

**KIELDER
OBSERVATORY**
Infinite Inspiration



Social and Environmental Assessment





Welcome

Our mission is to create opportunities for people of all backgrounds and abilities to experience moments of inspiration, revelation, wonder and hope through observing the cosmos.

Our mission depends on the preservation of our dark skies heritage. To do this effectively, we believe we should operate in a way that is socially and environmentally responsible.

In our [2022-2025 strategy](#) we committed to evaluating our performance. This document outlines our assessment and it can be read in conjunction with our [public commitment to becoming a more inclusive organisation](#).

Catherine Johns, CEO





The Assessment

We chose to use the B Lab Impact Assessment, which is challenging and thorough on every aspect of:

- Governance
- Workforce
- Customers
- Community
- Environment

While charities are not eligible for certification, we scored over the necessary threshold, highlighting areas we do well and areas for improvement.

The B Impact Assessment is used by more than 150,000 businesses. For more information on the B Impact Assessment, visit the [B Lab website](#)



Improving our policies and practices pertaining to mission, ethics, accountability, and transparency.

What we do well:

- A clear mission statement in place
- Effective board oversight, reporting transparency, and regular review of progress against objectives
- Written ethical policies in place, embedded in training
- Clear financial policies in place, with evidence of implementation
- Regular external review of financial reports
- Internal sharing of data around performance
- Stakeholder consultation occurs

Areas for improvement:

- Setting specific metrics around progress
- Establishing more formal consultation mechanisms



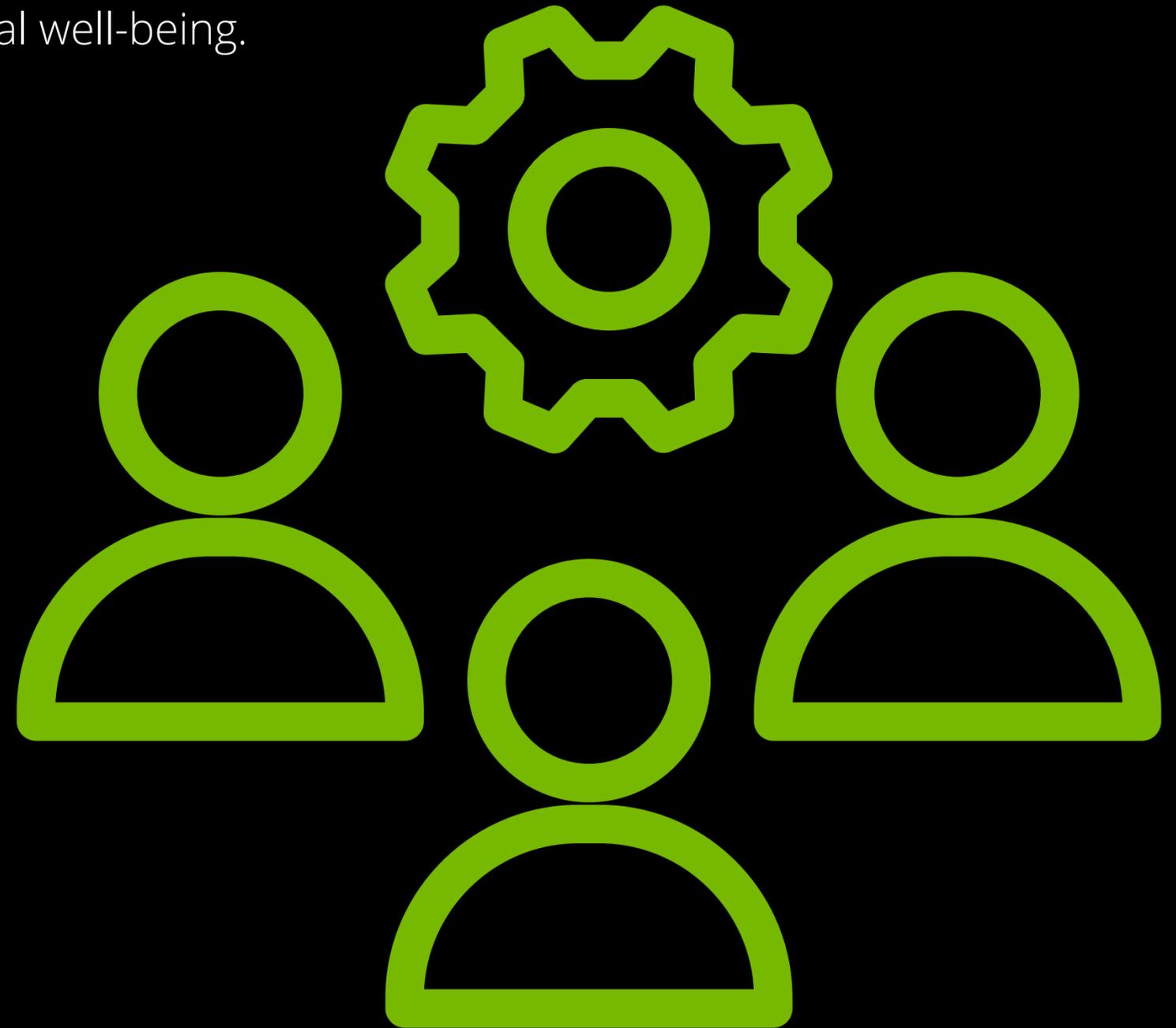
Contributing to employees' financial, physical, professional, and social well-being.

What we do well:

- Fair and consistent pay with regular reviews
- Employee benefits which are fair, relevant and valued
- Consistent approach to health and safety
- Access to counselling services
- Comprehensive and regular reviews and training, including CPD
- Internal career pathways available
- Flexible and hybrid working is supported
- Clear written policies in a regularly reviewed Staff Handbook
- Formal and informal feedback and engagement channels
- High level of staff satisfaction

Areas for improvement:

- Supporting volunteering opportunities
- Offering a more comprehensive wellbeing programme
- Offering life skills as part of the training package





Improving the value we create for customers.

What we do well:

- Consistent customer feedback mechanisms
- Customer feedback is regularly reviewed, shared, and acted upon
- Evaluation of outcomes takes place and is acted upon
- Customer data is managed appropriately
- Business strategy is based on a Theory of Change

Areas for improvement:

- Setting specific targets around customer satisfaction
- Measuring longer term outcomes
- Understanding the potential negative impacts of our service provision
- Working towards becoming fully inclusive and representative





Community

Contributing to the economic and social well-being of the communities we serve.

What we do well:

- A diverse and representative workforce
- A public commitment to improving inclusivity and representation
- Executive pay is in proportion within the salary structure
- Generating local direct and indirect employment
- Providing free events for local communities and schools
- Approximately 70% of visitors are from within the North East
- All outreach takes place within the North East
- A preference for local suppliers is written into our policies
- Ethical fundraising policy in place
- Collaboration with partners to raise awareness of dark skies

Areas for improvement:

- Working towards becoming fully inclusive and representative
- Choosing more suppliers from the North East
- Working more closely with suppliers to assess inclusion and representation, and support improvements in social and environmental performance
- Assessing our banking provision
- Supporting employees to volunteer and raise funds for charities





Improving our overall environmental stewardship.

What we do well:

- Mission statement is built around the preservation of our dark skies environment
- Observatory is completely off grid and generates its own power
- Observatory has no connection to mains water
- Waste reduction and recycling programmes in place

Areas for improvement:

- Encouraging employees to assess environmental impact while working from home
- Assessing environmental impact of visitors travelling to the Observatory
- Assessing environmental impact of suppliers
- Setting specific targets around waste reduction
- Setting specific targets around energy usage





Conclusion

This assessment has been profoundly valuable in illuminating where we already do well, and where there are areas for improvement. We will address these areas in turn over the next 12 months and reassess in early 2024, as well as looking for additional frameworks and best practice.

We would welcome comments and feedback: please email admin@kielderobservatory.org with any suggestions.





Kielder Observatory Astronomical Society is a Registered Charity (No 1153570)



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