

SOCIAL VALUE REPORT 2022

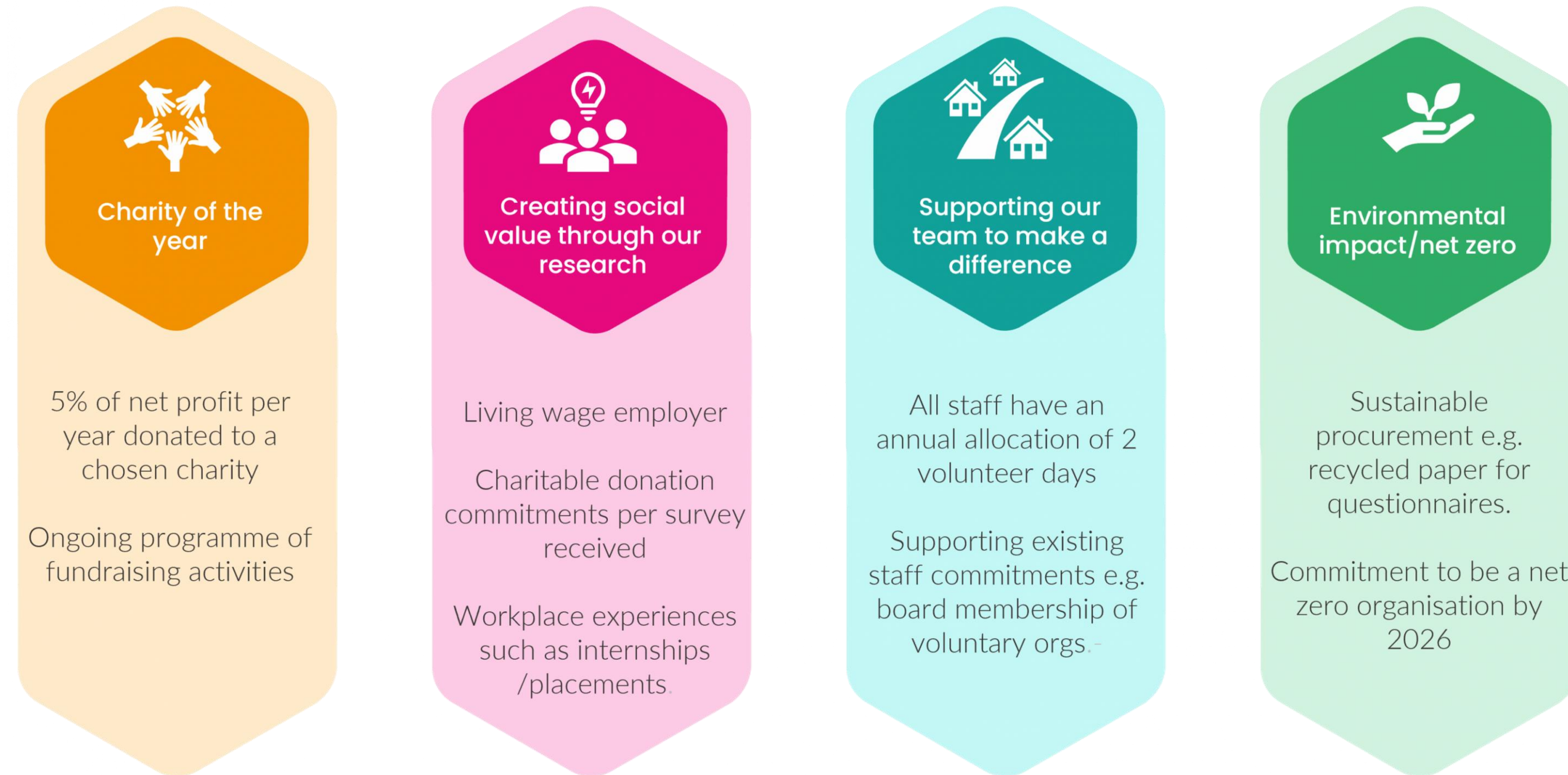




A note from our Managing Director...

"We are hugely proud of what we have been able to do as a team over the last 12 months since setting up our Social Value team. Their commitment and enthusiasm has had a significant impact on what we achieved, and has enabled us to support Birmingham Mind to continue delivering their 24/7 helpline, which has literally been a lifeline to many during Covid-19 and the current cost of living crisis. Giving something back is really important to us all and we are constantly looking at ways to do this, whilst also making sure our team are supported. Without them, none of this would be possible."

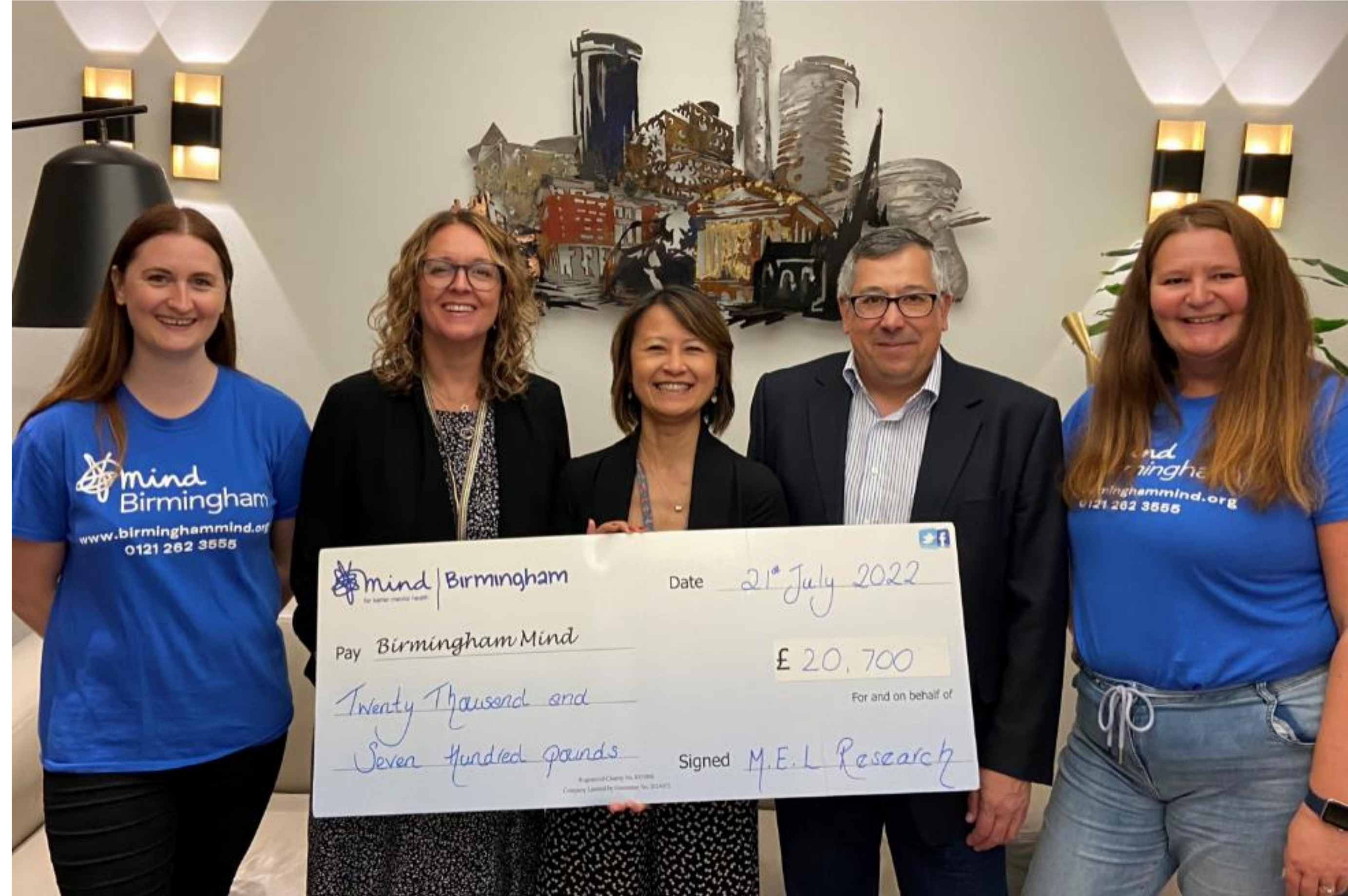
Living our values – how we make a difference



At M·E·L Research we believe that all businesses have a duty to be socially responsible. To re-invest in society, to be active contributors to the local community, and to minimise their environmental impacts. Our vision is to make a positive difference to organisations, employees, customers and wider society. We push for social value – in why we work, how we work and who we work with.

To realise our social value commitment, a delivery team of 12 staff drawn from all levels of the organisation was established in 2022. This ensures that delivery in this area is being shaped by the passions and interests of our team members. The team meets on a quarterly basis to report progress made across 4 key areas and agree the main activities for the next quarter.

Charity of the Year



We donate 5% of our net profit to a selected charity of the year, every year. Given the impact of the pandemic and the cost-of-living crisis is having on people's mental health, our charity of the year is **Birmingham Mind**.

In 2022, we **donated**

£20,700

to Birmingham Mind which helped fund their 24/7 helpline for 700 hours.



Helen Wadley, CEO for Birmingham Mind added *“Thank you M.E.L Research for choosing to support us this year and beyond. Your significant donation will assist us in supporting our 24/7 Helpline for those in the Greater Birmingham and Solihull area who seek assistance on a whole range of mental health issues.”*



In addition, we have raised £765 on our Just Giving page for Birmingham Mind, via the following fundraising activities:

Walked, ran, sailed & swam

153 MILES

As part of the 60 miles in 7 days team challenge, raising

£300

Raised an additional **£170** from a cake sale at Mission Translate



8 staff members ran the **Great Birmingham 10km run**, raising **£295**





MEL Research is fundraising for

justgiving.com/fundraising/melresearch

Apps Xero Accounting So... Microsoft Office Ho... MEL SharePoint Microsoft Forms Horizons Home HSBC UK HSBCnet LinkedIn Survey WebHost Imported

JustGiving Menu Start Fundraising

Search Log in Sign up

It's okay... to speak to someone

We're here to talk, 24/7. Call us on 0121 262 3555 or 0800 915 9292.

NHS LivingWell Well Mind Birmingham

£765 raised by 21 supporters

Give Now

Share



MEL Research

We are supporting and fundraising for Birmingham Mind because we want to give back to the local community!

Event: Great Birmingham Run 2022 - 10k, on May 1, 2022

Team: Karen, Jenny, Jordan, Kate, Tia, Holly, Stephen, Sam and Sophi

Story

Our social purpose and cause is to make a positive difference to organisations, employees and wider society. We want to create a better world where everybody has a voice, can achieve their potential and live a fulfilled life. A part of this purpose is to work with a local charity this year that aligns with our values as an organisation and the work we do – so we can give our time and help benefit the local community and our staff.

We are proud to announce that this year our Corporate Social Responsibility team, in discussions with the wider team at M-E-L Research, has selected **Birmingham Mind as our charity of the year!**

Donating through JustGiving is simple, fast and totally secure. Your details are safe with JustGiving - they'll never sell them on or send unwanted emails. Once you donate, they'll send your money directly to the charity. So it's the most efficient way to donate - saving time and cutting costs for the charity.

Share this story



Birmingham Mind

We provide mental health support to improve the lives of those who need us

Charity Registration No. 1003906

STRAVA

All Run Walk Ride

235.09 mi completed overall

Supporters 21



Karen Etheridge 1 month ago

Well done to Tia for the amazing looking cakes!

£5.00



Jackie Young 1 month ago

For a virtual look at some amazing cake

Social Value

Through our wider social value work, we have donated £7,518 to a number of organisations we work with to support their charitable causes.

Some of the donations were integral to our project delivery, for example for many staff surveys, we offered a donation to a local charity for those who took part in the research, as a tool to encourage uptake.

Aside from these, we have been working with the West Midlands Combined Authority to arrange two-week work placements for parents in temporary accommodation.

We have also been a Corporate Patron of the Market Research Benevolent Association since 2020.



**BUXTON & LEEK
COLLEGE**



**achieving
for children**



WaterAid



**FOR THE
PLANET**

**REFUGEE
ACTION
KINGSTON**

YMCA MILTON KEYNES

Plus Dane Housing



All staff receive 2 days off each year to volunteer for a charity of their choice

In addition to supporting our charity of the year, we encourage members of our team in their own social endeavours and to live our values. Two days of paid leave are available for staff to support a cause of their choosing.

Some examples are: Tahira Mahmud volunteers in Roots Branches Birmingham to provide food for homeless people; Elliot Simmonds who is a Board Trustee for Creswell Craggs, and an Enterprise Advisor at the University of Derby; Ching-Yi (Jenny) Chen volunteers in Midland Sailing Club's sailing tasters session for local communities and most recently for Ukrainian families in Birmingham.



Environment



Net Zero by 2026

We contribute to minimising our carbon footprint and have pledged to become Carbon Neutral by 2026. The Market Research Society Net Zero Pledge - to which we are signatories - requires agencies to be Net Zero, publishing carbon emissions, collaborating across the sector and encouraging call outs by employees and clients on environmental concern.

We chose BE Offices workspace as our head office because of their green credentials and commitment to being carbon neutral by the end of 2025.

Support & Training

Looking after staff mental health & wellbeing

To create a supportive culture and work environment, we now have two members of staff trained as **Mental Health First Aiders**. One of them is our Managing Director, ensuring wellbeing and mental health are strategic considerations for our organisation moving forward.

We are also providing mental health training to all line managers in the first quarter of our 2022/23 financial year.

We also offer an employee wellbeing assistance programme through **the Listening Centre** which is a talking therapy and referral service.





We are proud to be a Living Wage Employer and fully support the increase in the Real Living Wage rates announced in late September 2022.

Conventionally we would introduce the new rates in April. However, we are acutely aware that the cost-of-living crisis is having a significant impact on people right now, and that for many, action cannot wait until next year.

Therefore, we have implemented this rise immediately from the 1st October 2022.

We measure, evaluate and learn

We encourage our staff to share and learn internally at our fortnightly staff meetings, and externally through going to conferences, writing blogs and presenting to clients or wider audiences. We have an annual budget to provide training to upskill our staff and everyone has a tailored development plan to make the maximum use of their personal training budget.

To introduce young people into the world of research, some senior members of staff have given talks at school and attended career events. We have also continued our work placement - Belle Linford joined us as a Research Assistant in October 2022 from Aston University for our coming financial year.



"I'm thrilled for the opportunity to work for a company that produces valuable, impactful social research and for the opportunity to develop my research skills in a professional environment."



“Looking ahead to the next 12 months, we will focus on developing and implementing our carbon reduction strategy. We will also continue to support and fundraise for Birmingham Mind. We will provide mental health training to all staff to help promote and better manage mental health at work. We will also keep a close eye on the cost-of-living increase and see how we can best support our staff, suppliers and local charities.”

Karen Etheridge, Managing Director

research·with·a·purpose

