

SUZANNE HOWE COMMUNICATIONS

# B-Corp Impact Report



SUZANNE HOWE  
COMMUNICATIONS

FINANCIAL YEAR

1 AUGUST 2023 - 31 JULY 2024



# About us

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- Suzanne Howe Communications (SHC) was established in 1996 by Suzanne Howe to provide B2B PR campaigns to businesses in the food and packaging sectors. Over the years, SHC has become a specialist agency in the foodservice and cleaning & hygiene sectors, working with around 12 clients across both.
- As a purpose-driven agency, SHC is committed not only to delivering high-quality PR campaigns but also to creating positive social and environmental impact. This commitment has been strengthened through our B Corp journey, which provides a framework for assessing and improving our impact across governance, employees, clients, community, and the environment.
- This impact report highlights the work carried out from August 23 to July 24, in embedding responsible business practices, strengthening our governance, supporting our team, engaging with clients and stakeholders, and reducing our environmental footprint. It reflects both our achievements and our ongoing goals to operate sustainably, ethically, and inclusively while delivering exceptional results for our clients.

# Our mission



- Our mission is to be the leading PR and social media agency in the cleaning and hygiene, foodservice packaging, and food sectors. We are committed to exceeding customer expectations by delivering innovative, strategic solutions that foster long-term partnerships with like-minded companies who share our values of expertise, integrity, and excellence. Through a leadership approach that inspires trust, professionalism, and continuous development, we aim to empower our team to consistently achieve superior results.
- Furthering our commitment to social responsibility and community impact, we are committed to raising over £1,000 a year for various charities as well as our main charity Mind Mid Kent. Every year, SHC walks on World Mental Health Day – 10th October to raise money.

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# Governance

WHAT WE HAVE ACHIEVED AROUND  
OUR MISSION, ETHICS, ACCOUNTABILITY  
AND TRANSPARENCY



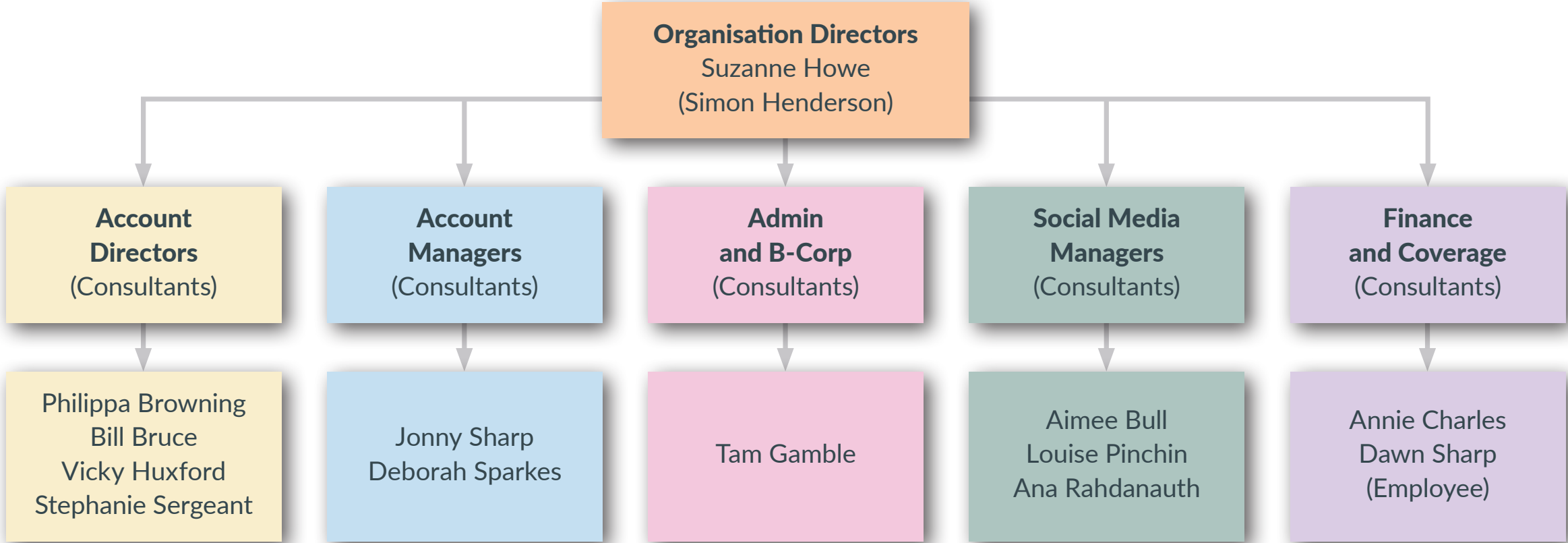
# Governance introduction

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“ *Strong governance underpins every aspect of our operations. Our leadership structure ensures transparent, accountable decision-making and aligns our business with ethical, sustainable, and B Corp principles.* ”

# Team structure

The organisational chart below illustrates our team structure, highlighting clear roles and reporting lines that support effective management and collaboration.



# Tactics

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**CHARTERED INSTITUTE  
OF PUBLIC RELATIONS**

- Board meetings have been set up for the next financial year
- The monthly sales figure is now relayed to the SHC team in regular update meetings that take place every three weeks
- SHC plans to change the legal status of the company to amend its Articles of Association to formally commit to B-Corp principles
- The plan is to change in Feb 2025
- Stakeholder engagement plan includes a series of stakeholder engagement events planned for 2026
- These measures reinforce our commitment to responsible leadership, accountability, and active engagement with our team, clients, and wider stakeholders, ensuring that governance drives both business success and positive social and environmental impact.
- Continue membership of the CIPR – Chartered Institute of Public Relations

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# Workers

HOW WE HAVE CONTRIBUTED  
TO OUR EMPLOYEE'S FINANCIAL, PHYSICAL,  
PROFESSIONAL AND SOCIAL WELLBEING



# Workers introduction

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“ Our people are at the heart of everything we do. We strive to create a workplace where every team member – whether permanent staff or consultant – feels valued, supported, and empowered to grow. This section highlights how we invest in our workforce, from wellbeing initiatives and professional development opportunities to fostering an inclusive and collaborative culture. We believe that by caring for our people, we not only enhance their experience but also strengthen our impact on the clients and communities we serve. ”

# How we work

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- The SHC team is at the heart of the business
- We are planning to run employee surveys as part of our drive to B-Corp certification
- Our attrition rate is excellent at 0%.  
We are delighted and proud of this amazing score. Suzanne Howe has worked for the business for 29 years and Dawn Sharp for 20 years. We hope that this excellent attrition rate is also down to the wage that we pay which is higher than the National Living Wage.
- Our attrition rate can be compared with the admin services sector which is 19.3%

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# Community

HOW WE HAVE CONTRIBUTED TO  
THE ECONOMIC AND SOCIAL WELLBEING  
OF COMMUNITIES AROUND US



# Community introduction

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“ *We believe that business can be a force for good. We are proud to contribute positively to our community through our ongoing partnerships with social enterprises, our annual charity walk each October, and initiatives that support and empower women. This section highlights how we engage, give back, and create meaningful impact beyond our day-to-day business, reflecting our commitment to making a difference where it matters most.* ”

# Charity

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- World Mental Health Day is a day to talk about mental health and show everyone that mental health matters. It's also a day to let people know that it's okay to ask for help, no matter what you're going through.
- On World Mental Health Day, the SHC team met on Teams for "Tea and Talk" – this year's theme from the Mental Health Foundation.
- SHC has walked to raise money for Mind Mid Kent in previous years, but as our team is scattered around the country, rather than getting together (and raising our carbon footprint), this year we decided to each walk locally.
- The SHC Kent team walked 10km around Kings Hill and West Malling fuelled by coffee and patisseries from the Hungry Guest!
- Bill Bruce completed 10 laps of the lake at Stourhead with Louis the Labrador, and said: "Louis would've done more, but I am the 'Senior' Consultant and anyway, the Spreadeagle pub was open!"
- Many other colleagues, friends and family also walked to raise funds for our chosen charity.
- But there's more to this than just walking...
- SHC's Social Media Consultant Wendy Roberts was in Matfield near Tunbridge Wells, and took part in a seated and standing dance class for older people and people with balance and mobility issues – called Active Futures... It all counts!
- We have raised £500 this year for Mind Mid Kent

In aid of  
 mind Mid Kent

# Working with women and those under represented



- 30% of our suppliers in 2023-2024 were women-owned
- In the financial year 2023-2024, 90% of SHC's suppliers were local
- Pro bono work 1% of our time
- Target for 2024-2025
  - 5% of our time for pro-bono work
  - 35% women owned
  - 95% local businesses

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# Environment

WHAT WE HAVE DONE TO  
IMPROVE OUR OVERALL ENVIRONMENTAL  
STEWARDSHIP



# Environment introduction

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“ We recognise that every action counts when it comes to protecting our planet. From measuring and managing our carbon footprint to choosing sustainable travel options like taking the train, using energy responsibly, and supporting flexible working from home, we aim to minimise our environmental impact. This section outlines the steps we take to operate more sustainably and our commitment to continuous improvement in reducing our footprint. ”

# Managing the environment

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- Estimated total emissions 8.21 tonnes CO2e
- 1,539 miles by car
- 2,708 miles by train
- 0 miles by air
- 12kg of paper used

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# Customers

HOW WE HAVE IMPROVED THE VALUE  
WE HAVE CREATED FOR OUR DIRECT CUSTOMERS  
AND THEIR CONSUMERS

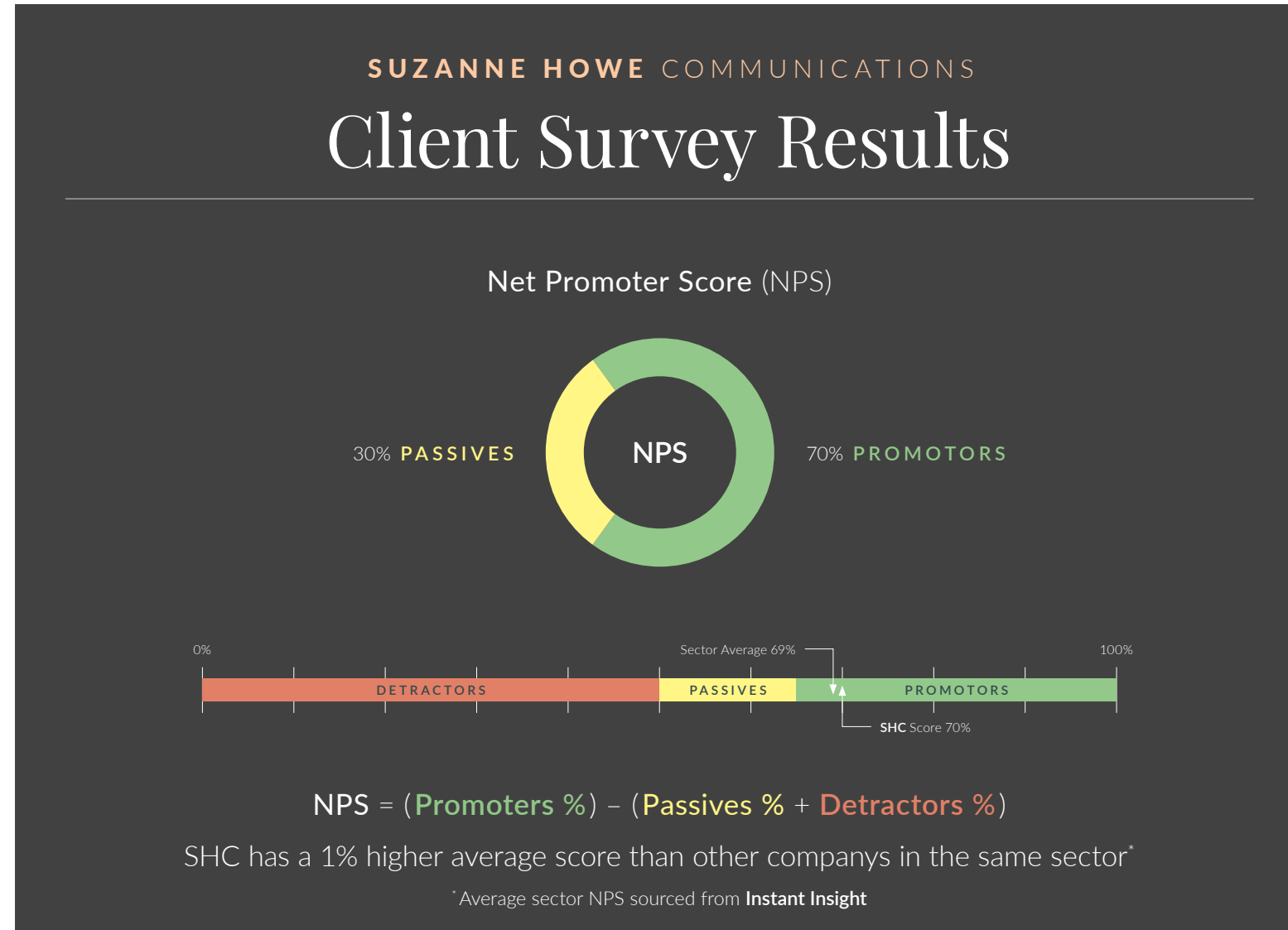


# Customers introduction

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“ *Our clients are at the centre of everything we do. We are committed to building strong, transparent, and ethical relationships, delivering services that not only meet their business goals but also align with our values. This section highlights how we engage with clients, ensure their satisfaction, and support them in making a positive impact in their industries and communities.* ”

# Employee survey – Summer 24

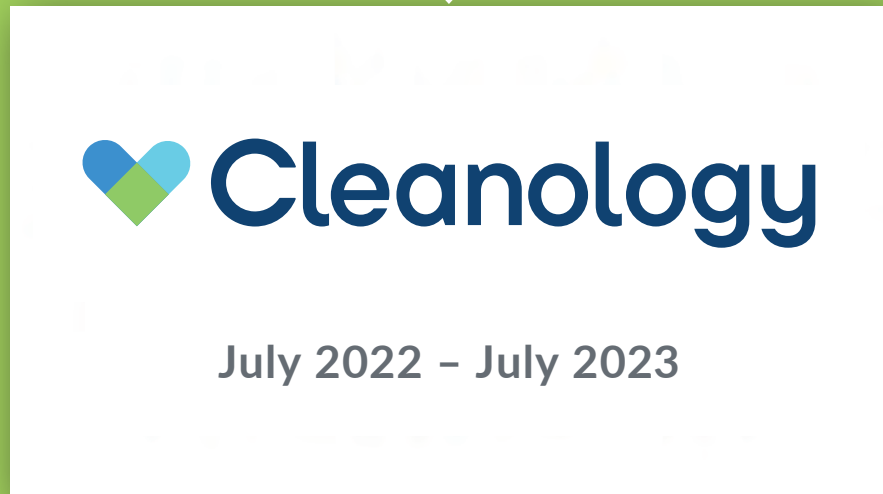


- We value our relationships with our clients. From time to time, we undertake a client survey to ensure we are looking after them and delivering excellent service, good value, and expertise.
- This year, we partnered with a survey company, **Insight 6**, who helped to make the process seamless.
- Over the years, we have held events, including celebrations to mark our 10th and 21st birthdays.
- One client has suggested an SHC event to bring everyone together to collaborate. We are considering this suggestion. We thank everyone who took part in this important survey. We are grateful for all your comments.

PLEASE CLICK ON THE IMAGE ABOVE TO VIEW THE COMPLETE SHC CLIENT SURVEY 2024

# Working with our customers

PLEASE CLICK ON  
THE IMAGE BELOW TO VIEW  
VIDEO CONTENT



A year's media coverage  
for Cleanology

## Cleanology – a full year's coverage

- SHC has been Cleanology's client since 2016. The company's PR presence has been phenomenal over the past 12 months, taking a huge share of voice in the cleaning and FM industry.
- We recently released a showreel on YouTube, showing that we secured 244 pieces of coverage in one year, reaching an audience of over 3.9 million people, with over 1,700 brand mentions. 52 pieces of coverage in print equated to one every week, while we secured an additional 192 pieces of coverage online.
- CEO and co-founder Dominic Ponniah said:  
*"There was so much coverage, it made my head spin!"*

# Case study

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**Take control of washroom costs, time and waste Kimberly-Clark Professional™ offers new free dispensing systems audit**

PLEASE CLICK ON THE LINK BELOW TO VIEW THE SHC NEWS RELEASE

<https://www.suzannehowe.com/newsroom/take-control-of-washroom-costs-time-and-waste-kimberly-clark-professional-offers-new-free-dispensing-systems-audit/>

# KPIs for the next financial year 2024/5



- Transition 100% of office supplies to sustainable options
- Expand pro bono work by 5%
- Collaborate with other B-Corps where possible  
2 clients are going for B Corp certification
- Buy an electric car in 2025
- Increase working with women to 35%
- Prioritise working with under-represented suppliers
- Raise 50% of the annual fundraising for Mind through environmentally focused campaigns such as the Walk with SHC for Mind Mid Kent on 10th October
- Increase hours spent working with Social enterprises to 5% of turnover
- Hold a stake holder engagement event in 2026

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*Thank you*

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