



CONSULTING EXCELLENCE DECLARATION 2019

Our commitment to the principles
of consulting excellence



1. We are responsible and good citizens
2. We conduct our business ethically
3. We foster an ethical culture

Baxendale is an employee-owned business that started life in 1866 as a family-owned foundry. After many years of research on fairer alternatives to the family-owned model, in the early 1980s, Philip Baxendale – whose great grandfather started the business – took the company into employee ownership. In 2000 we became an investment and consulting firm, holding honest and trusting relationships with both our clients and members of our own team at the heart of our work. We appoint an independent trustee plus two partner trustees who represent our team and ensure a trusting and open culture is fostered.

As a B Corp, Baxendale is certified to uphold rigorous standards of social and environmental performance, accountability and transparency. B Corps are companies using business as a force for good, working to ignite worldwide change.

On the quality of our offer to employees, in both 2017 and '18, we scored in the top 10% of B Corps around the globe, putting us on B Lab's highly regarded 'Best for the World: Workers' list.

We choose to work with clients who share our values. We believe that business acumen can bring the innovation and commercial expertise vital to building strong communities, and we strive to make a positive impact in all we do.

As a member of Social Enterprise UK, we are committed to sharing good practice that benefits society.



PHILIP BAXENDALE



Social Enterprise UK
Supporting Member

Changing the world,
one business at a time.



CLIENT & SERVICE VALUE

4. We provide excellent consulting services which deliver the outcomes clients seek and need
5. We are transparent with clients and respond to their concerns
6. We always strive to improve the value we can deliver to our clients

Our ‘Quality Policy’ is to provide consultancy services that consistently maximise client satisfaction. The level of quality is achieved through the adoption of a system of procedures that reflect the competence of Baxendale to existing clients, potential clients and independent auditing authorities.

We hold an ISO 9001 International standard to demonstrate our ability to consistently provide services that meet customer and regulatory requirements. Ensuring our clients receive great value, that their expectations are exceeded, their needs are addressed and sustained success is achieved is paramount to our values and reputation. We also hold a Cyber Essentials certification, which is important to our Public Sector clients.

We extend our culture of transparency to all those we work with. Through feedback, continuous monitoring and other forms of evaluation, we always know where we are with clients and how they feel about us. With specialist expertise in impact management, we help our clients to make a profound difference. Our market analysis, research and bold thought leadership ensures our services are relevant and innovative to the sectors we operate in.

In both 2018 and ‘19, *The Financial Times* named us a leading UK consulting firm.

7. We undertake training and professional development each year
8. We promote strong core consulting capabilities and specialisms in our consultants and teams
9. We support our partners' career progression, professional development and welfare

Baxendale has a CPD programme that encourages team members to attend relevant training and earn industry-leading qualifications. Ensuring career progression is supported and welcomed means we cultivate forward-thinking individuals who are always learning new things and upholding excellence. We understand that all great teams are made up of unique individuals and we try to accommodate the professional interests and specialisms each of us is driven to develop.

Our rolling 'Coffee & Learn' series allows for our experts to share key consulting skills with colleagues. We also encourage a mentoring culture, with more junior team members having ample opportunity to learn from more experienced consultants.

The mental health of our team is paramount to us, and we've appointed two trained Mental Health Champions to ensure routes to the right support are signposted. We nurture a culture of flexibility and open-mindedness, welcoming ideas around flexible working, how to improve the spaces we occupy and find new ways to elevate wellbeing.

We encourage and enable constructive feedback at all levels of the business, so we're continually developing and improving. Our partner trustees support the welfare of our team and, being employee owned, everyone has a voice.

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