

SUNHOUSE



The **Impact Report.**

Certified



Corporation

We grow brands through soul, spine, and obsessive creativity.

A local agency, trusted by
global giants. We match
your sky high ambitions, but
always stay down to earth.



Our Values.

SOUL.

**We're a positive,
inclusive bunch.**

That's how we form a genuine connection with a brand. We care about all the people whose lives it will touch – internally and externally.

SPINE.

**You can't push the work
if you're a pushover.**

We have a backbone and say what we believe in – but always in a light way, with humour, optimism, and charm.

SKILL.

**Our process is defined
by hands-on craft and
strategic problem solving.**

We know that great work only happens through the combined skills of all Sunhousers.



Brands done *Bright.*





A word from our directors ...

Sunhouse has always been a business with soul. Becoming B Corp certified in 2022 challenged us to back that up. Not just with good intentions, but with better decisions, clearer accountability, and the willingness to keep improving.

B Corp has become more than a milestone. It's a practical lens we use as the business grows and the work gets more complex. A check-in point for the choices we make: Is this something we believe in? Is it right for our people? Is it the right kind of impact to be putting into the world?

**Our B Impact
Score has grown
from 83.3 to
89.5 this year**

We've strengthened support for our team, and continued investing in wellbeing and benefits. We've kept showing up as 1% for the Planet members, building a meaningful relationship with the Cornwall Wildlife Trust. And we've continued to put time and energy into work that contributes beyond our day-to-day, including partnerships connected to The Global Goals.

Looking ahead, we're keeping ourselves pointed in the right direction with four priority shifts: sustainable leadership, one team, fit for the future, and space to play and grow. Because the future-focused impact we want to have, for our people, our clients, and our community, depends on running a business that's healthy, resilient, and built to last.

This year, we've also sharpened how we describe what we're here to do at Sunhouse. Brands done Bright isn't just

a new line. It's a clearer commitment to grow brands in a way that's ambitious and optimistic, while still grounded in the real world. Guided by our rearticulated values – Skill. Spine. Soul. We're channelling our obsessive creativity into work we're proud to stand behind. Creatively, commercially, and ethically.

This report is our record of the year. What we said we'd do, what we did, and what we're committing to doing next. It's a celebration of progress, and a reminder that the work to a brighter future is never done. We're proud of how far we've come, motivated by what still needs to change, and grateful to our team, our clients, and our community for holding us to a higher standard. And building it with us.

With optimism,

Sally & James

The journey continues ...

Sunhouse started in 2008 with a simple idea. Build a positive agency that does great work, and treats people properly while doing it.

As we grew, in size, ambition, and the scale of the brands we work with, we had to get more deliberate about the impact we were having, not just the work we were putting out into the world.

Becoming B Corp certified in 2022 was our way of making that commitment real. Not a shiny moment. A structure. A set of standards to force the right questions and turn values into actions you can actually measure.

The best part has been how it's tightened our culture. It's given the whole team a shared bar for how we support each other day to day, how we show up for our community, how we challenge ourselves (and our clients) to make better choices in the work.

And because we work with big brands, we know small shifts can add up fast. We won't pretend every conversation ends in a perfect outcome. Sometimes it's a resounding no. But we'll always ask. We'll always push for brighter options with materials, processes, partners and production, wherever we can.

B Corp is still a journey for us. We're proud of the progress we've made so far, and we're even more focused on what comes next. Building a healthier, more resilient Sunhouse, and using our craft to help grow brands in a way that's genuinely better for people and planet.



OVERALL B IMPACT SCORE 89.5 / 140

Governance

17.7 / 25

Workers

38.3 / 50

Community

20.0 / 42

Environment

10.2 / 20

Customers

3.0 / 5

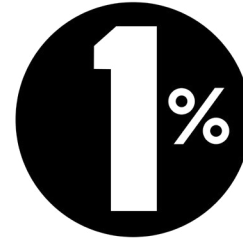




2025 Pledged
Donations



£51,152



**FOR THE
PLANET**
— MEMBER —

5

Work
Placements

Our

2025

Highlights

Worked with



THE GLOBAL GOALS
For Sustainable Development

36

Trees ***Planted***

2054

Trees ***Cared For***

NPS Score:

75

“Excellent”



What we ***said.***

What we ***did.***

What's ***next?***



Governance

Impact Area **#01**

What we *said*.

- Implement a message board for sharing environmental and social goals, spotlighting employee initiatives like volunteering, charity fundraisers and environmental achievements.
- Incorporate social and environmental goals into employee reviews.

What we *did*.

- Introduced a quarterly newsletter that showcases recent projects, client news, employee achievements and B-Corp initiatives including volunteering, B-Corp donations and energy and water usage.
- Hold bi-annual head of department meeting to increase transparency and collaboration between teams.
- Introduce best practice guide for virtual working, energy usage and efficiency, waste, recycling and providing a list of locally preferred vendors for supplies.

What's *next*?

- Establishing our official Sunhouse values and evolving our brand identity to ensure full alignment with our shared purpose and impact.
- New quantitative and qualitative colleague surveys to measure engagement and understand where we can make Sunhouse an even better place to work and give everyone a voice.



Governance *in focus.*

Sunhouse Learn

We believe that solid governance requires dedication to continuous learning. By regularly attending industry events and thought-leadership talks, we do our best to make sure our team is always informed on the latest trends and practices, keeping Sunhouse up there with the best. In 2025, we attended SXSW, World Design Congress, Blue Earth Summit and the MKS Annual Survey.



Workers

Impact Area #02

What we *said*.

- Explore ethical pension options.
- Start the Heka Benefit Scheme in January to promote employee wellbeing across the business.
- Recruit a Head of People to support employee development and training.
- Improve our pension offerings.
- Enhance our maternity/paternity benefits.
- Extra holiday for birthdays.

What we *did*.

- Audited our pension offering to ensure employee investments avoided harmful sectors. Pension offering also increased by 1.5%.
- Introduced the Heka Benefit Scheme giving employees access to a multitude of health and wellness services such as gym memberships, optical and dental cash plans and massages.
- Recruited a Head of People.
- Primary care giver leave increased by 2 weeks and we reduced the working hours for secondary care givers.

What's *next*?

- Colleague benefits survey to review and enhance our current benefits package.
- New quantitative and qualitative colleague surveys to measure engagement and understand we can make Sunhouse an even better place to work.
- Increase investment in Sunhouse Learn so that all colleagues have the chance to continue developing their skills.
- Invest in LinkedIn Recruiter to help us uncover the best talent to join our team.



Workers *in focus.*

Team Building Days

Our work is driven by our people, which is why team days are a non negotiable for us. These aren't just a break from the grind; they're vital spaces for us to celebrate our successes (and each other) and reflect on how we can do better moving forward. We make it a priority to head outside to unplug from technology and give everyone a well-deserved mental recharge. This year's adventures saw us playing rounders, letting off steam with axe-throwing, and supporting local vendors at a food festival.



Community

Impact Area **#03**

What we *said*.

- Improve our volunteering offer.
- Work with the Global Goals and Project Everyone.
- Offer more internships for local young designers.
- Work with organisations supporting young disadvantaged students interested in design.

What we *did*.

- All employees had the opportunity to volunteer with a local tree planting charity: Avon Needs Trees.
- We completed our pro bono with Global Goals. We offered our design services to increase the impact of their messaging on social media.
- 5 work experiences hosted in 2025.
- Reach out to local green initiatives offering our services and support including Bath Social Impact Network & Go Green Widcombe.

What's *next*?

- Building relationships with local universities and developing a micro-internship programme with them to offer meaningful industry placements.



Community *in focus.*

New Talent

We believe that our success hinges on embracing and nurturing fresh thinking and emerging talent. We encourage our team to seek out exhibitions showcasing local designers, creatives, and university graduates. In 2025 we welcomed five new work experience placements into our studio and attended university design days to connect in person and champion the next generation of creative minds.



Environment

Impact Area **#04**

What we *said*.

- ◉ Look into rainwater collection for studio plant life.
- ◉ Pilot food waste collection at the office.
- ◉ Hands-on tree carbon capture.
- ◉ Look at website energy efficiency.

What we *did*.

- ◉ We explored options for collecting rainwater but unfortunately the studio infrastructure is not compatible. Instead, we water our plants with water collected from the dehumidifier.
- ◉ We are pleased to say we now collect kitchen compost waste and convert it into biogas.
- ◉ We chose tree planting with Avon Needs Trees as one of our volunteering days. We tended to over 2000 trees.
- ◉ All flights taken by our team for travel reasons are offset with carbon credits each month.

What's *next*?

- ◉ Next year, we plan to donate funds to the Canal & River Trust. This charity is incredibly close to our hearts, as the Kennet & Avon Canal runs right by our studio and provides our team with a beautiful space for daily lunchtime walks.
- ◉ Taking Direct Action: To actively care for this space, we are equipping our team with litter-picking kits so we can clear waste and keep the canal clean during our daily walks.



Environment *in focus.*

Volunteer Days

This year, we put our values into action and (literally) got our hands dirty with hands-on environmental volunteering for some incredibly rewarding experiences that make a direct positive impact on our regional ecosystems. We teamed up with Avon Needs Trees in Chew Valley to help nurture new woodland. Further afield, we expanded our efforts to the Cornish coast, we partnered with Cornwall Wildlife Trust to help maintain fragile sand dune ecosystems and brave the elements for a shore survey to monitor local marine life.



Customers

Impact Area **#05**

What we *said*.

- Working with Project Everyone / Global Goals.
- Continue pro bono offering and reduced rates for local clients.
- Keep providing guidance to our clients regarding social and environmental impacts.

What we *did*.

- Completed our pro bono partnership with Project Everyone to support the UN's Global Goals.
- Formalised client data protection and security policies using Vanta compliance software.
- Attended the packaging innovation expo so we are aware of the latest sustainable packaging alternatives for our clients.

What's *next*?

- Achieve official Cyber Essentials Accreditation to formally validate our digital security standards and ensure the highest level of protection for our clients' data.
- Launch our next local pro bono partnership with Bath Community Kitchen, providing them with dedicated strategic and creative design services to help amplify their vital community mission.



Customers *in focus*.

Bath Community Kitchen

In 2025, as part of our 1% for the Planet pledge, we proudly donated funds to Bath Community Kitchen (BCK). A vital local organisation that uses communal meals and cookery workshops to alleviate loneliness and hunger across Bath and North East Somerset. Beyond our financial donation, our team put their cookery skills to a good cause, volunteering in the kitchen to see first hand the profound impact BCK have on our local community. But we haven't stopped there. We are thrilled to announce that BCK is our next pro bono design partner. Watch this space for their new brand identity, to be revealed in next year's impact report.



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Brands done ***Bright.***
