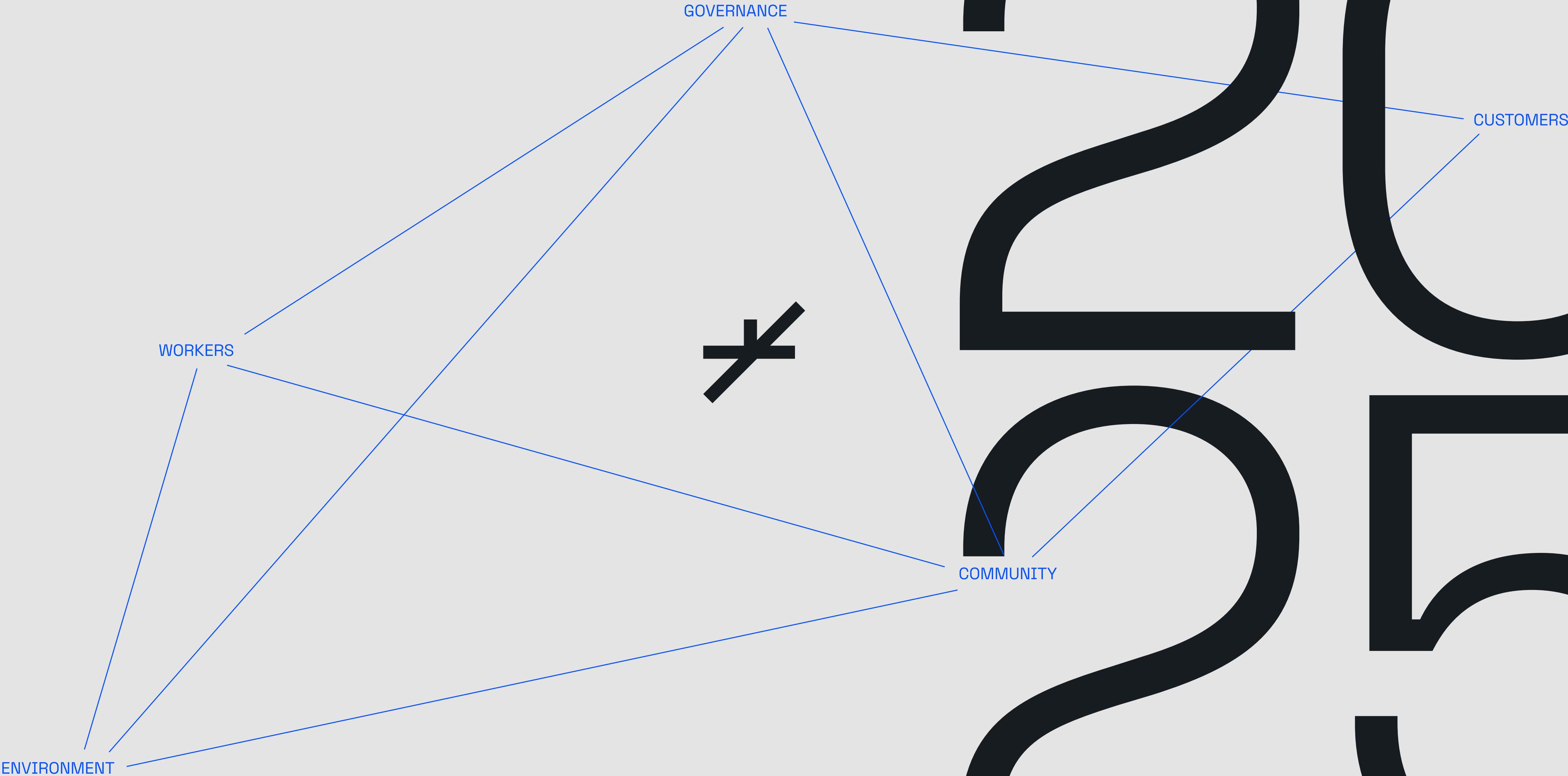


MARGINAL GAINS



- 03 Introduction from Rachel Burrell-Cook, MD
- 04 Our B Corp Journey
- 05 Our B Corp Score
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- 07 Impact in action
- 12 Targets and progress
- 13 Checklist





When we first became a B Corp, one of the biggest lessons we learned was that impact isn't about doing everything at once — it's about doing the right things well, and sticking with them.

That mindset has continued to guide us through 2024-25. It's been a year of consolidation rather than expansion: staying focused on the areas where we know we can make a meaningful difference, while navigating a challenging economic backdrop with care and realism.

We've continued to invest in people – inside and outside the business. We are setting the foundations for a new progression structure, over half of the team took part in training, development or enrichment activities, we welcomed interns and paid them the Real Living Wage, we updated our mental health support offer following consultation with the team, and invested in team wellbeing through shared experiences, including an already-legendary trip to Kraków.

Our work with clients continues to be our greatest lever for impact.

This year included the start of a flagship mental health project with Clinical Partners, supporting patients and NHS alike through the creation of a huge bank of in-depth, clinically-safe content that puts the patient voice at its heart. We also expanded our work with public sector and health partners, including discounted and pro-bono projects with organisations serving under-represented communities.

We're proud to have successfully recertified as a B Corp in December 2025, improving our scores from first certification which we're so proud of. This milestone reaffirms our commitment to using business as a force for good. Alongside this, we've stayed the course on our Net Zero journey, continuing to deliver against our five-year action plan and making the steady progress that's needed.

This report reflects that approach: honest, evidence-led, and grounded in what we can realistically achieve as a small, independent business.

If you work with us or alongside us, thank you – none of this happens without the collective effort of our team, clients and partners.

Rachel Burrell-Cook
Managing Director
December 2025

2021

Began B Corp research and eligibility process

2022

Achieved B Corp certification.
(Score: 88.9)

2023

Published first annual B Corp Impact Report; embedded B Corp targets into business planning

2024

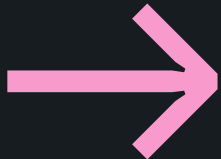
Published second annual report; delivered Net Zero action plan; expanded community and health-focused work

2025

Submitted recertification assessment; successfully re-certified as a B Corp December 2025.
(Score 94.0)

The work doesn't stop here

Recertification marks a checkpoint, not a finish line.



VERIFIED SCORE

Previous scores:

Our verified B Corp score: **94.0** (post-recertification, December 2025)

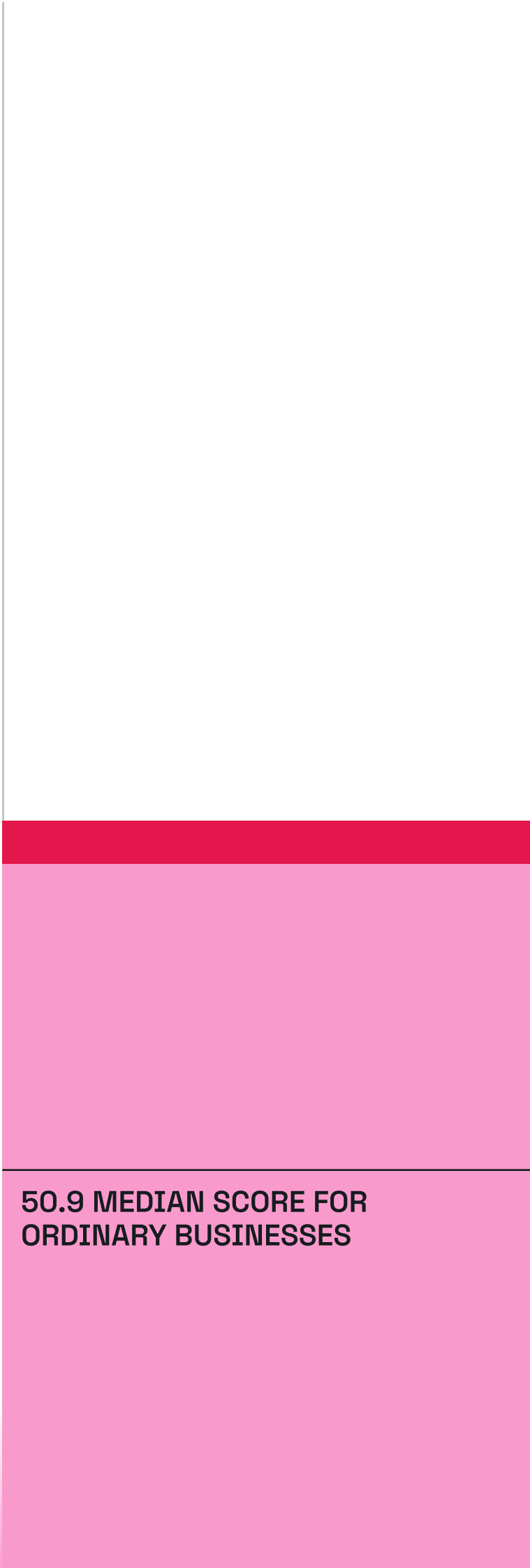
Our previous verified score was 88.9, significantly above the 80-point threshold required for certification and the median score for non-B Corp businesses.

■ RECERTIFICATION IMPROVEMENTS

88

94

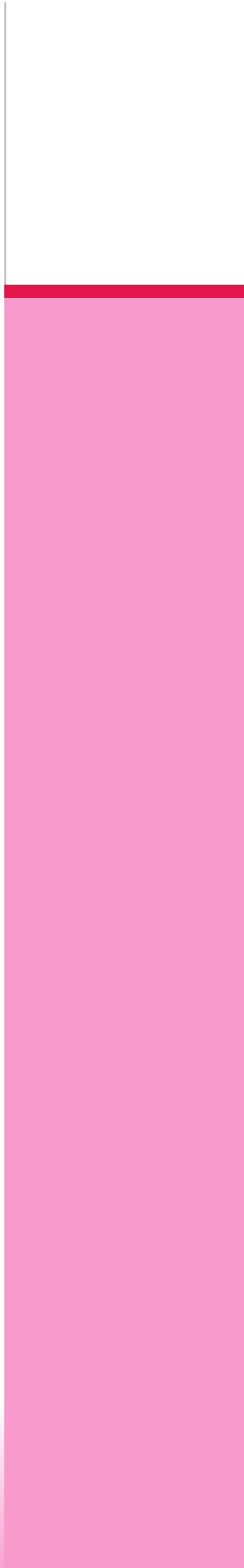
TOTAL SCORE



20.2

20.4

GOVERNANCE



29.2

30.4

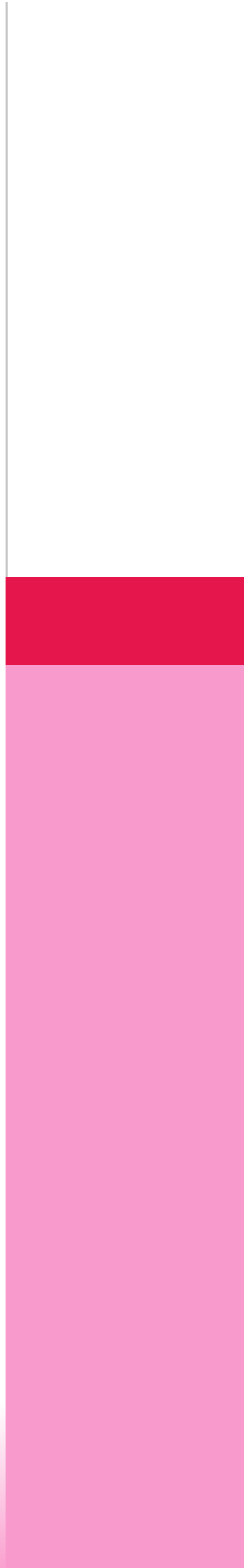
WORKERS



20.8

23

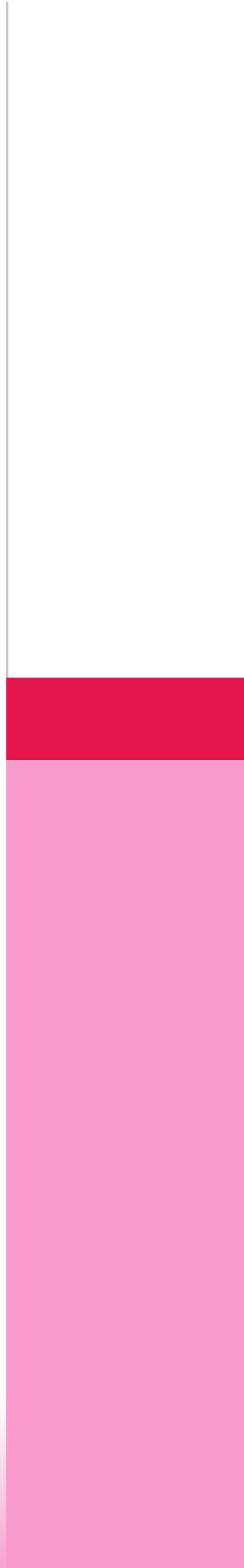
COMMUNITY



9.0

10

ENVIRONMENT



1.8

1.8

CUSTOMERS



7.7

8.2

SUPPORT FOR UNDERSERVED & PURPOSE DRIVEN ENTERPRISES



Supporting our people

- Created new long-term structure and training programme to develop next generation of leadership talent, with a focus on developing from within and supporting personal growth
- Over 50% of the team participated in professional development, training, coaching, event attendance and/or other enrichment activity. For example, Erik completed 40 hours of study in animation.
- Offered 200 hours of internships to local graduates, paid at the Real Living Wage, providing meaningful experience on live projects
- Updated employee handbook and EAP programme following colleague consultation
- 25 free team lunches, for opportunities to chat away from the desk



Supporting the environment

- Continued delivery of our five-year Net Zero action plan
- Increased uptake of lower-carbon transport, including EV use for local meetings and travel, over 10% of colleagues cycling to work and over a third utilising public transport
- Introduced on-site food waste recycling as well as continuing to redistribute through Olio and Too Good To Go
- Ongoing reduction of waste through furniture recycling through local community groups

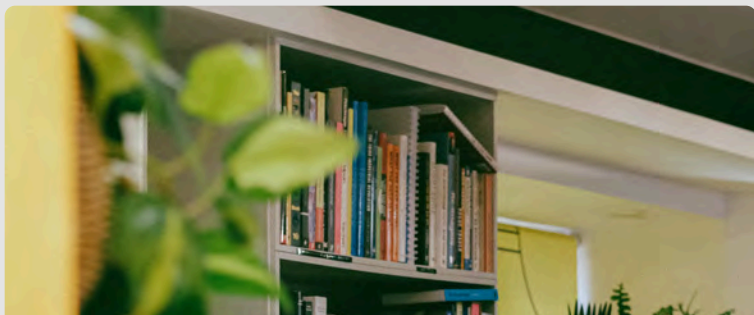
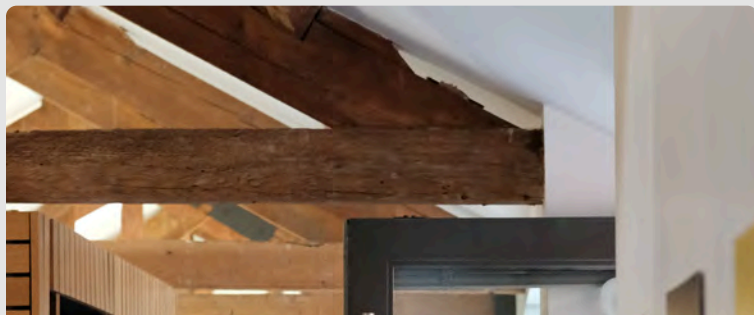
Supporting better health outcomes

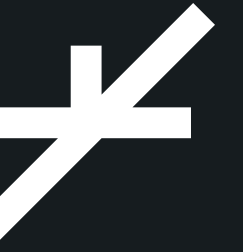
- Started flagship video project with Clinical Partners, supporting patients through accessible mental health communications, championing lived experience and inclusion
- Major sustainability and behaviour-change collaborations with West Yorkshire Combined Authority and Kent County Council



Supporting communities

- Delivered subsidised and/or pro-bono work with organisations that are pushing for equitable health outcomes, including:
 - Supported BSI’s new Suicide Awareness Standard
 - National Mind’s workplace wellbeing programme
 - Women’s Health Hub for Bradford District & Craven Health and Care Partnership
- Put on a Openhouse creative event for the local community with all ticket proceeds going to CALM, the suicide prevention charity
- Continued support of local suppliers including other B Corps like North Star Coffee and Northern Monk
- Continued to curate our community ‘Little Library’, which remains in active daily use, with a second under construction
- Provided social value to local public sector organisations such as West Yorkshire Combined Authority via pro bono workshops and training sessions
- Inspired the next generation of local talent through regular talks and workshops at both Sheffield Hallam and Leeds Beckett universities
- Volunteered mentorship to support development of young women in creative industries via Kerning the Gap (2025-26)





Impact in action

1. BRADFORD DISTRICT AND CRAVEN
HEALTH AND CARE PARTNERSHIP

Project:
Women’s Health Hub

Focus:
Community-led women’s health
engagement

We provided brand and marketing support for the launch of the Bradford District & Craven Women’s Health Hub through a grassroots, co-created campaign designed to reach women from diverse cultural and faith backgrounds. Working closely with community leaders and local women, we helped create a campaign that prioritised trust, accessibility and lived experience.

The campaign launched in February 2025 with a large-scale community event attended by more than 400 women, marking the start of a longer-term movement to improve awareness, engagement and outcomes in women’s health across the district.

Impact:
Early indicators show strong community engagement and ownership, with longer-term outcomes to be tracked as the hub develops.



2. CLINICAL PARTNERS

Project:

Real Life

Focus:

Improving access and understanding of mental illness and ND

Kicking off in 2025 is our large-scale content project for leading mental health support provider, Clinical Partners – one of the biggest projects we’ve worked on when it comes to centering lived experience and patient voice. We are delivering video content and communication initiatives designed to improve clarity, accessibility and reassurance around 9 diagnoses (mental illness and neurodiversity) for patients and their families.

With such complex subject matter, we are ensuring a mentally healthy production by following guidance from The Film and TV Charity – via the Whole Picture Toolkit, a website we created to promote exactly this useful material.

Impact:

To be measured in 2026

Real Life



2. WEST YORKSHIRE
COMBINED AUTHORITY

Project:
Weaver Network

Focus:
Improving public transport

We partnered with West Yorkshire Combined Authority to create Weaver Network: a unifying brand for a complex, multi-modal transport system, serving diverse communities across the region.

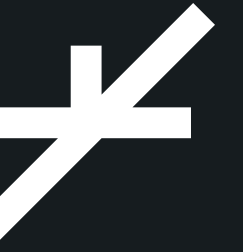
The challenge was to create a brand that could engage diverse audiences and simplify how people understand and use public transport in the region, while supporting wider social and environmental goals.

Our work focused on strategic naming (with the help of Poet Laureate, Simon Armitage!), brand architecture, design and storytelling.

We laid the foundations of a clear, accessible and future-proof brand system and have helped shape the brand component of the Weaver Network strategy – promoting healthier, more sustainable and inclusive travel, driving long-term regional growth.

Impact:
To be measured in 2026





Targets

PEOPLE

Invest in wellbeing
and development
Completed and ongoing



COMMUNITY

Maintain pro-bono
and discounted work
Completed



ENVIRONMENT

Deliver Net Zero
action plan
Ongoing and on-track



GOVERNANCE

Prepare for
recertification
Completed



CHECKLIST:
WHAT WE'VE DONE THIS YEAR

1. Paid interns at Real Living Wage

2. Invested in team wellbeing and development

3. Maintained community initiatives (Little Library, fundraising, local recycling)
4. Delivered pro-bono and discounted health and charity work

5. Continued Net Zero action plan delivery

6. Successfully re-certified as a B Corp



| | |
|---------------------|---|
| 1. Net Zero | Continue delivery of Net Zero action plan, with a focus on practical office and travel reductions |
| 2. Real Living Wage | Maintain Real Living Wage internships (minimum two placements p.a.) |
| 3. Wellbeing | Increase clarity and consistency in wellbeing communications to increase uptake |
| 4. Clients | Sustain 50%+ of client work with purpose-led organisations |
| 5. Beneficiaries | Improve tracking of outcomes and beneficiaries from client work |

WANT TO HEAR MORE?

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Managing Director

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Thank you

2025