studyacademy

Impact Report
2025

Message from our Founder

"When I left the military, I had discipline, drive and leadership experience—but no civilian-recognised qualifications. I quickly realised how tough it is to transition into a world where your skills aren't always seen or understood. That experience stayed with me. Years later, I founded Study Academy to change that.

Today, we create accessible, meaningful training that empowers people to upskill, grow and truly thrive—regardless of where they start. We're proud to work with businesses that believe in the same mission: that training should be more than a tick-box exercise; it should unlock potential.

Beginning our B Corp journey is a natural step for us. It formalises what we've believed from day one—that business should be a force for good. This report captures our progress so far, but it's also a promise: to continue building a company that gives back, opens doors, and supports people through the same challenges I once faced."

John Loveday
CEO & Founder

Why We Are Creating an Impact Report

We are committed to ensuring transparency and accountability across all areas of our business, with a particular focus on our social and environmental impact. Our annual Impact Reports, published on our website, provide all of our stakeholders with honest insights into our progress and performance. For added credibility, these reports are reviewed by B Lab, the non-profit organisation behind the B Corp certification, which sets rigorous standards for social and environmental performance, transparency, and accountability.

Our reports will outline the actions we have taken over the past year, assess our performance against previous commitments, and set out our future plans for continuous improvement. By sharing this openly, we aim to demonstrate how we operate as a responsible business and inspire others in the hospitality industry to adopt similar practices.

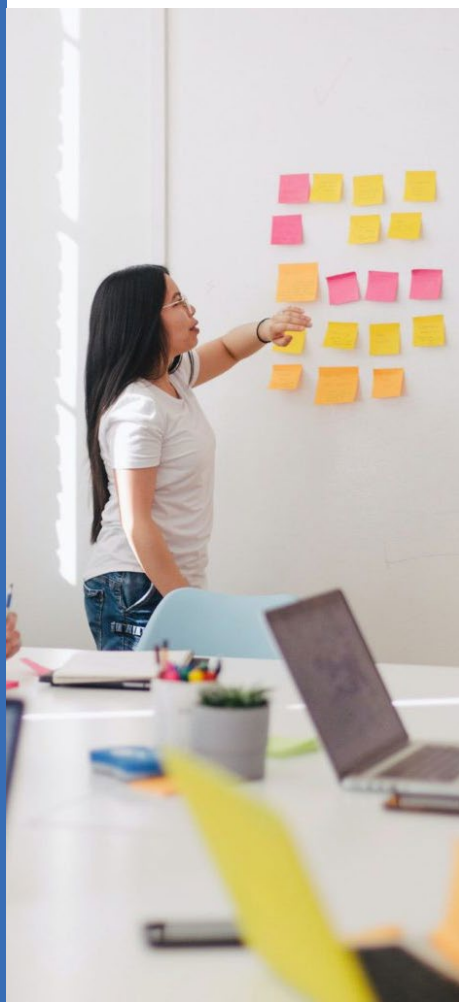
Our Mission/Values

At Study Academy, we are committed to fostering accessible, high-quality education while driving positive social impact.

As a purpose-driven organisation, we believe in the transformative power of learning to uplift lives and communities. Our mission extends beyond training corporate employees - we are dedicated to supporting ex-veterans and military spouses by providing educational resources, career training, and mentorship opportunities that empower them to rebuild their futures.

We collaborate with local and national organisations, workforce development programmes, and charities to ensure our efforts create sustainable pathways to employment and long-term stability. We uphold the highest standards of accountability, inclusivity, and social responsibility.

Through our programmes, we aim to build our communities, prioritise equitable access to education, and advocate for the dignity and well-being of those who have served our country. Together, we are shaping a world where education is a catalyst for opportunity, social equity, and lasting impact.



Our Values:

1. **Clear Communication**
   We believe in honest, transparent, and open dialogue, with our clients, learners, and one another. Clear communication ensures a seamless experience and long-term success in every partnership we build.

2. **Customer Focus**
   Every business is different. That's why we design bespoke training solutions shaped around our customers' goals, culture, and compliance needs, empowering their people to perform, grow, and thrive.

3. **Value-Added Impact**
   We don't just deliver training, we help shape futures. From upskilling teams to reducing unemployment and attrition, we're committed to creating meaningful, measurable value in every engagement.

4. **Purpose-Driven Growth**
   We are passionate about using business as a force for good. Whether it's supporting veterans, long-term unemployed individuals, or young people entering the workforce, we champion inclusive growth and social mobility.

5. **Accountability & Integrity**
   We do what we say we'll do, and we do it right. Integrity underpins everything at Study Academy. From content quality to customer care, we hold ourselves to the highest standards of ethical and professional conduct. The little things we do consistently and daily make a big impact overall.

Our B Corp journey so far

We're thrilled to share that we've begun our journey toward becoming a Certified B Corporation. Our values and mission closely align with B Lab's commitment to using business as a force for good, and this certification provides us with a rigorous framework to assess our impact, drive meaningful improvements, and hold ourselves accountable to our actions.

Certified B Corporations are for-profit businesses that meet high standards of social and environmental responsibility, transparency, and accountability. They strive to balance profit with purpose, ensuring that their operations benefit all stakeholders, not just shareholders.

By pursuing this certification, we're taking a deep, honest look at how we operate, with a strong focus on enhancing our policies and processes to create a positive impact on our team, customers, suppliers, community, and the environment.

To support us on this journey, we've partnered with transformacy, a leading corporate sustainability consultancy specialising in B Corp certification. Their expertise will help us not only meet the certification criteria but also implement meaningful, lasting improvements that benefit all those connected to our business.

We look forward to sharing our continued progress towards building an impactful business that prioritises people, planet, and ethical governance.

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Impact Areas

The B Corp certification assessment, known as the B Impact Assessment (BIA), evaluates performance across five key areas of impact: Workers, Community, Customers, Environment and Governance. We've structured our report around these categories to facilitate clear year-on-year comparisons and align our efforts with other B Corp businesses.

In addition, we have mapped our actions and commitments against the UN Sustainable Development Goals for comparison against organisations not following the B Corp process.

Annual Highlights

New Offices

In April 2024, we collected the keys to our new office in Birmingham's vibrant Jewellery Quarter! We've loved welcoming our clients, team and new employees to this awesome space over the past year.

January marked the official launch of our USA (New York) office and appointment of Marc Dixon as our Managing Director and Business Partner at Study Academy USA. Marc has since been leading a talented team to drive our expansion in the US, bringing Study Academy's expertise to a whole new market.

To mark this milestone, our UK team travelled to New York to meet the US team, connect with new and potential partners and clients, and immerse ourselves in the local business landscape. Of course, we also took the opportunity to experience some unforgettable moments, including an NBA game, a visit to the Statue of Liberty, Little Italy, and a C-Suite Mixer.

Team Growth

In April 2024, we were thrilled to announce our partnership with the former President of the International Compliance Association, Bill Howarth. With 30+ years of experience delivering education and training services around the world, Bill's addition promises to steer us into new terrains as we expand our footprint across new markets and countries.

We were thrilled to welcome Elena as our new e-learning Content Coordinator. In her new role, Elena has been collaborating closely with our clients, animators, voiceover experts, and skilled developers to craft, innovate, and launch a diverse range of interactive and bespoke courses. Her creative vision and dedication are already playing key roles in elevating our clients' bespoke course requirements to new heights.

We have also been joined by Nicki Baldwin, our new Instructional Designer. Nicki will be responsible for developing our e-learning modules, creating engaging and accessible learning experiences and working closely with subject matters experts to translate complex information into digestible training content.

Always a Rifleman Programme at Silverstone

The Always a Rifleman Programme (AARP) delivers support in the first few hours of an emerging crisis and paves the way to wellness. It is proven to save lives. During the most challenging real-life problems, it provides face-to-face coaching, mentoring and mental health support.

Last year, Study Academy supported this brilliant cause at their Rifles Regiment Family Gala event at Silverstone and we will be supporting again this year.

Skills Needs Advisory Board Meeting

Our CEO and Director of Education attended the first Skills Needs Advisory Board Meeting at the MIRA Technology Institute with North Warwickshire and South Leicestershire College with fellow thought leaders in the education space.

Timpson Group

We are excited to have partnered with the family run Timpson Group. Timpson, joining as an employment partner, will offer access to employment opportunities for veterans and military spouses, in addition to supporting our Service to Success Scholarship. As part of this Scholarship, we will provide free training and employment support for unemployed veterans and spouses.

Partnerships

JAAQ

We are thrilled to announce that, this year, Study Academy partnered with the mental health platform JAAQ. Through this partnership, we can provide veterans and military spouses participating 'Service to Success Scholarship' programme with free access to mental health support.

JAAQ (Just Ask A Question) is a groundbreaking mental health platform that delivers trusted information from world-leading experts alongside personal stories from individuals with lived experiences. Covering over 50 topics—including depression, addiction, and burnout—it's a unique resource designed to provide accurate and accessible mental health guidance.

The Service to Success Scholarship is a free initiative aimed at equipping veterans and military spouses with the qualifications they need to secure meaningful employment. Our goal is ambitious but clear: to help 1,000 veterans and military spouses find jobs by the end of 2026. Through this collaboration, we aim to provide our course participants with access to expert-driven mental health content, empowering them with both knowledge and support as they transition to new opportunities.

British International Freight Association

Over the last 12 months, we have joined forces with the British International Freight Association to develop eLearning Courses to help professionals in the freight and logistics industry gain vital skills through engaging digital learning experiences.

With 3,500+ courses having been completed in the first 4 weeks of rollout, this has already been an incredibly rewarding experience. Our goal was to ensure the learning journey was not only informative, but also engaging and interactive. Working alongside Graeme, who brought deep industry insight and a clear vision, we were able to craft courses that truly resonate with learners and support professional development in the sector.

Special Educational Needs & Neurodiversity Specialist Rhiann Marchant

This year, we also partnered with Rhiann Marchant, an expert in special educational needs and neurodiversity to develop two eLearning courses designed to create inclusive workplaces and equip professionals with the tools they need. These included:

1. Understanding and Embracing Neurodiversity – a deep dive into neurodivergent conditions and how to foster truly inclusive environments.
2. Neurodiversity in the Workplace: Inclusion and Reasonable Adjustments – a practical guide for managers, trainers, and educators on implementing reasonable adjustments and getting the best from neurodivergent employees and learners.

Signing of the Armed Forces Covenant

We are immensely proud to have signed the Armed Forces Covenant with the West Midland RFCA, reaffirming our commitment to supporting the brave individuals who serve, have served, and their families.

Receiving this recognition is a meaningful milestone, and we are excited to work towards achieving the Silver and Gold Awards in the near future.

Our CEO John Loveday served in some of the most diverse and hostile environments across the globe before founding Study Academy and understands the struggles veterans face when leaving the forces. As a Veteran-owned and operated business, with current serving reservist soldiers on our team, we understand the unique challenges faced by the armed forces community. This understanding drives our mission to make a tangible impact.

These partnerships underscore our dedication to creating pathways to opportunity and empowerment for the armed forces community. We deeply value the dedication, resilience, and transferable skills of this exceptional group, and our pledge through the Armed Forces Covenant reflects our enduring commitment to champion their contributions and ensure they receive the support, appreciation, and opportunities they deserve.

Career Transition Partnership

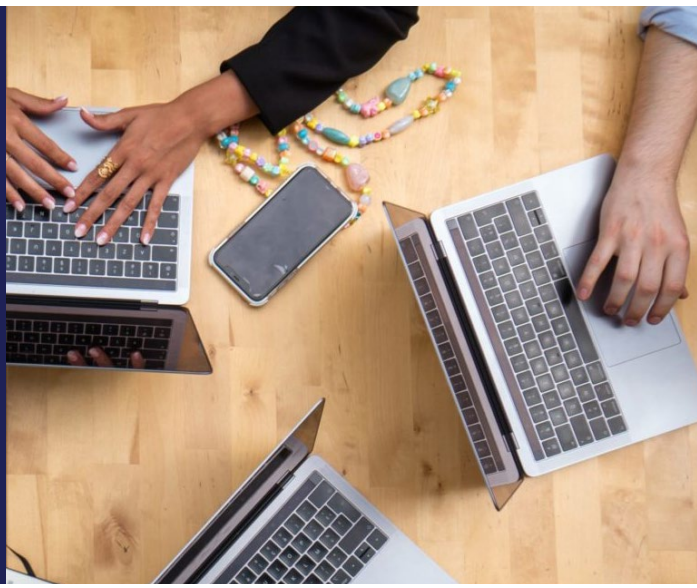
Study Academy is now an approved Preferred Supplier to the Career Transition Partnership (CTP).

This recognition marks an important milestone in our ongoing commitment to supporting service leavers as they transition from military to civilian careers.

As a CTP Preferred Supplier, Study Academy is now part of the official network delivering high-quality training and tailored learning experiences to individuals leaving the Armed Forces. We are honoured to contribute to their resettlement journey and help open doors to new career opportunities across a range of sectors.

Our People

At Study Academy, we recognise that our success is driven by the dedication and hard work of our team. As such, we are committed to providing benefits and opportunities that exceed statutory requirements and industry standards. Our approach prioritises the well-being, fair treatment, and development of our team, creating a supportive and inclusive work environment. We firmly believe that when our employees thrive, our business does too.



Commitment to Diversity, Equity, and Inclusion

We are dedicated to cultivating a workplace where diversity is celebrated, equity is upheld, and inclusion is prioritised, ensuring that every individual can thrive. To support this commitment, we provide comprehensive diversity, equity, and inclusion training for all employees. This is central to our mission of fostering a culture where everyone feels valued and empowered.

Team Growth

We are excited to announce that, over the last 12 months, we grew our team by 50%, having welcomed Elena Virje and Nicki Baldwin to Study Academy.

Our team

Team Events

At Study Academy, we aim to foster strong team connections and boost morale by organising fun events outside the workplace, such as our annual Christmas Dinner. These socials provide opportunities for our team to connect, unwind, and build meaningful relationships beyond the work environment.

Employee Satisfaction

The well-being and engagement of our employees are at the core of our business. We actively listen to our team, integrating their feedback into our policies and operations whenever possible.

By fostering an inclusive and supportive work environment, we are proud to have achieved 100% employee satisfaction. As we continue to grow, we remain committed to maintaining this standard, ensuring our team feels valued and inspired every step of the way.

Enhanced Parental Leave

At Study Academy, we believe family comes first. To support our employees and their growing families, we offer enhanced parental leave that goes beyond statutory requirements.

Our goal is to alleviate financial stress, allowing our employees to fully focus on their families, while fostering a supportive and family-friendly workplace.

Employee Development

We are dedicated to empowering our team to grow professionally. By offering a wide range of training opportunities, we support our employees in enhancing their skills, excelling in their current roles, and preparing for future career growth.

Over the past 12 months, 100% of our employees participated in external training programs to expand their knowledge and skill sets, with Elena Virje conducting a Canva course and overview of Instructional Design, and Bill Howarth completing a technology course. Additionally, our Sustainability Champion Paul Hood completed Safeguarding and ESG and Sustainability training. Finally, John Loveday completed courses in SEO and Leadership and Management Course. Over the year ahead, we're looking forward to seeing our team continue to learn, evolve, and succeed.

We provide a dedicated budget for external training, empowering our employees to pursue learning and skill development opportunities. By supporting staff in their professional growth, we aim to help them reach their full potential and build rewarding, fulfilling careers.

Community

Through our work, we aim to support and build the economic vitality of our local areas through supporting individuals and charitable organisations. We have implemented measures to give back to the areas that support us. In this section, we detail our work to foster connections and drive meaningful impact in our local community.

Charitable Giving

Through our donations over the last year, we have made a meaningful impact on the causes that matter to us. Next year, we aim to go even further with our donations, with a target of donating over £3000 to Acorns Children's Hospice and £20,000 to the Timpson Foundation and other military charities.

We also provide in-kind donations, including the provision of free courses to qualified underrepresented groups (i.e. ex-veterans and military spouses) and the donation of old laptops to those that need them, through our partnership with Recruit for Spouses.

Guided by input from our team, our donations support charitable organisations tackling critical social, environmental, and community issues. This includes charities supporting children's health such as Acorns Children's Hospice, in addition to those (e.g., Always a Rifleman) focused on supporting the mental health and employment prospects of underrepresented ex-veteran and military spouse groups.

As of this year, we commit to annually reinvest a percentage of our profits into training and support for veterans and military spouses seeking employment

Pro-Bono Work

We extend our support to selected organisations and underrepresented groups through our pro bono services, which focus on providing free access to courses for ex-veterans and military spouses, empowering them with valuable educational opportunities.

Charitable Partnerships

We prioritise collaborating with organisations where our donations, time and skills can add the most value. We focus particularly on those that support children's health, in addition to ex-veterans and military spouses:

1. Service To Success Scholarship with Recruit for Spouses

Study Academy is setting a bold goal via our 'Service to Success Scholarship'. The goal is to support 1,000 veterans, military spouses, and soldiers transitioning to civilian life into meaningful employment over the next two years. We have already taken significant steps toward this vision, partnering with Recruit for Spouses (RFS) to provide training and employment support to military spouses and we will be signposting those that need it to the mental health platform JAAQ.

2. PfP Thrive Academy with Places for People

In Partnership with Places for People (PfP), we are supporting the launch of PfP Thrive Academy, an initiative that will see more than 500 learners per year being qualified in trade-based qualifications and securing employment.

3. International Compliance Association

In partnership with the renowned International Compliance Association, we are designing Level 3 qualifications to enable service learners to qualify for roles in compliance.

4. FlowSkills

We are working with FlowSkills in the design and development of a suite of free courses to aid young learners in attending the National Centre of Logistics (Bedfordshire College) and entering into employment with large logistics employers.

5. Acorns Children's Hospice

We are currently partnered with Acorns Children's Hospice, for whom John Loveday (our Director) is a Business Ambassador and active member of Ambassador meetings. Through this partnership, we have committed to raising £3,000+ per annum for this incredible organisation. To incentivise Business Club members to donate, we provide those who bring in recurring monthly donations for the charity with free Study Academy courses.

Charitable Events

We sponsor charitable events that raise money in support of ex-veterans, such as the annual Always a Rifleman dinner at Silverstone racetrack. Last year, we raised £3877 for this incredible charity through this event and look forward to attending this year! We have already reserved two tables, so watch this space for an even larger impact in 2025…

Making the most of our new office, we try to share our space with organisations we care about, and provide free use of our office space to the Armed Forces West Midlands Combined Authority for their meetings and events.

Community Engagement

We engage with our local communities through community groups, for example through the membership of two of our Directors within the North Warwickshire and South Leicestershire College skills need advisory boards, in addition to business growth forums and employer engagement panels (including the West Midland Reserve Forces & Cadets Association).

We regularly provide panel presentations and talks on social topics such as 'veterans in business' and 'personal and professional development following leaving the armed forces'.

Volunteer Days

We are committed to making a meaningful difference in our local communities. To support this, we offer every employee two fully paid days each year to participate in community service activities, on top of our all-team Company Service day.

Looking ahead, we have set an ambitious target to increase our volunteering hours to over 40 hours in the next year. As part of our company service initiatives, we plan to support the Royal British Legion with raising their funds. As part of our provided paid volunteering days, we give our employees the freedom to choose the organisations they feel passionate about, for their own volunteering initiatives. This reflects our ongoing commitment to social responsibility and meaningful local engagement.

Customers

At Study Academy, we are committed to continuously refining and improving our policies and processes to uphold the exceptional standards of quality and customer care for which we are known.

Our work aims to increase company compliance with regulations and standards (e.g. modern slavery) and boost staff retention and employment rates, with the ultimate goal of placing over 1,000 ex-military veterans and military spouses into employment by 2026. This year, we are incredibly proud to say that we placed 18 veterans into work.

In the past 12 months:

- One client saw their employee satisfaction increase by over 30%, following the rollout of customised compliance and leadership training tailored to frontline managers.
- An outdoor attraction firm reported a 45% reduction in safety incidents after implementing our interactive health and safety modules within their workforce.
- A large FCA regulated firm experienced a 28% drop in compliance issues, due to improved awareness and knowledge retention among staff after completing our regulatory training programmes.
- One partner organisation reduced employee attrition by 37% within 12 months of adopting our skills development framework, resulting in significant recruitment and training cost savings.
- A retail client recorded a 22% increase in team productivity, as measured through task completion rates and efficiency, after we introduced a tailored time management and communication course.
- A FTSE500 client saw a 40% increase in internal promotions, directly linked to employees upskilling through our leadership and professional development programmes.
- One food retail client improved onboarding efficiency by 52%, reducing time-to-productivity for new starters by integrating our custom e-learning modules into their induction process.

Our Reach

This year, we have worked with:

894 individuals

Of these learner individuals, 47% identify as belonging to underrepresented groups. The skills that our courses confer to these individuals result in access to employment opportunities that would otherwise have not been present.

Where previous education has been obtained by our target groups, we provide upskill courses to facilitate access to higher paying roles. Overall, our courses aim to create new job opportunities for those that would otherwise face chronic unemployment – we are incredibly proud of the impact our work is having.

29 companies

We have worked with a variety of organisations, across 17 industries, from retail and hospitality, to higher education and occupational health. Below is a snapshot of some of the companies we have worked with over the past 12 months.

Customer Centricity & Inclusivity

Study Academy is not just an e-learning provider; we also develop bespoke digital solutions for our clients, and take an engaging, tailored approach to ensure that each training we provide reflects the needs of our clients, national skill gaps and employment demands.

We are committed to maximising access to our courses by making our training services as inclusive and equitable as possible. All our courses are designed in alignment with the Web Content Accessibility Guidelines (WCAG) 2.0 standards, ensuring accessibility is built in from the get-go. To support learners with visual impairments, we incorporate voice-overs across 100% of our courses, making our content fully accessible.

Customer Engagement & Feedback

We leverage our digital presence to keep both existing and prospective customers informed about our latest projects, charitable initiatives, and upcoming events using our LinkedIn, Instagram, X and YouTube platforms. These serve as direct channels of communication, allowing us to engage with customers, respond to inquiries, and share useful insights.

@thestudyac

@StudyAcademyElearning

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Study Academy

We are committed to continuous improvement, and that starts with listening.

At Study Academy, we actively seek feedback from both our commercial clients and individual learners to ensure our training remains relevant, impactful and aligned to real-world needs.

For our commercial clients, we integrate feedback loops at every stage, from initial consultation through to post-delivery evaluation. We produce detailed progress reports that track outcomes such as compliance rates, employee engagement, and workforce development. These reports are reviewed in partnership with clients to inform future training strategy, identify emerging skills gaps, and shape bespoke learning pathways.

For our individual learners, we go beyond standard feedback forms. We track personal development journeys through surveys, 1:1 check-ins, and learner outcome data. This enables us to measure both short- and long-term impact, whether that's a promotion, a new role, or improved confidence at work.

Each year, we bring this data to life through our annual impact event which starts this year, where we invite clients, learners, veterans, and partners to share their experiences and celebrate success. These events are more than just reflections, they help us co-create the future of our training offer.

By embedding these insights directly into our programme design and delivery, we ensure we don't just meet expectations, but exceed them, helping learners and organisations grow together. We are committed to continuously enhancing our services through customer feedback. As part of our feedback process, we follow the journey of the people we help via our progress reports and events, which we run annually to invite partners and veterans to share their progress. This allows us to integrate customer insights directly into our training design, ensuring we exceed expectations, requirements and skills needs.

Satisfaction Targets

We are committed to ensuring the highest level of customer satisfaction and have established clear, measurable targets to reinforce this priority within our operations. Our goal is to maintain a customer satisfaction rating of 100%; we are proud to announce that this year, we successfully achieved this target, reflecting the hard work and dedication of our team.

Testimonials

"I have had the privilege of working with Study Academy over a number of years and within different businesses with varying needs, for me they are a one stop shop. They are also amazing human beings and strive for the best service, product and output.

"I know they have clients in our industry [hospitality], but never have they been a one size fits all! The best thing about John, Paul and the rest of the team is that they get to know your business [inside and out] and make sure we have the right package and the right products that help us with all our training needs. Whatever your training need, these are the guys!"

Gemma Tracey MCIPD, FIH, Champneys

"The team at Study Academy has been integral to our organisation's ability to create digital solutions that help drive the business forward and innovate at a faster pace. The Study Academy team are extremely knowledgeable, dynamic and overall a pleasure to work with. Study Academy has the unique ability to take a simple idea and create something amazing."

Tom Arey, Director, Places for People

Success Stories

We recently had 22 military spouses successfully complete the Digital Marketing Skills Bootcamp in partnership with Recruit for Spouses.

These are some of the success stories of these amazing women, in their own words:

Magalie's Story:

"Twelve years ago, I moved to England to start my life with my now-husband. We had met in Dubai two years earlier while I was on a girly trip and he was off his ship during a tour in Iraq.

Moving to England meant leaving behind my family, friends, and my job at the French national pensions administration in Paris.

I arrived in Cornwall with my little boy and very basic English. Finding a job was challenging with my limited English skills. We had two more children, and childcare became unaffordable with three kids. Consequently, I could only apply for low-skill jobs with unsocial hours. Staying at home for so long eroded my confidence, making me feel incapable of applying for admin jobs.

My level of English didn't seem adequate for the roles I had in Paris, and all my qualifications were French. I worked as a cleaner, a packer at Tesco, and a customer service agent (French market) until I discovered a course offered by Study Academy for the Skills Bootcamp in Digital Marketing. I had always been intrigued by digital marketing but never thought it could be accessible to me. Fortunately, I secured a place on the course. I loved the 12-week programme and learnt so much from an amazing tutor. The course communication was outstanding, and we continue to stay in touch with the group I graduated with, supporting each other.

Thanks to my new skills, I felt confident to apply for a digital marketing job with a military charity. I had my interview

an hour after finishing the course and was offered the job the following week. Without this course, I wouldn't have felt confident or capable of applying for such a position. I am incredibly grateful for the opportunity that has made me feel ready and successful in this new role."

Lucy's Story:

"I have absolutely loved being a military spouse for the past 15 years. We've lived in brilliant places, met wonderful people along the way and had some incredible experiences. Being a teacher gave me a flexible career which I could move around with, but the moving meant that, for me, the career progression I longed for didn't happen. Family came first and whilst I completed a masters, and dabbled in business ideas, I felt limited. So in summer 2023, when facing our first married unaccompanied posting, I decided to make a change and after some brilliant coaching via RFS and Adventures After Teaching, I started working as a VA whilst simultaneously building Supportive Stories - my business rooted in my passion for supporting emotional development through sharing stories.

I quickly realised that the skills I had learned from teaching and being a military spouse stood me in good stead for self-employment and VA work, and I quickly built up a client base through working with Katie Stone PA, but whilst I was adaptable and quick to learn, I was lacking in confidence and knowledge when it came to Digital Marketing Skills which was holding back my development.

I applied for a course offered by Study Academy for the Skills Bootcamp in Digital Marketing which has rapidly expanded my knowledge and understanding, and has seen huge leaps in my confidence.

I am now able to hold my own in conversations about content creation and SEO; I can advise clients on how to optimise their marketing; I know how to plan a successful launch strategy and have much more confidence in email marketing. This past year has been a year of learning on the go, and expanding my experience. The course has really helped boost my confidence and I am so excited to see what the next year holds".

"This is what you call great e-learning"
★★★★★

"Compliance e-learning at its best"
★★★★★

"Working with Study Academy is like having an extended team"
★★★★★

"You brought our content and ideas to life"
★★★★★

"A company that cares with measurable training"
★★★★★

Environment

This year, we have reinforced our commitment to environmental sustainability by introducing policies that promote sustainable practices across our operations including our physical and virtual offices. From actively encouraging recycling and resource efficiency measures to setting ambitious emissions reduction targets, we are taking steps to minimise our environmental footprint and contribute to a more sustainable future.

Target Setting

We have committed to setting and sharing annual environmental performance targets, starting with those included in the 'Future Plans' section of this report. By doing this, we aim to motivate our team and inspire collective action, in addition to ensuring transparency and accountability to both our internal team and external stakeholders.

The Green Initiative Accreditation

We are proud to be an accredited member of the Green Initiative, evidencing our dedication to sustainable business practices.

Employee Training

Each year, we provide all employees with training focused on social and environmental performance principles, ensuring that our team is equipped with the knowledge and skills required to contribute to our sustainability goals. Over the next 12 months, we aim to equip 100% employees with our ESG training.

Office Stewardship

To promote sustainability in our virtual offices, we promote responsible waste management practices by encouraging recycling and safe hazardous waste disposal in our employee home offices.

Our in-person offices are designed to enhance resource efficiency, comprising double-paned windows and sensor-activated lighting. We have set the target of reducing our emissions by 5% from our baseline year, through the implementation of emissions- and energy-reducing initiatives

Although we are looking to implement recycling points within our facilities for materials such as plastic, glass, metal, paper and cardboard, we currently solely focus on electronics recycling, ensuring 100% of our hazardous waste is disposed of responsibly. We donate old laptops to be refurbished and donated to military spouses that need them, through our partnership with Recruit for Spouses.

Sustainable Travel

Making the most of our office's central Birmingham location, we aim to use public transport where possible to minimise the environmental impact of our business travel and commute. Promoting the use of electric cars, our car park is equipped with electric chargers and aims to reduce the footprint of our employee's commutes.

Our commitment to sustainability is an ongoing journey. As we grow, we will continue to seek out innovative ways to reduce our environmental impact while ensuring a responsible and ethical approach to business.

Governance

At Study Academy, we recognise the importance of strong governance in ensuring transparency and accountability, recognising that these principles strengthen our business for both our clients and team. This year, we have put in place several new governance practices that reinforce our dedication to ethical operations and sustainable growth.

Commitment to ESG Integration

We are committed to embedding environmental, social, and governance (ESG) principles into our leadership and decision-making processes. To uphold this commitment, we will implement robust monitoring systems, set measurable targets, and regularly report on our progress.

Our Board of Directors conducts structured ESG reviews during Quarterly Board Meetings, assessing key performance indicators against our social and environmental targets. These reviews ensure that actions are documented and implemented to drive continuous improvement.

By aligning our governance structures with ESG priorities, we strengthen accountability, transparency, and long-term value creation for all stakeholders. This rigorous evaluation process ensures our initiatives are effectively monitored, strategically prioritised, and aligned with our long-term objectives. Through continuous improvement and accountability, we reinforce our dedication to generating meaningful social and environmental impact.

Stakeholder-focused Decision Making

We have formally embedded our commitment to balancing profit and purpose by amending our Articles of Association to consider the impact of our operations and decisions on all of our stakeholders, including employees, customers, suppliers, communities, and the environment. This ensures that our business is accountable to more than just financial performance, aligning with the principles of B Corp governance.

Ownership Transparency

We are committed to openness and accountability in our business operations. To uphold transparency, we publicly disclose our company ownership, providing clear insight into our organisational structure and governance. This reinforces trust and accountability with all stakeholders.

Financial Transparency

We are committed to open communication and shared success. To build trust and foster inclusivity, our financial performance data is transparent to all employees and our financial statements made public. This transparency strengthens accountability, enhances employee engagement, and reinforces a sense of shared ownership.

Objectivity

We are committed to upholding the highest standards of integrity in our reporting. By aligning our disclosures with recognised third-party standards, we ensure objectivity, credibility, and transparency in communicating our impact and performance.

Through our governance structure, we reinforce our commitment to responsible business practices, ensuring that Study Academy continues to thrive while upholding integrity, transparency, and accountability at every level.

Collaboration

We will actively seek opportunities to collaborate with industry peers, experts, and stakeholders to share best practices, knowledge, and innovations that contribute to the broader goals of sustainability and responsible business practices.

Future Plans

We are thrilled by the progress we've made so far and are confident that the benefits we've shared are just a small preview of what's to come; there is always more we can do to elevate our social and environmental initiatives.

Together, we can make this journey a success, creating a business that benefits everyone it touches.

Our dedication to continuous improvement drives us to set even higher goals for the year ahead. Below, we outline our key ambitions for the next 12 months:

B Corp Accreditation

We are currently working towards achieving B Corp certification, further solidifying our commitment to high standards of social and environmental performance, transparency, and accountability.

As part of this process, we have created a number of new policies and processes and defined significant commitments to improve our operations. Over the next year we will work hard to implement these and monitor our impact to ensure we achieve the goals we have set.

Social Targets

We have focused our commitments for the next 12 months on achieving quantified social targets outlining our community, customer and employee-related goals. These include:

1. **Social Impact Expansion**
   - **Charitable Giving:**
     - Increase our positive impact on causes we care about, by increasing our annual contribution to impactful organisations such as the Timpson Foundation to over £20,000.
     - Reinvest a percentage of profits to help veterans and military spouses in seeking employment opportunities.
   - **Employment Reduction:** Work towards our target of placing 1,000 ex-veterans and military spouses in employment in the next two years.
   - **Volunteer Days:**
     - Achieve a staff utilisation rate of >75% of our provided paid volunteer days.
     - Contribute a total 40+ hours of volunteering to our local community.
   - **Events Hosting:**
     - Host 5 community events at our facilities, free of charge, to promote the support of local causes and charities.
   - **Team Growth:** Grow our team by a further 25%.

- **Armed Forces Covenant Award:** Achieve the Armed Forces Covenant Silver Award, by promoting veteran employment, engaging in advocacy and awareness activities, implementing internal policies that reflect Covenant values and support veterans, in addition to running annual events to support veterans.
- **Veteran Support Group:** Set up a veteran support group to connect individuals with free training courses, in addition to employment and networking opportunities.

2. **Customer Satisfaction**
   - Achieve our customer satisfaction targets of 100% satisfaction.
3. **Employee Satisfaction**
   - Maintain an employee satisfaction rating of 100% and exceed industry benchmarks, by continuing to prioritise the well-being of our team, ensuring that employees' voices are heard and their inputs valued.
4. **Employee Development**
   - Increase employee participation in external training opportunities to 40%.

Environmental Targets

To measure the impact of the policies and processes we have put in place this year to reduce our environmental impact, we have also set environmental targets for the next 12 months:

- **Emissions Reduction:**
  - Reduce our emissions by 5% from our baseline year, through the implementation of emissions- and energy-reducing initiatives.
- **Responsible Waste Disposal:**
  - Record our waste and set waste reduction targets.
  - Implement recycling programs within our in-person offices.
  - Ensure 100% of our hazardous waste (e.g. batteries and electronic items) are disposed of responsibly, safely and in compliance with environmental standards, in order to minimise any associated negative environmental impacts.
- **Responsible Procurement:**
  - Increase the proportion of suppliers who comply with international standards (such as ISO certification) to 50%.

Impact Reports

We will be creating another Impact Report 12 months from now, that will detail our progress against the previously set out targets. We also hope to include further improvements in our processes and policies.

By focusing on these priority areas, we aim to continue leading by example and deliver meaningful outcomes for all our stakeholders over the next year.

Impact Report
2025

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