

Smith Goodfellow

Impact Report

2024-25





Hello!

Welcome to our
2024-25 Impact Report

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Purpose statement

At the heart of our business lies a simple but powerful belief: that doing good and doing well go hand in hand.



Four years ago, we began our journey of impact reporting to hold ourselves accountable, lead by example, and transparently share our progress toward building a more sustainable, equitable, and resilient future for our business and our communities.

That first report was far from perfect and over the last four years we've continued to develop our reporting practices, doing the best we could with what we had. As a result, this year, we've made some changes to what and how we report, based on all

we've learned so far. You can expect to see:

- Better 'at a glance' reporting, capturing our headlines in a visually engaging manner.
- More data-driven goals, reflecting our increased access to data and improved measurement processes.
- Fuller Scope 3 emissions reporting, beginning to measure the impact of products and services we purchase as a business.
- Context notes to provide transparency and clarity.

By making these changes, we hope to

better reflect our ongoing commitment to responsible growth through genuine action on improving our environmental stewardship, social responsibility, and economic integrity. This report is both a picture of where we are and a compass guiding continuous improvement, demonstrating that purpose drives both progress and performance.



A message from the MD



Welcome to our 4th Impact Report. If you've been following our journey so far you will see how much our report has changed over the years, as our business evolves and grows and we discover better ways of assessing our impact. Some things, however, have remained constant – our commitment to being transparent about our imperfections whilst celebrating our successes, and our determination to always look for ways to improve.

This report saw a major shift in our assessment process, with the achievement of the EcoVadis Silver medal, which puts us in the top 15% of businesses worldwide to have gone through this rigorous assessment. It marks the first external verification of our broader efforts towards

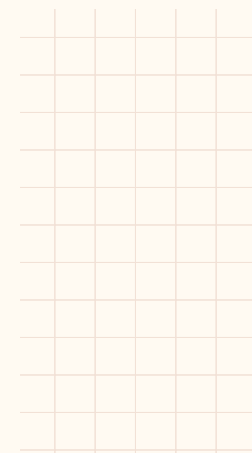
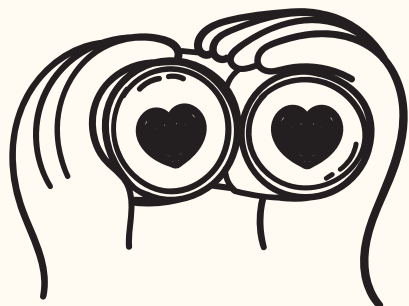
being more sustainable and demonstrates that having a positive impact is possible for any business, regardless of size. I am incredibly proud of the part played by our team in facilitating this achievement, through their enthusiastic support of our ethos and their honest feedback, always holding us to account and highlighting where we could do better.

For this reporting year we set ourselves some challenging goals and I am pleased that we have been able to achieve or partially achieve the majority of these. This includes using public transport more, reviewing our recycling processes, carrying out a skills audit to identify training for our staff, better measuring social value, and increasing our retained income.

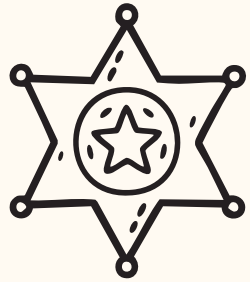
Looking forward, we will continue to challenge ourselves, with work that will further support understanding and reducing our environmental impact, improving inclusivity and, when it comes to our annual EcoVadis assessment, going for gold!

We are, as always, a work in progress. There are things that we cannot change, but tracking our impact more effectively means that we have the direction as well as the will to identify and change the things we can.

Cathy Barlow



Headline Achievements



In January 2025 we completed the EcoVadis sustainability assessment and in March we were awarded the

EcoVadis Silver Medal

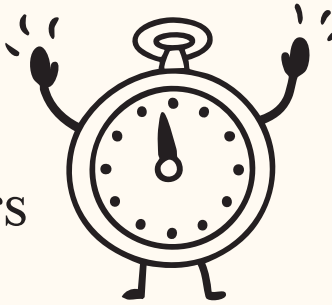
In August 2024 we achieved

Living Hours Employer

accreditation, becoming one of just

247 employers

in the UK to commit to guaranteeing living hours for all employees.



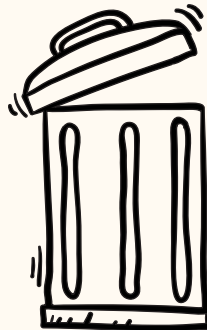
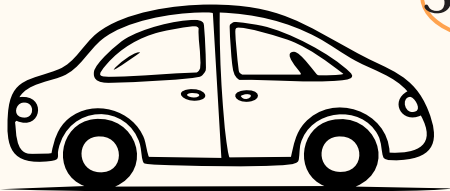
Smith Goodfellow ranks in the top **15%** of businesses to have undergone the EcoVadis Assessment worldwide.

Our assessment feedback particularly noted **outstanding ethical practice**



We reduced our travel emissions by

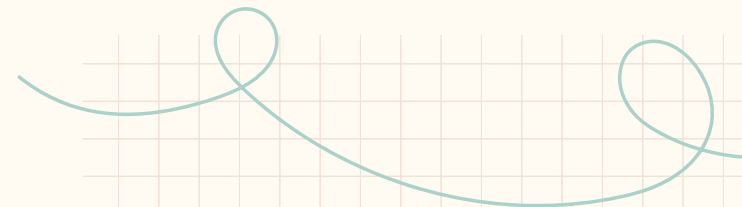
3.85%



We introduced more accurate

waste measurement

to inform our reporting and improvement planning.



2023:

GM Good Employment Charter Membership & Living Wage Accreditation



2024:

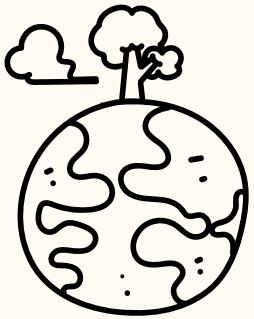
Living Hours Accreditation

2025:

EcoVadis Silver Medal



Environment



7.88 tCO₂e

2024-25 total estimated emissions

0.71 tCO₂e

Emissions per full time equivalent (FTE) team member*



Context note: Taking a more holistic approach to our carbon reporting and analysing our impact in more areas has resulted in a higher annual emission total than our previous estimates. For complete transparency, we have included year on year comparison in the following breakdown:

| Year | Total estimated emissions |
|---------|---------------------------|
| 2021 | 7.04 tCO ₂ e |
| 2022-23 | 5.31 tCO ₂ e |
| 2023-24 | 3.31 tCO ₂ e |
| 2025-25 | 7.88 tCO ₂ e |

*Why are we reporting this?

As our business grows, our emissions will likely also increase – more people in the team and more work carried out equals more energy and water used in the office and more waste generated. But that doesn't mean we are giving up! Reporting on emissions per team member allows us to monitor whether we're still making progress on emissions reduction, even if our total emissions go up.



EcoVadis Assessment

Within the EcoVadis sustainability assessment, our policies, improvement measures and reporting were all scrutinised closely. The assessment found that, within the environmental theme, our policies and reporting were good whilst our improvement measures were advanced.

Context note: Many of our team have hybrid working arrangements and, whilst we can't account for personal carbon emissions, we continually inform our team on best practices for energy saving and recycling via open discussion and a dedicated sustainability Slack channel.

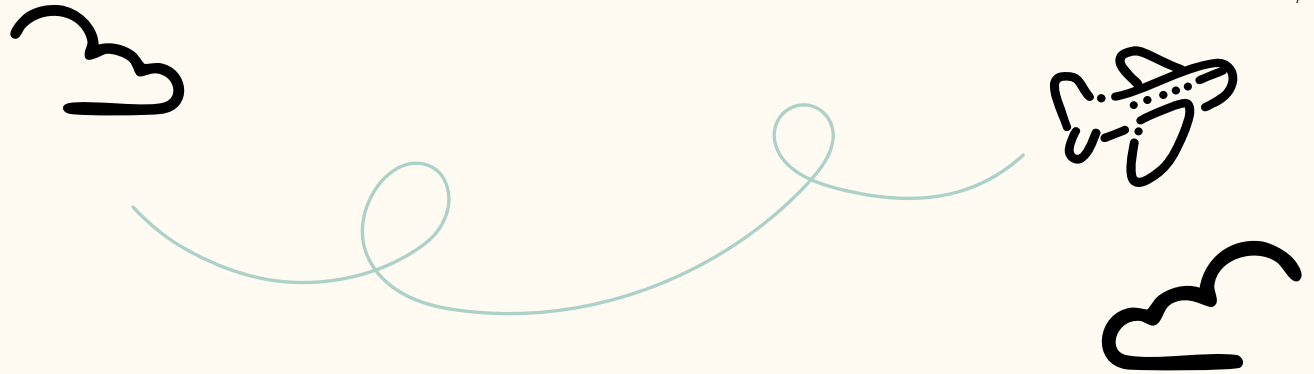
Environment

Travel

Increased demand for in person client meetings, plus more industry events, means we've been doing a lot more travel.

But we have successfully prioritised the use of public transport over cars wherever feasible. Whilst emissions from rail have increased significantly, emissions from car and air travel have decreased, resulting in an overall decrease in transport emissions of **3.85%**.

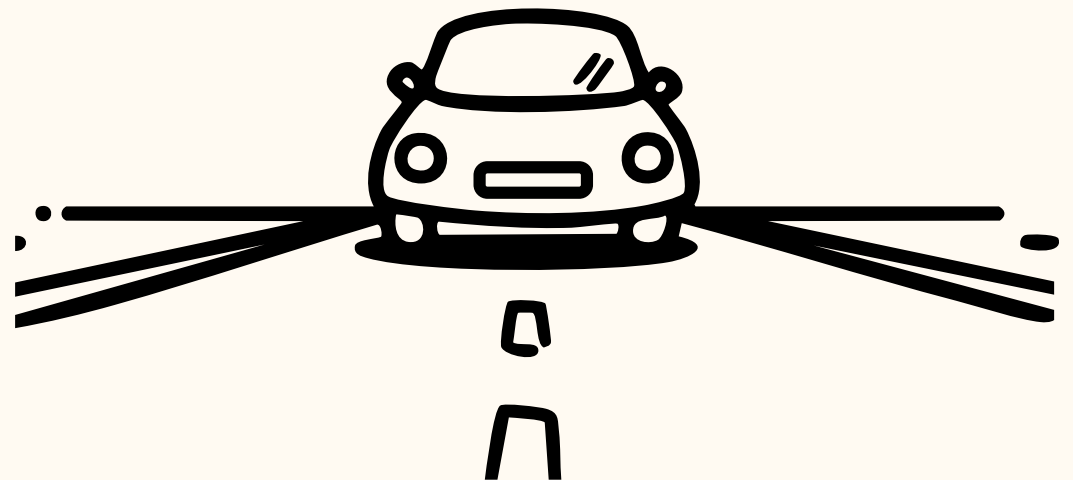
| | 2021 | 2022-23 | 2023-24 | 2024-25 | Change |
|--------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Car | 0.67 tCO ₂ e | 0.15 tCO ₂ e | 0.72 tCO ₂ e | 0.71 tCO ₂ e | 1.39% decrease |
| Rail | 0.09 tCO ₂ e | 0.06 tCO ₂ e | 0.13 tCO ₂ e | 0.29 tCO ₂ e | 123.08% increase |
| Air | - | - | 0.19 tCO ₂ e | - | 100% decrease |
| TOTAL | 0.73 tCO ₂ e | 0.21 tCO ₂ e | 1.04 tCO ₂ e | 1.0 tCO ₂ e | 3.85% decrease |



Total emissions from transport for business travel:

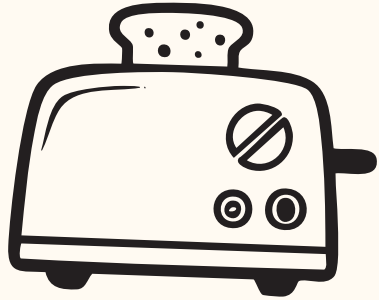
1.0 tCO₂e

= 3.85% improvement from 2023-24



Environment

Energy



Estimated total emissions from energy use:

0.53 tCO₂e

No change from 2023-24

| | 2021 | 2022-23 | 2023-24 | 2024-25 | Change |
|-------------|-------------------------|-------------------------|-------------------------|-------------------------|-----------|
| Electricity | 3.13 tCO ₂ e | 2.20 tCO ₂ e | 0.56 tCO ₂ e | 2.77 tCO ₂ e | No change |
| Gas* | 2.98 tCO ₂ e | 2.70 tCO ₂ e | 1.51 tCO ₂ e | | No change |

Waste

Estimated total emissions from waste:

0.53 tCO₂e

(new measure!)



This is the first year we have attempted to measure our office waste. The figures reported here are based on the approximate volume of waste generated across four streams (general waste, food waste, paper and card, and plastic) multiplied by nationally accepted density conversion factors.

Water

Estimated total emissions from water use:

0.1 tCO₂e

= No change from 2023-24

We do not have access to water metering for our office. Figures reported here are therefore based on average usage data for a business of our type and size.



Purchased products & services

Estimated emissions from purchased goods and services:

3.38 tCO₂e

(new measure!)

This year, we have started measuring the carbon footprint of our purchased goods and services. Whilst this is not yet a full picture, it provides a fuller overview of the Scope 3 emissions generated in our supply chain. For the 2024-25 reporting year, we have measured approximate emissions generated through services such as our telecoms, accountancy and office cleaning providers. We have been able to make these calculations thanks to support from Green Economy, who provide training and access to a comprehensive online carbon calculator.



Digital

Digital carbon emissions are challenging to track. Figures reported here are therefore based on average usage data for a business of our type and size.

Estimated total emissions from digital use:

0.1 tCO₂e

= No change from 2023-24



Social

In 2024-25, we began trialling a new approach to social impact reporting to generate a clearer picture of our business' social value.



We're using the *EcoVadis framework* to assess our labour and human rights practices, as this is our chosen sustainability accreditation route and provides third party verification of our evidenced practice.



We're using *Measure Up* where actions taken align with their themes and outcomes to provide an indication of the monetised proxy of our social value. This is currently limited to estimated value, but has been useful in allowing us to more confidently explore how we can increase our social value.



We've identified some additional *social impact metrics* that are important to our business – such as staff wellbeing and job satisfaction. Questions that look at these areas will be introduced into our annual staff survey.



Labour & Human Rights

Within the EcoVadis sustainability assessment, our policies, improvement measures and reporting were all scrutinised closely. The assessment found that, within the labour and human rights theme, our policies and reporting were good whilst our improvement measures were advanced.

Social

Staff

Staff wellbeing: Workload

75% of staff reported feeling **extremely positive**



about their workload and ability to manage it.

Staff wellbeing: Job satisfaction

77.5% of staff reported **high levels** of job satisfaction.



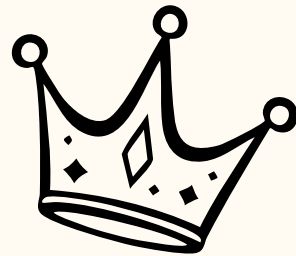
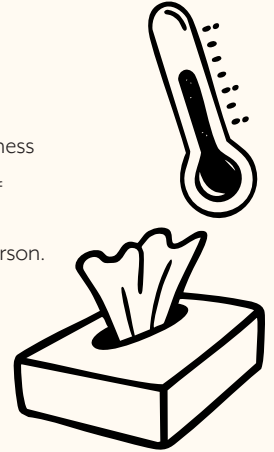
Local hires:

50% of our hires in 2024-25 were from the immediate **local area.**

Sick days:

We had a collective total of **25.5 days** of sickness absence in 2024-25 – an average of **2.83 days** per person.

This is well below the national average of around 5.7 days per person per year!



100%

of our staff say they are proud to work for Smith Goodfellow.



100%

of our staff say they would recommend Smith Goodfellow as an employer.

Social



What our staff feel about working for SG:

“It’s such a lovely place to work and I personally feel that since the management team are always so supportive and caring and truly value their employees, **it makes you more motivated to work to the highest quality** to elevate the company.”

“SG has a **passion for staff’s career development**. The business provides what they can to support staff in achieving their goals. Always open to ideas based on personal goals/development and discover a great balance which benefits the employee and the business.”

“Genuinely caring for people and supporting wellbeing as comprehensively and flexibly as possible - **it’s not always easy to prioritise this as a small business with demanding workloads**, especially in a challenging economic environment, so I really appreciate that there is a continual effort to do this.”

“Smith Goodfellow rarely does anything wrong! Somehow, they have created **the perfect workplace that makes everyone in it feel safe, cared for, and understood**. It is a pleasure to work here and a privilege to show up each morning ready to get stuck in - everyone involved in creating that environment should be extremely proud.”

What our staff feel we could do better:

“If I had to say something, I think it would be that while SG is a very happy and positive place to work, when we do wrong it isn’t necessarily explained correctly. In my opinion, it would be easier and more beneficial to be sat down and told off (not literally), rather than avoid it to save an awkward conversation...”

What we’re doing to address this feedback:

- Reviewing our feedback process
- Planning ‘radical candour’ training for the whole team to enable useful and positive feedback discussions

“It’s a huge challenge but we really need to free up leadership capacity to enable greater focus on strategic development for the business.”

What we’re doing to address this feedback:

- Ongoing collaboration with management team to identify opportunities to streamline processes
- Reviewing distribution of responsibilities
- Delegating key tasks to appropriately skilled team members

“Written communication. The office is a great work environment to collaborate, inform and discuss ideas verbally. However, for important messages like briefs, deadlines or updates on projects, it’d be useful for all team members use the appropriate communication channels such as Slack or Asana as well as in-person, so nothing is missed or forgotten.”

What we’re doing to address this feedback:

- Reviewing internal briefing processes
- Regularly reminding the whole team to use our project management tools to assign tasks and deadlines, as well as providing verbal briefings

Improvements

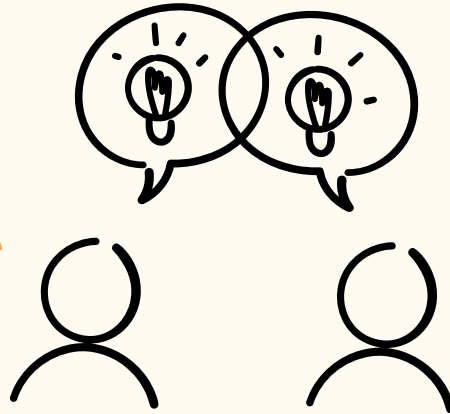
Through the 2024-25 period we undertook a number of internal initiatives to improve how we, as a business, prioritise our people.

- Introducing a new appraisal, performance management and bonus framework
- Implementing more regular recognition opportunities
- Carrying out a comprehensive skills audit
- Designing and implementing a structured learning & development programme

Social

Clients

Client retention rate = 88.25%



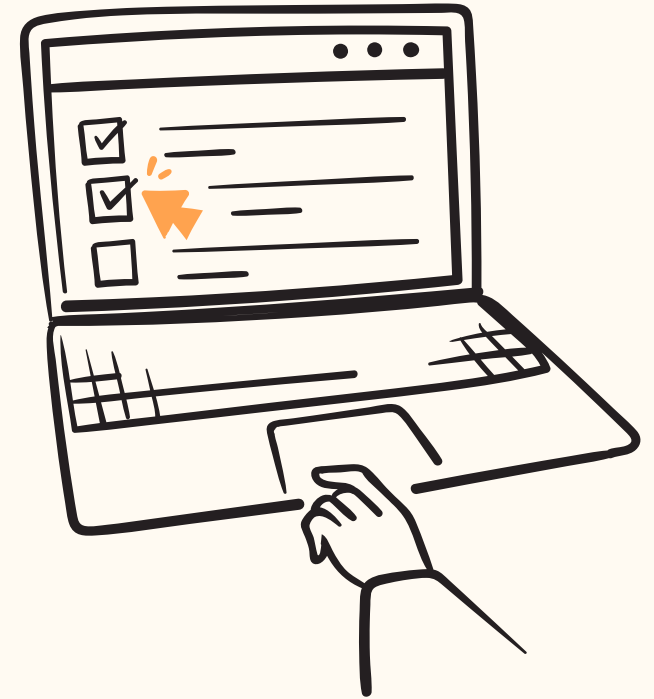
new clients = 3
(2 on fixed-term retainers, 1 project based)



NPS: 83

(Industry average: 69)

Context note: Within NPS industry average reporting, there isn't a single category that encompasses PR, marketing and creative. We've used the highest industry average out of those three categories here as our benchmark.



In our 2025 client survey:

100% of respondents report their experience of working with us as extremely positive – with 71% describing it as 'the best'!

100% of respondents say they find us 'very' or 'extremely' responsive if they have a question or concern.

Social

Client testimonials:

In your experience, what do you feel we're best at?

"You are very flexible in your approach with us. Your team's ability to grasp complex (new) technical subject matter and convey it in a simple, easy to digest manner is commendable. You have a proactive stance in offering innovative solutions to our PR needs."

"Understanding how the business works to then help with the requirements."

"Understanding our business and developing content that aligns with our objectives, values and archetype. Also good at making recommendations and adjusting to our changing needs. For instance, the monthly report has evolved to be much clearer and more succinct."

"Very knowledgeable and therefore can provide strong advice."



Please summarise your experience of working with us in your own words.

"It has been a pleasure to work with the Smith Goodfellow team. Despite our sometimes confusing requirements, Jodie & the team have understood our sector and segment and have created great content, despite oftentimes it being highly technical. Overall, Smith Goodfellow have been a great partner, delivering great work and adding huge value to the communications on sustainability and technical content around daylighting, product management and more."

"Reliable and experienced agency offering a wide range of services. Committed to understanding your business."

"We have had a great relationship since day one."

"Things are progressing quicker because we have a solid strategic foundation and we are all on the same page."

"Very helpful and responsive to the brief that is provided, and willing to discuss how to ensure the outcome is the way it is wanted to be."

Social

Community & charity

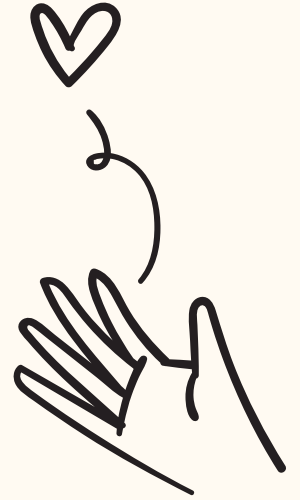
Active engagement with

Stockport Climate Action Business Forum and EDI Equal Futures networks.



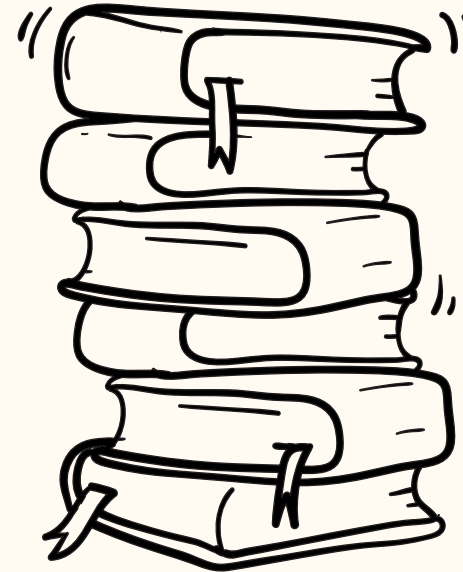
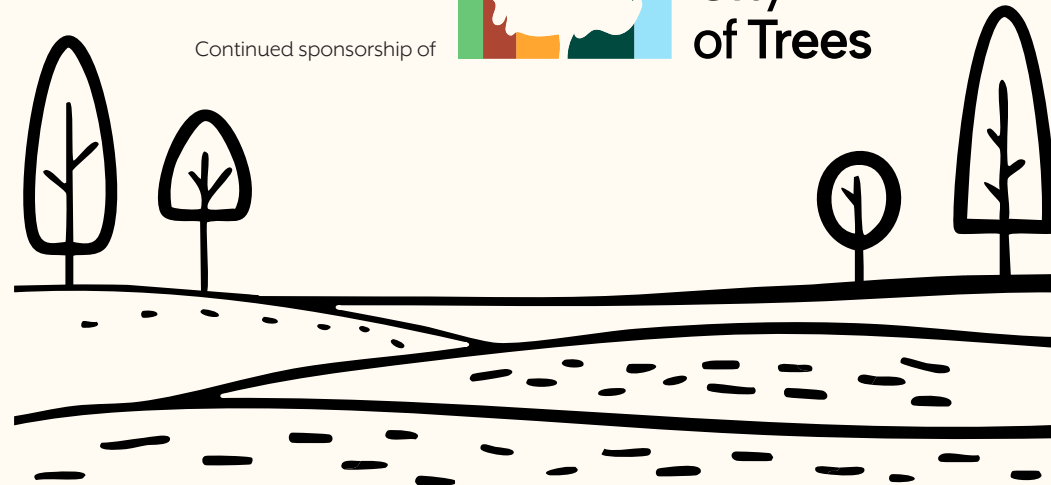
Charitable donations & fundraising:

£2,301.00



City of Trees

Continued sponsorship of



Social value delivered through adult learning for work*:

£5,500.00

**Measure Up level Bronze*

Responsible Governance

What is 'responsible governance'?

- *Secure work for fair pay*
- *Ethical & transparent operations*
- *Inclusive working environment*
- *Active commitment to EDI in practice*
- *High levels of client satisfaction & long-term client relationships*
- *Sustainable growth with reinvestment of profits back into the business*



Ethics

Within the EcoVadis sustainability assessment, our policies, improvement measures and reporting were all scrutinised closely. The assessment found that, within the ethics theme, our policies are outstanding, and our improvement measures are advanced.

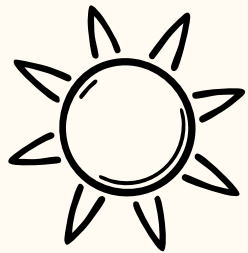
Responsible Governance

Staff engagement

In 2024-25 we had:



2 leavers



2 new starters

What our team have said about our ethos and values in promise and in practice:

“People first. SG always ensures that their staff is looked after and fosters a healthy, supportive, and relaxed working environment.”

“Creating a collaborative, innovative and creative environment and continue to grow and develop knowledge.”

“A high quality of work and personable atmosphere without compromising clear values.”

“Smith Goodfellow is a business that truly puts people first, unlike many companies who make these claims, SG demonstrates it daily. Whether it's giving to charity, going above and beyond for clients, or providing employees with the resources and space to grow, SG consistently demonstrates genuine care and compassion.”

“A big part of the company culture is the commitment to sustainability. I've never worked anywhere that takes its environmental impact so seriously - and it's brilliant to see. From recycling to opting for more sustainable alternatives wherever possible, SG does a lot when it comes to protecting the planet.”

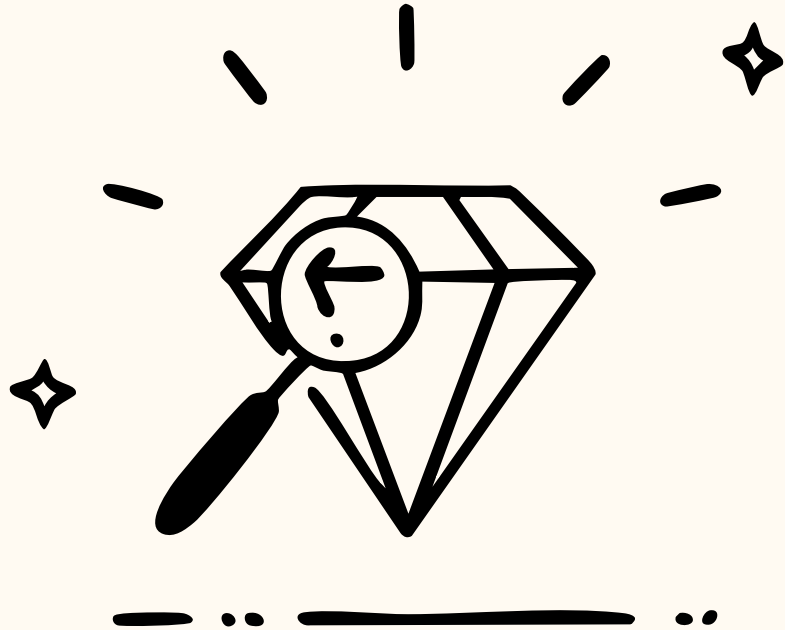
“People-centred, ethical, committed to delivering exceptional service.”

“It's focused on people first and everything is built up around that.”

“A culture of honesty that not only strengthens our work, but also brings trust and collaboration across the whole business.”

Responsible Governance

Client satisfaction



Our current customer lifetime value (LTV) sits at **41x** our customer acquisition cost (CAC), demonstrating the strength and longevity of our client relationships.

Context note: The widely accepted benchmark for a 'good' LTV is 3-5x CAC.

100%

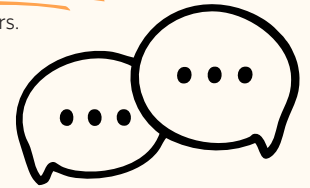
of respondents said they are 'very' or 'extremely' likely to renew their contracts with us.



100% of clients who responded to the survey said they would – or already do –

recommend

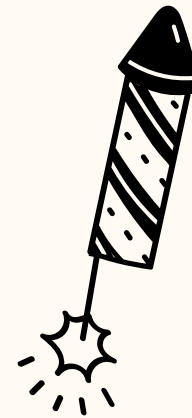
Smith Goodfellow to others.



In 2024-25, we had

three new clients

who came to us through recommendations and client referrals.



2024-25 Goals



Planet

Review recycling and waste management process in the office, especially surrounding food waste and packaging.

Achieved

As business travel increases, prioritise use of public transport wherever feasible.

Achieved

Audit our regular business purchases and identify any opportunities for making 'sustainable swaps' substituting in products with lower environmental impact.

Not Achieved



People

To carry out a comprehensive skills audit and create a strategic learning, development and recruitment plan based on the findings.

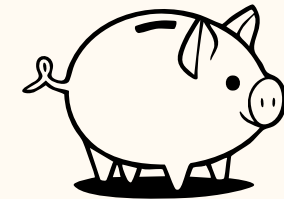
Achieved

To explore new ways of gathering client feedback and encouraging greater engagement with the feedback process.

Partially Achieved

To establish a structured approach to measuring social value that is appropriate for the nature and size of our business.

Achieved



Profit

Identify potential ways to further improve client survey response rate and establish other means of regularly gathering feedback.

Achieved

Increase retained income by 10%.

Achieved

Finalise and implement sustainable procurement policy, with an audit of current preferred suppliers.

Not Achieved

Reflection

We have made decent progress against the goals we set out in the previous reporting period, particularly around setting up structures and processes to improve our existing practices and reporting.



However, we were disappointed to have not implemented some newer strategies, such as a sustainable procurement policy and audit. This was simply due to a lack of resource.

Whilst we still want to be ambitious in our goals, we have decided to narrow our focus in 2025-26 to just three main goals, ensuring we have the capacity and focus to make dedicated progress.

2025-26 Goals



To achieve Ecovadis Gold.



To implement EDI monitoring as a business and increase staff awareness of EDI issues through internal and external training.



To provide training for key members of the team on impact measurement and reporting, including carbon literacy.

Appendix 1

Our Methodology

From the very first Impact Report, we committed to taking a **“no bullshit” approach** to our impact assessment. This means that we adopt a rigorous methodology for each pillar of sustainability: environmental, social and responsible governance and publish the results whether they are positive or negative.

Environment methodology

With our 2021 Impact Report, to establish travel emissions we used the JTNZ Workbook to find averages based on our team size and activity, however this year we collected and analysed more data on the real journeys our team completed, alongside each transport mode and vehicle's reported emission data.

In order to ensure we are using the most up to date emissions data, we have used the Green Economy's carbon calculator, which uses the latest conversion factors available from the UK Government.

Tools: Green Economy Carbon Calculator

What we looked at

1. Carbon footprint calculations (the volume of CO2 equivalent produced by our business)
2. Operational improvement planning (identifying positive changes we can make and developing goals and a strategy to achieve them)

Challenges

Collecting actual data as:

- leased office space with landlord-controlled utilities
- electricity, gas and water charges included in the rent
- only have access to metered usage for electricity – gas and water have to be estimated based on industry averages.

Solution

Calculations are best estimate based on guideline usage statistics for the size of our premises, nature of our business, number of employees, and the equipment we use. This is clearly not an ideal situation, and we will be continuing to attempt to gather more accurate data. But, in the meantime, we feel it is better to work with a rough estimate than none at all.

Time period

Data is based on activity between May 2024 – April 2025, to align with our financial year.

Social methodology

People have always been at the heart of our business so, when it came to considering our social sustainability, we wanted to look at the impact we have on people both within and beyond our business, including:

- staff
- clients
- local and wider communities

Tools: Surveys conducted through Google Forms for both staff and clients.

What we looked at

Staff feedback on:

- staff engagement
- general feelings about the company
- perceptions of leadership and management
- company culture
- professional development opportunities
- team dynamics

Client feedback on:

- experience of working with SG
- perceptions of SG as a socially and environmentally responsible business

Challenges

Ensuring both staff and clients were able to be brutally honest in their feedback – particularly with internal feedback as we are a small team.
Getting clients to engage with the feedback survey.

Solution

Staff surveys were conducted anonymously.
Offering a prize draw incentive for the client survey.

Appendix 1

Our Methodology

Responsible Governance methodology (previously 'Profit')

Economic sustainability is important in supporting our planet and its people – and as a business, it's what enables us to provide employment opportunities, donate to charitable causes and support local initiatives – as well as keeping the economy going! To better reflect that economic sustainability is broader than simply profitability, we have renamed this reporting segment 'responsible governance'—a small but important shift reinforcing our commitment to best practice.

Tools: Internal review through discussions with company management, informed by responses to staff survey.

What we looked at

- Governance structures & processes
- Employment packages
- Formal accreditations to evidence and further support our responsible governance practices and commitments

Challenges

Implementing positive change to our governance and procedures in the midst of difficult economic circumstances which restricted our scope for investment back into the business.

Solution

Making considered decisions around improvements that required additional expenditure through democratic discussion at management level, as well as listening to the priorities of our team and working to address their needs/concerns where possible. Being strategic about identifying work that needed to be reallocated into a longer term plan whilst maintaining commitment to carrying out those improvements and being fully transparent with staff.

Appendix 2

Linked resources, tools and references:

Water usage calculations based on information found via South Staffordshire Water: <https://www.south-staffs-water.co.uk/media/1509/waterusebusiness.pdf>

Gas usage business averages data taken from USwitch Business (11/09/2024): <https://uswitchforbusiness.com/business-energy/average-business-electricity-gas-consumption/>

Gas usage averages data by business type taken from Bionic (11/09/2024): <https://bionic.co.uk/business-energy/guides/average-energy-usage-for-businesses/#>

Rail journey length calculated via RailMiles: <https://my.railmiles.me/mileage-engine/>

Website emissions calculated through Website Carbon: <https://www.websitecarbon.com/>

Measure-Up framework used to support social value measurement: <https://measure-up.org/values/>

