

Being Better

ThreeTenSeven B Corp Report 2024

*P.S. Looking for sexy report design?
Sorry. We had a load of client work to do
so we prioritised getting this report out into the world
on time and decided we'd follow up with a pretty
report in a couple of weeks.*

Contents:

Introduction from Rachel Cook, MD

Our B Corp Verified Score

Our B Corp Journey

Highlights of the Year:

Our Targets and Results

Our B Corp Targets for 2025

Preparing for Re-Certification

Thank you

Introduction from Rachel Cook, MD

“When we started our B Corp journey, we wanted everything all at once. Our ambition to make a difference and to use our business to make a positive difference outstripped our resources and capacity to deliver, while also doing the day job. While our ambition hasn’t diminished, one of our biggest B Corp wins has been to recognise the power of not spreading ourselves too thin, and instead focusing our energies on making a real impact one step at a time.

This philosophy was summed up nicely for me when a very smart person (Chris Skelton, Creative Director) told me recently that their new motto is: ‘Less better work’ (a motto borrowed from someone else, as all the best ones are). He’s leading with that maxim in our creative projects, and in 2024 we used it to guide our B Corp agenda, too. Instead of spreading our resources thinly, we’ve focused on doing everything we can in targetted areas where we can make a tangible difference, including:

- 270 hours internships at Real Living Wage, prioritising women and minority ethnic groups
- 150+ students supported via university work crits and outreach talks
- £20k+ pro bono time donated to charitable projects

As well as the shiny numbers, we've also made a stunning community and environmental impact too, via:

- The Little Library we built, painted (with incredible talent), installed and let loose in our local community. From the day it went up, it's been in continuous use, with locals making special trips to see what's new. It makes me smile every time I see it. Credit must go to our dads for the woodwork though.
- Gardening with Leeds Parks and Countryside service, transforming a leaf-strewn, overgrown cemetery into something much tidier for the community. The enthusiasm and willingness of the team to get stuck in was brilliant, and being outside together was such a great levelling experience.
- Our robust assessment of our carbon emissions and publishing Net Zero 2030 plans with the help of local experts has given us a grip on our environmental impact, and a clear pathway to hit our NZ 2030 target.

Whether you're about the numbers or the people stories, if you work with us or for us, I hope you feel proud that you've made all of this happen, because I definitely do.”

Rachel Cook

Managing Director

December 2024

Our Verified BCorp Score: 88.9*

This is versus a median score of 50.9 for 'ordinary' (non-B Corp) businesses, and a score of 80 required for B Corp certification.

The numbers that make up our overall score (allow for roundings):

- Governance 20.2
- Workers 29.2
- Community 20.8
- Environment 9.0
- Customers 1.8
- Support for underserved/purpose-driven enterprises 7.7

*As of December 2022

Our B Corp Journey

We all have a choice about how we do business. We choose to do it in a way that is as all-round good as possible. 'Good' is subjective of course, but for us it's about working with clients who make a positive impact, and creating work that makes the world a better, healthier place to be.

It also means supporting our communities, treating people fairly and minimising our environmental impact – not because there's a Net Zero target hovering over our heads, but because we take our role in the carbon crisis seriously.

We also believe it's our responsibility to get off the sidelines and use our platform to challenge systemic inequalities and lift up under-represented groups. So when we were looking for a framework – a way of formalising our approach to business, B Corp was just what the doctor ordered. They didn't *invent* the idea of doing good business, nor any of the processes that go with it, but we find our B Corp accreditation (and this very report) provides us with an effective way to organise and measure our progress. Knowing that we'll be reporting to you – our team, clients, friends, suppliers, peers, mums, or whoever else may be reading this – gives us an extra incentive, too.

B Corp is also a brilliant sense-check for daily behaviours. Spend a day with us in the studio and you're guaranteed to hear someone say something like, "That's not very B Corp..." to challenge practices or behaviours.

Since beginning our B Corp accreditation journey in 2021 we feel like we've made brilliant progress, and we look forward to getting even better as we get ready for re-accreditation in 2025. The next time we report back to you we'll be proving that through our recertification scores.

Highlights of the Year 2024

1. We supported communities:

We gave 40 hours of our time to Leeds Parks and Countryside service to help tidy and plant up a local cemetery that needed some love.



We built, painted and installed a Little Library for our local community (and watched it take off overnight).



We delivered pro bono work for:

- NHS England: campaign creation
- The Market Place: naming, branding, design

Highlights of the Year 2024

2. We supported talent:

We delivered portfolio crits to 120 students across:

- University of Huddersfield
- University of Sheffield
- Leeds Creative Arts University

We delivered talks to 70 design students at:

- Leeds Beckett University
- University of Huddersfield

We hosted 270 hours of design placements, prioritising women and people from diverse backgrounds, because both are under-represented in the creative industries. All were paid a Real Living Wage.

We also created a new entry-level role, using alternative recruitment channels via West Yorkshire Combined Authority and Leeds Beckett's Careers Service to help us fill it (both were absolutely brilliant, we'd highly recommend them).

Internships

Our fantastic intake of interns this year included Harshitha, Aashini, James and Hafsa. It's always fun having fresh young talent in the studio and this group of young designers threw themselves right in at the deep-end and contributed to live projects. There's no fobbing off with fake briefs here. This is real life experience.

With design education still not fully preparing students for the real world, offering paid internships is the least agencies can do to support the next generation of talent. We are a registered 'Real Living Wage Employer' and so we pay everyone who comes through our door at least the amount they need to get by in the world — interns being no exception. Besides being the right thing to do financially, it helps people who are just entering the industry to feel valued, and that gives them the confidence to bring their whole selves and do their best work.

We're already looking forward to recruiting and welcoming next year's intake, (if you're reading and know someone who might be interested, tell them to get in touch via jobs@threetenseven.co). Our philosophy on internships is that it's not important whether you've been to university or done a foundation course. All anyone needs to show us is enthusiasm and a passion for creativity. This comes partly from our belief in promoting inclusion and diversity – helping to combat systemic racism, sexism, and other forms of oppression.

In the words of intern Aashini:



"Participating in client interactions and pitches has given me valuable insight into the dynamics of those big (and sometimes intimidating) meetings. These experiences have significantly boosted my confidence and readiness to step into the industry as a professional designer."

Highlights of the Year 2024

3. We volunteered our time:

- 40 hours of community service with Leeds Parks and Countryside Rangers
- Paul has continued to work with the leadership committee of All In. Leeds
- Creative Strategist, Nick has continued his participation on the School of Design's Industrial Advisory Board at the University of Leeds
- Rachel has acted as a Trustee for The Proud Trust (to March 2024)
- We have appeared as guest speakers for Common Purpose in October 2024

4. We delivered better for our clients:

- Created our 10 Commandments of Client Services
- Strengthened our team with new hires
- Ran an annual client survey to benchmark all aspects of our service

5. And we looked after the environment:

- Recycled old furniture with local community groups
- Donated unused food via Olio
- Had a fully sustainable Halloween (even ensuring all our pumpkins were eaten!)
- Tracked our Scope 1, 2, and 3 Carbon emissions as part of our Net Zero 2030 commitment
- Curated an indoor jungle to help oxygenate the studio
- Supported local businesses, including using a variety of independent local cafes and delis for our fortnightly team lunches

Our Targets and Results

Targets we set for 2024, and how we've done

Target	Progress	Why it matters to us
Publish a report on our performance	Completed (you're reading it!)	The preparation of this report gives us structure and keeps us accountable to our team and the world. It also creates the discipline to monitor and stay on track with our goals.
Promote and encourage uptake of health benefits	<p>This is underway, and work will continue into 2025 (and beyond).</p> <p>One of our Strategists, Em Blalock, is also a trained Health Coach, and using a lot of her expertise, we wrote a vision for wellbeing at TTS.</p> <p>We decided to run a wellbeing survey before making changes, so we can learn how to improve communications around health benefits, as well as benchmarking existing wellbeing levels, before enhancing our offer.</p>	We want to be a fulfilling, healthy place to work. We want working for us to support people's own health, as well as that of our clients and communities. By learning from our own wellbeing campaigns we'll also be better able to change behaviours for our clients.
Run colleague satisfaction survey	<p>Complete.</p> <p>Designed by Strategist and Health Coach, Em, this survey focused on wellbeing and work/life balance.</p> <p>We're also looking at how we can broaden the scope of the survey in future years.</p>	We want to understand where we can improve and not assume we know it all. Anonymous feedback, reviewed by a trusted person, is key to building this understanding.

Ensure 50%+ of our client work is purpose-led clients	70% To calculate this we include work for charities, non-profits, Universities, Combined Authorities, local Councils and purpose-driven enterprises.	As this report demonstrates, we're a purpose-led business with a strong code of ethics. But we're also a service industry business, so much of our impact on the world is down to the clients we work with and the work we do for them. That's why we do what we can to choose wisely who we work with, and how we can shape the outputs to deliver greater positive outcomes.
Run client satisfaction survey	Complete	We want to understand where we can improve. Anonymous feedback, reviewed by a trusted person, is key for that. We also want to understand client attitudes to our work to be known as an ethically-driven business – particularly how clients perceive our progress, how it aligns with their own values, and where we could do more.
Formalise tracking of beneficiaries	Complete, tracking underway.	Our impact on people and causes is significant, but it's not always easy to quantify. Our new system allows us to see which causes and how many people we are helping more easily, and will help us to do better every year.
Undertake environmental audit through West Yorkshire Combined Authority	Complete: as a result, we have put a plan in place to improve our office building and our working processes to make them as eco-friendly as possible.	We want to make sure our office and working practices are in line with our environmental commitments, and that people feel good about coming to work here.
Measure carbon footprint	Complete	So we can benchmark our Net Zero 2030 progress.
Create Net Zero plan	Complete and published online (link)	To enable tracking of our Zero 2030 progress.
Install Little Library for the community	Complete and thriving	Instead of making wasteful Christmas presents we wanted to create something with legacy and lasting impact for our community.
Raise money for charity chosen by employees	Charity of the year, CALM, was chosen by employees, supporting personal fund-raising by colleagues (e.g. MD Rachel and her	Supporting causes beyond our project work means our impact goes further. It's important to us that we raise money for a charity or cause that inspires us all. The

	husband raised £8k for CALM via a sponsored 110 mile walk!). A key focus next year is how we can increase the charitable contribution of the wider business.	process of choosing a charity of the year also provokes positive open conversations about the causes that matter to us all.
Introduce company-wide community service day	Complete, as is our first day volunteering day – a day working with the local Park Rangers service at a local cemetery in need of groundskeeping work.	Giving, having purpose and community service are all important to us. These things have health benefits, they give us pride and an opportunity to work together differently for positive social and environmental causes. If we also get to spend a day all together, outside, getting some fresh air and exercise, so much the better.
Introduce paid volunteering days	Complete, though minimal uptake so far.	As well as company-wide community service, we want to encourage the team to volunteer for causes that matter to them personally. Uptake has been a little slow, so a focus for next year is to understand the reasons and see if we can encourage it further.
Launch ethics and environment section on our website	Copy and design is complete and page will be pushed live in Q1 2025. For now you can read a blog post about some of the great things we've done with regards to our environmental impact .	Our ethics and commitment to the environment are central to who we are as a business, so we wanted to make it crystal clear what we mean by it, and why it matters to us. We wanted people to be able to find, read and understand our ethical and environmental commitments before they choose to work with us, whether as a client, colleague or supplier – and now, they can.

Our B Corp Targets for 2025:

Our key targets for 2025:

1. **Reduce our carbon footprint, working towards Net Zero 2030**

Thanks to our action plan, put in place through consultation with West Yorkshire Combined Authority, we have clear steps to follow over the coming 5 years to meet our Net Zero objective. Specific targets can be found in our [Carbon Reduction plan](#).

2. **Raise more money for our charity of the year, CALM**

We'll continue to identify opportunities to raise money for CALM – including generating ideas for ways the business can contribute to and supporting personal fundraising by the team.

3. **Implement a new wellbeing programme**

We're considering changes or improvements to our health and wellbeing offer, to ensure it's designed around colleagues' needs.

4. **Improve client satisfaction, as measured by annual survey.**

We got some brilliant feedback but also know we have lots to improve on, so we'll be going even further this year to build the happiest client relationships – and providing impact beyond the project work we do, by aligning our activities with their needs/strategies.

5. **Develop our team**

We're aiming to grow this year, and intend to do so inclusively, prioritising diversity and equality in our hiring strategy, aiming to build a team that is representative of the businesses and communities we produce work for.

6. **Recertify as a B Corp**

We're due to recertify by June 2025 so we'll be aiming to beat our previous scores! More on that on the next page...

Preparing for Re-Certification

As a B Corp we're required to re-certify every three years to keep our accreditation. For us, that comes around in December 2025, which means submitting an updated B Impact Assessment no later than June 2025 for scoring.

We need to score at least 80 points to keep our B Corp status, but we're aiming to score at least 90, thanks to improvements we've made in the Customer and Environment category criteria (as well as our continued good performance in all other areas).

It's a time-consuming, involved process, requiring substantial information and documentation and interviews covering our processes, practices and impact, designed to robustly assess our performance. We can't lie, we're already nervous about the workload as it's a really big undertaking.

Thank you

To everyone who's helped us on our B Corp journey, whether a member of the team who's done such brilliant work that improves communities, health outcomes or businesses – thank. Thanks also to our partners, clients and supporters for helping us, for the inspiring briefs and healthy challenge. We look forward to another year of working with you to make meaningful impact.

Please get in touch if you have any questions on this report, or ideas and improvements for next year: Rachel@threetenseven.co

Rachel Cook
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Read more about our work and approach at threetenseven.co