Your guide to
Good Business Charter accreditation

GBC Good Business Charter Accredited

A clear benchmark

The Good Business Charter (GBC) was founded by retail entrepreneur and philanthropist, Julian Richer, to champion organisations that care about people and the planet. He worked with the Trade Union Congress (TUC), the Confederation of British Industry (CBI) and the Federation of Small Businesses (FSB), to develop a clear benchmark defining what responsible business looks like in the UK.

Real Living Wage	Fairer Hours and Contracts
Employee Well-being	Employee Representation
Equality, Diversity and Inclusion	Environmental Responsibility
Pay Fair Tax	Commitment to Customers
Ethical Sourcing	Prompt Payment to Suppliers

A trusted signpost

The Good Business Charter requires organisations to commit to all ten components. As more people choose to support ethical organisations, GBC accreditation acts as a trusted signpost, showing customers and colleagues that your organisation does the right thing.

Straightforward and affordable

While committing to all ten components is a considerable achievement, the accreditation process is straightforward. The application takes less than an hour, and organisations can receive accreditation within a week.

The Good Business Charter is heavily subsidised, to ensure it's accessible to charities and organisations of all sizes. For large organisations accrediting for the first time, there is a one-off sign-up fee in addition to the annual accreditation fee, which starts at £250 per year. Visit the costs page for more details.

Why accredit

Stand out

Good Business Charter accreditation helps organisations stand out. With more customers and employees making values-driven choices, it signals that your business is one they can feel proud to support and work for.

Through national advertising, GBC Perks and ongoing campaigns, we also provide further opportunities for you to showcase your business. At no extra cost!

Embed good practices

The Good Business Charter framework provides a clear, actionable roadmap for embedding good business practices into your organisation's culture and operations, creating strong foundations for lasting success.

Make a difference

Stand alongside household names, large and small businesses, charities and public sector organisations, all working together to champion responsible business and create a fairer, more sustainable future for everyone.

> "
> The Good Business Charter is a comprehensive and user-friendly way for organisations to show they care, and for the rest of us to spend our money ethically.
>
> Matthew Taylor, The Independent Review of Employment Practices in the Modern Economy
> "

Three steps to accreditation

1 **Commit to ten components**

Commit to all 10 components by answering yes to the questions.

The tax component does not apply to non profits.

2 **Share some examples**

You don't need to provide full policies - simply give some examples of how your organisation puts the Good Business Charter components into practice.

3 **Display the GBC logo**

Once we have completed our checks and your application has been approved, you will be asked to display the Good Business Charter accreditation logo on your website and share your achievement with employees and customers.

Getting prepared

Answer the questions below to help you prepare for the application and understand which components you already meet and which may require further work before applying. To gain accreditation you are required to answer yes or not applicable to each question.

NB: The tax component does not apply to charities or not-for-profits.

During the application process you will also be asked to provide some basic information, including company number, registered address, contact details and number of employees.

If you have any questions or would like some guidance, please email accreditation@goodbusinesscharter.com

Question	Y/N	Action
1. Real Living Wage 1.1 Are you an accredited Living Wage Employer or Recognised Service Provider with the Living Wage Foundation?	Yes ☐ No ☐	
1.2 Do you pay everyone on your payroll (including those on zero hours/no guaranteed hours contracts) the real living wage as defined by the Living Wage Foundation and currently pay or have plans in place, which include achievable actions, to work toward paying your regularly contracted employees the real living wage?	Yes ☐ No ☐	
2. Fairer hours and contracts 2.1 Do you have employees on your payroll who are either on contracts with no guaranteed hours (such as zero hours contracts) or minimal hours contracts (with some hours, eg. 8 hours per week, but where flexibility is regularly required to work substantially more hours to meet demand)?	Yes ☐ No ☐	

Question	Y/N		Action
2.2 Do you apply a fair approach to hours and contracts with respect to contracts with no guaranteed hours or minimal hours contracts, ensuring that people understand their employment rights and the benefits they are entitled to?	Yes ☐ No ☐		
2.3 With the exception of emergency cover, do you give at least two weeks' notice to all workers on your payroll for scheduling of shifts and ensure there is no penalty for an employee who declines a shift added at short notice?	Yes ☐ No ☐		
2.4 Do you still pay in full for a shift that is cancelled at less than two weeks' notice to all workers on your payroll?	Yes ☐ No ☐		
2.5 Do you allow anyone on your payroll to request a fixed hours contract or a contract with more fixed hours at any time without consequences?	Yes ☐ No ☐		
2.6 Do you provide annual reviews for all people on your payroll with no guaranteed hours and minimal hours contracts, to review actual hours worked annually and initiate a supportive conversation with the employees with a view to providing a contract at or close to the hours actually being worked?	Yes ☐ No ☐		
3. Employee wellbeing			
3.1 Do you have clear, fair and transparent policies that support and encourage employee well-being including a sickness policy which clearly outlines both employee and employer responsibilities and bans unreasonable penalties for legitimate sickness?	Yes ☐ No ☐		
3.2 Do you promote access to impartial support and advice for employees with physical and mental health needs?	Yes ☐ No ☐		

Question	Y/N		Action
4. Employee representation			
4.1 Where trade unions are recognised in your organisation, do you agree to meet with them at least annually to discuss business performance and strategy and to attempt to ensure that issues that have been raised by them have been adequately addressed to the best of your ability?	Yes ☐ No ☐ N/A ☐		
4.2 Where union representatives are present in the workforce, do you commit to regular engagement?	Yes ☐ No ☐ N/A ☐		
4.3 Do you have a forum or similar mechanism where every employee can have input and are issues from this forum escalated to senior management?	Yes ☐ No ☐		
4.4 Do you have a mechanism to ensure that employees have a voice on strategic decision-making, such as workforce representation on the organisation's board or equivalent top management structure?	Yes ☐ No ☐		
4.5 Do you circulate an annual or biennial employee satisfaction survey to which the results are reviewed by the board?	Yes ☐ No ☐		
4.6 Do you have a mechanism for whistle-blowing that provides all employees with an opportunity to report to internal or external sources, anonymously if they prefer, matters of concern about a danger, risk, malpractice or wrongdoing that affects others, and ensure they are protected from reprisals?	Yes ☐ No ☐		

Question	Y/N		Action
5. Equality, Diversity and Inclusion	Yes ☐		
5.1 Do you assign time and money as is reasonably required to making your business an inclusive place to work and take steps to increase participation from underrepresented groups at all levels?	No ☐		
5.2 Will you ask employees in an annual or biennial employee satisfaction survey about whether they feel safe, included and a sense of belonging in their workplace?	Yes ☐ No ☐		
5.3 Will you commit to collect at least every two years, voluntarily from your employees, EDI data, explaining clearly how it will be used and analyse this data against a baseline, using it to address disadvantage, discrimination and improve workforce wellbeing and performance?	Yes ☐ No ☐		
5.4 Will you report to board level at least every two years on EDI data, including pay gap data, with an evidence-based plan to close any gaps that are published? This includes analysing representation, hiring and leaving figures at least annually and reporting to board level on plans to address any issues that are revealed.	Yes ☐ No ☐		
5.5 Do you put measures in place to encourage EDI data at key stages of recruitment, selection and retention of employees?	Yes ☐ No ☐		
5.6 Do you have in place measures to prevent harassment, victimisation or bullying in the workplace?	Yes ☐ No ☐		
5.7 Do you communicate both externally and internally your commitment to progress, outcomes and impact of EDI?	Yes ☐ No ☐		

Question	Y/N		Action
5.8 Have you conducted a review to ensure that your organisation's activities and assets (eg website, building, events) are accessible to all and have plans in place to address any areas requiring improvement?	Yes ☐ No ☐		
6. Environmental responsibility 6.1 Do you identify your company's main direct and indirect environmental issues and minimise any potential negative impact by continually striving to improve environmental performance?	Yes ☐ No ☐		
6.2 Do you comply with, and where possible exceed, all environmental legislation that relates to the organisation?	Yes ☐ No ☐		
6.3 Do you set clear environmental objectives relevant to your organisation, including your organisation's approach to meeting the target of achieving net zero by 2050, and identify performance targets, which you monitor and review?	Yes ☐ No ☐		
6.4 Do you encourage the development of good environmental practice by your employees, suppliers and customers?	Yes ☐ No ☐		
7. Pay fair tax (Companies only) 7.1 Do you pay your taxes where applicable and not engage in tax avoidance? We define tax avoidance as a deliberate attempt to get out of an obligation to pay tax by entering into a set of artificial arrangements which have little or no commercial purpose other than the reduction of a tax bill. For the avoidance of doubt, this does not include the use of tax reliefs or allowances that governments make..	Yes ☐ No ☐		

Question	Y/N	Action
available to companies, as long as the relief is claimed in a way which aligns with government policy intention.		
7.2 Do you provide information on your website or in your company accounts about your company's approach to paying corporation tax?	Yes ☐ No ☐	
7.3 Are you transparent in your relationship with HMRC, providing all relevant information and cooperating in resolving any disputes if they arise?	Yes ☐ No ☐	
8. Commitment to customers 8.1 Do you clearly publish your commitment to customers on your website and gather and monitor customer feedback, reporting the results to the board and looking at ways to address concerns?	Yes ☐ No ☐	
8.2 Do you have in place measures to protect the organisation from the harms of a cyber incident, which includes prioritising the protection of personal data of customers, employees and other stakeholders and includes having a positive cyber security culture which promotes positive behaviours and accountability at all levels?	Yes ☐ No ☐	
9. Ethical sourcing 9.1 Do you have a robust process of responsible procurement to mitigate adverse human rights impacts and commit to a continuous improvement approach against the requirements of the ETI Base Code?	Yes ☐ No ☐	

Question	Y/N	Action
10. Prompt payment 10.1 Do you commit to pay 95% of suppliers on time with best endeavours to pay all organisations within 30 days unless otherwise mutually agreed (and not unilaterally imposed or signed under duress by them)?	Yes ☐ No ☐	

Notes

Putting good business into practice

As part of the application, you will be asked some additional questions to help us understand how your organisation puts the components into practice. We don't prescribe how you should implement them - every organisation is different in size, structure, sector, team members and resources, so employee, procurement environmental and customer commitment practices will naturally vary.

If you would like some guidance, please don't hesitate to contact us at: accreditation@goodbusinesscharter.com

1. Give examples of how actively support and encourage employee wellbeing.

2. How do your employees make suggestions and raise concerns?

3. What measures do you have in place to encourage diversity and inclusion?

4. Give examples of how you measure and minimise your environmental impact and any relevant links to published information on your website.

5. Please provide a link to or give details to where you communicate your commitment to customers (beneficiaries if not-for-profit) on your website (or other platform), and tell us how you encourage and handle feedback from them.

6. What processes do you have in place when sourcing supplies?

7. If you use contracts with no guaranteed hours or minimal hours contracts, please state how many people were moved to fixed hour contracts this year. (If this does not apply enter N/A.)

8. How do you plan to communicate, or how have you already communicated, your accreditation to both your colleagues and other stakeholders?

Get the recognition you deserve

We're here to guide you through the accreditation process and help ensure your organisation gets the recognition it deserves.

Become accredited

www.goodbusinesscharter.com

Get support and guidance

accreditation@goodbusinesscharter.com