



ANNUAL REVIEW 2025/26



Looking back on 2025/26

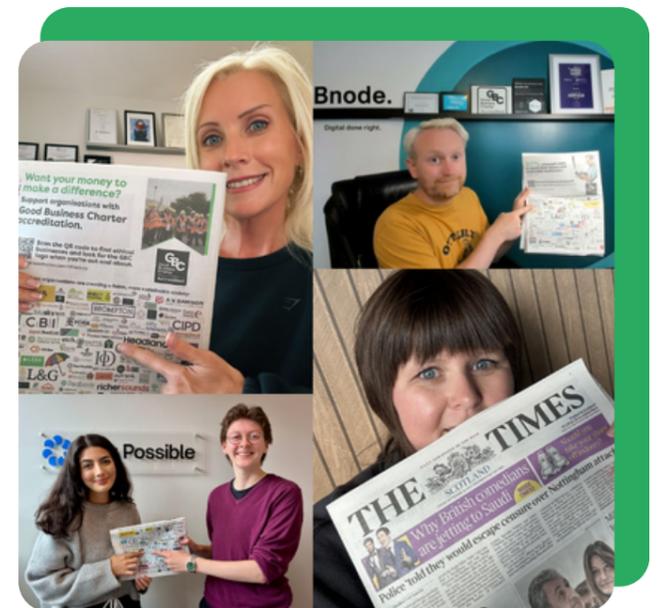
Over the past year, the Good Business Charter has continued to support and celebrate organisations committed to responsible business practices. From engaging with government on policy initiatives to accrediting our largest employer to date and strengthening our partnerships, 2025/26 has been a year of meaningful impact.

We have seen first-hand how responsible business practices, from fair pay and employee wellbeing to ethical sourcing and environmental responsibility, are making a tangible difference across industries and communities. Our work is powered by these organisations and the people within them, and we look forward to continuing to work alongside employers of all sizes to raise the bar together on responsible business behaviour.

- 1** We kicked off the year with a very special event to mark our 5th anniversary, held at the Trades Union Congress, with the then Deputy Prime Minister, Angela Rayner, giving her support, alongside our founder, Julian Richer, and TUC Director-General Paul Nowak.
- 2** We held some dinners with a range of companies to explore accreditation and a successful event in York, our GBC city, with whom we are also engaged in their Trailblazer work, as one of the areas that secured government funding to help get economically inactive people back into work.
- 3** We ran a national ad campaign with full page ads in the national newspapers to raise awareness of the GBC and celebrate those businesses accredited by us.
- 4** We have carefully analysed each area of the charity to improve our operations and customer service. As part of this, we have dedicated significant time to improving our back-end systems, especially on the renewal process which is now much more streamlined and user friendly.
- 5** We announced some key partnerships focusing on different stakeholders: for tax, the Fair Tax Foundation; for the planet, Investors in the Environment; and in January 2026, for employers, the CIPD. These partnerships are very important to us, giving us access to expertise for the relevant GBC components to ensure they remain relevant.



L-R: Paul Nowak, Deputy Prime Minister Angela Rayner, Julian Richer



GBC-accredited organisations celebrating the ad campaign



6 We launched more opportunities for our accredited organisations to engage with us through offering partner perks to other accredited organisations and referral schemes. We also launched a Resource Hub for our accredited organisations with all they need to maximise the benefits of accreditation.

7 We were pleased to announce in October a collaboration with the Department of Science, Innovation and Technology (DSIT) that saw us add in specific reference to cyber security in our Charter. We take any decision to add something to the Charter very seriously indeed, but having been approached by DSIT with this request, in a time when it has been very much more in our conscience, we felt it was the responsible thing to do, including it within our 'commitment to customers' component. It has really helped DSIT underline its core message that being cyber aware should be a normal part of good business behaviour.

8 In December we celebrated the accreditation of our largest employer to date - facilities and service management provider, Mitie - with its 84,000 employees. We co-hosted, along with Liam Byrne, Chair of the Business and Trade Select Committee, a breakfast roundtable and it was so encouraging to hear them speak about how they saw GBC accreditation as a brilliant way of supporting and endorsing their values. Mitie workers can be found across the railway industry, in airports and supermarkets so really represent the fabric of our society.



L-R: Jason Towse, Jenny Herrera, Liam Byrne MP, Julian Richer, Kathryn Dolan

9 We were privileged to attend a reception at No. 10 Downing Street to celebrate the passing of the Employment Rights Bill. Earlier in the year we had met the Employment Rights Minister, spoken of the support our good businesses had for good working practices, provided connections for the Department of Business and Trade to smaller GBC businesses who could feed in their perspective, and wrote in support of it.

10 We accredited Headland Consultancy and co-hosted a lunch in February 2026 for businesses in the North.



Julian Richer presenting at Headland Consultancy lunch

As we celebrate Good Business Week, we stand alongside employers of all sizes to raise the bar together on responsible business behaviour. Who will you bring on the journey?

