

# LMC ESG Report 24/25

Progress in 2024/25

# About LMC

**LMC is a specialist PR, communications and collaborations consultancy focused on positive change in property, construction and the built environment.**

We are an issues-driven agency. Our UK and international clients are innovators and thought leaders in the sector. We exist to help them achieve their purpose, building their reputation and profile around the topics that matter most.

We believe the impact we have on people and planet is just as important as, and closely interlinked with, our business and financial performance.

We exist to create positive impact for the benefit of all. This commitment is embedded into our company's legal Articles of Association.

This report tracks our progress against our ESG goals:

- **PLANET** – Our efforts to live and work more sustainably.
- **PEOPLE** – Our focus on becoming the best employer we can be.
- **PR** – Our business policies and work for clients, and how this contributes to improving the industry we serve and long-term wellbeing for all.

We aim to align our efforts with relevant aspects of the UN Sustainable Goals, and we have Science Based Targets for carbon reduction.

We are always listening and learning. Let us know your views at [hello@lizmale.co.uk](mailto:hello@lizmale.co.uk)



# Planet, people and PR

## PLANET

Recognising that climate change poses a threat to the economy, nature and society at large, LMC has committed to the government's SME Climate Hub and its objectives. In doing so, we are proud to be recognised by the UN Climate Change High Level Champion's Race to Zero campaign, and join governments, businesses, cities, regions, and universities around the world that share the same mission. We report our progress every year to the Hub.

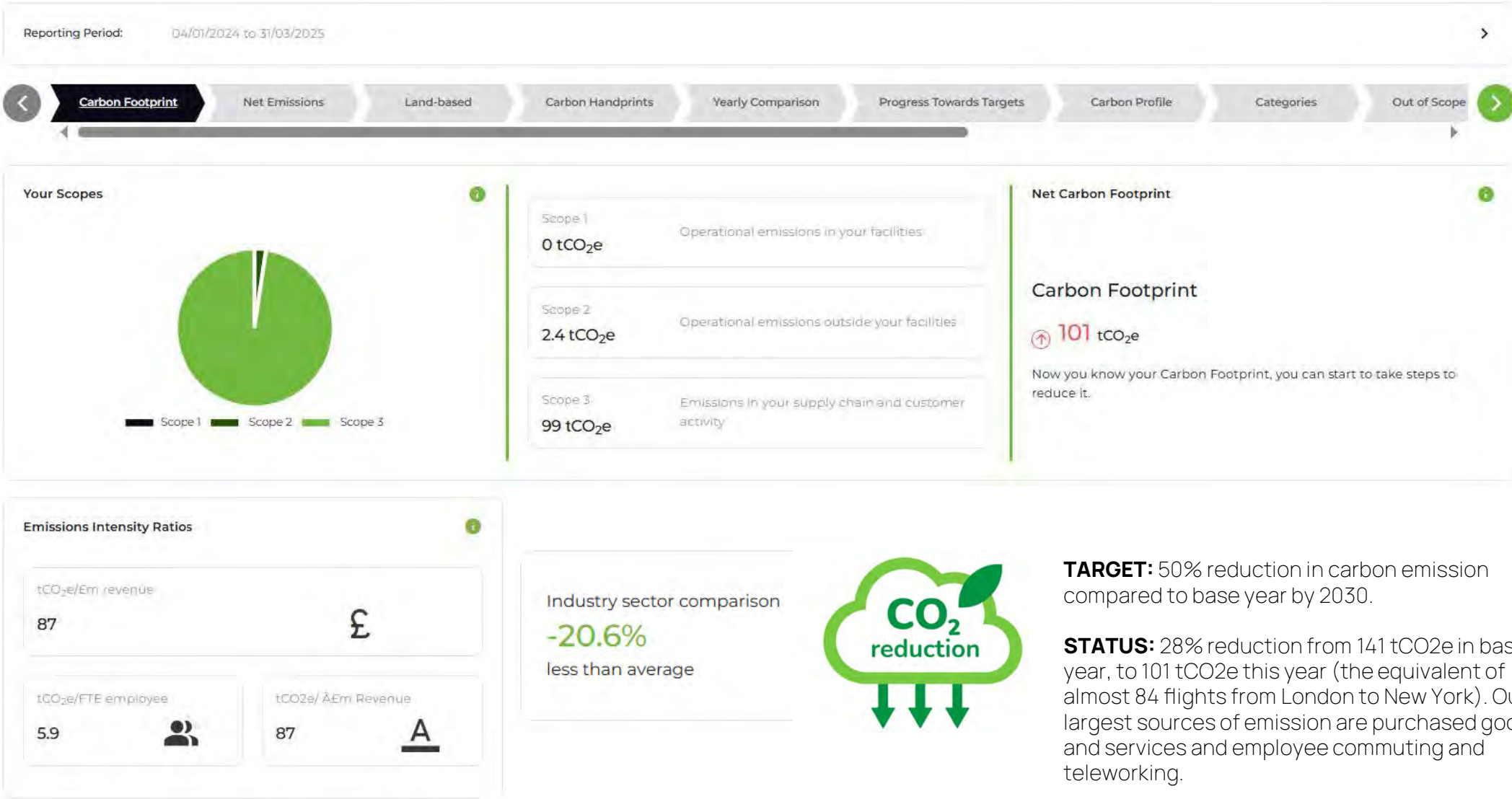
Our commitments:

- Reduce Scope 1 & 2 energy use by 50% by 2030 compared to our new 2024 baseline.
- Reduce Scope 3 Intensity kgCO<sub>2</sub>e / £m revenue by 50% by 2030 compared to our new baseline in 2024.
- Achieve Scope 1 (Fuel) and Scope 2 (Electricity) Net Zero emissions by 2050 achieving a reduction of 90% vs 2024 and neutralising the emissions we cannot eliminate.
- Achieve Scope 3 (Value Chain) Net Zero emissions by 2050 achieving a reduction of 90% vs 2024 and neutralising the emissions we cannot eliminate.

Our progress is measured and audited annually by independent consultants Go Climate Positive.



# Latest carbon report



# Green benefits for LMC team

LMC offers a range of green benefits to all our employees, including:

- Green concierge service to support any member of the team looking to achieved reduced carbon emissions at home (including green home improvement and reducing carbon emissions from commuting).
- Green travel loans.
- Electric car salary sacrifice scheme.
- Free 100% renewable energy charging for EVs.
- Climate Perks green travel incentive.
- £100 for energy saving at home.
- Greener living workshop.
- Free real Christmas tree loan scheme.
- Sustainability and wellbeing Work From Home space consultation.



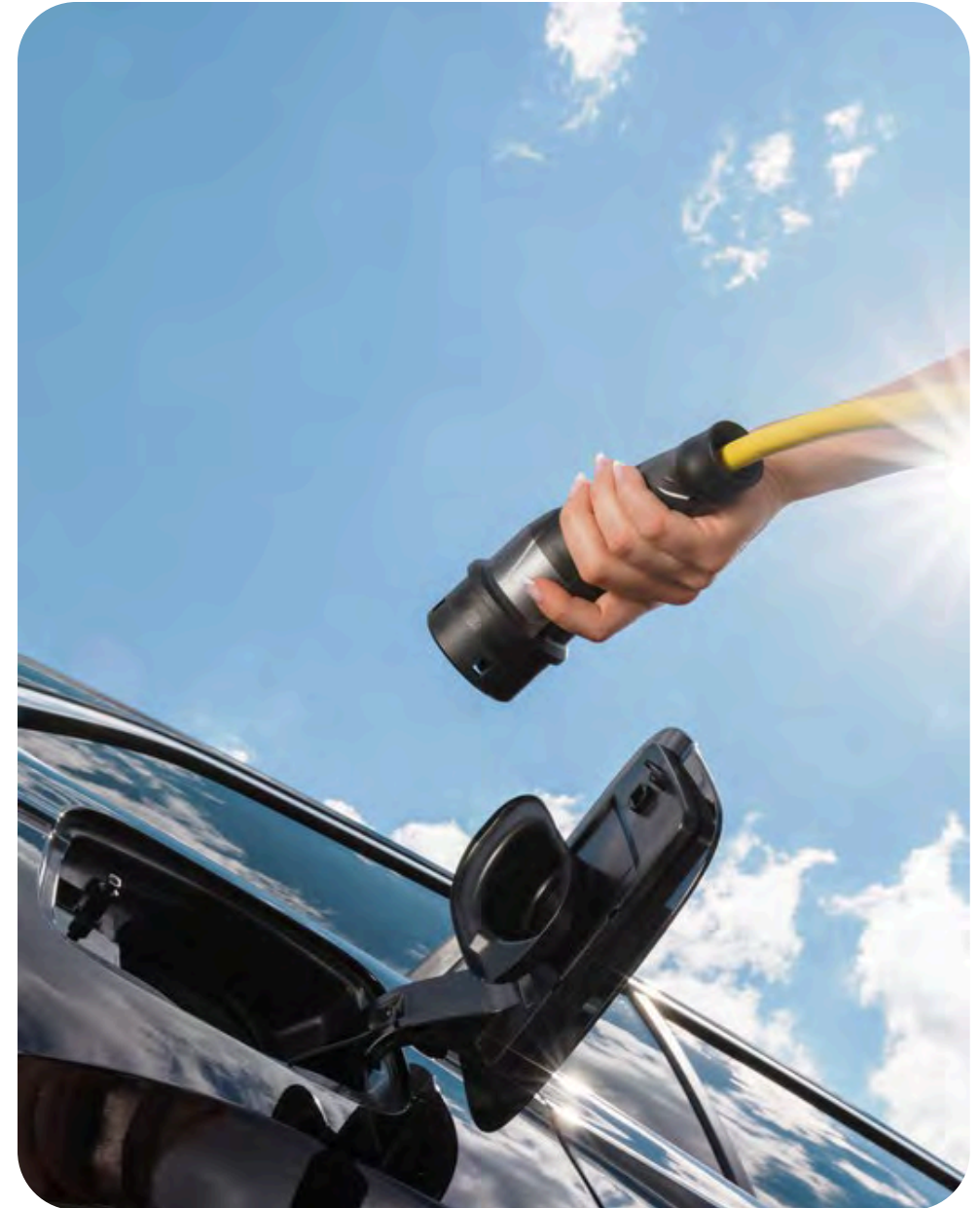
**TARGET:** Increased take-up of renewable energy contracts at employees' homes.

**STATUS:** Campaign not yet started. Baseline benchmarking in progress.



**TARGET:** Increased take-up of the green travel scheme, which gives extra holiday for greener travel.

**STATUS:** The Climate Perks scheme was used just once this year (the first year we have introduced it), for a holiday trip to Scotland.





# Latest benchmark data

	PR industry benchmark (from the PRCA UK PR & Communications Census 2024)	LMC
Average age of employees	36	40
Percentage of employees that identify as female	55%	71%
Percentage of employees that identify as heterosexual	78%	94%
Percentage of employees who identify as having a physical disability	16%	6%
Percentage of employees that identify as Non-White	31%	29%
Percentage of employees who attended state-run/state-funded schools	64%	88%
Percentage of employees with an undergraduate degree	62%	71%
Percentage of employees with caring responsibilities	53%	65%



**TARGET:** Achieve accreditation as an Age Friendly Employer and Disability Confident.

**STATUS:** Achieved this year.

# Expert status



**TARGET:** 100% of consultants holding professional membership and undertaking annual CPD.

**STATUS:** Achieved again this year.



**TARGET:** 100% of consultants achieving Chartered status with the CIPR.

**STATUS:** Currently 20%.



**TARGET:** 100% of senior consultants giving back via non-executive and/or voluntary roles.

**STATUS:** Currently 67%.

# 1,320

Hours committed to training and development this year.

# 707

Hours committed to NED work and voluntary roles this year.

# 4

People mentored by LMC consultants this year.

**TAYLOR BENNETT  
FOUNDATION**



# IBP Internships

LMC has been instrumental in the creation of the IBP Summer Internship scheme – an initiative to provide fully paid internships in built environment journalism and PR to candidates from under-represented groups.

The successful pilot scheme in 2024 saw more than 80 applications for three roles (LMC was the only PR employer in this pilot).



**TARGET:** LMC to provide an internship as part of the new IBP scheme.

**STATUS:** Hugely successful this year. Daha Jama joined us in summer 2024 – initially for four weeks, but soon extended to eight before Daha had to return to university for his final year. We are committed to employing another IBP intern next year.

In total, LMC had seven apprenticeships and fully paid internships this year.





# Purpose-driven clients

**TARGET:** A balanced spread of clients focused on key areas of change and improvement within the built environment, with a reducing proportion of clients primarily focused on 'business as usual' (i.e. pure commercial growth without industry change).

**STATUS:** A reduction in BAU clients again this year.

## 5.3 out of 6

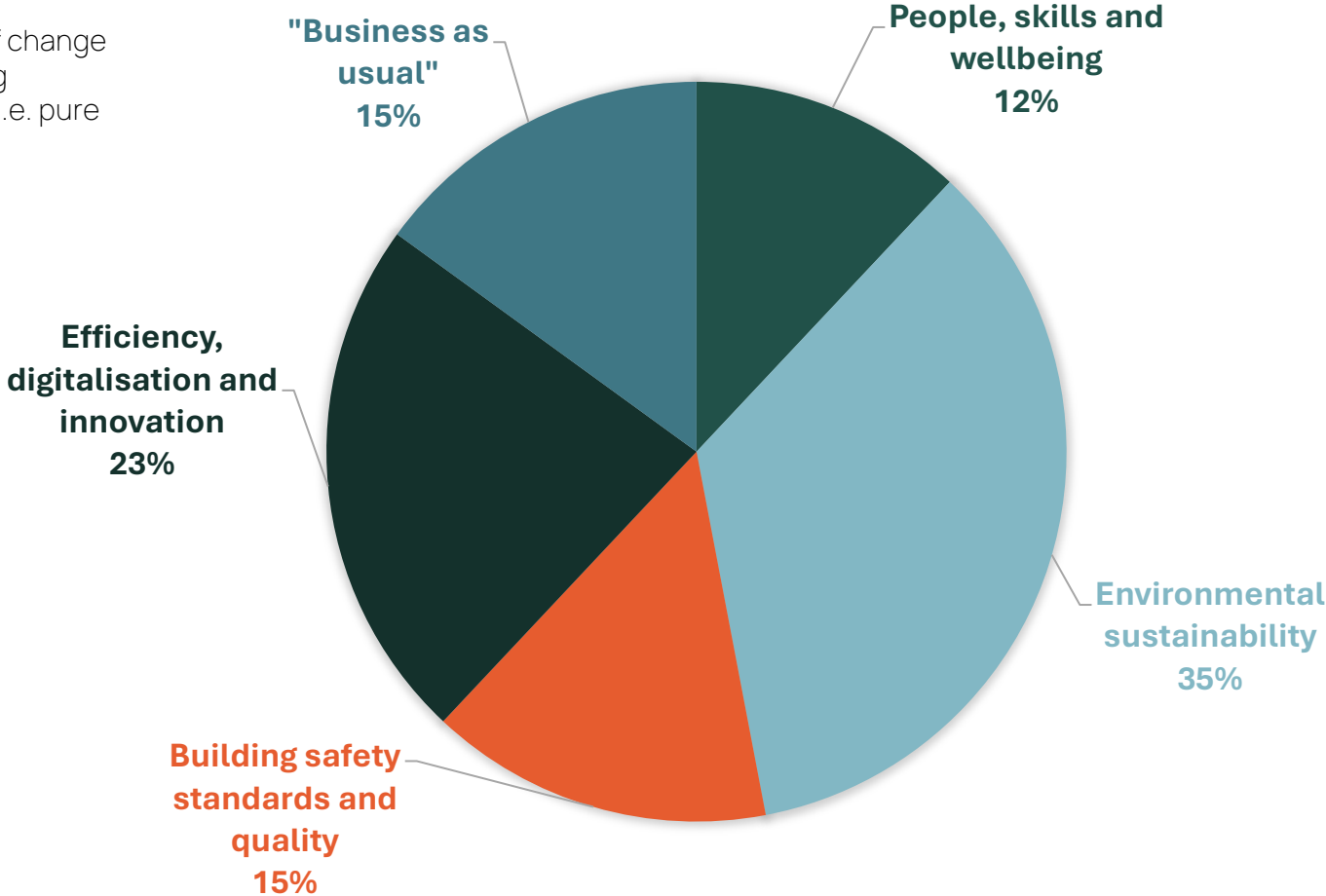
Average client satisfaction score this year (from Client Reviews) – 0.1 point higher than target.



**TARGET:** Zero work or income received from any fossil fuel company or trade body representing those interests.

**STATUS:** Achieved again this year.

## LMC CLIENT MIX (PROPORTION OF INCOME RECEIVED FROM CLIENTS WITH A SPECIFIC CHANGE AGENDA)



# 50:50 The Equality Project

The 50:50 initiative, started in the BBC's London newsroom in 2017, uses a methodology that is rooted in data, creativity and practicality to fundamentally shift representation across the BBC's content.

Today, LMC is increasingly working with a wider range of media (well beyond the BBC) to try to increase the representation of women in their content. We are also monitoring ethnicity and disability representation within clients' PR and communications activities.



**TARGET:** Increased diversity of spokespeople quoted for clients, promoted on podcasts, events etc.

**STATUS:** Small improvement this year.  
An LMC 'diversity champion' has been allocated onto every client account from this year, and diversity and inclusion clauses are now in all our client contracts and standard T&Cs.



# Lower-carbon digital marketing

With the internet, AI and technology's ever-increasing impacts on people, planet and nature, LMC has designed an approach to digital marketing, video content, social media and website development, focusing on delivering more sustainable, lower-carbon solutions for property and construction.

This was a new LMC service launched in 2024/25.



**TARGET:** 50% reduction in the carbon intensity of digital marketing, websites and content created for clients by 2030.

**STATUS:** Launch of lower-carbon digital marketing service achieved. New LMC website as proof of concept. Baseline benchmarking in progress.

The LMC website ([www.lizmale.co.uk](http://www.lizmale.co.uk)) now achieves a carbon rating of A, with an estimated carbon footprint of 0.17g CO<sub>2</sub>e per visit.



# Our key ESG policies:

- [Partners policy](#) (how we work with partners, clients and suppliers, including policy on human rights and modern slavery)
- [Privacy policy](#) (including data protection)

## Partner with us:

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