



April 2025

Certified



Corporation

## Annual Impact Assessment



# Our Values

Ignition Law is committed to fostering a culture that values **excellence, integrity, and innovation**. Our core values serve as the foundation of our operations, guiding our interactions with clients, colleagues, and the wider community.

We support individual aspirations by nurturing the **diverse** career paths and ambitions of our team members. This steadfast dedication to personal growth has created a highly motivated and skilled workforce, committed to providing exceptional and personalised legal services.

Our **flexibility** and **loyalty** allow us to adapt to the changing needs of our clients and the marketplace. The loyalty and genuineness in our interactions have built lasting relationships, reinforcing our reputation as a trusted legal partner. This has strengthened our credibility and trustworthiness in the legal field.

**Respect** and **collaboration** are central to our operations as we work as a cohesive team, sharing knowledge and uplifting one another. This spirit of collaboration sparks innovation and ensures we deliver comprehensive solutions to our clients.

Our commitment to **ethics** and **integrity** is exemplified by our internal Ethics Committee, which promotes ethical practices and diversity.

We are conscious of our **impact** on the broader community and environment. Our initiatives, including B Corp certification, demonstrate our commitment to social and environmental responsibility.

Ignition Law's values significantly shape our business practices, client relationships, and community engagement and we have built a strong foundation for lasting success. Our unwavering commitment to ethics, integrity, and innovation drives our growth and establishes us as a leading law firm for SMEs and growth-oriented businesses.







# Leadership Letter

We were immensely proud to join the select group of law firms achieving B Corp accreditation in April 2024, marking a significant milestone in the development of Ignition Law. It was a reflection of our commitment to the principles that have been at the heart of Ignition since its inception in 2015; fostering equality, championing change, prioritising the well-being of our team, recognising entrepreneurship and respecting our impact on the wider world.

Since then we have continued to refine how these values can impact on our daily life and keep this ethos and integrity at the heart of our business.

Now, we are excited to reflect on our progress and present our first annual impact report since our certification, representing our consolidated commitment to the ethos of the B Corp movement.

We also outline a plan of action, holding ourselves accountable as we strive to enhance our policies and practices in alignment with our mission to empower entrepreneurial lawyers and provide clients with clear advice and meaningful legal support, all while being conscious of our environmental footprint and sustainable practices

We are proud of our B Corp status, its ethics forming part of the core of how we operate. We are determined to keep the impact of our business on our team, clients, and the environment at the forefront of our endeavours.

# Our Journey

Primarily serving scale-ups and SMEs, we immerse ourselves deeply in the journeys our clients undertake and understand them, for we have trodden that very path ourselves.

In this endeavor, we seek to collaborate with clients and partners who are committed to fostering change while adhering to their core principles.

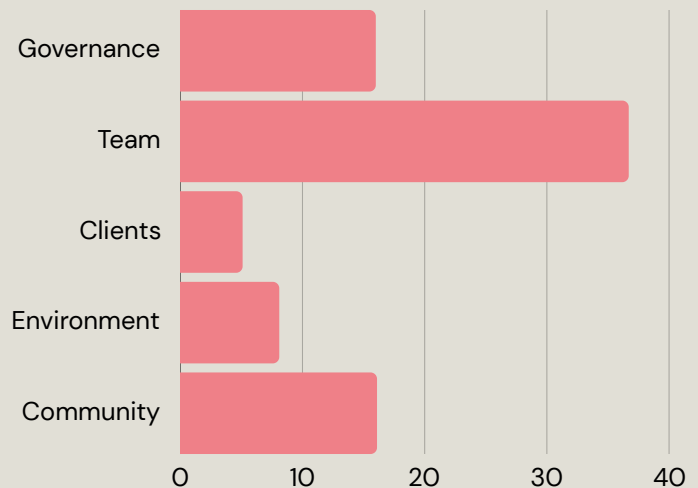
Thus, embracing the B Corp pathway was a natural and obvious choice for us.

To achieve B Corp accreditation, a score of 80 points on assessment by B Lab - the global non-profit network that created the B Corp Certification - must be achieved. The accreditation reflects the highest standards of social and environmental accountability for businesses.

We achieved a score of 82.4 in April 2024, broken down into 5 impact areas; Governance, Team, Clients, Environment and Community.

We want to build on this score going forward by solidifying our existing practices and continuing to progress new ways of having a positive impact. We will have to recertify in March 2027 and have set ourselves a goal of achieving 90 on re-certification. We have a few key goals over the next year, including the formal implementation of our employee volunteering policy, implementing our new work experience program which seeks talent from the local community, supporting our chosen charity and reducing our carbon footprint.

Most importantly, joining a community of enterprises committed to positive change has filtered through to every level of our business and embedded itself in our management and decision-making. We consider the impact of every decision on a wider set of values and strategy. This helps keep us accountable and a responsible business.



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*Being a B Corp signifies a commitment to being held accountable for social and environmental performance through regular assessments.*

*It firmly aligns with our long-term strategy of being a 'force for good' and our desire for continuous improvement.*

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Alex McPherson – Founder of Ignition Law



# Governance



The B Corp assessment covers governance because it is a crucial aspect of a company's overall impact and sustainability. Governance involves the structures and processes that ensure accountability to all stakeholders, not just shareholders. This includes integrating social and environmental performance into decision-making, promoting transparency, accountability, and ethical practices within the organization. This ensures that the company is not only focused on profit but also on creating positive impacts for society and the environment.

On certification, we achieved a score of 16.0 and are hoping to build on this going forward.

Our internal policies and practices are key to our mission to enable our lawyers to thrive so that we can provide the best services for our clients. We actively integrate social and environmental performance into our decision making by including training on these topics and including these factors in managerial job descriptions. We also employ targeted recruitment campaigns and blind recruitment techniques to maximise our diversity.

We have developed a set of criteria, SCALED, which provides transparency regarding structure and clarity as to employees' roles, internal governance and what good looks like in our team. These criteria are included in our performance reviews and our onboarding and we have continuously gather feedback and conduct workshops to determine what they mean to our team and how we can improve. We also share a quarterly state of the nation session with all staff, so all can input into the progress of the firm and understand financial performance.

We have implemented a Code of Ethics which is enshrined in our Company Handbook, and provide training sessions to ensure compliance with the law and our Code of Ethics.

We have an Ethics committee, which has at its heart the mandate to keep pushing the firm to be the best that it can be. This committee is a mixture of juniors and senior leaders and is involved in diversity discussions, community impacts, recruitment, charitable donations and staff well being.

We are also introducing a new formal policy to encourage our employees to take time out of work to pursue volunteering opportunities they are passionate about. Employees will now be entitled to take 2 days of paid leave per year to volunteer at an organisation of their choosing; alone on one day, and as part of an organised Company-wide group volunteering opportunity on the other. This new policy will hopefully serve to allow our team to pursue ethical opportunities out of work and be actively supported for doing so, and in the next year we aim to encourage the team to make the most of this.



# Our Team

Our team is the backbone of our organisation, driving innovation and ensuring seamless execution for clients and we fiercely guard who we let in, fostering a culture of collaboration and innovation. By encouraging open communication and mutual support, we create an environment where ideas can thrive and challenges are met with resilience. Together, we are more than just a group of individuals; we are a hive mind that pushes boundaries and achieves remarkable results.

On certification, we achieved a score of 36.7 and we want to build on this strong foundation going forward.

Our company values and our SCALED criteria are built with our workers in mind and as a business it is imperative that we work with our team to make sure we are providing them with a great place to work by communicating, sharing ideas, listening to each other and implementing ideas so we can achieve great goals.

We are a predominantly female-led firm, with 75% of our partners, and almost 76% of our whole firm identifying as female in a recent diversity survey. We have also recently started to work with social mobility specialists to supplement our recruitment in line with our diversity aims.

Flexible working has always been our bedrock and is an inherent part of our culture. We actively foster a collegiate environment in order to counteract the distance flexible working can sometimes bring. We have a mentor system, weekly team huddles, monthly training sessions, numerous social events both online and in person and an annual overnight offsite every year.

We want to continue to build a culture of inclusion and have introduced a Social Committee to canvas what people want from their social calendar and to implement that. One key element that we have introduced recently is our monthly office lunch – in the first week of the month, we invite our workers to come to the office where we provide lunch to encourage everybody to step away from their desk and join up. We are expanding our social calendar further by organising at least quarterly socials for our team.

In the last 12 months we have focussed on maintaining and developing our positive internal culture, with a strong focus on physical and mental health. Private health and dental insurance is a given but we also provide access to a well-being platform where employees receive credit monthly that can be redeemed for a variety of activities and products including counselling sessions, healthcare products, financial management and holistic remedies. We also provide access to a mental health service for all team members and regularly review our benefits to ensure they are meeting our team's needs.





# Our Clients

At Ignition Law, our clients are at the heart of everything we do. They are integral to our business, driving our growth and shaping our services. They trust us to provide expert legal advice, access to networks and support, and we are committed to exceeding their expectations.

Our clients are diverse, ranging from SMEs to growth businesses, and each one plays a crucial role in our success. Our clients' success is our success, and we strive to build long-lasting relationships based on mutual respect, understanding and friendship.

We have continued to provide pro bono services for individuals and businesses where possible, to provide access to legal services to those who might ordinarily go without it. Access to justice is a cornerstone of our pro bono efforts and we are dedicated to assisting in individual cases and our wider community initiatives.

In line with this, we have served seven clients on a pro bono basis in 2024 and hope to expand our reach further in the coming year.

We regularly seek feedback from our clients through direct communication. This helps us understand their needs, expectations, and areas where we can improve. We intend to expand on this also in the coming year, with further satisfaction surveys and interviews to really understand how we can do better. Our priorities when delivering services are centered around providing exceptional value and ensuring client satisfaction and it's important we canvas properly how best we can achieve that.

We will also continue to provide our two webinar series, GC Know How Series and Commercial Conversations, aimed at General Counsel and SMEs respectively. These commercial based discussions are a valuable opportunity to share commercial insights and touch base with our clients.

**2024**

**6 x sustainable  
business Clients**

**5 Charity Clients**

**7 x Pro bono Clients**

**3 x B-Corp accredited  
Clients**

**1 x Social Enterprise  
Client**

**7 x General Counsel  
Know how webinars**

**7 x Commercial  
Know how webinars**





# Our Community

On certification, we achieved a score of 16.1. We strongly believe in the importance of contributing to economic and social well-being of the communities in which we operate.

In the last year, we have pursued our aim of making the legal profession more accessible and available to our local community. We have focussed on providing places to individuals who are from a social, economic and ethnically diverse backgrounds. This has been hugely rewarding for all involved and these collaborations not only expanded our recruitment network but also provided us with valuable insights into the challenges faced by diverse candidates in the job market.

We want to continue building on this and offering several placements in the coming year.

We selected Trees for Cities as our charity last year and have successfully raised funds to support their mission of making cities greener. Trees for Cities is the only UK charity working at a national and international scale to improve lives by planting trees in towns and cities. Their aim is to tackle global warming, create social cohesion and beautify our cities through tree planting, community, education and training initiatives.

Our staff has voted on our next charitable endeavor, and we are thrilled to announce that we will be supporting Guide Dogs for the Blind as our upcoming charity, aiming to raise over £2,000 in the year ahead. Guide Dogs for the Blind provides guide dogs, mobility and other rehabilitation services to people who are blind and partially sighted

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*...[the] experience proved to be an extremely insightful, helpful, and eye-opening experience into the world of Corporate and Commercial Law.*

*I would like to thank everyone at Ignition Law for making [the programme] some of the most enjoyable I have had when it came to learning about the Law and actually being able to put it into practice.”*

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We have continued to provide pro bono services for individuals and businesses where possible, to provide access to legal services to those who might ordinarily go without it.

We have advised 7 clients this year on a pro bono basis, and access to justice is a cornerstone of our pro bono efforts and we are dedicated to assisting in individual cases and in wider community initiatives.





# Our Environment

We want to focus not only on the work we deliver but also be mindful of our impact on the environment. Last year, we achieved a score of 8.1 on certification and since then we have continued to take steps to improve our operation.

We have been focussing on the impact our core office operation has and have made sure that we have stringent recycling techniques in place between food waste, recyclable and ordinary waste. and that we are using sustainable products in our office where possible – biodegradable coffee pods, paper towel, toilet paper and dishwasher tablets, improving our environmental output and supporting businesses that are focussed on sustainability.

As part of our new volunteering days initiative, two of our employees took part in an organised river clean, working with local charities to remove invasive species from London's river banks.

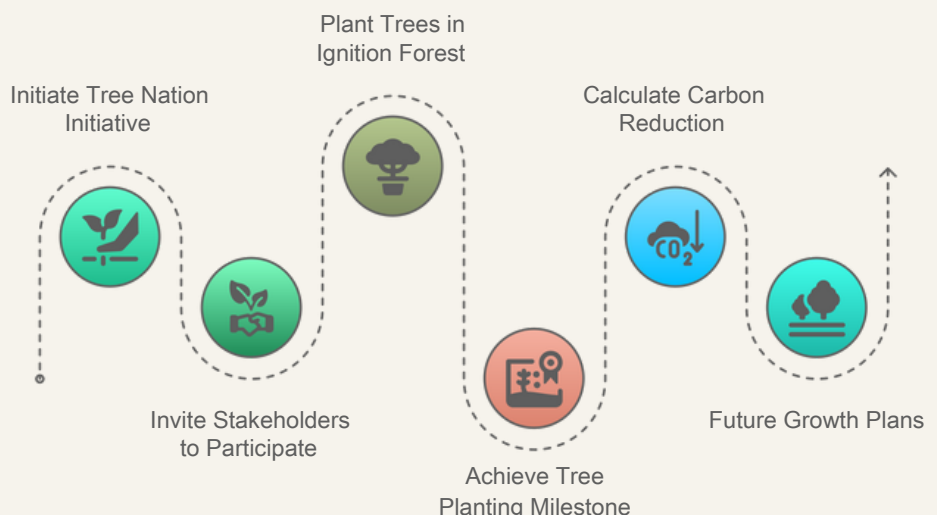
## Expanding Urban Greenery Through Charity Support



We have also supported Trees for Cities for the past the year, which is a charity operating on a national and international scale that aims to plant urban trees to create greener cities. Across the firm we have raised money in support of them via several fundraising initiatives. This is all part of our mission to stay 'green'.

This year, we have also taken part in the Tree Nation initiative, a platform dedicating to reforesting the world. Rather than sending Christmas cards, we invited our workers, clients, referrers and friends of Ignition to plant a tree in the Ignition forest, supporting planting projects in the UK, US and France. So far, Ignition has planted 136 trees this year and reduced our carbon output by 5.37 tonnes under this scheme and we hope to grow our forest further next year.

## Ignition's Tree Planting Initiative





# Our 2025 GOALS

## 1 Governance

- Code of Ethics
  - We plan to draw together the impact of our existing ethics committee and practice practices throughout the firm into a codified statement of intent.
- Volunteering Policy
  - The ability of our team to take time out to pursue volunteering opportunities they are passionate about will be codified and discussed on a companywide basis.
- Cyber Essentials
  - We are in the final stages of securing access to the Cyber Essentials platform, diligently refining and capturing the principles necessary to uphold this access within our firm-wide policies and governance frameworks.

## 2 Our Team

- Social Development
  - We shall continue to nurture a vibrant culture of inclusion and safety in our workplace, prioritising the well-being of all. Our focus will be on uniting our unique team through a diverse array of activities which appeal to all, fostering deeper connections among us.
- Cyber Essentials Platform
  - In the coming year, we are unveiling access for all team members, enhancing our security measures to safeguard both the business and our cherished team from the perils of common cyber threats.

## 3 Our Clients

- Enhanced Client Research
  - Conducting more in-depth client research will help us better understand our clients' needs and preferences. This will enable us to tailor our services even more effectively.
- Wash Ups
  - At the conclusion of a matter or engagement we will review performance with our clients to find out what worked and what didn't and how we can develop further.
- Leveraging Technology
  - Utilizing advanced technology and tools can streamline our processes and enhance the efficiency of our services. This will allow us to provide even better value to our clients.

## 4 Our Community

- Work Experience
  - We are evaluating our reach with our work experience program in order to continue to provide access to individuals who can benefit the most.
- Volunteering
  - We are identifying volunteering opportunities for our staff which operate in our local community and thereby impacting on our immediate neighbourhood.

## 5 Our Environment

- Carbon Reduction
  - We will continue with our tree-planting initiative, further diminishing our carbon output.
  - We are reviewing additional initiatives that our business can embrace to achieve further carbon reductions, emphasising tools that are both attainable and significant to our mission.