



## FAQs to help those championing the Good Business Charter

This document is designed to provide those championing the Good Business Charter with FAQs that will prepare you to effectively advocate for and answer questions about the Good Business Charter in various contexts—whether you are engaging with clients and customers, managing your supply chain, participating in events or networking.

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## Why choose the Good Business Charter

### **Why should an organisation accredit with the Good Business Charter?**

The Good Business Charter is a simple way to be recognised for your responsible business practices. The GBC provides a solid framework, you may find you are performing well in most of the components but can improve your practices further in two or three which will be of overall benefit to your organisation. Our third-party accreditation will also point people to your doors as more and more people look to work with and buy from responsible businesses.

### **How does it differ to Business in the Community, Blueprint for Better Business and the various accreditation bodies such as B Corporation?**

The Good Business Charter is UK based and is designed to be simple and not expensive, whilst at the same time encouraging businesses to be more responsible (and recognise those already doing all our 10 components). The B-Corps, whilst worthwhile, is a lengthier process with a higher cost. We believe the simplicity and cost effectiveness of the Good Business Charter will encourage many organisations of all sizes to sign up so we can quickly get a critical mass which we hope will in turn encourage other businesses to join them and in turn encourage wider good business practice.

Organisations such as Blueprint for Better Business and BITC can help organisations in their journey of being responsible, with a range of resources. We do not offer expertise on each of our ten components, instead encourage organisations to seek advice and support from organisations that have the expertise.

## The application process

### **What is the application process?**

Application is through an online self-certification process. If you have all the information to hand it will take less than an hour.

Organisations commit to the ten components and give some details about their responsible business practices.

The Good Business Charter then do some checks. Once accredited, organisations are asked to communicate accreditation to employees externally.

### **What if an organisation can't commit to one component?**

The Good Business Charter requires you to commit to every component. That is the way we keep it simple and straightforward so that everyone understands what an organisation displaying the Good Business Charter accreditation has committed to. Sole traders need to commit to all ten components but do not need to evidence activities in the employee-related components.

We recognise that this is a journey and that each organisation that applies will be at a different stage in the journey. The focus is that they are committed to each component and moving forward in it.

If an organisation isn't sure if they meet the commitments put them in touch with the Good Business Charter team who will be happy to chat with them about it.

### **Does the Good Business Charter have any guidance or templates for any of the components?**

No. The Good Business Charter is an accreditation scheme. We recognise that each organisation is distinctive and needs to plot their own way in how they approach each component. As such we cannot advise on the best thing for an individual organisation to do. There are other organisations working in this sector who we feel are better placed to do this. Visit our [External Resources page](#) for more information.

### Can a sole trader with no employees still accredit?

Yes. The Good Business Charter is for all sizes and shapes of organisation and we are proud to have sole traders, limited liability partnerships and charities as part of our membership, alongside small, medium and large companies. Sole traders need to commit to all ten components but do not need to evidence activities in the employee-related components.

### I am a business owner or sole trader. Do I have to pay myself the real living wage?

No, organisations are required to pay their employees the real living wage.

### How much does it cost?

There is a **one-time sign-up fee** of **£150** for organisations up to 50 employees and **£300** for organisations with 51+ employees. For SMEs, in recognition of the financial pressures they are under, the sign-up fee includes the first year of accreditation.

To find out about the annual accreditation fees, view our helpful graphics below, or [visit our costs page](#).

## SME's (0-250 employees)



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### 0-50 employees

**One-time sign-up fee**  
£150\*  
*\*Includes £50 annual fee for the first year of accreditation*

**Annual accreditation fee**  
£50

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### 51-250 employees

**One-time sign-up fee**  
£300\*  
*\*Includes £250 annual fee for the first year of accreditation*


**Annual accreditation fee**  
£250

Good Business Charter fees 2024

## Large organisations (251+ employees)



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### 251-500 employees


<b>One-time sign-up fee</b>	<b>Annual accreditation fee</b>
£300	£500

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### Public sector and third sector

Please note public sector and third sector accreditation fees are capped £500


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### 501-1,000 employees (private sector)

<b>One-time sign-up fee</b>	<b>Annual accreditation fee</b>
£300	£1,000


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### 1,001-2,000 employees (private sector)

<b>One-time sign-up fee</b>	<b>Annual accreditation fee</b>
£300	£2,000

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### Over 2,000 employees (private sector)

<b>One-time sign-up fee</b>	<b>Annual accreditation fee</b>
£300	£3,000

Good Business Charter fees 2024



## The accreditation

### **What can we expect from accreditation?**

The Good Business Charter is an accreditation where you commit to uphold your commitments and the GBC commit to uphold the accreditation itself.

Yet we are also a community of people passionate about responsible business behaviour and a movement seeking to raise the bar on good business standards in the UK. So, we do want to energise you in that mission and move forwards together in it. We set out [here](#) how we view our relationship with our accredited organisations.

### **How does the Good Business Charter enforce it?**

We view businesses in a positive light and hope that they would not knowingly give false information in the self-certification.

However, to ensure robust monitoring, we undertake appropriate checks as part of our accreditation process and we use a system of whistle-blowing where we invite any stakeholder of one of our accredited organisations who believes that they are not upholding the standards of the GBC to contact us and alert us to this. We will then initiate a full investigation with that organisation and will not hesitate to remove their accreditation if they are found to not be compliant.

Good Business Charter accreditation is not finalised until the organisation displays our logo – holding them to account internally with their workforce and externally with their customers that they are making this commitment and have done their due diligence to ensure they are compliant.

### **How do organisations promote their Good Business Charter accreditation?**

This will look different for different organisations depending on your size, sector and capacity. We want to get the accreditation stamp as visible as possible and get recognition from the general public as to what it is for your benefit as the public look for and favour your business as a result.

### **If someone believes an accredited organisation is not holding up to one of the components (e.g. they know they are not paying their employees the Real Living Wage), what should they do?**

If you are an employee, supplier or customer of a GBC-accredited organisation, and you would like to report a breach in one of our 10 components, [please let us know using this form](#).

## What are Good Business Charter Places?

This involves a few key local organisations accrediting themselves and agreeing to encourage other organisations in their networks to accredit. And in doing so a local community of GBC accredited organisations is established, encouraging others to join them – and establishing pride in their area – as being a good place to work and do business.

It also helps to raise the bar on responsible business practice locally, and provides signposting to which are the good, responsible businesses locally.

This usually involves a council and a university, as some of the key organisations, but we are flexible on the model and size of the organisations involved – as long as the enthusiasm is there, and they are well established local organisations.

York is the first GBC City. The City of York Council, The Universities of York and York St John, Aviva and the Joseph Rowntree Trust, as well as many small SME's such as York City Cruises, are at the core of the organisations promoting the charter and encouraging local organisations to join them there. (Since becoming a GBC City – almost 100 organisations have accredited in the city, including recently Benenden Health.)



If you would like to find out more about Good Business Charter Places, please contact Jenny Herrera by emailing [jherrera@goodbusinesscharter.com](mailto:jherrera@goodbusinesscharter.com).

## Further information

### **An organisation would like more information, what should they do?**

For freelancers and micro organisations, invite them to our monthly coffee break. Everyone is welcome but they are usually attended by people who run or work for micro organisations.

- For small organisations (less than 50 employees), introduce them to Sam Beardall, by emailing [sam@goodbusinesscharter.com](mailto:sam@goodbusinesscharter.com)
- For larger organisations introduce them to Hunter Hampton-Matthews by emailing [hunter@goodbusinesscharter.com](mailto:hunter@goodbusinesscharter.com)

### **Further information and queries**

If you have any further questions that aren't covered in this document, please send your question to the Good Business Charter team, by emailing [info@goodbusinesscharter.com](mailto:info@goodbusinesscharter.com).