

How do UK B Corps perform?

Compared to data from recent surveys of UK SMEs, we found that B Corp SMEs have, on average:

1 Faster growth in turnover and employee headcount



a. Between 2017 and 2019, B Corp SMEs' mean average annual turnover growth was 24% (median average 15%) – compared to an average of 3% for all SMEs. The mean rate is higher due to a small number of exceptionally fast growing businesses

b. Between 2017 and March 2020, B Corp SMEs saw their annual employee headcount grow by 8% – compared to 0% for all SMEs

2 ...and higher expectations about future growth



a. 62% of B Corp SME respondents expect turnover to grow in next 12 months, compared to 38% all SMEs

b. 54% of B Corp SMEs expect employee numbers to grow, compared to 39% of all SMEs

3 Greater levels of employee retention, engagement and diversity



a. B Corp SMEs reported an average staff attrition rate of 10% in the past year, compared to 16%–20% for the wider SME population

b. 82% of B Corp SME leadership teams include at least one woman, compared to 54% of SMEs

c. The average gender pay gap is 13% for B Corps SMEs, compared to 16% for the average UK business

4 Higher levels of innovation



a. 45% of B Corp SMEs have applied for or received R&D tax credits in the past three years, compared to 6% of all SMEs

b. 84% of B Corp SMEs claim that they have introduced new or significantly improved goods or services in the last three years, compared to 41% of all SMEs

5 More robust governance processes



a. 73% of B Corp SMEs say they have a formal business plan, compared to 41% of all SMEs

b. 93% of B Corps SMEs say they have processes in place to ensure formal tracking of business performance, compared to 52% of all SMEs

6 Greater focus on civic and community engagement



a. Working to improve civic and community engagement is of medium or high importance to 95% of B Corp SMEs, compared to 50% of all SMEs

7 Been equally successful at securing external finance



a. 65% of B Corp SMEs who sought equity finance secured all (or more) of the required amount, compared to 56% of all SMEs

b. 77% of B Corp SMEs who sought debt finance secured all (or more) of the required amount, compared to 78% of all SMEs

Data on the UK B Corp community is drawn from an Autumn 2020 survey of the 332 UK B Corps, including 119 that were certified in 2020. As of November 16th, 102 B Corps have responded to the survey, a response rate of 31%. The benchmark data is primarily drawn from recent UK government agency surveys of the wider business population.

The analysis focused on B Corps that are classified as SMEs (i.e. small to medium enterprises, with between 1 and 249 employees), which account for 99.9% all UK businesses, 88% of B Corp survey respondents and over 90% of all certified B Corps in the UK.