



The SME Agency

# Just Williams

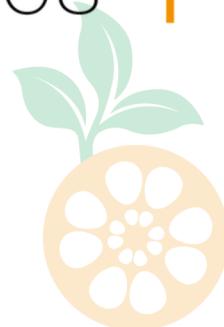


Sales | Marketing | Events

Certified



Corporation



# Impact Report



1st June 2024 – 31st May 2025



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## Our Purpose

We help businesses grow sustainably by delivering ambitious, results-driven sales and marketing solutions. Through collaboration, we drive positive change for our clients, our communities, and the wider economy—creating lasting impact and championing responsible business at every step.

## Our Vision

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



# Our Journey

This is our fourth Impact Report—and our second as a certified B-Corporation. Established in 2015 by our Founder and Managing Director, Jessica Williams, we began as a sales agency and have since evolved into a full sales and marketing provider serving organisations across the UK, taking on our first international client in 2024. In 2025 we merged Just Williams Ltd and The Just Williams Sales Academy into one united business: Just Williams – The SME Agency.

We began our B-Corp journey in 2020 during the pandemic. We remain passionate about using business as a force for good—championing small businesses, local supply chains, the Real Living Wage, and the Better Business Act—and demonstrating that profitability aligned with purpose-led activity creates positive impact across our community.

We have attended and supported national B-Corp events, and established B-Local North East with fellow board members, through which we have hosted events of our own. Alongside this, we raised the profile of B Corp across our region, through regular spotlights in Northern Insight. We aim to lead by example with a mindset of continuous improvement, learning, and positive influence.

Rooted in Values

Growing Together



# Leadership Letter

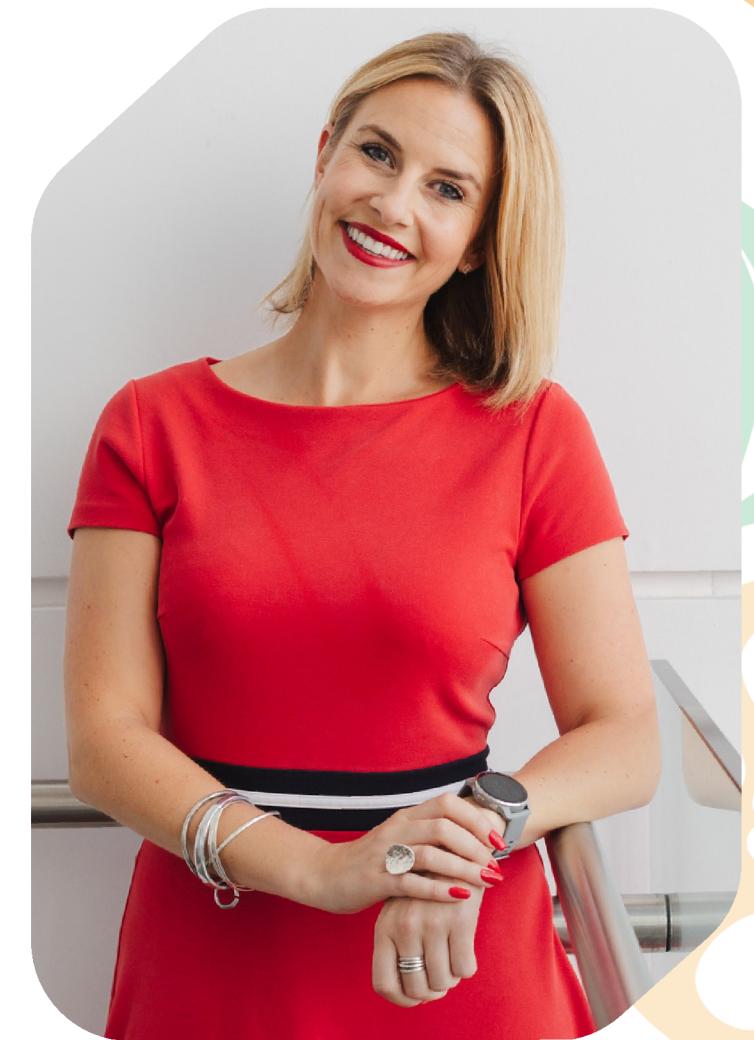
As the founder and steward of this organisation, I am committed to the longevity and sustainability of Just Williams. As we celebrate our tenth birthday in 2025, we remain an agency built on relationships, community engagement, and an unwavering commitment to support all stakeholders fairly.

Our B-Corp commitments continue to evolve as we grow. Launching the B-Socials—hosting more than 300 people from across the North East—has opened doors to conversations with local councils, business boards, universities, and SMEs about “business as a force for good”, as well as the practical realities of running a small certified B-Corp.

In early 2025 we launched our Community Foundation in partnership with our charity partner Catalyst—a highlight for the team. We raised £13,000 through charity champion challenges and supported 15+ local charities and community groups. This period shows particularly strong impact in the Communities pillar thanks to the team’s wholehearted engagement.

Our team volunteered, fundraised, delivered career talks in colleges and schools, donated blood, shopped pre-loved, gifted to charity shops, supported local library banks, established litter-picking groups, hosted work experience students, and provided pro-bono time and expertise.

**— Jessica Williams, Founder & Managing Director**



# Impact Plans & Progress (2024–2025)

We value continuous improvement—staying curious and ambitious. We set stretching plans for 2024–2025. Many items are on target (●), several are in ongoing (○), and one has been withdrawn (●) after identifying a more effective informal approach via weekly team meetings.

Governance	
Plan	Status
Merge two brands and align all materials and messaging	● On Target
Develop a new website	● On Target
Refine and embed the SDGs	● On Target
Stakeholder audits and increased engagement	○ Ongoing
Review values, purpose, and vision; create an Employee Playbook	● On Target
Full-team management meetings with financial transparency and NED engagement	● On Target
Responsible Business Conference	● On Target
Assign new team B-Corp Champions	● On Target



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People	
Plan	Status
Launch EMI scheme (June 2025)	● Ongoing
Develop a comprehensive, engaging team training plan	○ Ongoing
All team to hold active CPD plans	● On Target
Mentorship programme for senior staff	● On Target
Additional use of personal/professional development fund	○ Ongoing
£250 charity donation per team member	● On Target
Volunteering days	● On Target
Wellbeing days	● On Target
T-Level students/work placements	● On Target
Enhanced retention rate	○ Ongoing



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Environment	
Plan	Status
Carbon Reduction Plan for 2030	● Ongoing
Reduce landfill by 25%	● Ongoing
Remove single-use plastic from office	● Ongoing
Work with landlord to influence best practice	● On Target
Provide training to stakeholders	● Ongoing
WFH schedule to reduce travel	● On Target



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*“Just Williams has helped bridge the gap between the work we've done and getting in front of the right people. In a short time, they've helped raise our profile, now people know we're here.”*

**Jonathan Morgan, MITS Group**

Customers	
Plan	Status
Two full surveys per year + forum & feedback	● Ongoing
Quarterly newsletters with training/volunteering opportunities	● Ongoing
Consolidate stakeholder questionnaires	● On Target
Embed local supply chain & ESG elements	● On Target



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Communities	
Plan	Status
Associate stakeholder review + ESG questionnaire	● On Target
Develop Catalyst Community Foundation	● On Target
Track volunteering time	● On Target
Appoint champions in gender equality	● Ongoing
Stakeholder newsletter with volunteering/training/ESG info	● Ongoing
Grow team participation in litter-picking	● On Target
Replace formal 'My Ideas' programme with weekly meeting slot	● Withdrawn



*“Just Williams has been an invaluable partner, going beyond traditional financial support to actively break down barriers between the private and charity sectors.*

**Megan Stevens, Catalyst**



# Highlights (June 2024 – May 2025)

- Organised and hosted JWY3P, raising £13,000 for local charities.
- Launched the Just Williams Community Foundation.
- Supported 13 small charities and community groups.
- Created a comprehensive Employee Playbook.
- Implemented new people policies and processes.
- Provided 30 days of work experience.
- Partnered with Refugee Futures to provide volunteering opportunities.
- Worked with Decerna to reduce Scope 3 emissions.
- Championed the Better Business Act, B Corps, and Real Living Wage through talks at Stockton Borough Council, four universities, and several colleges.
- Delivered client events raising £16,000 to date for Middlesbrough Football Club Foundation.



# Highlights (June 2024 – May 2025)



- Co-hosted the region's first **Responsible Business Conference** with Northumbria University Business School.
- Hosted an **Associate Summer Social**; refreshed associate contracts; supported 10+ local independents (~£15,000).
- Supported Stockton Council Business Board as a B-Corp leader.
- Influenced customers to adopt local supply chains and sustainable products; £50,000+ spent with small independents.
- Planted 300 hedges and trees across the borough.
- Customer engagement score: 87%.
- Donated 6 pints of blood.
- Organised and hosted 9 litter-picks across the borough.
- Delivered a keynote at a charity conference and free workshops on corporate partnerships.

# B Corp Board

In November 2024, Jessica Williams was appointed to the newly formed B Local North East Board. This marks a significant milestone for the region, as the new B Local initiative aims to strengthen the growing community of B Corporations and champion the principles of using business as a force for good.

B Locals are place-based communities developed in partnership with B Lab UK. Their purpose is to bring together organisations committed to social and environmental responsibility, fostering collaboration and amplifying the positive impact businesses can have within their communities.

## Meet the B Local North East Board



**Gemma Brannen**  
**Robson Laidler**



**Jessica Williams**  
**Just Williams**



**Mandy Barker**  
**Sail Creative**



**Suzanne McCreedy**  
**UMi**

# Impact Score

In April 2025, B-Lab introduced new standards; our recertification is due June 2026. We began self-assessment immediately, formed an internal B-Corp team, and allocated actions. While the revised standards are not points-based, we continue to reference our 2023 certification score and existing pillars while transitioning to the new framework.



- 100.1 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



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# Governance

**Governance evaluates a company's overall mission, engagement around its social and 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.**

- Championing SMEs and B-Corps to ~6,000 local businesses through voluntary board appointment on the Stockton-on-Tees Council Business Engagement Board.
- Monthly board meetings and governance aligned with NED oversight.
- Appointed a Culture Coach for team development and process improvement.
- Active in the Business Climate Coalition.
- Website carbon audit completed; new consolidated site planned for the merged brand.
- Launched the Employee Playbook.



# Governance

- Adopted Monday.com for time tracking, client delivery, and project management.
- Amalgamated two limited companies into a limited company one operating model.
- Introduced enhanced supplier processes and controls.
- University engagement to educate and inspire future responsible leaders.
- Partnered with Northumbria University to launch the North's first Responsible Business Conference (2025).

**Governance Pillar Lead: Jessica Williams, Founder & MD**



# People

**People 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 programmes to support individuals with barriers to employment.**



Our people are our greatest asset. This year we:

- Hired 4 team members.
- Allocated mentors for each of the management team.
- Hosted 6 work experience students.
- Brought in Tom, our T-Level student, one day per week
- Launched the Employee Playbook.
- Refreshed our recruitment and interview process.
- Committed £250 per team member to a chosen charity.
- Ran training in health & wellbeing, financial education, and environmental awareness.
- CPD Fund



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# People

We are a  
**Living  
Wage**  
Employer



- Remained a Real Living Wage supporter.
- The Team has received 76+ hours of CPD time
- Appointed Luke Lane as EDI Champion.
- Encouraged movement through step and activity challenges.
- Provided locally sourced coffee, teas, and snacks.
- Culture workshop delivered to team
- Offered 2 volunteering days per person, per year.
- Provided private healthcare to all employees.
- Supported personal and professional development via a CPD fund.

**People Pillar Lead: Emma  
McDonald, Head of Delivery**



# 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.**

- Annual personal carbon footprints with reduction targets at home.
- Tree-planting initiatives.
- Partnership with Decerna to understand and reduce Scope 3; grant secured for a more eco-friendly printer.
- Eco-friendly merchandise and materials.
- Recycling training and education to reduce landfill.
- Influence managed workspace practices: battery and IT recycling; energy efficiency guidance.



# Environment

- Office food waste composted
- Active member of Stockton-on-Tees Climate Coalition (2+ years).
- Reduced travel via car-sharing, WFH, and public transport.
- Shared energy-efficiency and recycling information with 60 tenants.
- Organised 9 litter-picks around the Barrage.

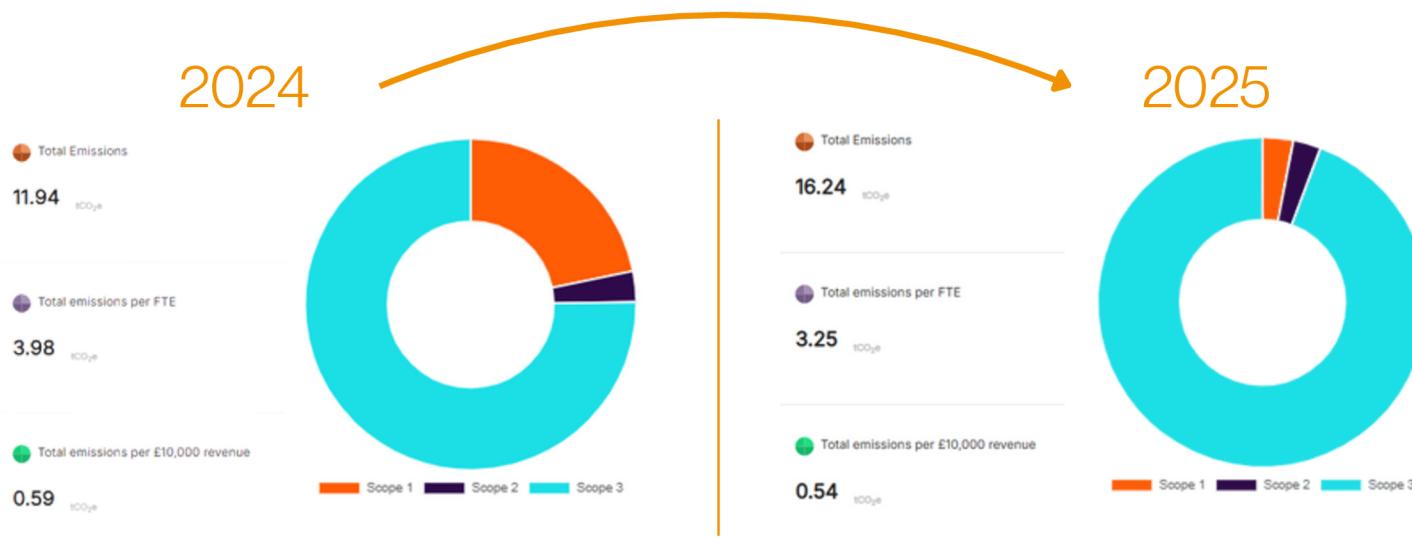


**Environment Pillar Lead:  
Jessica Williams, Founder &  
MD**



# Carbon Emissions Report

We partnered with Decerna to set a solid foundation for our net-zero ambitions. Using the platform, we established a baseline year, measured our Scope 1, 2, and 3 emissions, and built a compliant Carbon Reduction Plan. Thanks to this structured, data-driven approach, we've identified key hotspots, tracked tangible reductions, and laid the groundwork for long-term sustainability



Saved  
0.73 tCO2e\*  
per FTE

As we continued our growth journey between 2024 and 2025, our expanding activity naturally led to an increase in total emissions. However, despite this rise, our carbon efficiency improved across the board. Emissions per FTE and per £10,000 revenue both fell, demonstrating that while the business has grown, it has done so in a more efficient and less carbon-intensive way. This marks an important early milestone in our decarbonisation journey, as we begin to decouple organisational growth from environmental impact.

\*Tonnes of Carbon Dioxide Equivalent



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# 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 recognises 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.



Our customers are central to our purpose. We survey twice a year and maintain regular touchpoints (in-person, WhatsApp, Teams, email) to continuously improve.

- Latest customer survey average score: 87%.
- Offered in-house training sessions.
- Facilitated 5 client–charity partnerships, raising £10,000 so far.
- Two customers attended the Responsible Business Conference and have since adopted ESG strategies.

# Customers



- Supported local supply chains through our Associates model—~£60,000 lifetime to regional freelancers/independents.
- Expanded engagement options (online, in-person) and improved reporting.
- Supported customer participation in community activities and fundraising.
- Coordinated client career talks across schools and colleges.

**Customer Pillar Lead: Chloe Taylor**



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# 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 recognises 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.**

- Donated 5% of profits to charity—Catalyst: £7,200.
- Launched a Community Foundation through Catalyst.
- Supported 12 local charities and community groups.
- Raised funds through marathons and bake sales.
- CEO Charity Challenge: 13 CEOs completed the Yorkshire Three Peaks; £13,000 raised.
- Keynote and complimentary workshop delivered to 9 charities at the annual Catalyst Conference.
- Free workshop helping charities develop commercial offers for diversified income.
- “Pay it forward” options at events to improve inclusion.
- Partnership with Refugees Future for volunteering and paid training.
- Worked alongside Kebede, from Refugee Futures.



# Communities

- Partnership with Refugees Future for volunteering and paid training.
- Team delivered 194+ hours of volunteering time to the community
- MD serves on the Council Business Board supporting the SME community.
- Associates Programme channels significant work to local freelancers.
- Volunteering hours
- 30 days of work experience across borough schools.
- NEPIC Community Prize funded two benches and a reading corner at Bowesfield Primary School.
- Provided 17 hours of free training to our charity partner via complimentary workshop places.
- Raised £3,000 through 'Lone Survivor'

**Communities Pillar Lead: Luke Lane (also leads our Climate Coalition participation)**



# Catalyst, Our Charity Partner for 2025/25



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.



CHANGING  
LIVES



The Just Williams Community Fund was launched in partnership with Catalyst Stockton to mark our tenth anniversary and deepen our commitment to using business as a force for good. Drawing on Catalyst's expertise and understanding of local needs, the Fund ensures meaningful, targeted support reaches grassroots organisations delivering vital services across the borough. In its first year, the Fund has provided £6,000 to 12 charities and CICs, enabling a wide range of community projects to take place and creating immediate, visible impact.



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**Just Williams** The logo for Just Williams, featuring the company name in a bold, black, sans-serif font next to a stylized orange and black fruit icon.

# Impact Plans (2025–2026)

- Embed new standards with clear owners, milestones, and quarterly reviews.
- Launch consolidated website and publish a live “Impact Hub”.
- Increase local supply-chain spend and supplier ESG onboarding.



- Increase annual volunteering hours and community investments.
- Maintain customer engagement  $\geq 90\%$  with biannual surveys and response plans.
- Report progress in the next Impact Report (June 2026).



- Deepen client ESG enablement (toolkits, clinics, measurement).
- Scale B-Socials and B-Local partnerships across the North East.
- Reduce Scope 3 emissions in line with the transition plan.



# New Standards (April 2025 Onward)

With standards updated in April 2025, we have completed the Self-Assessment and established a working group led by the Managing Director with Emma McDonald and Luke Lane. Our goal: strong progress ahead of recertification in June 2026.

## 1) Foundation Requirements

- Complete and assign champions/actions from the self-assessment well ahead of 2026.
- Ensure the new (mid-2025) website hosts impact reports, signposting, and a clear statement of interdependence.

## 2) Purpose & Stakeholder Governance

- Revise and re-communicate our purpose with stakeholder input.
- Provide transparent, accessible communication channels for all stakeholders.
- Align NED reporting with governance and approvals.

## 3) Fair Work

- Review all employee and associate contracts.
- Ensure full access to the Employee Playbook and contractual clarity.
- Provide regular updates on all benefits.

## 4) Justice, Equity, Diversity & Inclusion (JEDI)

- Liaise with local government on demographics and proportional representation.
- Advertise roles across a broader range of platforms.
- Deliver additional team training.
- Conduct an equity audit and implement a JEDI policy.
- Embed JEDI commitments across internal and external communications.

## 5) Human Rights

- Publicly commit to the UN Guiding Principles on Business and Human Rights.
- Review stakeholder engagement.
- Review procurement policies.

## 6) Climate Action

- Develop and publish a climate transition plan aligned to net zero by 2050.
- Publish a transparent climate action plan.
- Provide comprehensive training to our team and stakeholders.
- Align NED reporting with governance and approvals.

## 7) Environmental Stewardship & Circularity

- Review supply-chain agreements to factor actual/potential environmental impacts into all material procurement decisions.

## 8) Government Affairs & Collective Action

- Create a Lobbying Policy.
- Engage in responsible lobbying to positively influence outcomes.
- Participate in collective action to advance social/environmental goals.
- Contribute to external research that advances social/environmental outcomes.
- Promote public policy that advances social/environmental impact.





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