


HighRise

Certified B Corporation
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# High-Rise Communications

## B Corp Impact Report

**2025 / 2026**
Oct 2025 - Oct 2026

www.highrisecommunications.co.uk

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# 1. Introduction

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# Introduction

## from our Managing Director

“This year is High-Rise's 10th anniversary and our first year of being a B Corp. And both feel like milestone achievements for us. Over the past 12 months we’ve learned a lot – including that becoming a B-Corp is good, but working hard to keep up the momentum is even better.

We are continuing to work with businesses that are making a difference in their communities. This year, that has included campaigning with our hospice clients on funding for end-of-life care, while other clients we are working with for the first time include a carers’ charity and two charitable foundations.

With the arrival of Number 10 North and new PM Andy Burnham’s focus on good employment and supporting young people into work, we feel like we are doing business in the right way at the right time. We’re proud to be a business making a difference to the city region. In the past year, we have introduced a secondment policy for staff and also introduced the opportunity to buy back up to six extra days’ holiday per year.

We have also provided over 200 hours of pro-bono support over the past 12 months including to the Manchester Mindfulness Festival as well as continued support to our friends down the road at the Modernist Society CIC.”



**Helen Furnivall**

Managing Director

# Our B-Corp journey so far

### October 2024

We became B Corp certified, after years of providing purposeful communications for businesses and charities that want to make a difference.

### May 2025

Our first group first-aid training. We offer all our staff first-aid training, as part of our commitment to a resilient city-region.

### December 2025

We released our first Impact Report, showing how we've continued to improve our commitments since becoming a B Corp.

### September 2026

We introduced our holiday buyback policy – allowing staff to buy back an additional six days' leave per year.

### October 2027

Our Year 3 audit will be taking place in a year's time, where we will showcase how we have maintained and continue to carry out the Year 0 baseline standards, as well as meeting the Year 3 progress requirements.

### April 2025

We are a real living wage employer and were officially real living wage accredited in April 2025.

### November 2025

We introduced our sabbatical policy, for staff with two year's service – allowing them to take up to six months' off unpaid for travel or other life goals.

### May 2026

We became a Disability Confident Employer, integrating further inclusivity into our job advertisement template.

### October 2026

Two years on, we're releasing or second Impact Report. In this report you will find out what we've been up to in our second year of being B Corp certified, and how we are continuing to improve.

# Summary of our Impact scores

## Our 2024 certified score - 97.9 / 140

We are proud of the impact we have created so far in our B Corp journey.

In this Impact Report we will be taking a look at B Corp's new seven core Impact Topics, setting progressive targets for each as we grow into our third year of certification in 2027.



**Customers - 27.3**

Highlight: Support for Underserved/Purpose Driven Enterprises - 14.6



**Governance - 13.8**

Highlight: Mission Locked - 10



**Workers - 24.0**

Highlight:
Financial Security - 7.9



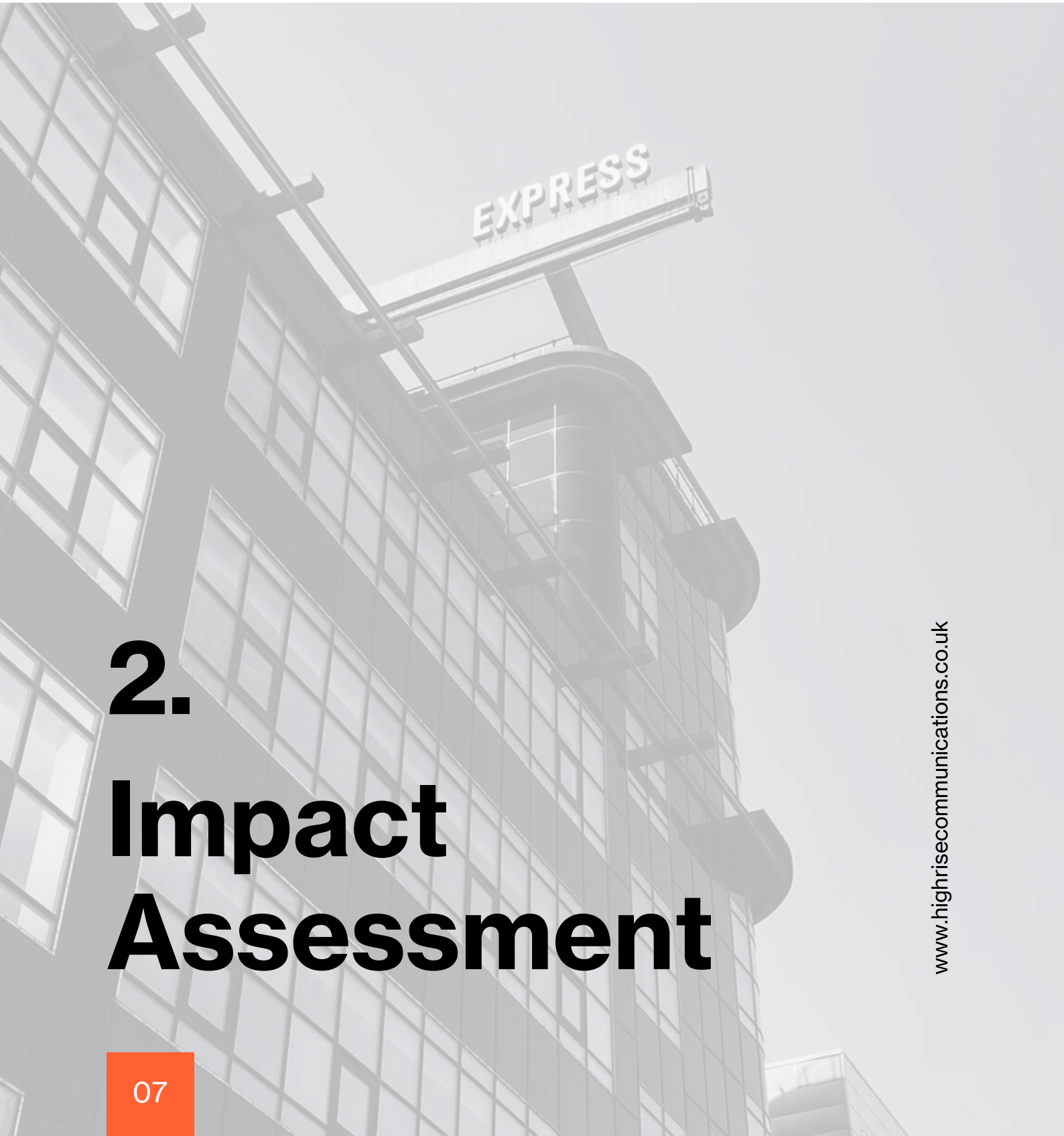
**Community - 18.6**

Highlight: Diversity, Equity & Inclusion - 6.9



**Environment - 14.2**

Highlight: Environmental Management – 6.5




# 2. Impact Assessment

# Purpose & Stakeholder Governance (PSG)

## What we said:

- We will help our staff to be better able to articulate our mission and understand their role in supporting us to grow the number of purposeful organisations that we work with.
- We will make B Corp part of annual appraisals and objective setting.
- We will introduce an annual client satisfaction review in place and find out how important our being B Corp certified is to our clients.

## What we did:

- We have introduced a new template for monthly one to ones that includes B-Corp progress.
- We have introduced monthly standalone B-Corp meetings to make sure PSG isn't getting lost in other meetings.
- B Corp now forms part of our annual staff appraisal process.
- We have secured new purposeful clients including organisations supporting carers and a charity focused on impact investment.

## What's next?

- Our December end of year review discussions with clients will include asking them how aware they are that we are B-Corp certified and if so, how much it matters to them.
- We will continue to increase our number of clients who are aligned with our purposeful ethos.



# Fair Work (FW)

## What we said:

- We will better measure company culture.
- We will improve our staff intranet so key policies and information is more easily findable in one place, including information on flexible working.
- We will introduce a scheme that allows staff who have successfully completed their probation to purchase up to 10 days extra holiday per calendar year.
- We will introduce staff season ticket loans
- We will introduce diversity monitoring
- We will introduce a six-monthly pulse staff engagement survey.
- We will introduce a holiday buy back scheme and continue our early finish of 4:30pm on Fridays.

## What we did:

- We improved our staff intranet resources, including info on our policies, procedures, Westfield health insurance, our handbook, workplace health and safety. We also created a Mental Health and Wellbeing area where staff can find resources for mental, financial and social wellbeing.
- We created a Going Home checklist for our staff to reflect at the end of every work day, to ensure they can switch off and enjoy their evenings.
- We have brought in a holiday buyback scheme from October 2026 to enable staff to purchase an extra six days holiday per calendar year.
- From January 2026, we began giving out team day feedback surveys that reflect on staff engagement, culture, and takes staff opinions into account.

We introduced a sabbatical policy in November 2025 for our staff who have worked at High-Rise for over two years, giving them an opportunity to take unpaid leave for up to six months. This has already been used by a member of our staff.



# Fair Work (FW)

## What's next?

- By the end of 2026, we expect to have moved from being a Supporter of the GM Employment Charter, to becoming a Member. This encompasses many aspects of the way we support our staff including; flexible working, engagement and voice, recruitment, health and wellbeing, pay, people management, and secure work.
- We will offer people management training for our staff. Good management positively impacts company culture, and we want to ensure our managers are able to grow their knowledge and expertise when it comes to people management.

**Following input from our team, we will be adding 'new business' as a standing agenda item to our start and end of week catch ups, so every member of our team can help our company grow and secure more work with purposeful clients.**



# Justice, Equity, Diversity & Inclusion (JEDI)

## What we said:

- We will become a Level 1 Disability Confident Employer by end of the year.
- We will increase our proportion of older or part-time workers by advertising flexible hours such as part-time in future job advertisements.
- We will run a paid internship programme, bringing on one intern per year.
- We will improve JEDI knowledge and capacity in our team through internal discussions, training and surveys.

### Some feedback from our 2026 JEDI surveys:

***"Everyone is respected and valued in our team"***

***"My nationality, sex, race, disability and sexual orientation is never a factor or affects my work life"***

***"We have regular team days, meetings and lunches as a team to bond and get to know each other. We also feel comfortable to talk openly at the office and all input to group discussions without feeling shut down or not listened to."***

## What we did:

- We became a Level 1 Disability Confident Employer in May 2026 and have integrated this into our job advertisement template. This ensures in any future vacancies, we are offering a job interview to someone with a disability should they meet the requirements for the role.
- Our job advertisements now not only mention the flexibility that we offer, opening the roles up to a wider range of workers e.g. part-time carers, parents, older workers, but includes more details in terms of work-from-home and flexibility for the roles, available hours, to ensure people can apply for roles with full transparency.
- We brought in twice yearly JEDI surveys from January 2026 which ask our staff for feedback on how they feel our company can improve equity, diversity and inclusion.
- Everyone in our team completed EDI training in July 2026.
- Following discussions with our team, we will be improving our join us page to include more imagery of the workspace. We work at Huckletree, a B Corp shared office space – and showing this will make people feel less anxious about coming in for an interview.

# Justice, Equity, Diversity & Inclusion (JEDI)

## What's next?

- We will ensure our recruitment process is consistent, and promotes justice, equity, diversity and inclusion. This means formalising much of what we already do and ensuring our recruitment processes and interview processes are accessible and enable us to find the best candidates for every role.
- We will check our job advertisements for gender bias, provide more details about the interview process that may help someone who is neurodiverse, and ensuring it is clear what necessary and desirable experience and skills we want for each role.
- As part of our recruitment process, we will be asking people if they would like to disclose their preferred pronouns ahead of the interview process.
- We will be training up our staff in unconscious bias – through further reading, resources and training materials we are working to ensure that we create a fair, equal workplace in every way.
- We will be undertaking more JEDI training as a team in 2027.

### What our team said about how we can improve JEDI in our organisation:

***"Promote more open and natural conversations about JEDI issues so the topics are taken with more understanding"***

***"EDI training, maybe doing more events as a team, more resources available around JEDI / more internal discussion"***

***"More diversity within the team"***



# Human Rights (HR)

## What we said:

- We will complete a risk assessment to assess our supply chain, the products and applications we use, and the likelihood of negative human rights impacts related to organisations, clients and projects and will take any necessary mitigation actions.
- We will assess our use of technology and the impact on human rights in the supply chain.
- We will create an AI policy to assess our use of AI and the amount of freshwater withdrawals it uses for business purposes.
- We will continue our campaigning work including for people facing discrimination and stigma in the UK, including people with a life-limiting illness and people with a disability.

## What we did:

- At the start of 2026, we carried out a risk assessment, compiling a list of the products, services and applications we use, highlighting any possible risk they could cause. We have created a formal document so that the team is aware of when and how to carry out the assessment each year.
- We have created an AI policy that reflects on our use of AI, what constitutes responsible use and sets out guidance to our employees.
- We have continued our campaigning work by providing support to a variety of not-for-profit organisations, charities and hospices. In 2025 we welcomed an animal rescue and shelter, as well as a mental health and carers charity to our roster. We have also continued to provide dedicated communications services to a number of hospices throughout the year, supporting their fight for better funding.



# Human Rights (HR)

## What we did:

- We have additionally created more structure around our quarterly team days, making sure to schedule them into our team calendar a month in advance as well as supplying an agenda for the day. We also now provide feedback forms at the end of every team day, so that we can gather anonymous feedback which helps us monitor their success and improve.
- We have also created and distributed a formal client onboarding process document to explain our working practices to clients and how they can get the most value out of our support.

## What's next?

- We will continue to complete risk assessments every year to assess the impact of our supply chain on human rights, and will assess every new database, product, application and company we work with under this lens.
- We will continue to refuse representation for companies with known supply chain human rights abuses.
- We will prioritise supporting non-profits, activists and other B Corps.



**As part of campaigning for people facing discrimination and stigma**

we will combat disinformation through rigorous factchecking, amplify marginalised voices and relay information accessibly in all our communications.

# Environmental Stewardship & Circularity (ESC)

## How we take action on the environment

As an agency we care about championing and actioning sustainable working practices. We regularly share our progress on minimising our environmental impact with existing and potential customers via our website and other channels, including social media and our monthly newsletter.



We hold ourselves fully accountable for our impact on the environment by proudly implementing policies, including on travel and hybrid working, that drive down our environmental footprint.

We remain based at Huckletree Ancoats in Manchester, a co-working building and a B Corp organisation which supports the monitoring of our building's emissions.

**We also work with clients that are B Corp and similarly dedicated to combating the climate crisis and enhancing the wellbeing of the planet.**

# Environmental Stewardship & Circularity (ESC)

## What we said:

- We will introduce a month of ‘meat free Mondays’ to save water and reduce deforestation and the release of greenhouse gases.
- We will look into implementing a season ticket loan scheme to encourage staff to travel by public transport.
- We will work to ensure our business’ carbon footprint is offset by supporting verified projects to reverse our total CO2 emissions.

## What’s next?

- Once all the carbon emissions from our work journeys have been logged, we will use a carbon calculator to work out our overall carbon footprint which we will then offset by supporting verified projects or buying carbon credits to reverse our total CO2 emissions.
- We will implement a season ticket loan scheme in the next 12 months that will benefit staff and encourage rail travel.

## What we did:

- We are currently mid-way through a month of ‘meat free Mondays’ which we are promoting on our social media channels to champion and encourage sustainable practices.
- We are currently in the process of researching and implementing a season ticket loan scheme to encourage staff to travel by public transport. Greater Manchester's rail integration into the Bee Network begins on December 13, 2026 and will include contactless tap-in/tap-out ticketing that will likely encourage more staff to travel by train, the most carbon-efficient motorised way to travel.
- We are actively logging the carbon emissions per passenger/team member for all our journeys during work hours and commutes.



# Climate Action (CA)

## What we said:

- By Year 3 of B-Corp membership we will institute our business travel policy into our wider travel policy.
- We will continue to assess the efficacy of sustainably sourced materials, with annual assessments by Year 5.
- By year 5 of B-Corp membership our impact reports will include assessments of our wider supply chain with recommendations as to whether vendors can be replaced with more sustainable alternatives.

## What we did:

- We've minimised our usage of private motor vehicles in our operations, with a strict criteria needing to be met by staff.
- As a part of our annual risk assessment of our supply chain, we will consider if buying sustainably sourced and second-hand equipment is an option.
- We consulted staff via anonymous surveys getting their view on increasing our supply of second-hand and sustainable work materials.
- We consulted staff via anonymous surveys on potential changes to our travel policy.
- We've begun the process of searching for more sustainable vendors in our supply chain to meet our year-5 commitment.

## What's next?

- We will continue to reduce our utilisation of private motor vehicles in our operations. This will include consulting clients, where applicable, about their business travel policies and influence more sustainable operations through our work.
- We will designate an internal team member to take charge of our search for more sustainable vendors to meet our year-5 commitment.
- We will expand our consultation of staff members to reach an equitable decision on the potential replacement of vendors to more sustainable companies.
- We will review our office provision in Q1 2027, making sure it is still the space best suited to our needs, including in terms of sustainability.

**We will seek to strengthen our existing business travel policy with reductions in private mileage each year to year-5 to further minimise our carbon footprint.**



# Government Affairs & Collective Action (GACA)

## What we said:

Increase our public affairs offer to clients as part of our campaigning work and driving local, regional and national change.

- engagement with MPs
- engagement with national infrastructure bodies and campaigning organisations
- increasing the team's understanding of public affairs as part of our integrated communications support offer.

## What we did:

- We have done a huge amount of campaigning work on fair hospice funding, working with hospices including Ashgate Hospice in Chesterfield, and in close collaboration with national membership organisation Hospice UK.
- We have attended parliament to make the case for fairer funding to Derbyshire's MPs, working with the Hospice UK policy team.
- We have delivered media training sessions including to Ashgate Hospice and Hospice in the Weald in Kent, to allow them to explain their need for fairer funding with more impact.
- We have supported national media interviews including with BBC Health Editor Hugh Pym on hospice funding and BBC Politics on the challenges facing unpaid carers.

## What's next?

We need to work to improve the team's understanding of policy and public affairs, and how to engage effectively with MPs, councillors and other external stakeholders.



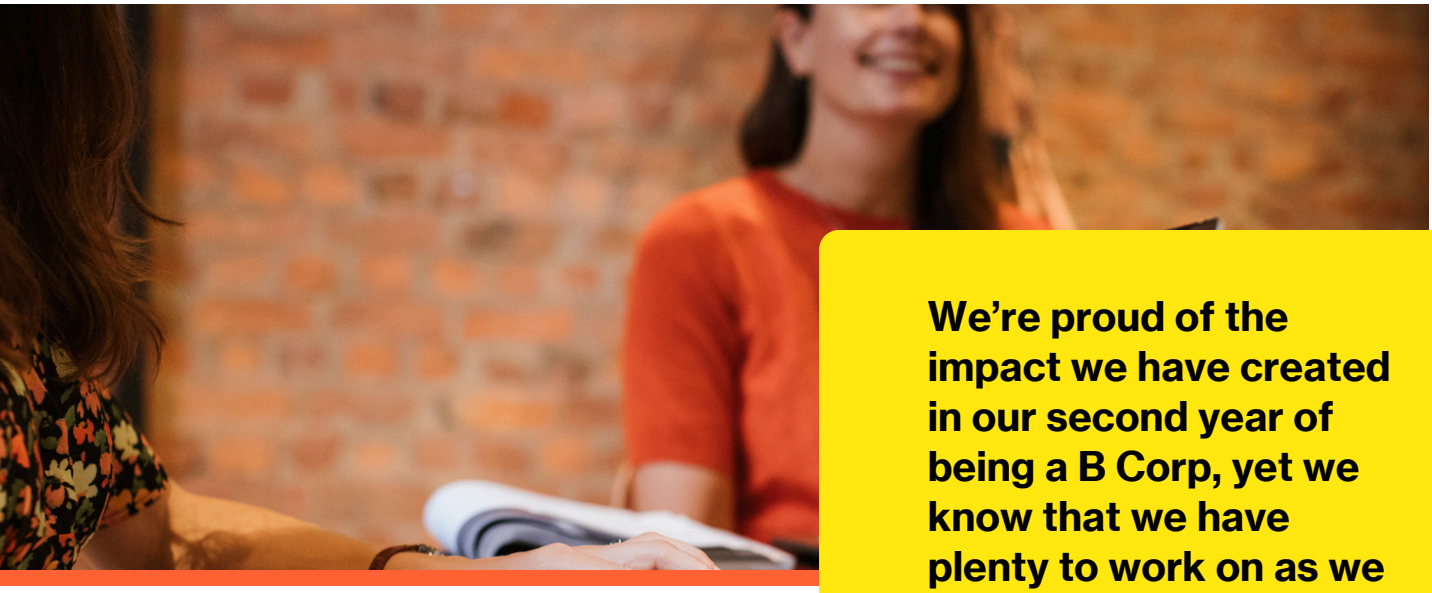



# 3.

# Summary & get in touch

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# Looking ahead



**We're proud of the impact we have created in our second year of being a B Corp, yet we know that we have plenty to work on as we move towards our Year 3 Audit in 2027.**

## Highlights from 2025/26 include ...

becoming a Level 1 Disability Confident Employer and integrating further inclusivity into our job advertisement templates. We also brought in twice yearly JEDI surveys, which will allow us to measure and improve our equity, diversity and inclusion year upon year. We have additionally introduced a variety of new policies and schemes to support our team and wider stakeholders, such as our AI policy and our sabbatical policy.

This year we have introduced several new schemes that allow us to greater centralise B Corp throughout our internal processes, such as monthly B Corp meetings and the ability to track individual B Corp progress in staff one to ones.

Maintaining regular communication with all our stakeholders is central to our operations and will remain integral to our support over the next 12 months. At High-Rise we pride ourselves on our close working relationships with our clients, and in 2027 we strive to uphold this practice.

We'll also be continuing to engage and give back to our local community by actively providing pro-bono support and expanding our support in the city-region by becoming a certified Member of the GM Employment Charter.

# Get in touch

**In need of purposeful communications to grow your organisation's impact?**

## Contact us

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