



Impact report

2024

Aila recruitment

Certified



Corporation



Contents

Introduction

From vision to impact 3

B Corporation certification

Why B Corp matters to us 5

Improving our score in 2024 7

Impact dashboard

Our numbers for 2024 11

Partnering with us

What all this means for you 12

Sharing in success

Thank you 14

Introduction

From vision to impact

Aila was created to drive positive change in recruitment, partnering with ambitious businesses and finding the best talent in finance. Since our launch in 2020, we've been committed to making a meaningful impact on our people, our clients, our community, and the planet.

Having steadily grown each year, despite the pandemic, recession and increasing inflation, we didn't expect 2024 to be quite as tough as it turned out to be! With so many companies not making it through the year, we're grateful for our close partnerships with clients – thanks to them, we did more than just survive, as this report shows.

94.7

81.3

Highlights include our B Corp Recertification, with a predicted score of 94.7 (up from 81.3 in 2023), almost reaching the ambitious target we set ourselves!

We've also achieved one of our growth ambitions by establishing our own ESG and Sustainability recruiting division – a move that feels particularly fulfilling, given our own business ethos.

Now that 2025 has got off to a great start, we're excited about where we're heading, and we continue our journey stronger than ever.



Aidan Murray

Aila co-founder and owner



Helping exceptional businesses to **drive positive change**

We connect ambitious businesses with exceptional talent to build a better future.

We're not a typical search firm, and that's our strength. We care about what we do and never treat people as commodities.

As a Certified B Corporation®, we take responsibility for the impact we have on our clients, partners, community and planet.



B Corporation certification

Why B Corp matters to us

The purpose of B Corp aligns with Aila's core values so deeply that we were proud to change our articles of association, legally reflecting our commitment.



Part of a global movement

Founded in 2006, the B Global Network is a group of global, regional, and national organisations (B Labs) that power the B Corp Movement, which inspires and enables people to use business as a force for good.

B Corp Certification is based on a company's entire social and environmental performance. From supply chain and input materials to charitable giving and employee benefits, B Corp Certification verifies that a business is meeting high standards of social and environmental performance, transparency, and accountability.

Aila is B Corp certified by B Lab UK.

**The B
Corporation
movement's
collective vision is
of an inclusive,
equitable and
regenerative
economy.**



Becoming a B Corp has **positively** **impacted our business**

Aila has always been committed to fostering a workplace culture that prioritises employee well-being, diversity and inclusion, and community engagement.

The B Corp certification process has helped us to identify areas for improvement, adopt more sustainable business practices, and attract like-minded clients, partners, and employees who value our commitment to social and environmental responsibility.



B Corporation certification

Improving our score in 2024

We became a certified B Corporation® in 2022 because we wanted to build a recruitment agency that prioritises more than profit.

Joining a global movement of organisations that are using their influence to make the world better place is something that fills us with immense pride and responsibility. It's not just a certification for us – it's a way of doing business.

In 2022, our first B Corp impact score was 81.3. This was a good start, but we knew we could do better.

GOVERNANCE
ENVIRONMENT
EMPLOYEES
CUSTOMERS
COMMUNITIES





Governance

Strong governance is the foundation of a responsible business. Over the past year, we have enhanced our internal oversight by introducing external advisors. This has improved our stewardship and long-term decision-making.

We've also embedded metrics and integrated impact reporting into our operations, ensuring that we maintain transparency and accountability as we grow.



Environment

We're proud of the progress we've made in reducing our environmental footprint.

By measuring all our emissions, we have a clear understanding of our renewable energy use and can demonstrate that we operate as a low-carbon business.

Moving into a low-carbon leased space has reduced our environmental impact even further. And through tree-planting initiatives, we've more than offset our emissions. It's our ambition to be a leader on climate action within our sector.



Employees

Our people are at the heart of our success.

Despite lower-than-expected profits this year, we continued to invest in our team, paying out performance bonuses and launching a share option scheme to give our people a stake in the future.

Leadership development and ongoing team support have helped strengthen a resilient, values-led culture where everyone can thrive.



CUST

Customers

Customer outcomes remain a priority.

We've continued to invest in improving customer satisfaction, with a focus on long-term success for both clients and candidates.

In line with B Corp principles, we see strong customer relationships as the cornerstone of sustainable commercial growth.





Communities

Our commitment to wider social impact is strong, but this was the one area where we weren't able to achieve as much as we'd hoped in 2024.

We contributed our community volunteer hours, and we recruited more women into the business, supporting inclusion in our workforce. We also became public advocates of the Better Business Act, pushing for legislative change to embed purpose in business across the UK.

Community is now one of our key focus areas in 2025, and an area where we want to improve our score when recertification comes round again in 2026.

Our efforts
over the last year
or so have paid off:
**our predicted score for
2025 recertification is**

94.7

This still leaves us
room to improve
even further!



Impact dashboard

Our numbers for 2024



 **LAUNCHED**
2020

CERTIFIED B Corp 2022

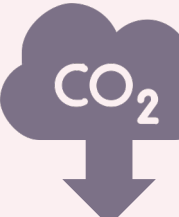


£12,500+
DONATED TO CHARITY

170+
PLACEMENTS



in qualified and part-qualified finance roles

 **49.5**
TONNES OF CO₂
carbon avoidance since launch

Planting
2,500 TREES
supporting
20+ ESG projects



 **47%**  **53%**
GENDER SPLIT

55% of our partners have
successfully recruited for two or more positions through us



85%
EXCLUSIVE PARTNERSHIP AGREEMENTS



135+ placements were exclusive



Partnering with us

What all this means for you



Make a positive change

Aila helps businesses build stronger teams, access top talent, and make hiring decisions that last.

We're proud of the support and partnership we offer, helping the best businesses in our area to achieve their ambitions as responsible employers.

Local charities receive 2% of our net fee income every year, and we donate volunteering time that enables us to get hands-on with supporting worthwhile causes.

We've moved away from traditional referrals, stepping up our environmental impact by planting 20 trees for every successful referral (we've also added a referral bonus on top).

A circular inset image on the left side of the slide shows a city skyline with various skyscrapers and a large green park in the foreground with trees and people walking.

ESG & sustainability roles

We've always specialised in finance and accountancy, and now we've expanded our services to include specialist Environment, Social and Governance recruitment.

As well as recognising the growing importance of ESG roles in shaping a sustainable future for our planet, this is obviously an area that's close to our hearts.



Over the years, we have worked closely together with AILA, who have helped us to meet our diverse talent needs.

Their expertise and dedication have led to the successful placement of numerous finance roles, as well as two key ESG positions, both of which have played a crucial role in advancing our sustainability and financial objectives.

It is truly a pleasure to work with an agency that takes the time to really understand the needs of our business and consistently delivers top-tier candidates.





Sharing in success Thank you

Our decision to become a B Corp has helped us to strengthen our brand reputation. It has also led to new opportunities for collaboration with organisations that share our values.



Photo credit: Kiana Kamalian

**We're proud
to be growing
alongside you.**

What we do – helping people to find their next job – changes lives, and we're proud of how many people we've been able to support into new careers.

It's been over four years, and in many ways Aila still feels like a startup business. We're still hungry to learn more, to grow, and explore new ways to make a positive impact through sustainable and responsible practices.

We relish working with companies – often B Corp organisations – that strive to make a positive impact, as well as offering great benefits, prospects and development opportunities for employees. It's exceptional, ambitious businesses like these that are driving positive change in the world.



01582 550111

hello@ailarecruitment.co.uk

ailarecruitment.co.uk

Certified



Corporation