



**Social**  
Integrated Agency

# Impact Report

October 2020

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# MY VISION FOR SOCIAL HAS ALWAYS BEEN FOR US TO BE A FORCE FOR GOOD, BOTH IN WHAT WE DO AND HOW WE GO ABOUT IT.

**In our early years building the business that's been about acting on an instinct to try to "do the right thing" - by our staff, by our clients and by society. I'm proud of the way we've tried to live up to that.**

But as we've grown up as a business, so we've recognised the need to marry that instinct with greater focus and rigour. 2020 has been an important year in that respect.

This impact report is the first since we took the step in November 2020 to amend the legal objects of Social to reflect an explicit commitment to have a material positive impact on society and the environment. Through these annual reports we will offer a balanced analysis of how we have lived up to that commitment.

Consistent with our intention to become an accredited B Corporation within the next few months, we do that using the B Corp [assessment framework](#). We also highlight where we feel our activity aligns with the UN's [Sustainable Development Goals](#). We also profile projects or initiatives which we feel epitomise "the Social way" and our broader impact.

Despite the progress we have made, we know we have a long way to go in terms of enhancing our social and environmental impact. As our assessment shows, we are doing better on social indicators than on tracking and improving our environmental performance.

My commitment is that we will improve fast and that these reports will show continuous improvement. I believe passionately that the future benchmark for business will be a triple bottom line - people, planet and profit – and that these will be mutually reinforcing.

**I hope you find the report useful.  
Please do let us have your [feedback](#)  
and thank you for your support.**



**John Quinton-Barber**, Founder & CEO



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# GOOD CAUSES SUPPORTED



**SUPPORTER**  
February 2020

lendwithcare

**SIGNATORY**  
April 2020

Prompt  
Payment  
Code

**CREATION OF SOCIAL ESG**  
September 2020

ESG

GBC  
Good  
Business  
Charter

**ACCREDITED**  
February 2020

We are a  
Living  
Wage  
Employer

**ACCREDITED**  
April 2020

GREATER MANCHESTER  
GOOD  
EMPLOYMENT  
CHARTER

**SUPPORTER**  
July 2020

£

**CHARITABLE DONATIONS**  
October 2020

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## CASE STUDY

# BIG COMMUNITY SEW

**Sector**  
**Creative**

**Services**  
**Digital, Social Media, Branding,**  
**Communications**

As lockdown started to ease, government called on members of the public to wear face coverings when social distancing could not be maintained.

But there was a clear need to prioritise medical grade face masks for healthcare and social care workers.

Great British Sewing Bee judge and fashion designer Patrick Grant led a campaign to rally the nation's home sewers to make face coverings.

- We designed and built a website to host various patterns and how-to videos from sewing influencers.
- Set up social media channels on Instagram and Twitter.
- Developed a content strategy to inspire and mobilise sewers by sharing their creations and tips for making and distributing face coverings.
- Produced and distributed an animation showing people how to use face coverings properly and one to encourage sewers to join the movement.

**130,000+**  
**WEBSITE USERS**  
IN THE FIRST WEEK OF  
THE CAMPAIGN





## CASE STUDY

# UNITED COMMUNITIES AND SOLON CORONAVIRUS COMMUNITY FUND

## Sector

Creative, PR

## Services

Digital, Branding, Communications

We supported United Communities and Solon South West housing associations' newly-established Coronavirus Community Fund, which was set up to help local groups impacted by COVID-19.

From a standing start during lockdown, the fund was promoted and helped to issue grants totaling almost £100,000 to 27 Bristol groups.

We designed and built a website for applications to be made and promoted the funding in the media and online to generate interest in the fund from prospective partners.

Extensive media coverage of the fund was generated across broadcast, regional and online media

**1.59M**  
ESTIMATED  
COVERAGE VIEWS

**1.25K**  
SOCIAL SHARES



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**B CORPORATIONS ARE BUSINESSES  
THAT MEET THE HIGHEST STANDARDS  
OF VERIFIED SOCIAL & ENVIRONMENTAL  
PERFORMANCE, PUBLIC TRANSPARENCY  
AND LEGAL ACCOUNTABILITY  
TO BALANCE PROFIT AND PURPOSE.**

They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community and the environment.

The B Corp community is a community of leaders, driving a global movement of people using businesses as a force for good.

Certified



Corporation

## B CORP STANDARDS

In working towards B Corp accreditation, we are focussed on consistent improvement across the five B Corp impact areas:

- **GOVERNANCE**
- **COLLEAGUES**
- **COMMUNITY**
- **ENVIRONMENT**
- **CUSTOMERS**

In each area we are assessing our performance against the requirements set out in the B Impact assessment which allows organisations to measure and manage their social and environmental impact.

**53.3**

THE MEDIAN OVERALL  
SCORE FOR NON-B CORPS  
OF OUR SIZE

**63.3**

OUR (NON-VERIFIED)  
SCORE AT  
31 OCTOBER 2020

## GOVERNANCE



Mission and Engagement



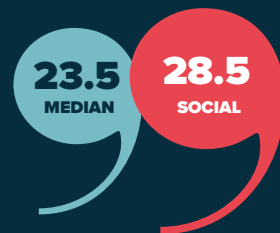
Ethics and Transparency



Mission Locked



## COLLEAGUES



Financial security



Health, Wellness and Safety



Career Development



Engagement and Satisfaction



## COMMUNITY



Diversity, Equality and Inclusion



Economic Impact



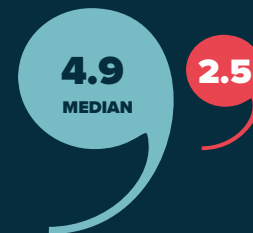
Civic Engagement and Giving



Supply Chain Management



## ENVIRONMENT



Environmental Management



Air &amp; Climate



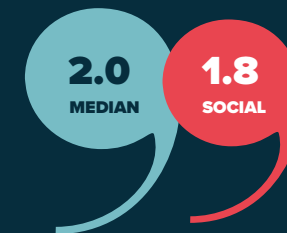
Water



Land &amp; Life



## CUSTOMERS



Customer Stewardship





## SIGNIFICANT ACHIEVEMENTS DURING THE YEAR INCLUDE:

### GOVERNANCE

- A new ethical standards policy, including provisions on whistleblowing, bribery and corruption, industry codes of conduct and modern slavery.
- Addition of Directors report and profit and loss statement in our published annual accounts.
- The “mission lock”: amending the Articles of Association of our company to reflect an explicit commitment to have a material positive impact on society and the environment.
- Publication of this social and environmental impact report.

### COLLEAGUES

- Becoming a Living Wage employer.
- 10.7% of pre-tax profits distributed as bonuses to the members of Team Social.
- Putting in place an Employee Assistance Programme for access by all staff and their partners.
- Offering staff free membership of the Xerlife health and wellbeing app.
- Introduction of 360 feedback into the performance management process.
- 5 internal promotions (13% of all employees) within the last 12 months.
- Increase in paid maternity leave entitlement to 12 weeks’ full pay.
- Introduction of monthly Pulse surveys.

# 10.7%

OF PRE-TAX PROFITS DISTRIBUTED  
AS BONUSES TO THE MEMBERS  
OF TEAM SOCIAL



## SIGNIFICANT ACHIEVEMENTS DURING THE YEAR INCLUDE:

### COMMUNITY

- Greater female representation on our Board and our Group Senior Team.
- 2.4% of pre-tax profits donated to good causes selected by Team Social.

### ENVIRONMENT

- Offsetting of 100% of GHG emissions through Ecologi.

### CUSTOMERS

- Introduction of Social's client charter.
- Implementation of our quality assurance policy.
- Annual all-staff review incorporating client participation.

*Ecologi*

**2.4%**

OF PRE TAX PROFITS DONATED  
TO GOOD CAUSES SELECTED  
BY TEAM SOCIAL



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**OUR GOAL FOR THE COMING  
YEAR IS TO REACH 85 POINTS AND  
ACHIEVE B CORP ACCREDITATION.  
KEY AREAS WE HAVE IDENTIFIED  
FOR IMPROVEMENT INCLUDE...**

Certified



Corporation

## GOVERNANCE

Incorporation of

### **SOCIAL & ENVIRONMENTAL ISSUES**

into our job descriptions, our  
performance management  
reviews and our Board  
agendas

### **ADDITION OF A FURTHER, INDEPENDENT, NON-EXECUTIVE DIRECTOR**

### **MONTHLY FINANCIAL UPDATES TO ALL STAFF**

## COLLEAGUES

Development of a modular

### **SOCIAL LEARNING AND DEVELOPMENT PROGRAMME,**

including a significant increase in  
the dedicated L&D budget and  
time spent per employee on  
L&D activity

UPDATED

### **SUPER FLEXIBLE**

WORKING POLICY

### **UPDATED GRIEVANCE PROCEDURES**

INCREASE IN ANNUAL  
LEAVE ENTITLEMENT TO

**30 DAYS**  
+ BANK HOLIDAYS

**QUARTERLY  
STAFF SATISFACTION  
SURVEYS**  
MEASURING EMPLOYEE  
NET PROMOTER  
SCORE

## COMMUNITY

Introduction of

### SUPPLY CHAIN MANAGEMENT

incorporating an assessment of environmental and social factors

CAPTURE OF EQUAL OPPORTUNITIES DATA AND IMPLEMENTATION OF AN ACTION **PLAN TO ENHANCE DIVERSITY AND INCLUSION**

**INTRODUCTION OF PAID VOLUNTEERING LEAVE**

Working towards

### THE BLUEPRINT MARK

a set of commitments aimed at removing inequality and barriers to progression in the communications industry

A YEAR-ON-YEAR INCREASE IN THE SUM DONATED TO GOOD CAUSES **IDENTIFIED BY MEMBERS OF TEAM SOCIAL**

## ENVIRONMENT

**IMPLEMENT QUANTIFIABLE ENERGY EFFICIENCY & WASTE REDUCTION PROGRAMMES**

ENGAGE LANDLORDS IN ALL OF OUR OFFICE LOCATIONS TO DELIVER ENERGY EFFICIENCY AND WASTE REDUCTION PROGRAMMES **AND USE OF 100% RENEWABLE ENERGY**

**IMPLEMENT ACCURATE RECORDING OF ENERGY AND WATER USAGE**

SHARING OF RESOURCES WITH STAFF PROMOTING **GOOD ENVIRONMENTAL STEWARDSHIP WHEN WORKING FROM HOME**

REGULAR CLIENT SATISFACTION SURVEYS **MEASURING CLIENT NET PROMOTER SCORE**

## CUSTOMERS



# SUSTAINABLE DEVELOPMENT GOALS

The UN Sustainable Development Goals, adopted by all United Nations Member States in 2015, provide a shared blueprint for peace and prosperity for people and the planet, now and into the future.

They recognise that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

## GOALS CONTRIBUTION

Linking efforts by Social to enhance our positive social and environmental impact directly with the sustainable development goals is not an exact science. However, using B Corp's SDG Action Manager we have identified those SDGs with greatest relevance to our business model and areas of activity – as a UK-based services business.

For those we have tried to highlight significant achievements during the year and key areas we have identified for action in the coming year.

## 17 SDGS

ARE AN URGENT CALL  
FOR ACTION BY ALL  
COUNTRIES IN A GLOBAL  
PARTNERSHIP





# SIGNIFICANT ACHIEVEMENTS DURING THE YEAR INCLUDE:

## SDG1 – NO POVERTY

- Becoming a Living Wage employer.
- Our services have enabled organisations to better serve the poor (for example our work with Caritas).

## SDG8 – DECENT WORK AND ECONOMIC GROWTH

- Becoming a Living Wage employer.
- Increase in annual leave entitlement to 30 days plus bank holidays.

## SDG11 – SUSTAINABLE CITIES AND COMMUNITIES

- Council House Scandal – policy advocacy to contribute to sustainable cities and communities.



## SOCIAL ESG

A DEDICATED BUSINESS UNIT  
SUPPORTING ORGANISATIONS  
LOOKING TO DEFINE AND  
AMPLIFY THEIR SOCIAL  
AND ENVIRONMENTAL  
IMPACT



## KEY AREAS WE HAVE IDENTIFIED FOR ACTION IN THE COMING YEAR:

### SDG1 – NO POVERTY

- Introduction of supply chain management incorporating an assessment of environmental and social factors.

### SDG5 – GENDER EQUALITY

- Increasing the proportion of female managers.
- Implementation of policy to support breastfeeding mothers.
- Deliver an action plan to address our gender pay gap, with specific targets ensuring equal pay for work of equal value and remediating pay inequalities.
- Report publicly on our gender ratio and ratio of basic salary by employee level and gender.

### SDG8 – DECENT WORK AND ECONOMIC GROWTH

- Convening of a Staff Engagement Group to ensure a collective channel for the improvement of employees' rights and enhanced consultation.
- Creation of new opportunities for workers under 24, including permanent roles, living-wage-paid internships and work experience.
- Introduction of supply chain management incorporating an assessment of environmental and social factors.



# KEY AREAS WE HAVE IDENTIFIED FOR ACTION IN THE COMING YEAR:

## SDG11 – SUSTAINABLE CITIES AND COMMUNITIES

- Submission of a Knowledge Transfer Partnership application to develop an innovative digital tool for use by housing associations to support effective, representative engagement with tenants.
- Policy advocacy to contribute to sustainable cities and communities.

## SDG13 – CLIMATE ACTION

- Launch of a dedicated business unit supporting organisations looking to establish and communicate their Net Zero ambitions and achievements.
- Implement accurate recording of energy and water usage and pursue quantifiable energy and water efficiency and waste reduction programmes.





**Social**  
Integrated Agency

Bristol | Leeds | Liverpool | London | Manchester  
[www.social.co.uk](http://www.social.co.uk)