



TWENTY-TWO

Business Support & Development Ltd

Social Impact Report 2025

2025



It is about putting effort
and ideas into action.

Our impact so far...



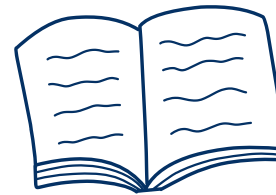
9

work placements



57%

of our clients are from
Hertfordshire



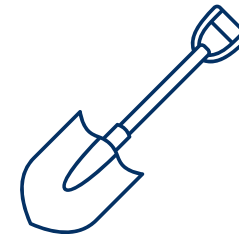
79

individuals supported
through workshops



£21,000

raised for local
charities



60%

increase in hours
spent volunteering



630

hours dedicated to
two T-Level students



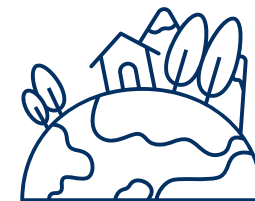
16+

charities partnered
with so far



26

Hertfordshire
schools supported



2,000+

trees planted through
various initiatives



9

staff and student
workshops delivered



Introduction

Founded by an unstoppable mother-daughter team, our journey began with a simple mission: to help businesses across Hertfordshire and beyond grow. Since our inception, we've built a company powered by purpose, **driven by people**, and deeply rooted in social impact

Our Approach

Our long-term vision for sustainability is to demonstrate how a small business can make a big difference – driving meaningful change through three key impact areas: **Growing Together; Equality, Diversity and Inclusion; and Environmental Impact.**

Our Mission:

To demonstrate how a small business can make a big difference.

Our Values:

- + Every voice is listened to
- + Learn and evolve, together
- + Build reputation on trust
- + Progress over perfection



Priority SDGs

To ensure our sustainable objectives align with the United Nations Sustainable Development Goals (SDGs), we've concentrated on just six SDGs to make realistic, meaningful contributions that reflect the size and values of our organisation.



Growing Together

Supporting career progression and encouraging continuous learning.

01

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH





Equality, Diversity & Inclusion

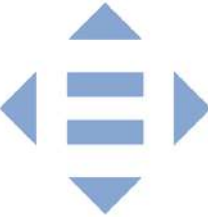
Creating a fair and inclusive workplace and community.

02

5 GENDER EQUALITY



10 REDUCED INEQUALITIES





Environmental Impact

Minimising environmental impact through energy-efficient business practices.

03

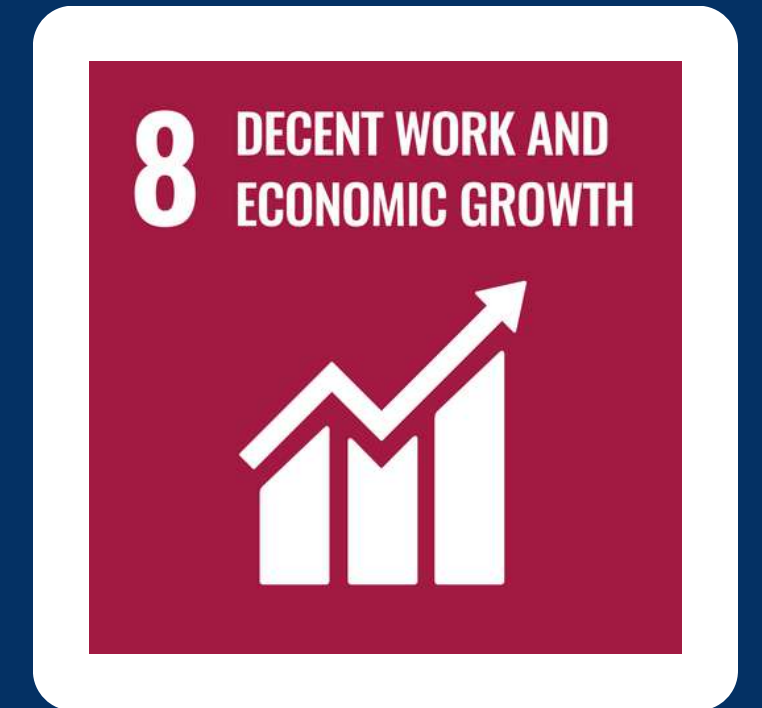
7 AFFORDABLE AND CLEAN ENERGY



13 CLIMATE ACTION



Growing Together



Education

We have joined forces with the national body for careers and education in England, the Careers & Enterprise Company (CEC), who provide an Employer Standards Dashboard to self-assess the quality of our careers education outreach, tracking our progress over time.



Sector Standards

We have delivered CV and interview workshops supporting 26 schools – ranking 45% above our sector range for preparing young people for application process (Standard 5). We are also 25% above our sector average for being an inclusive employer (Standard 2).

Although there is work to do in evaluating our efforts as shown below:

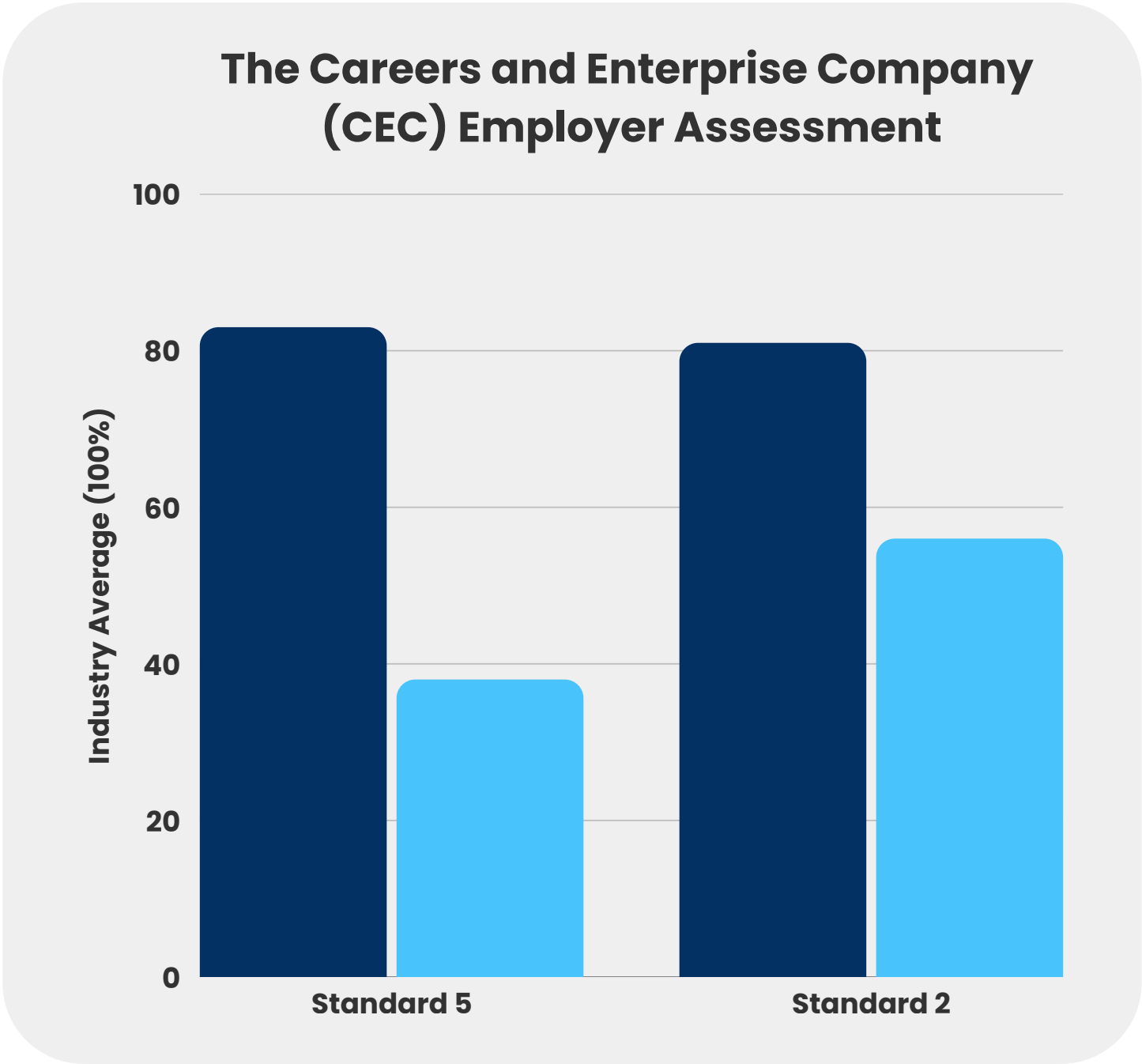
10%

Evaluating outcomes of careers activity supports the business case for more engagement (national average is 42%).



50%

Our team raising awareness of pathways into work (the same rate as the national average).



Schools

To enhance our careers education outreach, in 2024 Rachel joined Samuel Ryder Academy as their Enterprise Adviser. This role allows us to build new connections as employers with a local school and support their efforts made to improve young people's career prospects in our local area, bringing the voice of business and industry into the classroom.



To date we have hosted nine work placements via Hertfordshire Opportunities Portal (HOP). As of July 2025, we're one of 54 Hertfordshire employers committed to meaningful work experience.



The Hemel Hempstead School
Employability Day



Interview techniques workshop at
Oaklands College



We have held many stands at school
careers fairs

Dragon's Challenge 2025

In 2024 we took part in the Dragon's Challenge where we were paired with a school group from Sir John Lawes School and a charity – The Blue Tangerine Federation.

The challenge was to turn £100 into £1,000 and our team not only worked exceptionally hard on this project, they beat the all-time record and won the award for the Most Money Earned at £7,095.87!!!

These vital funds went towards helping The Blue Tangerine Federation install a new wheelchair swing into their playground.



The Blue Tangerine Federation



LOOK!



Career Development

In February 2025, we welcomed two T-Level students, Ben and Neve from Oaklands College. By choosing T-Level placements over apprenticeships, we have committed to providing 630 hours to their work placements by 2026, allowing us to reinvest any monies saved into paid courses and tailored development projects aligned with each student's aspirations.



Courses

We actively empower our team to grow their skillsets by supporting access to work-related courses and training programmes that strengthen climate literacy, social impact, and inclusive practice.

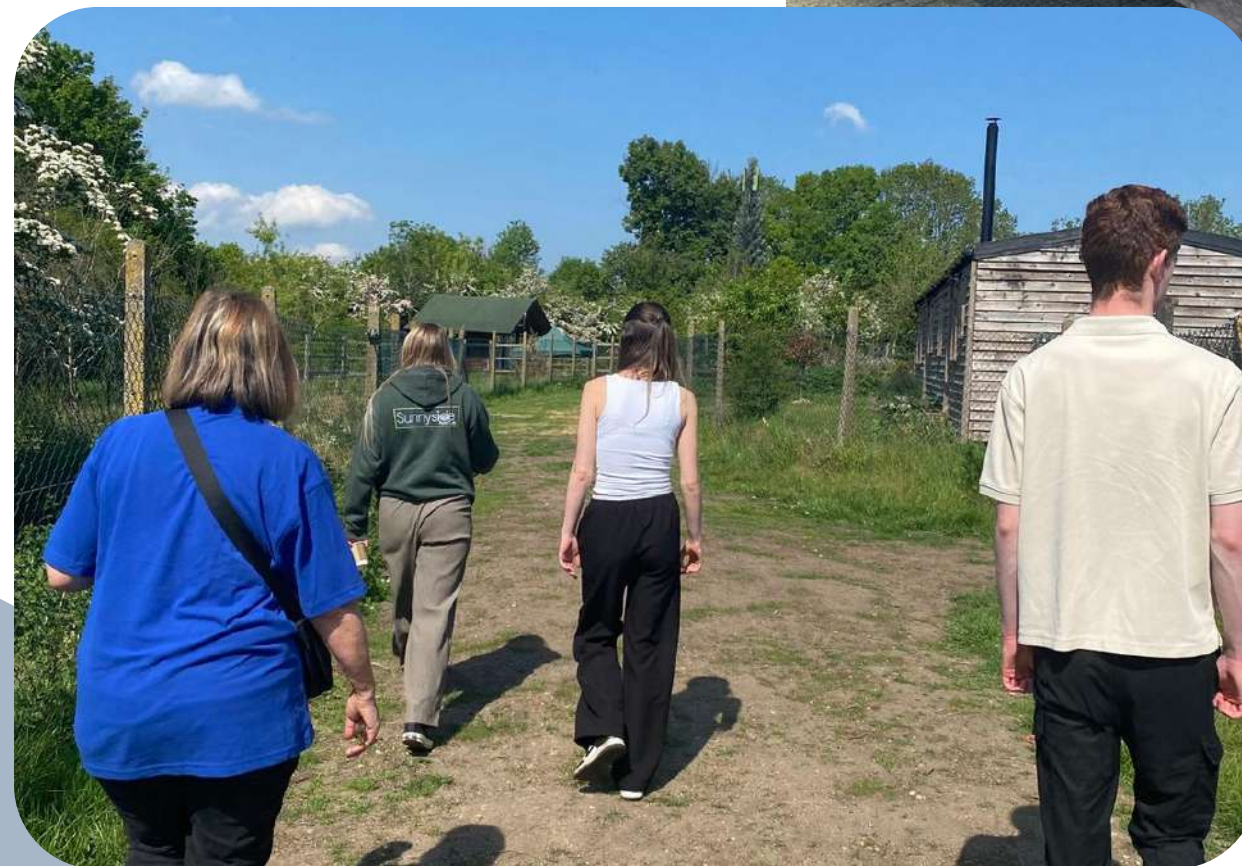
From digital marketing and mental health awareness to ESG and sustainability leadership, our learning culture reflects a commitment to continuous improvement and sector alignment.

- Disability Awareness for Employers training
- TQUK Level 2 Digital Marketing (RQF)
- Mental Health First Aid Training
- Green Skills for Small Business
- Wenta's Action Zero Programme
- ESTU's Sustainable Business Manager (CMI Level 5)



Team Building

At Twenty-Two, we actively foster team collaboration and shared purpose through thoughtfully curated team building days. These include inclusive social events that encourage connection and creativity, as well as visits to local charities such as Sunnyside Rural Trust. By blending play with purpose, we create opportunities for reflection, skill-sharing, and deeper understanding of the communities we aim to uplift.



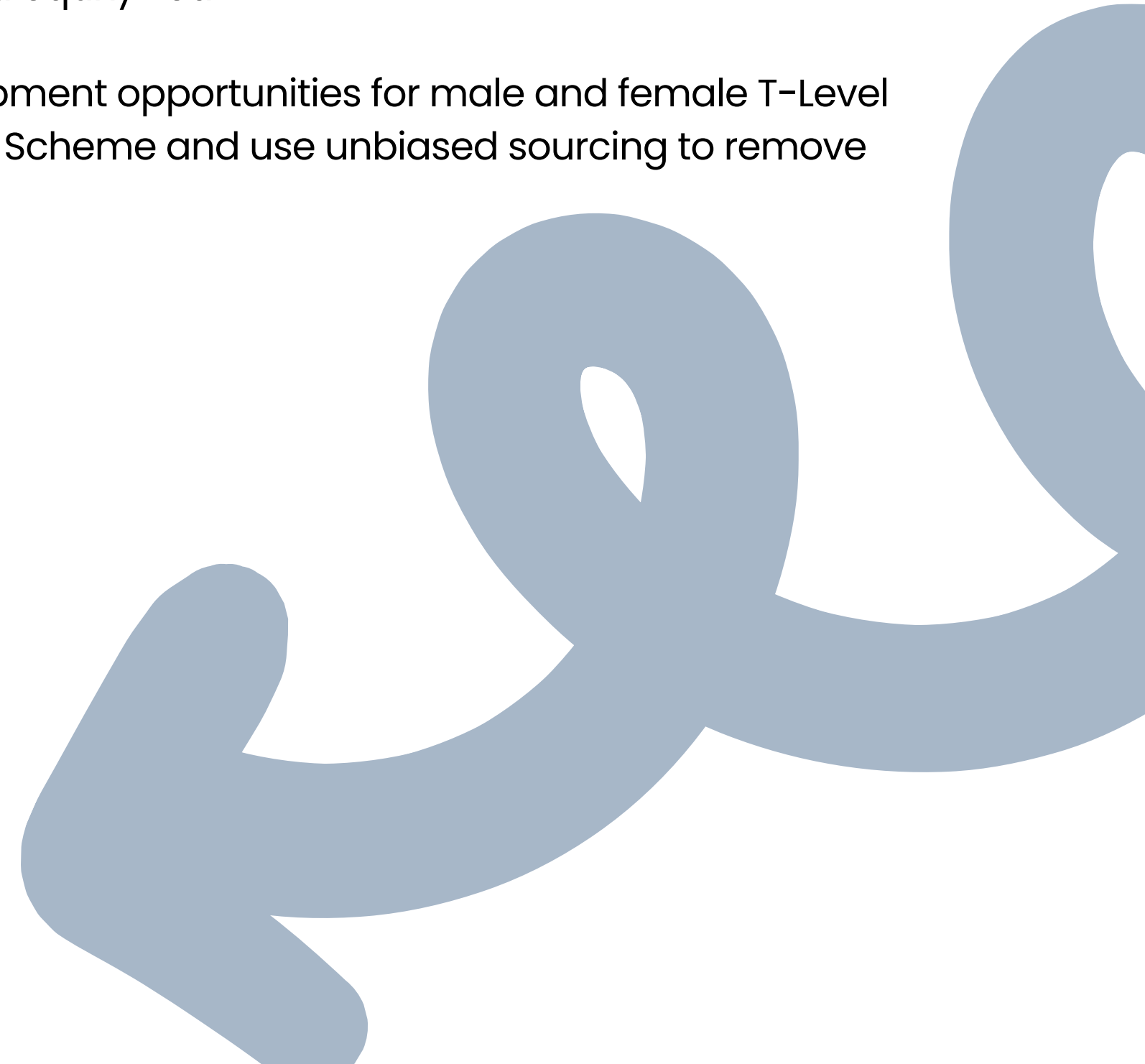
Equality, Diversity & Inclusion



Recruitment

We uphold inclusive recruitment and zero-tolerance policies on discrimination, guided by our affiliation with the Recruitment and Employment Confederation, which help keep our hiring processes bias-free and equity-led

As an female-led business, we promote gender balance through equal development opportunities for male and female T-Level students. We benchmark recruitment against the Disability Confident Employer Scheme and use unbiased sourcing to remove barriers for disabled and neurodiverse applicants.



Digital Accessibility

We implement accessibility tools like UserWay and Recite Me across all websites, including our own, and deepen our understanding of inclusive design through charity partnerships.

Our website features an accessibility toolbar aligned with WCAG standards, enabling equitable access for all users, including those with disabilities. This reflects our inclusive governance values and reinforces our commitment to designing with dignity, transparency, and universal usability in mind.

On a more local level, through the Lord Lieutenant of Hertfordshire's Charity Hub, we've delivered sessions on digital cost-saving strategies and website accessibility – empowering charities to amplify marginalised voices and improve service delivery.



Volunteering

Volunteering is embedded in our culture, with our team's voluntary hours increasing by 60% in the past six months!

- We partner with volunteering programmes and charity-run venues
- We serve as trustees for One YMCA and The Blue Tangerine Charity
- We have collectively contributed to raising **over £21,000** for Hertfordshire charities!



Rachel on a trip to Mombasa, Kenya as a trustee for One YMCA



Amanda hosting a charity event for The Blue Tangerine Federation back in 2022 before becoming a trustee

Charity Support



We work with many charities based at the Lord Lieutenant of Hertfordshire's charity hub



We attended the W3RT volunteers fair yearly supporting our local charities such as Help 4 the Homeless



We sponsored Herts Inclusive Theatre's "Heart of HIT Awards"



Twenty-Two's client Scendea brought back donated bags from a conference for Comfort Cases UK



Amanda and Rachel helped host a cinema event for Signpost Counselling (One YMCA)



Rachel represented One YMCA by taking part in the London Landmarks Half Marathon



Rachel volunteering at the One YMCA Hatfield Hostel residents' Christmas dinner

Disability Inclusion

We actively celebrate awareness organisations such as Purple Tuesday – using our platforms to amplify diverse voices and promote accessible experiences. Our team have also attended a Purple Tuesday Masterclass hosted by Purple Tuesday CEO himself, Mike Adams OBE.

As mentioned, we are also Disability Confident Employers (Level 2) which we use as a benchmark to manage unbiased sourcing processes when recruiting and to help remove barriers for disabled and neurodiverse applicants.



Environmental Impact



Travel

As a purpose-driven business, we recognise the challenges small businesses face in fully measuring Scope 3 emissions – but we also believe that meaningful action is always possible.

In 2024, we reduced our Scope 3 business travel emissions by 79% through a remote-first approach, saving approximately 65kg of CO₂ and shifting 57% of our client base to Hertfordshire. These changes reflect our commitment to low-carbon operations and demonstrate how even modest interventions can drive measurable impact. By tackling what we can with transparency and intent, we aim to show that small businesses have a vital role to play in shaping a more sustainable future.

↓ **73%**
Travel emissions

↑ **65kg**
CO₂e saved

↓ **57%**
clients in Hertfordshire



Clean Energy

We operate a lean model using cloud-based systems and low-energy digital practices:

- Our office is totally paperless
- Our websites are hosted using 100% renewable energy
- We switched to LED lighting in our home office

This year Rachel secured an interview on Mix 92.6 radio station – following a ‘People, Planet, Pint’ networking event – to discuss how businesses and charities can make their online presence more sustainable. From eco-friendly web hosting to energy-efficient website design, both reducing carbon emissions and costs.



Climate Action

Though our footprint is primarily digital, we invest in biodiversity through local partnerships and tree-planting schemes. Our collaboration with Krystal supports reforestation, and our team contributes directly through events like “Plant a Tree Networking”.

In 2024, we planted 2,000 trees at The Grove Hotel in Watford – in just 73 minutes! This was part of the hotel’s aim is to plant 2,000 trees per year until 2028. Our team took part alongside other local businesses and charities (as seen bottom right).

Later that year, we also had the pleasure of supporting Sunnyside Rural Trust to set up their own clothing distribution event at their Hemel Food Garden to help keep their Sunnyside families warm during winter. Providing warm clothing helped support local vulnerable families adapt to colder winters, which are becoming more unpredictable due to climate change.



Clothes Swap

Through our wide-array of networking we try to support as many local events as possible. A new venture we delved into was volunteering at a community clothes swap in aid of our local Greenpeace branch in St Albans. Around 500 items were upcycled during this event, equating to nearly two garments donated every minute of the event!



What's next?

Our long-term sustainability vision remains rooted in the belief that small businesses can make a big difference – driving meaningful change through three core impact areas: **Growing Together; Equality, Diversity and Inclusion; and Environmental Impact.**

By aligning with six carefully selected Sustainable Development Goals (SDGs), we ensure our contributions are both realistic and values-led. This targeted approach allows us to embed incremental improvements that reflect the scale and ethos of our organisation.

While we recognise there's always room to grow, we're proud of the foundation we've built. Our commitment to continuous learning and adaptive action will guide the evolution of our social impact initiatives – ensuring they remain relevant, measurable, and transformative.





Let's connect?

If you would like to reach out and be a part of our sustainable journey here at Twenty-Two creating lasting impact then let's have a conversation on making a difference together!



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