

[WATCH
THIS
SPACE]



Impact Report

2025

watchthisspace.uk

Co-Creators' update



It's now almost five years since the first seeds of an idea were planted for Watch This Sp_ce.

In 2020, as the world went into lockdown, we discussed how business as we knew it was at a crossroad. It was imperative that the approach to work shifted to address systemic inequalities and build a more positive post-pandemic future. And we knew we could be part of that shift.

Now, five years on, we're so proud of how Watch This Sp_ce has grown from just the two of us to a team of 14, and how we've inspired change in organisations across the UK. We've literally written the book on inclusion strategy, and we've changed people's perceptions about underrepresented groups and the world of work in general. It's been a joy to reflect on the impact we've had for this report, and we're excited for the future! Thank you for being part of this journey.

Allegra Chapman and Mo Kanjilal

2024 Highlights

The Inclusion Journey was published

The Inclusion Journey by Allegra Chapman and Mousumi Kanjilal Williams is the definitive practical guide to developing, implementing and measuring workplace inclusion strategy. The 5-star reviews demonstrate the value of the book, which has been called “game-changing” by Tony Robinson OBE.

The Inclusion Journey Location Finder was launched

Thanks to funding from the UK government and Brighton & Hove City Council through the UK Shared Prosperity Fund, we were able to launch an innovative tool that enables organisations to pinpoint where they are on the inclusion journey and to identify their priorities for impact.

Our advisory board was appointed

We were honoured to welcome Bonamy Waddell, Mark Vaesen and Fiona Anderson as our first advisory board members. They bring rich skills and experience in diverse areas of business, and have already been a huge asset to Watch This Sp_ce.

34
organisations
worked with
us

2,000+
people
attended our
training

125
people used
the Location
Finder





B Corp Journey

We are currently working on B Corp certification.

An ethical approach to business that creates a positive impact on the wider world is at the heart of everything that we do. So we are eager to use the B Corp framework to help us grow and improve, and to provide accountability and structure to our approach.

As with everything we do, we are not about ticking boxes. This is about ensuring meaningful impact in all our practices. To that end, we have:

- Set measurable ESG goals
- Begun to ensure that all our suppliers have a positive environmental and social impact
- Reviewed how we can make more sustainable choices and encourage positive practices

Our mission

Watch This Sp_ce is on a **mission** to make diversity and inclusion work meaningfully within organisations. We aim to transform talk into actions, ensuring these actions have lasting, valuable impacts in creating spaces that work for everyone.

Our **vision** is to build a world of work that enables everyone to fulfil their potential and give their best, benefiting everyone through diversity, inclusion, and belonging, driving higher innovation, better decision-making, improved results, increased productivity, and greater profits, as well as increasing happiness, wellbeing, and equity. We believe we all work better together.

Values

Challenge established paradigms and fixed ways of thinking.

Show **compassion** for different perspectives and experiences, and create spaces for everyone to be heard.

Create meaningful, measurable **impact**.



Social impact

Staff wellbeing

Our impact starts with our own team. We are committed to nurturing a positive, supportive and inclusive culture that prioritises wellbeing. As such, all our staff:

- Work remotely and flexibly, at times and locations to suit them
- Have access to coworking spaces as desired to prevent isolation
- Can take unlimited holiday without having to justify it, to ensure they can support their mental and physical wellbeing, as well as make the most of life outside work
- Have access to a trained workplace mental health first aider

Clients

Our work focuses on educating and supporting organisations to build cultures of inclusion, to address systemic inequalities and improve access and opportunity for underrepresented communities. In 2024, **34** organisations benefitted from our training and consultancy, and a total of **125** organisations have now identified their place on the Inclusion Journey using our tool.

We work to ensure all communication methods, tools and outputs are fully accessible, and we offer both in-person and remote meeting and training options.



Environmental impact

As a team, we work remotely to reduce travel and energy use. We also host meetings, training and events online where appropriate.

We work from shared, digital documents to reduce printing and digital storage. We use Google Cloud as a sustainable storage solution.

We are working towards ensuring that our suppliers and partners use sustainable and ethical practices, and we purchase sustainable and environmentally friendly products where possible. We encourage the use of e-waste recycling programs to dispose of old electronics.

We are members of the Centre for Sustainable Action to increase our understanding and skills in this area and to build relationships with sustainable businesses.





Governance

Who we work with

We are committed to ethical business practices, and as such we only work with organisations whose values align with our own.

We have turned down clients this year who we did not believe intended to engage with inclusion in a meaningful way and just wanted to tick boxes. We will continue to do so.

We are proud to say that our accountants, Plus Accounting, became a certified B Corp in 2024, as did our client and partner Midnight Communications.

How we work

We do not believe in hierarchies or command and control leadership. Watch This Sp_{ce} has a flat structure, and our team are fully involved in all decisions about the development and direction of the business. We empower our staff to take the actions that they consider will meet their objectives in the most effective way.

Community

Inclusive network

Our community, The Sp_ce, is a network for professionals driving inclusion within their organisations. It is free to join, and provides a safe space where people can ask questions, learn from one another and access guidance and resources from Watch This Sp_ce. We provide motivation and direction for those doing this demanding work.

Charity

We donate to local food banks in areas that our clients operate in, we commit to making at least THREE donations of this type each year.

Our Co-Creator, Mo Kanjilal, is a trustee of The Clock Tower Sanctuary, a charity for young people experiencing homelessness.

We offer a 20% discount on all our services to registered charities.





Spreading the word

We want to take the message of the power of inclusion beyond the clients we are able to work with.

The Inclusion Journey

Publication of our book has enabled to provide a wider audience with the framework to implement meaningful change. We also held a series of launch events to offer this practical guidance to business leaders across the UK.

TEDx

Following Kaia Allen-Bevan's powerful 2022 talk on active anti-racism, Mo Kanjilal gave a TEDx talk in Brighton in 2024 about the importance of celebrating difference. It has now been viewed more than 3,300 times.

Accountex

As the diversity and inclusion partners for the Accountex show, we introduced a Quiet Zone to their London event for the first time, which was incredibly well-received.

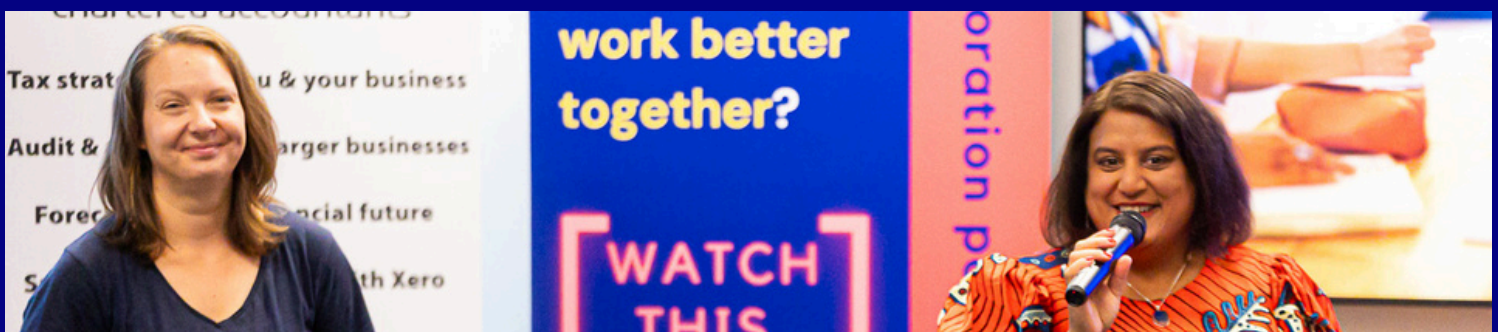
2025 Targets

We don't believe in standing still!

In 2025 we aim to:

- Work towards offsetting 30% of our team's carbon emissions from home energy use, with a view to offsetting 100% by 2027.
- Assess our suppliers by the following sustainability criteria: (1) certified as carbon-neutral or using renewable energy sources for operations, (2) implementing a circular economy model with minimal waste production, or (3) holding recognized environmental certifications, such as ISO 14001, B Corp, or Fair Trade. Our aim is for 100% of suppliers to meet this criteria by 2027.
- Introduce a mental health policy.
- Train a second mental health first aider.
- Introduce mechanisms to quantifiably measure the impact of **all** our client work.

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