and discretionary effort
- Higher retention and extended length of service through improved role alignment
- Improved frequency of favourable conversations about our industry, their experience and how well supported they are.



# HOORAY

# 6.OUR CANDIDATES

**ASHLEY**

ANOTHER HAPPY CANDIDATE



“HOORAY RECRUITMENT HAVE BEEN ABSOLUTELY AMAZING FROM THE VERY FIRST POINT OF CONTACT TO GETTING HIRED. IF I COULD GIVE 10 STARS I WOULD! THANK YOU SO MUCH DAN, BECCA & ALL OF HOORAY RECRUITMENT.”

**OMOEGBEMWEN**

ANOTHER HAPPY CANDIDATE



“A HEARTFELT GRATITUDE FOR YOUR INVALUABLE SUPPORT. I JUST WANT TO SAY THANK YOU TO MATTHEW. HIS ACTIONS WENT ABOVE AND BEYOND. I AM THRILLED TO SHARE I GOT THE JOB. HURRAY!! HOORAY!!”

**AAYUSHA**

ANOTHER HAPPY CANDIDATE



“INCREDIBLY HELPFUL, VERY FREINDLY. I DEALT WITH LORRAINE...THEY WERE VERY ACTIVE WITH CALLS, EMAILS AND TEXTS, AND WERE VERY TRANSPARENT ABOUT THE PROCESS... I GOT HELPFUL CALLS TO BETTER UNDERSTAND THE EMPLOYERS AND WHAT THEY WERE LOOKING FOR DURING THE INTERVIEWS.”

**CAROLINE**

ANOTHER HAPPY CANDIDATE



“THIS IS THE BEST RECRUITMENT AGENCY I HAVE EVER DEALT WITH ...JESS & HER HELPFUL FRIENDLY COLLEAGUES HAVE BEEN EXCEPTIONAL. I CANNOT PRAISE HOORAY ENOUGH.”

**CARMEN**

ANOTHER HAPPY CANDIDATE



“I HAVE EVERY TRUST AND CONFIDENCE IN THE STAFF AT HOORAY ... THEY HAVE DILIGENTLY SUPPORTED ME IN MY JOB SEARCH. IN PARTICULAR DOMINIC COOK. HOORAY STANDS OUT FROM ALL THE REST!!”

# HOORAY



**CATHERINE**

ANOTHER HAPPY CANDIDATE



“ BY FAR THE BEST RECRUITMENT  
AGENCY I'VE EVER USED. SOPHIE  
AND EMILY HAVE BEEN BRILLIANT...  
AND I'VE NOW GOT A NEW JOB  
WHICH I'M REALLY ENJOYING!  
THANK YOU! ”

**PEDGE**

ANOTHER HAPPY CANDIDATE



“ IF YOU WANT TO TALK ABOUT 'GOING THE  
EXTRA MILE' THEN MARK HAS GONE  
AROUND THE WORLD FOR ME. I CAN'T  
BEGIN TO THANK HIM ENOUGH FOR HIS  
PERSEVERANCE AND EFFORT. THANK YOU  
MARK, MY CHINA. ”

**ADAM**

ANOTHER HAPPY CANDIDATE



“ HOORAY WERE AMAZING WITH HELPING ME  
FIND THE RIGHT JOB OPPORTUNITY FROM  
START TO THE FINISH. IT WAS A SMOOTH  
PROCESS AND THEY WERE SUPPORTIVE  
EVERY STEP OF THE WAY. HIGHLY  
RECOMMEND HOORAY ”

**DIANA**

ANOTHER HAPPY CANDIDATE



“ BEST AGENCY TO WORK FOR!  
DEFINITELY RECOMMEND ALESHIA  
AS SHE IS A TOP CONSULTANT AND  
SHE WILL HELP YOU IN EVERYTHING!  
A BIG MASSIVE THANKS. ”

**EGAN**

ANOTHER HAPPY CANDIDATE



“ IT WAS LOVELY TO SPEAK TO  
SOMEONE WHO ACTUALLY SEEMED TO  
CARE ABOUT HELPING. JESS WAS  
LOVELY & SO HELPFUL ”

**FAYE**

ANOTHER HAPPY CANDIDATE



“ VERY ORGANISED TEAM! THEY PLACED ME  
WITH A GREAT TEMPING JOB WHICH WAS  
BRILLIANTLY PLACED... I WAS  
SUBSEQUENTLY OFFERED THE DREAM JOB  
FULL TIME. WHAT A GREAT RESULT!  
THANKS HOORAY! ”

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# CANDIDATE TESTIMONIAL

*“Definitely very trusting very ethical...is actually quite difficult to get recruited when your disabled but Hooray seem to have just blown over that. It's professional but informal which is a huge bonus I think and instantly you develop a kind of rapport, relationship with whoever it is. Overall, it's very inclusive...if I had to describe Hooray in three words, I would say friendly, ethical and tenacious”*

- DAN BROWN,  
TEMPORARY WORKER, LAITHWAITES



## HOORAY

# WHY OUR STAFF LOVE WORKING FOR US

## FUN BUSINESS DEVELOPMENT DAYS



## FUNDRAISING AND AWARENESS INITIATIVES



## TRAINING & DEVELOPMENT



## NETWORKING EVENTS



## SOCIAL EVENTS AND BUSINESS CELEBRATION DAYS



## ENLIGHTNING 360 REVIEW PROCESS



## 4 PAID VOLUNTEER DAYS A YEAR



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# 7.OUR TEAM

4 paid days volunteering per person per year - that's a massive 80 days each year supporting our nonprofit partners



**4**

**VOLUNTEER  
DAYS A YEAR**

**+**



**20**

**TEAM  
MEMBERS**

**=**



**80**

**VOLUNTEER  
DAYS A YEAR**

**HOORAY**



# OUR PEOPLE

*“We lead by example creating a culture of success, inclusion and wellbeing so our own people are insightful in their conversations with clients and candidate”*

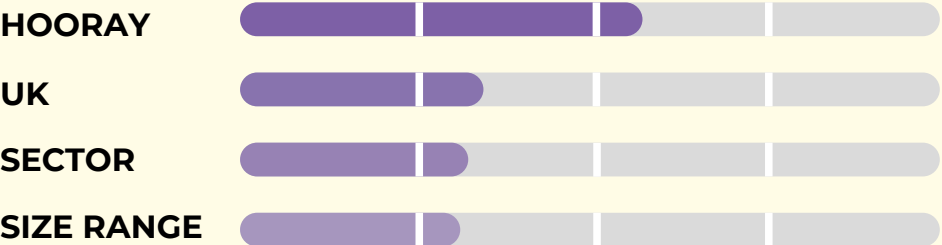
- RICHARD ARTHUR,  
MANAGING DIRECTOR



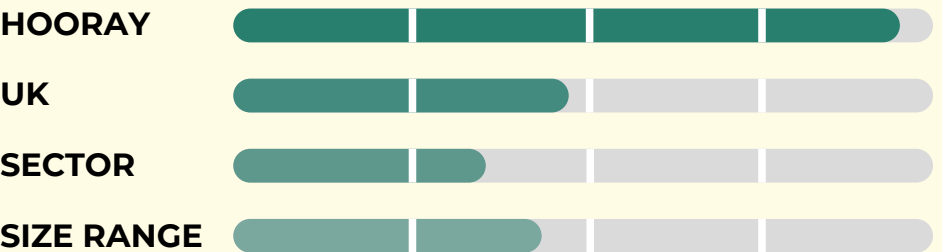
# HOORAY

# B IMPACT ASSESSMENT

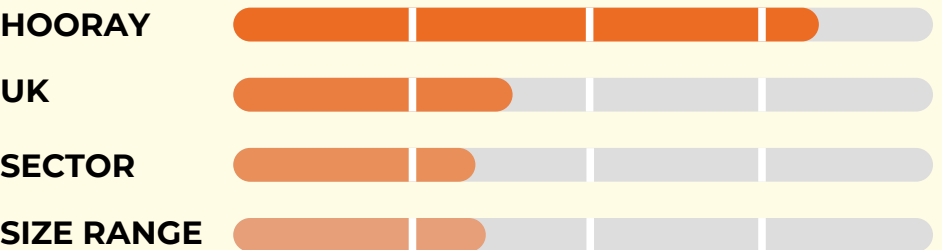
## COMMUNITY



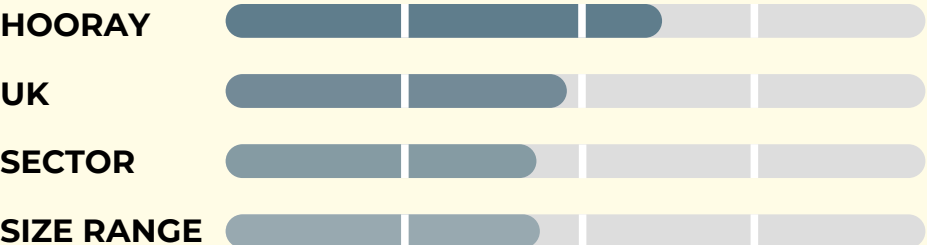
## CUSTOMERS



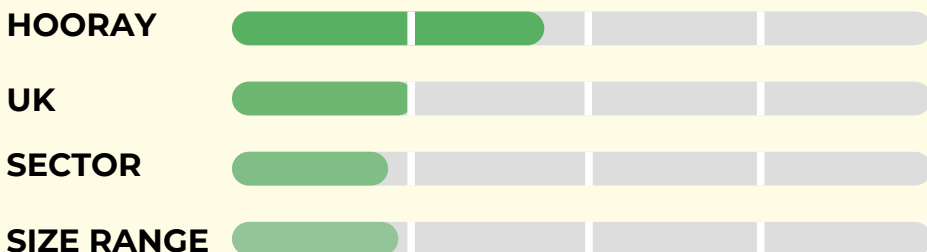
## GOVERNANCE



## WORKERS



## ENVIRONMENT



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# ENVIRONMENTAL IMPACT

Although, as a service industry, we're a relatively low environmental impact business, we believe all businesses have a responsibility to support the future of the global community by measuring and reducing their footprint.

Our 2023 scope 2 emissions are from 9994 KWH of power usage (21% of which is from low impact renewable sources) which equates to 3.4 metric tons of CO<sub>2</sub>e.

Our goal is to measure our scope 1 and 3 emissions in 2024.



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# ENVIRONMENTAL IMPACT

Rather than invent our own methodology, we used the B Corporation Environmental Impact Assessment to get a baseline measure of our impact and develop an improvement strategy with our landlord, particularly in increasing the % of our energy that comes from renewable sources.

We've developed an Environmental Policy that includes:

- Incentivising staff to use public transport/bike etc etc
- Giving preference to hiring local staff and suppliers
- Sending minimal waste to landfill
- Our staff are enthusiastic recyclers! Nothing goes to landfill that can be recycled,
- From our electrical hardware to our pens.
- They also love planting trees! We've planted 1000 trees so far with Ecosia



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# A LOOK AHEAD...



<https://vimeo.com/560463845>

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# PHEONIX VILLAGE

- Teaching enterprising skills and building sound minds for practical, social and personal regeneration
- The vision for Phoenix Village is to create a one-stop, full-service provision for young adults who have missed opportunities, fallen through the traditional educational gaps, ended up jobless and in the wrong crowd or struggled with addiction and homelessness. By providing affordable accommodation, multiple opportunities for skills training with accreditation, autonomous health, and advanced mental health provision, The Phoenix Village Project aims to break a cycle of social and economic exclusion and its long-term consequences.
- Richard Arthur and Prudence Bond are both participants for this project with Richard being a supporter with Hooray helping within the recruitment and employment space and Prudence is a Youth Ambassador.

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