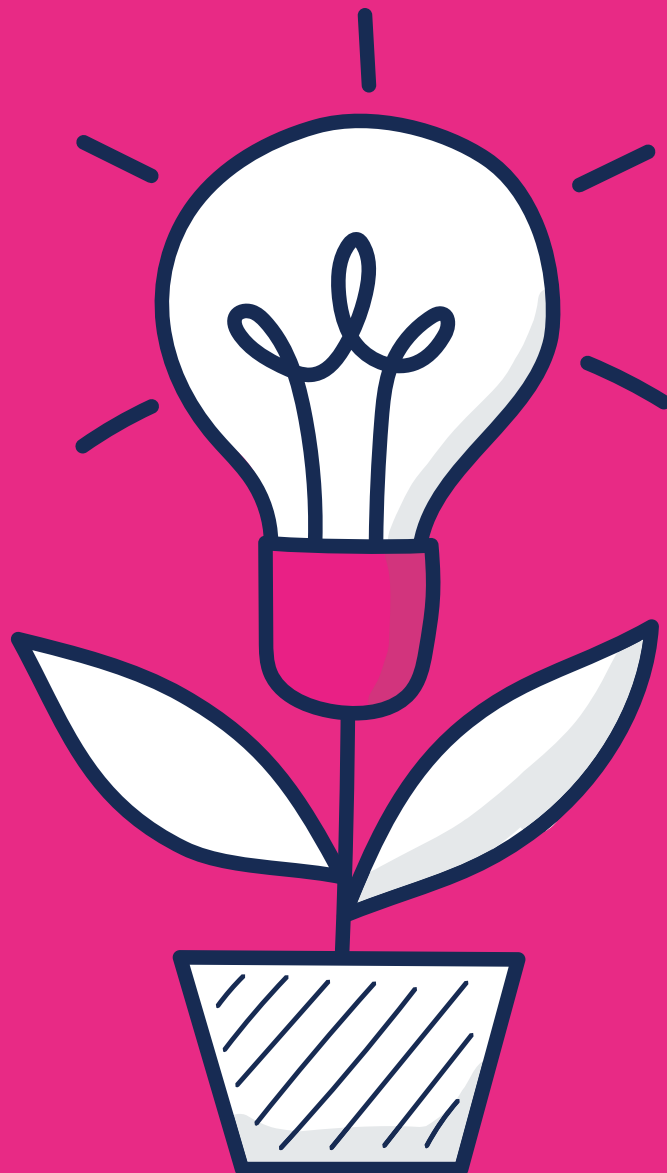


# B Corp Impact Report 2022-23



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# A message from our MD & Founder

**Muckle Media was founded of values of kindness, fairness and regard for the world around us, and we've kept those values close to the core of our business practices as we've grown and expanded our team and client base. Becoming a B-Corp was an important step in helping us to solidify and further develop these values.**

We've learned a lot in the year and a bit since becoming a B-Corp. We've re-evaluated many of our policies and enacted new ones which have helped improve our team wellbeing. Our B-Corp status has also given us cause to reflect on our impact on the planet and what we can do to mitigate our impact on environment, while maximising our positive impact on the world around us.

This is our first impact report as a B-Corp. Measuring impact and reporting reflects our commitment to transparency and honesty, and also highlights areas with room for improvement, giving us clarity on where to focus our resources in the coming years – as our B-Corp journey has only just begun.



**Nathalie Agnew**  
**Managing Director + Founder**  
**Muckle Media**

# Our priorities

**Our company values are to 'be kind, get results and leave the world in a better place', which aligns with B-Corp standards of social and environmental performance, transparency and accountability.** Becoming a B-Corp has helped us to embed concrete ways of achieving these goals into our practices. Consequently, we've seen improvements in a range of areas, particularly team wellbeing and work/life balance, personal fulfilment levels and work environment.

With kindness as a bedrock principle within our organisation, the creation of an open and supportive work environment has been a crucial part of our development. Statistics gathered from team surveys indicate that policies such as the 4-day working week, generous 8-week paid annual leave allowance and a flexible work environment have impacted positively on staff wellbeing and morale.

Likewise, a high proportion of the team have indicated that policies like these are improving productivity, contributing towards our aim of achieving great results for our clients and helping to facilitate a positive cycle wherein staff who feel respected and supported are able

to produce better work.

There remain some areas for improvement for us. Leaving the world in a better place means incorporating environmentally sustainable practices into our business. While we have policies in place to facilitate this (such as cycle-to-work and electric car programmes), uptake on these has been low, so in the future we're looking to do more to encourage employees to take advantage of these opportunities and introduce new ways to support the environment.

While we also have high levels of female representation within our workforce, we are keen to do more to encourage people from a wider range of backgrounds to join us.

Moving forward, we'll be continuing to focus on team wellbeing and morale, as well as turning our focus to the areas we could improve on and continuing to achieve results against an ever-changing media landscape, as well as a turbulent economic and environmental backdrop.

# B Corp impact on our business

## Team wellbeing

Since moving to a four day week we have seen a positive impact on the team, with regularly surveys demonstrating that 84% of responders feel that the introduction of the 4-day working week has enhanced their work-life balance. A generous holiday allowance of 8 weeks paid leave annually has also helped us to boost our score, and over the last three months, the team have rated the company 7.8/10 for fulfilment and high satisfaction with work/life balance.

## Diversity and representation

We're performing strongly in terms of female representation at Muckle Media, with a female Managing Director and five out of six of the most senior positions being occupied by women. We have scope for improving in terms of diversity, which we're encouraging through a specific diversity and inclusion plan.

## Environmental

We've introduced several policies to build sustainability into our practices and our future plans will put this front and centre. This includes a tax-free cycle-to-work scheme, where employees can purchase a bike which the company will pay for upfront, and then repay the cost over 12 months, interest-free and before tax and national insurance. An electric car salary sacrifice programme has also been introduced to help employees mitigate the environmental impact of commuting and travelling by car.

## Work environment

We've introduced flexible and hybrid working policies to enhance staff work/life balance and enable mobility and flexibility as much as possible. This includes the use of Desana hot desk credits to provide the opportunity for members of the team to work together in a variety of locations across the world, as well as a main office hub at WeWork in Edinburgh. Over the past three months the team have rated the company 9/10 for work environment, reflecting the success of our flexible approach.

# B Corp impact on our business

## Fair work/fair wages

We're committed to paying everyone, including interns, a fair salary that reaches or exceeds the National Living Wage, and salaries that are in line with the industry average. Overall, surveys indicate that staff have a broadly positive perception of their salary, with 75% over the past 3 months having a strongly favourable or favourable response when asked whether the way pay is determined at Muckle Media is fair.

## Fulfilment and engagement

Our engagement with local organisations and with the wider world of PR and communications has helped our team to look outwards beyond our work as an agency. For example, our sponsorship of Ratho United Youth Football Club was a way for us to form links with other organisations within the community, while our sponsorship of the Young Journalist award at the Scottish Press Awards showed our commitment to engaging within the industry. Over the last 3 months, 87.5% of staff members responded in a strongly favourable or favourable way when asked whether their individual goals aligned with the teams', reflecting a high degree of unity within the team.

# Our impact score

A minimum score of 80 is required to become a B Corp so to have achieved well over that with **89.4** on our initial scoring is an excellent achievement, but we are already taking active steps to increase our score and our impact on the communities we serve.

**Certification Date:** January 3, 2022 **Recertification Date:** January 3, 2025

**200**

Maximum certification score

The average score across the country is **82.4**

The average sector score is **80.9**

And the average score for company's within our size range is **81.4**

**80**

Qualifying certification score

**Our B Impact score**

**89.4**

**Score breakdown:**

Governance: 19.3

Workers: 33.2

Community: 22

Environment: 5.6

Customers: 9.1

# Goals for recertification

By becoming a B-Corp, Muckle Media has committed to continuing to measure, manage, and improve on the positive impact it has on the environment, employees, clients, the PR community, and all those around us. Our goal for recertification is to improve our score across the board, particularly across environmental management practices and in our support for clients with purpose driven enterprises. We also want to continue the good work we are doing to improve employee wellbeing and team retention, as demonstrated through new initiatives since certifying including our recent move to a 4-day week.



# Impact area plans & progress

**12 months ago, we said our goal was to improve employee benefits. We wanted to improve employee wellbeing and team retention.** Over the last 12 months we introduced a 4.5 day working week, overhauled and improved our maternity benefits and delivered a Christmas bonus competition. We also provided a limited monthly 10% cost of living bonus during winter 2022. The 4.5 day week has since developed further to become a permanent 4 day week with the team working 32 hours over four 8 hour days and taking one wellbeing day, on a Monday or Friday.

We faced a few challenges, such as managing workload and making sure compressed hours were practical for the team without adding stress. Regular surveys were conducted internally to monitor feedback and review the teams feelings towards workload and how they were coping with the 4 day work week. We will continue to use anonymous surveys and feedback forms to learn from our team and improve employee wellbeing.

Wellness days have been used for; life admin, spending time with family and friends, travelling over long weekend breaks, fitness and exercise, practicing sports and hobbies.

We are currently going through the application process for "Great Places to Work". Great Places to Work recognises outstanding cultures and companies who offer flexible working and innovative ways of working. Once certified, this will help us increase team retention, help attract people to our growing team and Muckle Media will be recognised as a Great Place to Work!

# Survey results

Over the last 3 months the team have rated the company...

**7.8/10**

for level of fulfilment  
and satisfaction with  
work/life balance

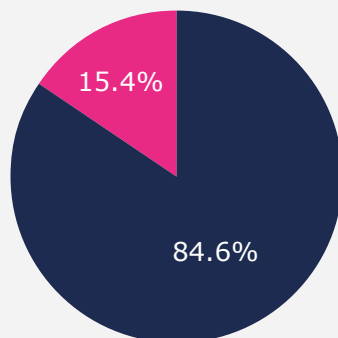
**9.0/10**

for work environment

**8.1/10**

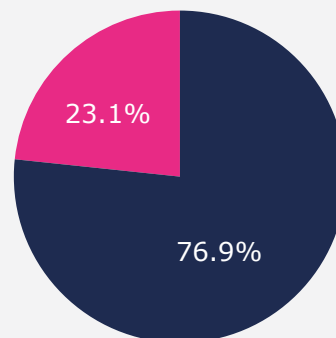
for level of stress and  
perception of support  
towards healthy life habits

Do you think having a  
four-day work week is giving  
you a better work-life balance?



● Yes ● No ● Maybe

Do you think having a  
four-day work week is helping  
productivity?



13 respondents

Certified



Corporation

# Our policy

## Environmental policy

Muckle Media know our responsibility to protect the environment in which we operate. We commit to improving our environmental performance across all our business processes, and try to encourage our business partners and those in the wider community to help support this effort.

### *We recognise these key impacts:*

- Our energy use.
- The raw material procurement process.
- Our waste generation onsite and remotely.
- The emissions we produce that go to the atmosphere and potentially the water courses.
- General water use.
- Our company vehicles and transport policy.
- General procurement of all products, equipment and suppliers.

### *We will strive to:*

- Embrace environmental standards in all areas of operation and to exceed relevant legislative requirements where reasonably practicable.
- Assess work processes and highlight where we can minimise impacts.

- Minimise our waste through careful procurement and recycling processes.
- Procure sustainable products wherever feasible e.g. recycled, FSC or low environmental impact products and energy from renewable sources.
- Broadcast our environmental position to relevant stakeholders.
- Provide information, instruction and training for employees to be involved in good environmental practice and remedial actions.
- Reduce accident and incident risks from environmental impacts for all people who may be directly or indirectly affected by our business processes.
- Adopt and maintain a transport strategy that is environmentally friendly.
- Include environmental and ethical methods when deciding investment opportunities.
- Improve on developing solutions to environmental impacts.
- Continually monitor and assess the environmental impact of all our operations.



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Certified



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