

LBG Assurance Statement – Pearson

Pearson is an active member of LBG; the global standard for measuring corporate community investment. LBG's measurement model helps businesses to improve the management, measurement and reporting of their community investment programmes and activities. It moves beyond charitable donations to include the full range of contributions (in time, in kind and in cash) made to community causes, and assesses the actual results for the community and for the business. (See www.lbg-online.net for more information)

As managers of the Group, we have worked with Pearson to ensure that it understands the LBG model and that the reported community investment programmes are in line with the LBG principles of measurement. Having conducted an assessment, we are satisfied that this has been achieved during the year to 31st December 2015. Our work has not extended to an independent audit of the data.

Commentary

The information reviewed reflected a new direction in Pearson's approach to community investment and the delivery of social impact. It has moved on from a foundation model of community support and is working to bring greater alignment between community needs and its own products and services. Pearson is aware that such a development can blur the line between what is a business expense and what is a community contribution. We are encouraged that Pearson has been careful to only include in its reporting those contributions that focus on delivering a direct community benefit.

This assignment focussed on the 'input' number; the resources committed by Pearson to the community. In future, as it further embeds its new approach, we look forward to Pearson systematically tracking and reporting the results (the outputs and impacts) of its activities so that the overall achievement of its investment into the community can be clearly understood.