PROGRESS WITH PURPOSE

Source Impact Report 2026 / Our First Year as a B Corp

source

Certified B® Corporation

WHY BETTER MATTERS



Achieving B Corp was such a huge step in the right direction for us as a business.

The team worked tirelessly to help us gain the points we needed to get the accreditation. We made important changes to the way we conduct ourselves as a business, taking a closer look at how we could be kinder to our planet and the people on it, looking at positive changes we could make for our team and our community, whilst simultaneously making a profit.

Becoming a B Corp has made the people who work at Source start to look at the small and the big changes they can also make at home to align with the pillars of our company. It has been fantastic to see the discussions that go on in the office in relation to B Corp. Our team enjoys sharing actions that they have taken in their own lives and swapping ideas for additional changes we can implement in the future to continue caring for our planet and our employees.

We know we still have work to do to continue the strong start we have made and we are always looking for new ideas and ways we can improve the wellbeing of our office.

Our aim is to continue to invest into our team, and the world we live in. We want to be one step ahead, always looking at ways we can improve what we already have and what we can offer. We hope that by becoming B Corp and taking on these values we will be able to influence other businesses that we work with to consider doing the same.

Nick & Paula
Owners & Directors



OUR B CORP SCORE



We certified as a B Corp in August 2025 and achieved a score of 84.

Becoming a B Corp means we are reevaluating the way we do things, we are looking at our internal processes, the people we work with, our employee benefits and our impact on the environment. All of these areas are a continuous journey of improvement, all whilst continuing to make a profit.



As a business we put a lot of hard work into achieving our B Corp status, and we continue to do so in our first year. We have been making changes to ensure that we reach the internal targets that we set ourselves, making sure that our company continues to have a positive impact on our people and our planet.

EMPOWERING OUR PEOPLE

Empowering our people and building strong relationships that foster a collaborative environment that encourages creativity and mutual growth. We offer more than the standard.

PRESERVING OUR PLANET

We are committed to taking a sustainable approach to our business practices and products we use, ensuring we contribute positively to the environment as well as our people and clients.

CREATING A SUSTAINABLE BUSINESS

Through a relentless pursuit of excellence across creative and digital we deliver innovative, high-quality work that pushes boundaries, considers sustainability and adds value at every touchpoint.

OUR PILLARS

SMALL CHANGES, LIGHTER FOOTPRINT.



As part of our commitment to the environment we have made some changes in our office to the way we do things.

Less paper

We have switched to using less paper and taking notes on laptops and reducing our printing for proofing.

Less waste

We have committed to reducing our waste and so far have succeeded in a 29% increase in recyling in the office.

Less plastic

We have supplied all our staff with reusable Source branded water bottles, keeping our staff hydrated whilst reducing single use plastic. And of course, staying on brand.

Energy efficient

We have changed all the light bulbs in the office to energy efficient bulbs and updated all equipment to newer and more energy efficient laptops and monitors.

18 social posts

Over the last year we have committed 18 social posts to B Corp related projects.







Over the last year we have boosted our efforts when it comes to charitable donations and investment within the local community.

- → Supporting Severn Hospice through donated time and fundraising
- → Volunteering with Friends of SaTH
- → Taking part in the Dragon Boat Race and charity golf day
- → Supporting a local Sunday league football team
- → Helping a local cricket club with a discounted website
- → Supporting Saint Winifred's through a charity ball
- → Sharing creative careers with school students
- → Individual volunteering days for team chosen charities

OUR COMMUNITY











£16,712
IN DONATIONS

OUR CLIENTS

The last year has seen some exciting new projects and clients come on board at Source.

Absolute Collagen and Puriton, who are both B Corp companies, have approached us with new jobs which we have taken on. As we look towards the latter half of 2026 and the start of 2027 we will be pushing to partner with more businesses that align with our ethos.

WonderFull

Friends of The Shrewsbury and Telford Hospital

the movement centre

purition

Severn Hospice
here and at home

Absolute Collagen

A TEAM THAT GROWS TOGETHER

As a small business we work closely together and share laughs, and concerns, on a daily basis. But we love to get out of the office and relax.

Over the past year, we've focused on creating opportunities, offering flexibility and making time to enjoy being a team, both in and out of the office.

- → Supporting a designer's progression to the next level
- → Supporting an apprentice through her degree and graduation
- → Flexible working arrangements built around individual needs
- → Team socials, Christmas activities and time spent together

We want to offer more to our team moving forwards and this will be an area of focus for us for the coming year.





WE WANT PEOPLE TO FEEL TRUSTED, SUPPORTED AND ABLE TO DO THEIR BEST WORK

OUR PLAN 2026/2027

We are committed to continue the hard work we have already started and to identify areas which need improvement.

The work we do with the local community, our employees and our customers will see us dedicating our time and efforts into developing our plans to continue to offer our employees and customers the best we can whilst investing in our planet.

Invest in our people

Introduce a dedicated team wellbeing afternoon and continue developing employee benefits.

Use even less energy

Aim to reduce office energy consumption by 5%.

Make more considered choices

Explore switching to a local or B Corp coffee supplier and offer clients a greener paper option.

Bring B Corps together

Attend B Corp networking events, join a panel discussion with other B Corps, support a local charity or community project and vet new clients against Source's values.

LOOKING AHEAD

ONE YEAR DOWN. MORE TO GO.



We have had a strong first year as a B Corp business, but we are always eager to improve and excel.

We are proud of our efforts and donations to charity and within the local community but can see where we need to focus more time and efforts in the coming year. We will be organising more team events, looking to reduce our energy consumption and further exploring business partnerships with like minded companies. We're excited about the year ahead and what it holds for team Source!

DOING BETTER, TOGETHER.

source

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