



# Impact Report

1st June 2023 – 31st May 2024

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# Our Mission:

To create sustainable business growth and visibility through unique sales and marketing solutions.

We empower a collaborative and transformational approach for the betterment of our partners, communities and planet.

# Our Purpose:

To help create responsible, sustainable businesses through encouraging a local supply chain, supporting the local community and making a difference in every encounter.

## Our Values



# Our Vision:

To be the leader of purposeful sales and marketing solutions; facilitating change in Businesses and Communities, for sustainable, transformational growth across the globe.

# Our Journey



This year marks our first as a certified B Corp. Just Williams is a sales and marketing organisation established in 2015. Our sister company, The Just Williams Sales Academy launched in 2021 to train and support the development of customer service and sales professionals. Both businesses certified as B Corps in June 2023. The Just Williams Sales Academy had been trading for less than a year at time of submission in 2022 and falls within the Just Williams certification.

We commenced our B Corp journey back in 2020 and have consistently been a champion for the movement, showcasing its accessibility for small businesses. Just Williams continues to evolve as an organisation in a positive way from our culture, our impact, our team retention, our ambassadorial influence on our stakeholders and on the communities and charities we support and serve. We believe in using our business as a force for good - which runs through every aspect of the organisation, embedding the B Corp mentality and ethos into every business decision made and encounter, measuring and monitoring our impact across our organisation and those we serve.

This year marks our first year as a certified B Corp following a two year process. Now in our ninth year and our third impact report, we, across both organisations, are proud to officially join the B Corp community. To continue to embrace our sustainability journey, positively influence our stakeholders and be a champion in using our business as a force for good. Highlighting that all businesses, regardless of size have a responsibility in this space and as a small business – we too can have a hugely positive impact on our economy and all those we serve. We can educate, inspire, champion and create meaningful change, creating a circular economy that believes in putting the planet, its people, its purpose in the primary spot whilst also generating a profit.

Just Williams is a champion for change, we believe that purpose and profit can exist harmoniously – that creating a sustainable business is not only the right thing to do, it's the only option. We have now reached the highest independent standard but will continue to strive, improve, innovate, learn and champion change. And encourage other businesses to do the same.

# Our Philosophy

As the founder and custodian of Just Williams, it is my commitment to ensuring the long term success, sustainability and endurance of Just Williams for the years to come. Nearly a decade ago, we set out to raise the bar and professionalise an unregulated and underrepresented sector, and while we've made great progress, our journey is just beginning.

Just Williams' story is one of bravery, ambition, and a commitment to change, with a determination to challenge the status quo. As a self-funded, organically grown company in the North East, we're proud of the progress made in our first decade, yet our ambitious nature and collaborative approach remain the driving forces behind our growth and expanded impact.

This year, from June 2023 to May 2024, has marked our largest impact yet, highlighted by our official certification into the B Corp community—a moment I discovered while at Mont Blanc Base Camp, during one of our many charity challenges! Our impact for this period has been remarkably strong in the communities space thanks to the team at Just Williams fully embracing our ethos and commitment in this space. We have volunteered, fundraised over £7000, delivered career talks with colleges and schools, become blood donors, supported local communities, created a comprehensive local supply chain and been a business ambassador for the cause.

In recognition of our commitment to the local community and overall ethos, we were nominated for and won two awards for community impact through Catalyst and Community Reputation through North East Process Industry Cluster. Both were a true cause for celebration for the whole team and we utilised the opportunity to showcase the importance of businesses engaging with their community and considering their position on ESG as a whole.

It has in summary been a strong year for the business as we continue to grow from sound foundations with an ambitious plan to improve our impact further still and are looking ahead to a 5% improvement across each pillar, year on year.

- Jessica Williams MBA

# Our Impact Plans and Progress 2022 - 2023

As a business, we like to look forward but understand and appreciate the importance of reflecting, learning and developing. Following our previous impact report, which was written after our certification and at the start of this financial year, we continue to build on our progress.

Our ambitions and commitments from 2022 – 2023 into this financial year covered three pillars aligning to our chosen Sustainable Development Goals.



## Business Growth



## Customers and People Excellence



## Supporting our Communities and Protecting our Environment



These pillars act as our compass within the B Corp ethos and in line with these, we identified three key areas within these to focus on in 2022/2023. Here, we provide an update across each area- Training, Supply Chain and Raised awareness all falling within each of our three pillars.



### Supply Chain

Over the course of our B Corp journey we have made significant inroads to work with and support independent small businesses within our region. As a small business ourselves, we know first hand the importance and positive impact it can have to have and work with local loyal customers who refer and recommend, hold similar values and contributed to local causes, employ local people and have a vested interest in our communities and area. So much so over the years we have transitioned from 22% to 65% and this year we have moved the dial once again and are now at 75%. Not only have we improved our local supply chain, we have worked with our suppliers and customers to build their own supply chains and relationships, purchasing on behalf of our customers through our associates program. Over £50,000 of additional work has gone to local businesses as a result this year. In addition many of these purchases within our marketing space have purchased environmentally friendly, recyclable or replaceable products for the first time.



### Training

Training in 2023 has risen to over 4000 individuals through The Just Williams Sales Academy embedding ESG into our training deliverables. Our people have attended and invested over 120 hours in our monthly training sessions covering financial training, mental health and wellbeing, reducing your personal carbon footprint, emotional intelligence and self awareness, neurodiversity awareness, putting the planet first. We continue to invest into a personal and professional development pot 5% of our net proceeds for any member of the team to draw down from.

This year our team have utilised this for;

- Golf Lessons
- Chartered Marketing Institute Engagement
- HR and Management Leadership Course
- Website Development Course
- Coaching

### Raised Awareness

We continue to champion business as a force for good through existing and new networks. Utilising our paid marketing space to promote the B Corp movement, B-Socials, the Better Business Act, Business Climate Coalition and our charity partners. We enter our third year as a member of Business Climate Coalition attending and speaking at regular events and providing guidance to other organisations looking to engage in B Corp certification. We have also joined the Stockton Council Business Ambassador board as a B Corp and small business champion, working with the council to encourage organisations to incorporate the business principles of the B Corp movement within their own organisation. With over 90% of businesses within our region in the small business (less than 9 employee) category, the engagement of small businesses is crucial. We hosted the regions first B-Social at a local independent venue, welcoming over 70 guests, many of which were keen to embark on their own B Corp journey. As we certified in July 2023 there were 13 B Corp in the North East, at the time of writing just over a year later, we are at 30– the growth is significant as is the awareness. Many of our print and online articles, thought leadership, speaker slots and exhibitions which we estimate is over 220 hours in the year – we have showcased, discussed, championed and celebrated B Corp and openly discussed the elements we have implemented and are working towards.

# SUSTAINABLE DEVELOPMENT GOALS

Good Health and Wellbeing  
 Gender Equality  
 Decent Work and Economic Growth  
 Climate Action



# Our Highlights from 2023 – 2024

As our first year as a certified B Corp we are proud of our achievements and have a range of highlights to showcase:

**DONE** Enhanced our Associate model and created a local supply chain where c70% of all our purchases are from within a 25 mile radius.

**DONE** Joined our local council Business Board as a B Corp leader

**DONE** Continue to engage, support and deliver sessions for the Climate Coalition

**DONE** Raised £7000 for our charity partners through team activities including - marathons x 9, ultramarathons, climbing Mont Blanc, bake sales, Christmas quizzes

**DONE** Won 2 awards for our Community Impact and Engagement using our 2k award win to fund a local wood and reading library at a local school.

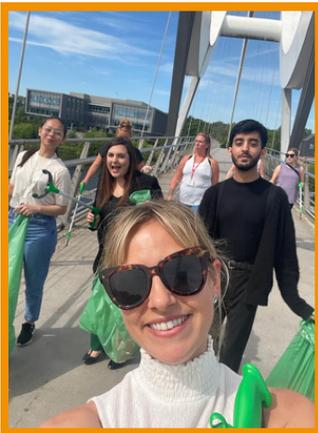
**DONE** Worked with our customers to change suppliers to create a local supply chain, spending over 50K with small independent businesses and switching to sustainable and environmentally friendly products.

**DONE** Appointed a NED

**DONE** Provided financial training to our people and changed our Pension options to ecofriendly funds

**DONE** Planted 300 hedges and trees across our borough





**DONE** Hosting a B-Social in Tees Valley as the first certified B Corp in the region, championing B Corp and encouraging participant – over 7- attendees

**DONE** Embedding ESG into our sales and marketing offering appointing 5 charity partners for our customers with to date £3000 raised.

**DONE** Customer Engagement score 93%

**DONE** Increased staff retention rate of 32%

**DONE** Taken on our first T-Level student

**DONE** Donated 3 pints of blood

**DONE** Collected 8 kilos of litter across our local community and place of work

**DONE** Recycled over 259 kilos of waste

**DONE** Reduced our landfill by 89 kilos

**We have created a champion for each B Corp pillar with a board in the office with our priority list, top statistics and tips on how we can improve on each area. This has created an enhanced focus and ensures the whole team are involved in our journey.**

# Impact Score

We commenced on our B Corp journey with a range of ambitions. The business impact assessment has provided a comprehensive scorecard and framework for us to work with to assess, understand and improve on an annual basis. In June 2023 Just Williams certified with a strong score of 100.1, above the industry average by quite some way. While we have always prioritised doing the right thing, often going beyond what is expected for a business of our size, we lacked the formal metrics to measure our impact. Now, with clear benchmarks in place, we are already focused on achieving tangible and measurable improvements in all areas.

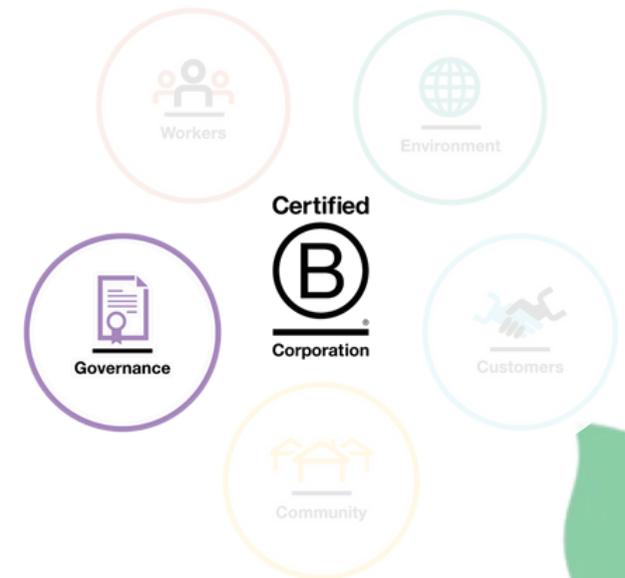


# Our Governance

**Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.**

## What we've done:

- Joined the Stockton on Tees Council Business Ambassador board
- Appointed a NED
- Website Audit completed with carbon footprint ascertained – new website to be designed and developed with this in mind as our two brands come under one roof in 2025.
- Introduced new processes and procedures for our supply chain
- Promoted our EDI
- Worked with Universities to educate and inspire students to running a responsible business
- Partnered with Northumbria University to launch the Norths first Responsible Business conference in 2025



# Our People

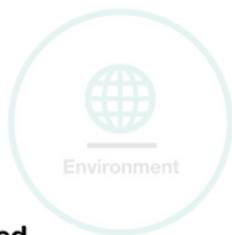
**Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognises business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.**

## What we've done:

- Implemented flexible working
- Reviewed and implemented a revised onboarding process
- Blind recruitment process enhanced
- Mentorship program developed
- Policies and procedures and usage of personal and professional fund for all team members – used for Golf lessons / Website development
- Continued our training and development sessions monthly
- 2 team members have become blood donors
- Increased staff retention rate of 32%
- Hired our first T-Level student
- Appointed B Corp Champions across each pillar to provide updates
- Promoted and encouraged additional engagement through our private healthcare provider



Workers



Environment

Certified



Corporation



Governance



Customers



Community

33.9

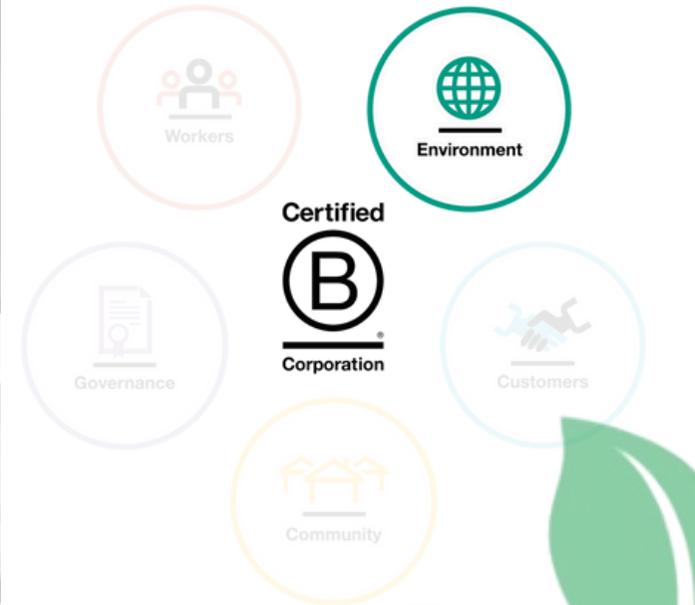
Workers

# Our Environment

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognises companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

## What we've done:

- Hedge planting x 300 in our borough in partnership with Darlington Borough Council
- Planted a tree in partnership with Catalyst in replacement of a trophy at the awards ceremony
- Carbon neutral by 2030
- Worked to influence our landlord to provide recycling for electrical, batteries, food waste and remove landfill bins.
- Provided all tenants (60) with information on recycling and information on how to be more energy efficient and eco conscious
- Provided battery recycling for the building and all tenants
- Provided at IT recycling facility for the building and all tenants
- Organised and facilitated 5 litter picks around our barrage
- Purchased ecofriendly products for both ourselves and our clients, such as recycled stock for business cards
- Focused on reducing carbon footprint by limiting travel and commuting through car sharing and online meetings when possible



11.6  
Environment

# Our Customers

**Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organisations.**

## What we've done:

- Produced a quarterly survey for our customers to complete and provide feedback – average score 92.5% with additional information gained
- Provided monthly training engagement opportunities for all our customers and their team members from wellbeing, ESG, financial and mental health subject matters
- Reviewed marketing supply chains and appointed local independent business generating over £50,000 of additional work for local companies
- Replaced marketing merchandise with environmentally friendly products
- Appointed 5 new charity partners
- Moved to more online meetings encouraging reduced travel for customers and our team members
- Reduced usage of email traffic using other online platforms to reduce our digital footprint
- Worked with local suppliers for Christmas gifting with over £3000 spent with local providers

4.2  
Customers

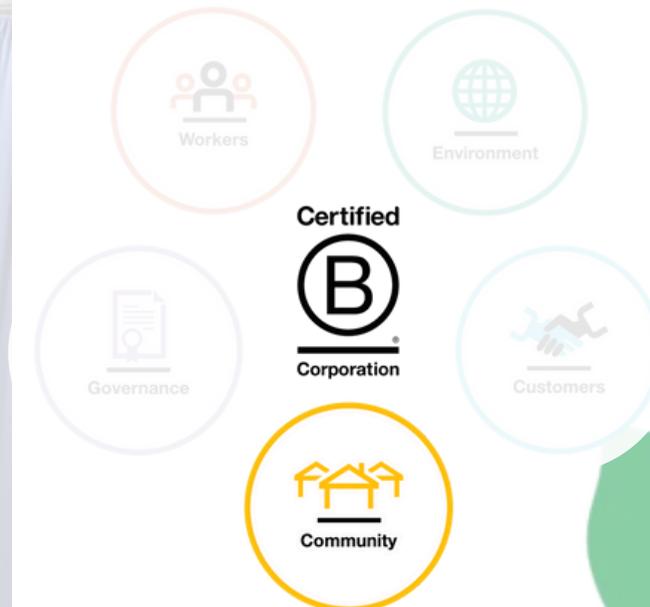


# Our Communities

**Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.**

## What we've done:

- 5% of our profits donated to charity – Catalyst
- Discussed plans to create and launch a Community Foundation in 2024 / 2025
- Team and Community activities including 9 marathons, ultra marathon, climbing Mont Blanc, Bake Sales, Quizzes and Tuck box all contributing to raising £7000 for our Charity Partner
- Pro Bono support given to Charity partner for sales and marketing activity
- School, College and University and Army talks given to support students with career options, running a responsible business – 18 hours
- Volunteering time of 120 hours donated
- Promoted and supported volunteering opportunities across the business network through our charity partner
- Encouraged Pay it Forward on conference places, training and mentoring services
- Provided free training places to team members of our charity partner



# Catalyst, Our Charity Partner

At Just Williams, we believe in driving real, measurable change. Each year, we select a charity partner to maximise our impact, and for this financial year, we have proudly supported Catalyst Stockton, a leading organisation strengthening the voluntary, community, and social enterprise (VCSE) sector across Stockton-on-Tees. By partnering with Catalyst, our efforts have reached a wide range of local organisations, supporting those who need it most.

## What we've done:

### Fundraising Challenges

- Raising £7,000 for Charity Partners
- Mont Blanc climb
- Marathons & ultramarathons

### Volunteering & Community Support

- Donating 120 hours of volunteering time
- Pro bono sales and marketing support
- Litter-picking initiatives
- Holiday donation drives
- Planted a tree in partnership with Catalyst in replacement of a trophy at the awards ceremony

### Training & Development

- Hosting training sessions
- Inviting Catalyst to do a training session with the team on CSR

### Financial Commitment

- Donating 5% of net profits to Catalyst to support their work.

## Impact

Our support has helped Catalyst empower VCSE organisations with the skills, funding, and networks they need to grow sustainably. Feedback from our training sessions has been overwhelmingly positive, with participants reporting increased confidence, knowledge, and connections.

Winning the Business Community Impact Award 2023 was a proud moment, but our greatest achievement is the tangible difference we have made. By bridging the gap between businesses and charities, fostering collaboration, and creating lasting change, our partnership with Catalyst continues to strengthen our community.

As we continue to grow, so too will our commitment to driving social impact.



# Impact Plans for 2024 – 2025

We are driven by a commitment to continuous improvement, always striving to learn, stay curious, and set ambitious goals. Below are our key pillars and plans for the year ahead:

Governance	People	Environment	Customers	Communities
Merge two brands together and align all material and messaging	EMI Scheme launch in June 2025	Carbon Reduction Plan for 2030	Twice per annum full survey / forum and feedback	Associate Stakeholder Review and completion of ESG Questionnaire
Develop a new website	Develop a comprehensive and engaging team training plan	Reduce our Landfill by 25%	Produced quarterly newsletters with opportunities to engage with training, litter picking and other charity and community activities	Develop Catalyst Community Foundation
Refine and embed SDGs	All team to hold active CPD plans	Remove single use plastic from our office	All stakeholder questionnaires held	Track volunteering time
Stakeholder audits and increased engagement	Mentorship program for all senior staff	Continue to work with the landlord to influence best practices	All to have local supply chain and charity partner	Appoint Champions in Gender Equality space
Review our values / purpose and vision and create a playbook for all	Encourage additional use of personal and professional development pot	Provide training to our stakeholders in this space	Increase charity engagement	Engaging in training with our charity partner to increase awareness
Full team management meetings for the business with financial transparency and NED openness and engagement	£250 charity donation	Engage with the local council to work towards informing and educating other local businesses		Newsletter to all stakeholders informing of volunteering / training and ESG opportunities / information
Responsible Business Conference	Volunteering Days	WFH schedule launched to reduce travel		Grow team to litter pick
Measurement of Impact	Wellbeing Days			
Assign new team B-Corp Champions	My Ideas session			
	T Level Students			
	Appt B Corp Champions			
	Enhanced retention rate			
	Team activity days through activity and encouraging additional use of Private healthcare			



## **Thank You for Your Continued Support**

As we reflect on another impactful year, we extend our heartfelt thanks to you, our customers, partners, and community. Your support has been instrumental in helping Just Williams achieve so much in our journey as a certified B Corp, and we couldn't have done it without you.

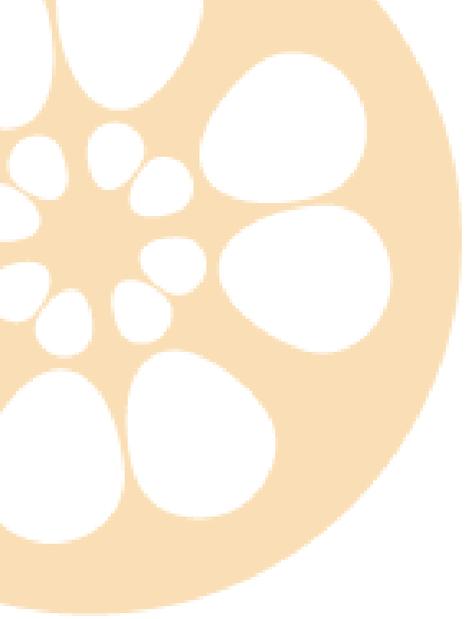
This year marks our first year as a B-Corp certified business, and we are proud to share our progress and achievements with you in this Impact Report. Every milestone is a testament to the dedication of our team, our partners, and our community. We are especially grateful for the trust you've placed in us and the opportunity to create positive change together.

As we look ahead, we remain committed to improving, innovating, and embedding sustainability into every aspect of our business. We will continue striving for excellence across all areas, and we're excited to take on new challenges in the year to come.

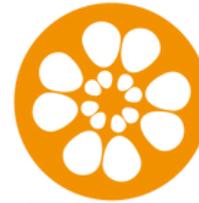
Thank you for being a part of our journey. Your involvement inspires us to keep pushing the boundaries of what's possible and to use business as a force for good.

**Thank you,  
Jessica Williams**





Just **Williams**



The  
Just **Williams**



**S A L E S   A C A D E M Y**



Certified



Corporation

1st June 2023 – 31st May 2024