



Certified



Corporation

Impact Assessment Report ²⁴/₂₅

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An opening statement

Ever since we opened our doors over three decades ago, Workhouse has been built on a simple, yet powerful belief:

that great creativity and good business go hand in hand.

We've always prioritised doing things the right way; nurturing our people, delivering exceptional value to our clients, protecting the planet, and having a positive impact in our community.

What we do

We are a fully integrated creative agency, bringing together branding, advertising, digital innovation and design under one roof, to build powerful, unified brands.

But our integrated approach goes beyond services, it's about weaving our values into every thread of our operations, ensuring that our impact is as intentional as our creative work.

Our values guide everything we do. We follow a strong moral compass, doing what's right, not just what's easy. Every decision is purpose-led, grounded in integrity, empathy and a commitment to making a positive impact.



Building the Workhouse of tomorrow

Celebrating our milestones, and setting our sights on the future.

A message from our Managing Director

This marks our third Impact Assessment Report, and with the publication of each edition, I am filled with a greater sense of purpose and pride.

This report is more than just a snapshot; it's the story of how we are consciously building the Workhouse of tomorrow. Our B Corp journey, formally begun in 2021, has given us the framework to measure, manage, and deepen the positive impact that has been in our DNA since 1992.

Now, we are embracing the new, more rigorous B Corp standards; not as a challenge to be met, but as an opportunity to be seized – even a promise to be kept. The new standards will push us to be better, to think bigger, and to ensure our environmental and social performance matches our creative ambition.

One standout highlight from 2025 was securing silver at The Drum Awards.

This was a proud moment, a testament not just to our creativity, but external validation that living our purpose delivers exceptional work. As specialists in the built environment, this recognition reinforces our belief that purposeful, sector-focused creativity leads to meaningful impact.

At the heart of this success is our people. We continue to invest in their growth and wellbeing – because when they thrive, the impact we make goes even further.

In the next few months a pivotal new milestone awaits: the launch of our first-ever Climate Action Plan. This formalises our commitment to the planet and ensures our environmental strategy is as robust as our business strategy.

The journey continues. Over the next 12 months, we will continue to challenge ourselves, deepen our impact, and stay true to our founding mission: to do the best work of our lives, for good.

Martin Meadows
Managing Director



1. Purpose

This is our North Star. It's our motivation, our integrity and the simple reminder of why we do what we do.

**To do the best work of our lives.
To use our unique perspectives
and creativity to help brands find
their greatness and do business for good.**



| Our Compass

Aligning with the UN Sustainable Development Goals

A global to-do list
that shapes our
daily decisions and
long-term strategy.

What are the United Nations Sustainable Development Goals and why they matter to us

At Workhouse, we believe in doing the best work of our lives, not just creatively, but consciously.

The United Nations Sustainable Development Goals (SDGs) are the blueprint for action; a global to-do list for a better world, tackling the big issues like:

- Climate action
- Ending poverty and hunger
- Promoting equality, peace and strong communities
- Securing access to education, healthcare and employment

But for us, they are not just goals on paper; they shape how and why we show up every day. They're actionable imperatives woven into our daily operations, strategic decisions and impact measurements.

These SDGs keep us grounded, focused and accountable. They are a timely reminder that creativity with a conscience can help build a better world.

Our SDGs in action:

Environmental stewardship

Cut carbon emissions and encourage our suppliers to do the same

An inclusive culture

Building a workplace where everyone belongs

Making the right choices

Choosing ethical suppliers and low-impact materials

Purposeful storytelling

Creating campaigns that promote wellbeing and drive social change

Community partnerships

Supporting local causes and sharing our skills

Empowering others

Encouraging storytelling that inspires action

Spot the SDG icons

Throughout this report, you'll notice the SDG icons, each one marks a goal we've contributed to through our partnerships and purpose-led projects. Every icon tells a story and together, they show the collective impact we've made.





| Our B Corp Journey

From founding values to future focus

Our path to certification and roadmap for the future.

Our B Corp journey began in 2021, but its roots are as old as Workhouse itself. Founded in 1992 on the principle of doing business the right way, we have always been guided by a strong moral compass.

B Corp provided the missing piece: a rigorous framework to measure our impact, hold ourselves accountable, and turn our values into verifiable action.

We chose this path because B Corp stands for using business as a force for good, a philosophy that aligns perfectly with our culture and moral compass. It's about balancing purpose and profit and making decisions that benefit people and the planet – not just the bottom line.

It has sharpened our focus, deepened our commitment, and reshaped how we support our team, serve our clients, and engage with our community. We've seen how purpose-led thinking drives real change, and we are not stopping.

Our first verified score: A baseline for growth

In 2023, we received our first B Corp certification score, a proud milestone for everyone involved, that gave us a clear baseline from which to grow.

Impact Area	Score	Percentage
Governance	20.4 / 25	82%
People	35.5 / 47	75%
Environment	13.0 / 28	46%
Community	13.0 / 38	34%
Clients	2.5 / 5	50%

This scorecard turned out to be the starting pistol, not a finish line. It highlighted our strengths and pinpointed where we could grow. Now, as we prepare for recertification under the new, more demanding standards, we're looking forward to being challenged to go further and deepen our positive impact.





Governance: A foundation for trust

Building an agency that is transparent,
accountable and built to last.

20.4/25 – 82%

A score of 82% in Governance is testament to our commitment to building an agency on solid, transparent and fair foundations. Good governance isn't about red tape; it's the framework that allows our values to thrive and our people to confidently do their best work.

We've worked hard to ensure clarity across the agency. Everyone knows who's responsible for what, how decisions are made, and how we stay accountable. That clarity keeps things running smoothly and avoids confusion.

To strengthen our systems, we partnered with Manish Kapur Ltd who undertook an audit of our processes and provided expert insight. Together, we reviewed how we work, identified what's working well and made improvements where needed. It was a lengthy process but well worth it.

Financial responsibility is a key part of our governance.

We manage budgets and resources carefully, share weekly forecast meetings with our Client Services Team and company-wide quarterly stand-ups so everyone understands how we are tracking against our goals.

We took a deep dive into all our policies, refreshing what was outdated, checking what worked, what was outdated and filling gaps where needed. New policies like: Breastfeeding Policy, Code of Ethics, Whistleblowing, Human Rights were introduced to reflect how we work today.

We've made meaningful updates to support our team better. From enhancing our maternity/paternity policies to increasing compassionate leave and sick pay, added Death in Service benefits, paid time off for jury service and an extra day off for birthdays. New starters are now enrolled immediately in our healthcare cash plan. We've taken steps to ensure our people feel valued.

Listening is central to our governance. Whether it's through surveys, informal chats, or shared spaces, we make room for honest feedback and open conversations, everyone's voice matters, and we want people to feel heard and part of the bigger picture.

To guide our growth, we've established a new senior leadership team. This group plays a key role in shaping our direction, supporting our people, and ensuring we stay aligned with our purpose and values. Our board meetings now serve as spaces to reflect on how we champion good governance.

Justice, Equity, Diversity and Inclusion has always been part of our culture, but we're now formalizing it. By putting structures around what we already do well, we're making it more consistent, visible, and embedded in how we grow together.

With new standards on the horizon, we're conducting a comprehensive audit, ensuring our documentation is up to date and fit for purpose:

- **Profiles for every role in the agency**
- **Recruitment and onboarding processes**
- **Environmental and social management plan**
- **Carbon offset documentation and emissions tracking**
- **Internal campaign calendar and content plan**

We're always thinking long-term, spotting risks early, staying flexible when things change, and making smart choices that help us grow sustainably. Governance at Workhouse is about building something strong and future-facing, while remaining true to who we are.



We flow
Together

Our People: Where talent thrives

Investing in growth, wellbeing and a culture where everyone belongs

20.4/25 – 82%

Our people are the heartbeat of Workhouse - fueling our creativity, driving our impact, and embodying our B Corp spirit. Supporting their development, health and happiness is paramount, and our 75% score reflects this unwavering priority.

Partnering with Simon Preece of Bigger & Better Things, we've delivered nine group sessions attracting 100% team engagement and 28 individual training surgeries, with 61% of the team taking part.

Monthly one-on-ones empower individuals to set purpose-aligned goals; ones that align with personal growth and our wider purpose. These sessions help each of the team reflect on their progress, prioritise their wellbeing, while fostering a culture of intentional growth.

Career development is an integral element of that journey. When someone shows potential, we don't wait, we give them the tools to grow, and create opportunities for them to step into new roles.

In the last fiscal year (Jul 24 to Jun 25) 21% of our team were promoted. It's not only a huge achievement, it's a true reflection of the talent and drive within the agency:

1. Charlotte Duffy was promoted from Senior Account Manager to Account Director
2. Tegan Macuras from Junior Account Manager to Account Manager
3. Elsie Doolan from Senior Planner to Strategy Director
4. Kay Walsh from Studio Production and Technical Lead to Operations Director
5. Jade Fordham from a Junior Digital Producer to a Digital Producer

Many congratulations to all of you. Well done.



We're committed to fair pay and benchmarking. We guarantee to pay at least 10% above the National Living Wage and use the Design Business Association guidelines to review salaries annually.

We've enhanced our benefits improving maternity/paternity leave, given an extra day off for birthdays, included 10 days paid sick leave, 5 days compassionate leave, paid time off for jury service, and provided Death in Service cover. All new starters are enrolled in our healthcare cash plan from day one.

Our culture is built on honesty, warmth and a genuine sense of belonging. It's not forced; it grows naturally from the people in it. Birthdays come with a bit of excitement and a dartboard. Three darts, three chances and a whole lot of fun! The birthday star gets three shots, and after each throw, they can either claim the prize linked to the number on the dartboard or twist and throw to (hopefully) try for something better.

Prizes range from 24-pack of Who Gives a Crap toilet rolls to a £50 Amazon voucher. No trips to the Seychelles quite yet, but it's all about the laughs, the surprises, and making our teams' birthdays feel special.

We celebrate together too. From our fiercely competitive Bake Off for Macmillan Coffee morning (yes, it gets very tasty), to our end of year and Christmas party; complete with sparkle and the occasional questionable dance moves.

None of this would happen without our brilliant Culture Club, a team that brings the agency together, helps us unwind, and reminds us that enjoying what we do (and who we do it with) is just as important as the work itself.

Moments like these remind us that joy and camaraderie are essential ingredients to our success.

Beyond the day-to-day, we're continually looking for ways to support our people; through our healthcare cash plan, everyone has free access to the Wisdom App.

This is a wellbeing platform designed to support mental, emotional and physical health. Over the next few months, we'll be encouraging everyone to download the app, making support easy and accessible.

We're also exploring new ways to support personal financial wellbeing, including offering discounted will writing services and providing access to tools that help individuals manage their personal finances more confidently. In addition, we promote sustainable commuting through our Cycle to Work scheme, which several staff have already taken advantage of—supporting both their physical wellbeing and our environmental goals.



Our Environment: Taking responsibility for our footprint

Tracking, reducing and taking responsibility for our environmental impact.

13/28 – 46%

We take care of the planet, starting with the energy we consume and the suppliers we choose. It's about making smart, thoughtful decisions today to help build a better tomorrow. The Workhouse journey has evolved from basic measurement to a strategic, data-driven approach to reduction.

We've made meaningful progress in measuring and tracking our carbon footprint, and it's something we are genuinely proud of.

Now in our third impact assessment report, we've moved well beyond the basics. In 2019, we began by tracking Scope 1 and 2 emissions: just the essentials. That gave us a foundation to build on, and as of December 2024, we've reported further reductions across key areas.

Our progress:

- **Reduced Scope 1 emissions by 30%**
- **Reduced Scope 2 emissions by 3%**
- **Increased recycling rates from 35% to 65%**

Since we began tracking emissions, we've committed to setting agreed annual CO₂e reduction targets. Each year, we aim to meet or exceed these goals. We share quarterly impact updates with our team to keep everyone informed, aligned and motivated.

This regular rhythm of communication reinforces our accountability and ensures sustainability remains a visible and active part of our workplace culture.





Since 2023, we've expanded our tracking to include home working to travel; commuting, taxi's, trains, flights and hotels. This helps us identify opportunities to cut carbon, reduce costs, and make smarter choices.

In July 2024 we began tracking CO²e emissions for our Manchester office, which is located in a shared working space. While our ability to monitor emissions is limited, we use estimated data and shared resource usage to approximate our impact. It's a challenge, but we're committed to improving data quality and working with building management to enhance future reporting.

This step signals our intent to include all operational spaces in our sustainability journey, regardless of ownership or control. We also track our carbon emissions alongside gross profit, giving us a clear view of how efficiently we're scaling while reducing our environmental impact. As our headcount and gross profit continue to grow, we are proud to see sustainability performance improving in parallel. The higher the gross profit per tonne, the more sustainable we are.

Year	£ of GP per tonne CO ² e
2022	£9,434
2023	£9,394
2024	£10,124

Since 2021, we have offset 918 tonnes of CO²e by purchasing credits through Gold Standard (goldstandard.org/collections/projects), supporting projects like wind power in India and clean water in Cambodia.

Each credit equates to one ton of CO²e avoided or removed from the atmosphere, meaning our investment has helped prevent or absorb 918 tonnes of carbon.

Offsetting allows us to balance our footprint while supporting initiatives that deliver real world benefits, from clean energy to improved livelihoods.

It's not a substitute for reducing emissions, but it's a powerful way to act now, while we continue to improve our operations each year.





In 2021:
100.5 MW Wind Power project in Madhya Pradesh, India with 227 credits



In 2022:
20 MW Biomass Power project in Chhattisgarh, India with 214 credits



In 2023
Chaiyaphum Wind Power project, Thailand with 235 credits



In 2024:
Cleaner, safer water in Cambodia with 242 credits

By continually engaging our team in best practices and refining how we track our footprint, we get a more accurate and deeper understanding that will help us improve and lead to lasting change.

In 2025, we're transitioning to using GHG Protocol calculations to measure our CO2e emissions. This globally recognised framework ensures:



- **Consistency in how we measure emissions**
- **Transparency in how we report our impact**
- **Accuracy in identifying reduction opportunities**

Our Community: Our impact beyond these walls

From food banks to digital skills, how we are putting our values to work locally.

13/38 – 34%

Our initial community score was a catalyst for action. It inspired us to think bigger about how we engage with and strengthen the communities where we live and work. This year, we moved beyond one-off gestures to build meaningful, sustained partnerships. As an agency, we support and work with a diverse range of communities through mentoring, empowering, inspiring, charitable giving, ethical supply chain practices and inclusive hiring. We're focused on making a positive difference in the places we live and work.

We've proudly partnered with The University of Central Lancashire (UCLan) for many years, welcoming graphic design students into our studio for paid work placements. Watching these talented students grow, contribute to real projects, and become part of our creative team has been incredibly rewarding. It's more than just work experience; it's about nurturing future designers and building lasting connections with our local creative community.

When we saw our community score at 34%, we knew we had to do more. We took a step back and asked ourselves: how can we make a bigger difference in a way that truly aligns with our purpose?



We began forming new partnerships with local organisations helping however and wherever we could. Here are a few examples:

Over a six-month period our team came together to collect over 500 items for our local food bank, an incredible show of generosity and community spirit. Every tin, packet, and donation helps support families facing hardship and again we are proud to play a small part. Thank you to everyone who contributed.

Our staff also donated unwanted winter clothing, which we sent to the Salvation Army, helping support those in need as the colder months approached. It's small acts of kindness like this that makes a big difference.

We held our annual MacMillan Coffee morning and once again our team brought the bakes, the brews and the big-hearted generosity. It's always a special day filled with laughter and prizes for the best bakes. All in support of an amazing charity that supports people living with cancer. 2025's event is already in the diary, and we can't wait to do it all again.

We recently had the pleasure of working with our local community Deaf Village, running a 12-week programme (one day a week) which focused on learning Photoshop and Illustrator. On day one, the group were quiet and a little shy, but week by week we watched their confidence grow and they gradually started to feel like part of our team. They took homework seriously, showed real dedication and we even picked up some sign language tuition along the way. It was an inspiring experience for everyone involved.





Supplier sustainability wins

Over the past year we've been nudging our suppliers to take a closer look at their environmental and social practices, asking them to complete a self-assessment and consider ways to reduce their carbon footprint.

And it's working; two suppliers have now fully jumped on board. They are actively tracking their CO2e emissions and making changes to reduce this. They've gone from "not sure where to start" to "we're saving carbon and loving it". It's already opened some great conversations and made our partnerships even stronger.

This is a small step, but significant towards doing business for good and we are excited to keep the momentum going.

We are currently working to establish an agreed number of volunteering hours per person, empowering our team to support meaningful causes of their choice.

Whether it's supporting The Rivers Trust, helping at local food banks or contributing to environmental clean-ups, we want our team to feel personally connected and see the impact they're making.



Our Clients: Partners in positive impact

Building trusted partnerships together for positive change

2.5/5 – 50%

Our clients' success is intertwined with ethical practices, from transparent marketing to robust data protection and services that drive positive outcomes.

Our 50% score is the driver for us to excel further in this area. Client impact is about more than effective campaigns; it's about how we conduct business together. We are committed to the highest standards of ethical marketing, data protection and client wellbeing.

Client privacy and security is an absolute priority. We go beyond UK Legal requirements around marketing and communications by embedding our core values of transparency, accuracy and customer care into every campaign.



Our commitment in practice:

Data protection and privacy:

With an in-house GDPR officer and staff training, we go beyond current legislation and compliance to safeguard both customer and employee information. We remain vigilant in upholding best practice in cyber security to mitigate any potential threats.

Integrated delivery and creative storytelling:

We combine smart strategic thinking and compelling creative storytelling to build brands that not only stand out, but stand for something.

From digital to print, social to experiential, we bring ideas to life across every touchpoint, and deliver measurable impact for our clients.

We see a real opportunity to further integrate social and environmental responsibility into the core of our client services and partnerships.



The Road Ahead: Our commitment to continuous improvement

Where next? Our aims for 2025–26

B Corp and its impact is a continuous journey, not a destination. As we look to the next twelve months and our recertification, we are focused on the following strategic goals.

Our key aims for 2025-26:

- **Launch our first Climate Action Plan:**
Formalise our net-zero pathway using GHG Protocol standards.
- **Deepen our client impact:**
Develop a framework to measure and enhance the social/environmental value of the work we deliver for clients
- **Formalise Our JEDI Strategy:**
Move from intention to a measurable, action-oriented plan.
- **Expand community engagement:**
Launch a formal volunteering policy with allocated hours for all employees
- **Achieve recertification:**
Under the New B Corp standards, use the process as a catalyst for meaningful improvement across all areas.

This report reflects the heart of who we are. A team committed to doing the work of our lives, for good. From reducing our environmental footprint and empowering our people, to amplifying unrepresented voices, supporting our community, and helping our clients tell meaningful stories.

We are extremely proud of our progress, but we're not there yet. We will keep building, improving, and using our creativity as a force for good.

That's why we'll keep showing up, speaking out, and striving for better - for our people, our planet and the brands we are trusted to shape, grow and bring to life.

Thank you for being on this journey with us.