

Story|things

B Corp Impact Report 2025

MAKING A POSITIVE IMPACT ON THE WORLD

Certified



Corporation



A Message from our Leadership

In the economic and political climate in which we find ourselves in, it has never been more important to be a business that does good. Storythings has always had the spirit of a B Corp, so in 2022 when we decided to pursue B Corp certification, we thought it would be relatively simple. But the B Corp process is extremely rigorous, and rightly so. At the end of it - when we landed up with a score of 98 - as a very small team who truly stretched ourselves to meet the standards, we were extremely proud.

But we know we cannot rest on our laurels. Despite the current business climate, we continue to be guided by our B Corp values. We might have to make adjustments along the way, but as you will see from reading this report, there is a lot we have already achieved - and I am confident that we will continue to.

Anjali Ramachandran
Director

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How we started

Overall B Impact Score

Based on the B Impact assessment, Storythings earned an overall score of 98.0. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 98 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



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B Corp Goals

Storythings felt it was important to become part of the B Corp family and cement our already strong beliefs around the environment, our community and our team. As such our goals for 2024/25 were not necessarily super ambitious. Rather, we are building on our good foundations. The most important thing for us is that the whole Storythings team needs to be on board and that everyone's voice is heard.

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Key Initiatives

- Continuing to offer up to 26 paid volunteering hours per year per team member. In 2024 our volunteering time included support to: [Wasafiri](#), [Stillness Infant School](#), [Little Green Pig](#), [Downs Infant School](#), [Downs Junior School](#), Parkinson's Dance Group, Science Museum Group, [The Audience Agency](#), [British Science Association](#) and [UAL](#) (University of the Arts London).
- We conduct an annual review of all our policies and practices, with particular emphasis around JEDI (Justice-Diversity-Equality-Inclusion), and as part of our diversity surveys we collected data on freelancers for the first time in 2024.
- We financially supported a number of charities including the [Little Green Pig](#) and we continued to sponsor the [Lighthouse Young Creatives Programme](#) in Brighton in 2024.
- We conduct an annual Employee Satisfaction Survey every year. In 2024, we saw an improvement from the previous year, with two-thirds of the company being satisfied, or above.



Key Initiatives

- We introduced a Client Satisfaction review. The overall response has been very positive. Our clients' feedback has gone on to support our own internal project reviews and will help shape future projects.
- We initiated our first Internship Programme with the support of the 10,000 Interns Foundation. This was rewarding for all involved, providing not only a living wage for our intern but valuable experience as a creative producer as well.
- Our intention was to provide our employees with a bonus but the economic reality of our world right now made this ambition difficult. We provided all staff above-inflation pay rises in 2024.
- We continued to run First Draft, our pro bono consultancy and mentoring programme, where we aim to support collectives or individuals who create change by working with under-represented communities. We supported 2 such clients in 2024.



Key Initiatives

- One of our goals was to set up a JEDI working group. This has been successfully achieved and we are excited to see what we all achieve over the coming year.
- Our intention to work deeply on our shared values has led to a successful engagement with the team on our cultural manifesto, an initiative which is ongoing.
- We implemented carbon offsetting - where possible, we don't fly or drive, and when we do, we ensure that this is offset through Climate Impact Partners.
- We continually strive for balance in our client roster with a mix of purpose-driven, charitable, and not-for-profit alongside more commercial clients.

What we have
achieved since
certifying:
2024 - 2025





Impact Topic: Governance

Company Culture Manifesto

We focussed on developing our unique culture and a creative environment where our team can do their best work.

Research indicates that companies with intentional and strong company cultures show enhanced value alignment, stronger connections across the board, and increased staff satisfaction.

We ensured that everyone in the company contributed to this work. We asked our very own in-house researcher to conduct one-to-one interviews with all our employees, including the directors, and to conduct team focus groups, just as we do for our clients. The calls and focus groups were focussed around the topics **How We Create**, **How We Behave**, and **How We Think**.

The team were keen to be involved and the results resonated with what we all feel about the company, our work, and how we would like to be perceived by our clients. The work has so far synthesised around emerging core values summed up by the words: **curiosity**, **creativity** and **commitment**.

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Impact Topic: Governance

Company Handbook and Policies

We reviewed our Company Handbook and policies in 2024 and shared the updated versions with staff in January 2025. Here is a snapshot of what we achieved:

- A new AI policy to guide our use of AI and aid decision-making. This policy sits alongside a new client policy for the use of AI at Storythings - our clients expect, and are owed, full transparency with regard to our use of AI tools, and have the right to ask us to clarify our use of them.
- A new code of conduct and code of behaviour for clients, suppliers and contractors - these codes set out our expectations and summarise our key principles and values.
- An updated sexual harassment, harassment and bullying (prevention) policy, bringing our policy in line with recent changes in UK law and strengthening our work in this area.
- Amendments to wording throughout to make our handbook and policies more inclusive, particularly around gender orientation.

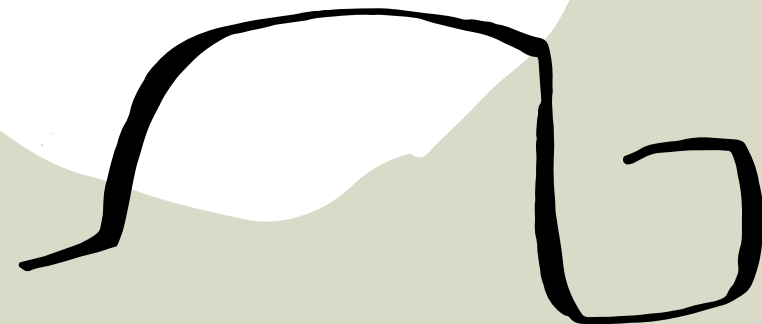
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The UK's Best
Companies
To Work For
| 2024

CULTURE
100

We are chuffed
that...



- We were consulted on a new Designing Inclusive Advisory Support toolkit in 2024, published by the Wellcome Trust. The toolkit shares guidance on creating a new advisory model, from the CEDI team at Wellcome Trust.
- We were recognised in February 2024 as one of the UK's best companies to work by the Hyer Culture 100 Awards. The award rates companies on how well they care about and invest in their workers, and how they foster an environment that encourages individuality in which everyone is valued.

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Impact Topic: Workers

Staff Satisfaction & Engagement

We conduct an annual employee satisfaction and engagement survey every year to understand where we are doing well as a company, and to help us identify areas where we need to improve.

- In 2024 we saw an improvement from the previous year, with two-thirds of the company being satisfied, or above, overall.
- In addition, two-thirds of our team said they would recommend Storythings as a good place to work and were proud of working at Storythings.

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Impact Topic: Workers

Fostering our JEDI work

We believe that by creating an honest, bias-free, and open work environment together, we'll build a happier, stronger and more productive team and a culture in which everyone feels they belong.

We wanted to enable everyone in the company to contribute to conversations around our JEDI aspirations and activities this year. In 2024, our newly formed JEDI working group conducted a number of team-focussed sessions. The team focused on two priority areas: Culturally Sensitive Communications and Implementing JEDI in our work.

The team has identified a number of key activities to take forward in 2025. Our JEDI working group also put in place a process for tracking the diversity of our freelance team on a project-by-project basis. This will help us to build a picture of how we are doing to attract a core team of diverse people to work with us on client projects.

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Impact Topic: Workers

Strengthening our recruitment processes

We believe in a fair and transparent interview process. To support this process, we now provide interview questions to each candidate in advance. The questions are the same for everyone. Creating an even playing field allows us to make a fair assessment of their skills and suitability for the role. We also look outside our own networks to advertise roles, to encourage diversity in applications.

We have received positive feedback from a number of candidates who have participated in our recruitment process, which has strengthened our confidence.

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Impact Topic: Workers

Staff training and skills sharing

As a company that fully supports remote and hybrid working, our company-wide meetings and away days are key for us to connect and develop our skills.

We have a programme of regular Get Together sessions, where the team gets together virtually to discuss different topics to do with training and development.

Our team away days are led by our directors. In 2024, we met as a team in February, July and December. We aim to invite an external speaker to the team each quarter.

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Impact Topic: Workers

Staff training and skills sharing

Our highlights during the period have included:

- Team-wide discussions and decision-making on many aspects of our work, such as: our First Draft offer in 2024; the direction of our JEDI Work and the shape of our company culture manifesto; and cross-project workflows.
- Team-wide presentations included: Storythings audience research methodology and processes; takeaways from the Cannes Lions International Festival of Creativity; a couple of team members sharing learning & insights from specific training they'd been on; creative thinking around format development, and a company and financial update each quarter.
- In January 2025, the Lighthouse Young Creatives Programme team came to Storythings to speak to the team about the valuable work they are doing with marginalised young people. This was an opportunity to highlight to the team our commitment as a company to make a positive difference within our local communities.

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We are chuffed that...

We initiated our first Internship Programme with the support of the 10,000 Interns Foundation. This was rewarding for all involved, providing not only a living wage but valuable experience as a creative producer. Our intern did such a good job that we invited them to stay on for a further 3 months to complete a project.

“I wanted to take a moment to express my heartfelt thanks to all of you for the incredible time at Storythings. It’s been such a rewarding and enriching experience, and I’m truly grateful for the opportunity to work with such talented and inspiring individuals.”

- Storythings Intern 2024

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Impact Topic: Community

• We believe in putting people and the planet alongside making a profit; which is why we offer a pro bono programme and provide sponsorship and donations to worthy causes.

• We also encourage our team to take up to 26 hours a year to volunteer for a cause or charity of their choice.

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The background features a light olive green color with several organic, hand-drawn style shapes. A large, dark, swirling line is in the top left. A stylized hand is shown in the bottom left, holding a glowing, speckled white orb. Another dark, speckled shape is located near the center.

Impact Topic: Community

First Draft

We offer a pro-bono mentoring and consultancy programme, First Draft, supporting collectives or small organisations who are creating change by working with under-represented communities. In 2024 we mentored:

- Well Nice Music - We helped them to prototype, develop and launch an audio podcast for music industry professionals to share their insights, advice and stories from within the industry.
- Civic Science Media CIC - We supported them to prototype an audio/visual podcast connecting black cultural topics and STEM (Science, Technology, Engineering and Maths).

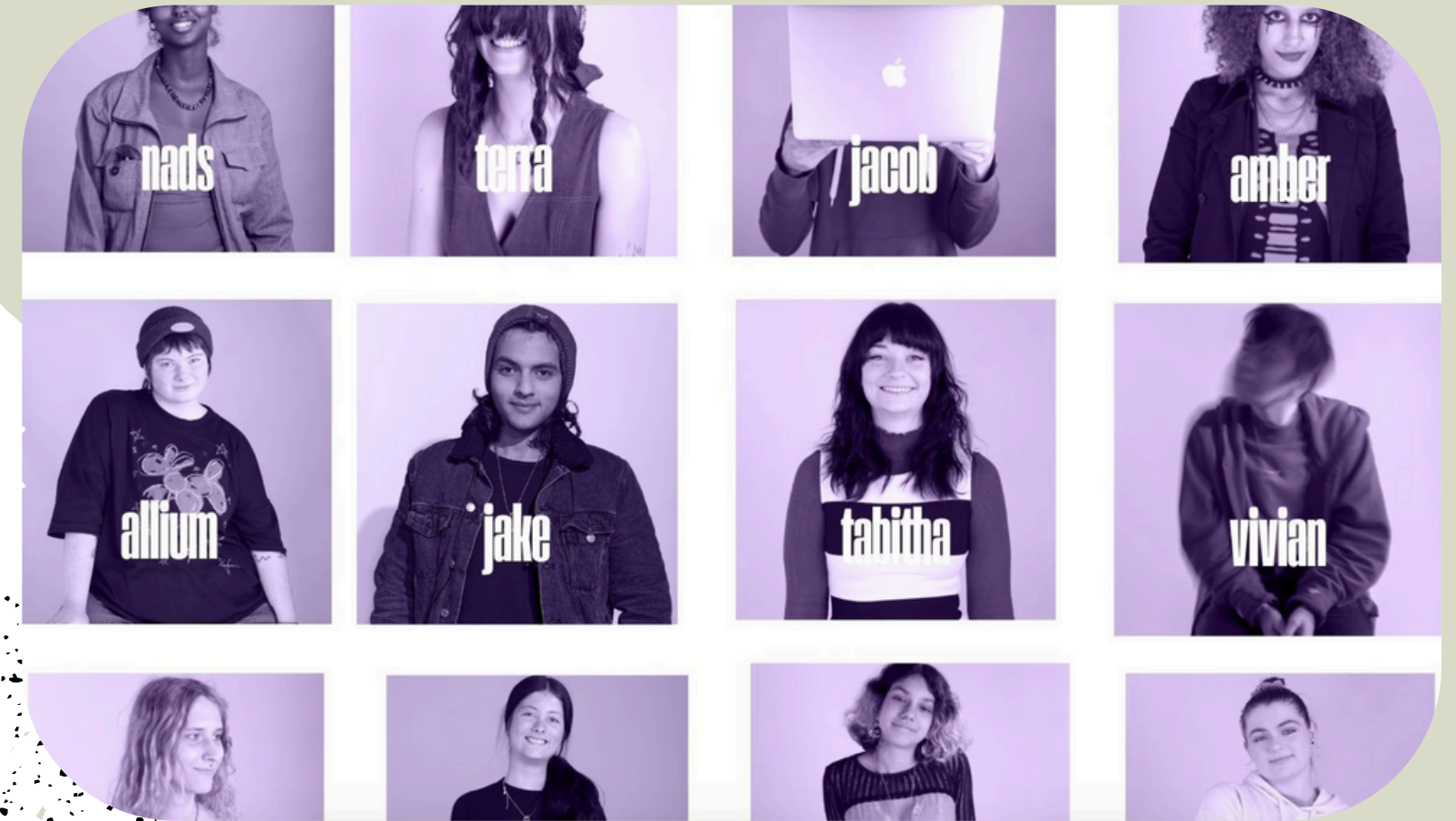
“First Draft from Storythings was an excellent experience. It really opened my eyes to how impactful the right content can be in sustaining and growing business opportunities, and it really helped my understanding and approach to applying this for Well Nice Music.”

- Josh Craggs, Founder, Well Nice Music

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Impact Topic: Community

Lighthouse Young Creatives



Storythings continued to sponsor the Lighthouse Young Creatives (LYC) programme in 2024. LYC offers a six-month professional and personal development scheme to young people aged 16-25 from disadvantaged backgrounds and works with them to develop their skills, confidence and the connections they need to work in the creative industries.

An alumnus of the LYC programme was also a beneficiary of our First Draft programme, helping them on their onward journey in the creative field.

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Impact Topic: Community

Pledges and donations

In addition to sponsoring LYC, Storythings made a Big Give Pledge Christmas donation to Little Green Pig in December 2024 and, along with other pledgers, helped to raise over £6k for Little Green Pig's creative writing programmes for children and young people.

Storythings also continued to make a monthly donation to Arts Emergency who provide mentoring and a support network for young people looking to find a way into the arts and humanities.

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We are chuffed that...

Since certifying, our resident B Keeper has kept tabs on anything that B Local Brighton, and beyond, are doing.

As part of this, she has started our regular team newsletter, “Cuppa Time”, which is shared bi-monthly with the team. The newsletter highlights awareness of better health, wellbeing and the environment, and updates the team on B Corp and Company matters.

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Impact Topic: Environment

We continue to gain ground by taking modest steps to ensure that we are putting the planet first, where this is feasible for us as a small company. We have a minor environmental footprint – the majority of our work is digital, we are a remote team and we lease our Brighton office from Lighthouse, who are a charity (through them, our electricity is 100% renewable, gas supply is 6% biogas, refuse collectors are environmentally friendly and general waste is zero to landfill).

Here are some initiatives that we have put in place in the year since certifying:

- We reviewed our Environmental Policy and as a result we are using more trains for longer distance corporate travel than we have done before.
- We developed an environmental and sustainability statement to share with our clients.
- We added corporate accommodation and hotels to our carbon offsetting.

In 2024, we offset 11.91 tonnes of CO₂e for corporate flights, hotels and accommodation.

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Impact Topic: Customers

We are committed to ensuring Storythings accomplishes our business objectives in a manner that causes the least harm and the greatest positive good and to work with clients who are aligned with our values and principles. We also want to learn from our work and ensure that future work benefits from what our clients say about us.

Our progress has included the following:

- We continued to strive for balance in our client roster with a mix of purpose-driven, charitable, and not-for-profit clients versus more commercial clients.
- We introduced a Client Satisfaction review and tightened up our project wrap-up processes to ensure that learnings are fed back to the team and used to shape future projects.
- The overall responses to our Client Satisfaction review have been very positive. All our clients surveyed in 2024 said we understood or fully understood their business/project needs and that we met or exceeded their expectations by delivering a solution to their business/project needs.

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Impact Topic: Customers

- We also introduced a new code of conduct and code of behaviour for clients, suppliers and contractors - these codes set out our expectations and summarise our key principles and values and what we expect from our clients.
- We continued to use our ethical business framework to assess the ethics of potential clients, helping us decide whether or not to pursue a project and to assess their alignment with our values.

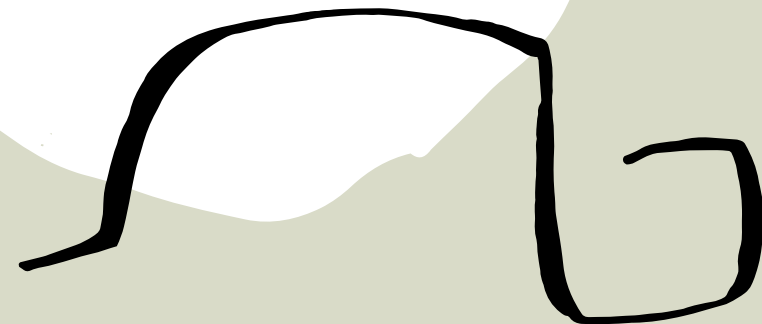
A stylized illustration of a landscape. The top half features a dark, starry night sky with a crescent moon. Below the sky are rolling hills in a light beige color. A thick, black, wavy line separates the sky from the hills. The title 'Client Testimonials' is centered in the middle of the image.

Client Testimonials

“Storythings got right to the heart of what we – and our audiences – needed. They delved deep into the theory, conducted some excellent user research and brought it all together into a framework that is both deceptively simple and bursting with potential, going far beyond our initial expectations.”

“Engage Storythings when you need a combination of creativity, energy, and execution resulting in a stellar end product. Not only are they leaders in content strategy and production, but they also became experts in our work to deliver a compelling video series that met and exceeded the goals of our brief.”

We are chuffed
that...



**TOADS &
BUTTERFLIES**



#6 VALUES-DRIVEN STORYTELLING

**ANJALI RAMACHANDRAN
DIRECTOR | STORYTHINGS**

Impact Amplified's Toads and Butterflies podcast spoke with Anjali, one of our directors, about values-driven storytelling, and our ethical decision-making framework was shared publicly as a key resource.

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A stylized graphic of a tree with a thick, dark brown trunk and a light green, textured canopy. The trunk is on the left side of the image, and the canopy extends towards the right. The background is white.

Contact us to learn more about our impact

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