

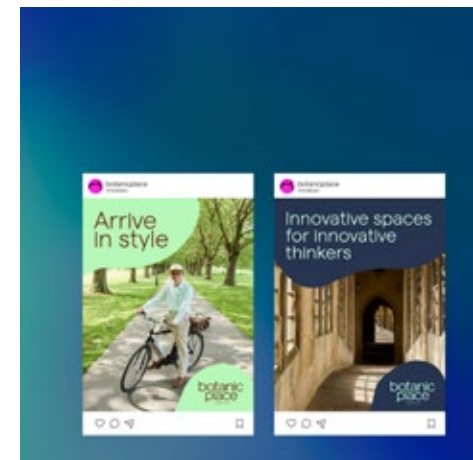


Impact Report

2025/26

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Introduction

The past 12 months have been a year of learning and deliberate strengthening for Conscious Communications. As a growing agency operating in an increasingly complex social, environmental and economic landscape, we focused on reinforcing the foundations of the business while continuing to deliver meaningful impact for our team, our clients and our wider community.

Over the year, we made conscious investments in how the agency is run. This included a deep review of our commercial planning, forecasting and capacity management, ensuring that growth is supported by robust processes. We refined our proposition, introduced clearer methodologies and strengthened transparency across the business, all with the intention of enabling further sustainable progress without compromising wellbeing or culture.

Our people remained at the heart of decision making. Through regular People Pulse surveys, open feedback channels and continued consultation, we listened closely to how the team was experiencing work and responded where change was needed. We maintained our commitment to fair pay, flexibility, development and choice, recognising that a healthy, motivated team is fundamental to delivering high quality work and long term impact.

We also continued to contribute our time, skills and resources beyond client work. Over the year, the team supported a wide range of charities, schools and community organisations through pro bono services, volunteering and employee volunteer days.

Alongside this, our Community Interest Company, Cambridge 2030, entered a new phase, with strengthened governance, expanded partnerships and the launch of the Cambridge 2030 Fund, which is a significant step forward in supporting more inclusive opportunity across the city.

For our clients, the past year was shaped by deep collaboration and trust. We continued to work with organisations that align with our values, using communications to support reputation, influence and positive change. Through structured client feedback and reflection, we sought to improve not only how we deliver our services, but how we articulate and measure the value of impact led communications.

Environmental responsibility also moved from intent to action. This year saw the development of a comprehensive Climate Action Plan, the introduction of a new travel and transport policy, and measurable changes in team commuting behaviour. These steps represent the start of a longer journey and one that requires ongoing measurement, governance and adaptation.

This Impact Report summarises the reality of the past year: what we set out to do, what we achieved, where we fell short, and what we learned along the way. It is designed to provide transparency, accountability and a clear sense of direction as we continue to build a business that balances commercial resilience with social and environmental responsibility.



Zoë Scorer
Managing Director



Our purpose

Founded in 2012, Conscious Communications is an award-winning small but mighty team of change-makers, committed to using our public relations and marketing expertise as a force for good by addressing inequalities, creating opportunities, and helping to drive social mobility, locally and in the wider world, for the benefit of our clients, our team, our stakeholders, the environment and the community in which we operate.

We believe that having a positive impact is not only a good thing to do – but the best way to do business, too. So, we put corporate social responsibility at the heart of our business; it is part and parcel of what we do, not just a page on the website, because customers are demanding it; talented employees are attracted by it; and an authentic focus on corporate social responsibility and sustainability improves the bottom line.

Thinking first about the impact our work will have and second about the impact on our own bottom line has been at the core of our business operations since our inception 14 years ago, so becoming a B Corp™ three years ago was an appropriate milestone in our company's story. The accreditation is validation that our business has been, is and will continue to do well by doing good.

Since certifying as a B Corp™ in May 2023, we have seen firsthand how the accreditation sets businesses apart in an industry where ethical communications and corporate responsibility are more valued than ever. But the real power lies in our actions. By making CSR and sustainability central to our business, we attract the clients we dream of working with and the talented employees we need to grow. For us, B Corp™ certification wasn't a transformation - it was a validation of the values we've held from day one.



In November 2025, B Local Cambridgeshire officially launched, bringing together Cambridgeshire's growing community of certified B Corps™ and organisations committed to using business as a force for good. The new regional network seeks to build on the momentum of the growing B Corp™ movement, which now includes over 2,600 certified B Corps™ across the UK, working to transform the global economy to benefit all people, communities and the planet.

B Local Cambridgeshire serves as a hub for networking, collaboration, and collective action among businesses in the region that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability.

The initiative is led by a team of four volunteer Co-chairs representing diverse sectors across Cambridgeshire's business landscape:



Matthew Walkley

Head of B2B Marketing,
Cambridge Judge Business
School Executive Education



Zoë Scorer

Managing Director,
Conscious Communications



Ian Sparks

Head of Business Operations,
Coracle Online



Sophie Pearson

External Engagement Manager,
Costello Medical

The Co-chairs are responsible for leading engagement with members, organising regular events and activations, coordinating collective action initiatives, and spearheading regional participation in key campaign moments such as B Corp Month.

“

“Cambridgeshire is one of the most dynamic, innovative ecosystems in the world. The question isn’t whether growth will happen but, rather, whether it will be governed responsibly. The growing B Corp™ community in the region is building the governance infrastructure that makes responsible growth the default, not the exception.”

Matthew Grimes

Professor of Entrepreneurship and Sustainable Futures at Cambridge Judge Business School, University of Cambridge

”

Business leaders and practitioners from across Cambridgeshire joined B Local Cambridgeshire in March 2026 to explore how organisations can identify and respond to the signals that matter for sustainable growth. The event, Signals For Sustainable Growth, organised to mark B Corp Month, celebrated how the growing number of purpose-driven businesses in the region are building more sustainable futures.

During the event, guests heard from Matthew Grimes, Professor of Entrepreneurship and Sustainable Futures at Cambridge Judge Business School, University of Cambridge, who explored the indicators of truly sustainable business growth. Following his keynote, Grimes moderated a panel discussion and audience Q&A on evolving sustainability regulations, sustainability as a growth strategy and the practical signals that leaders should prioritise this year.

Speakers included:



Helen Newman

Executive Director,
Group Sustainability,
Bidwells (B Corp™)



Tom Ebbutt

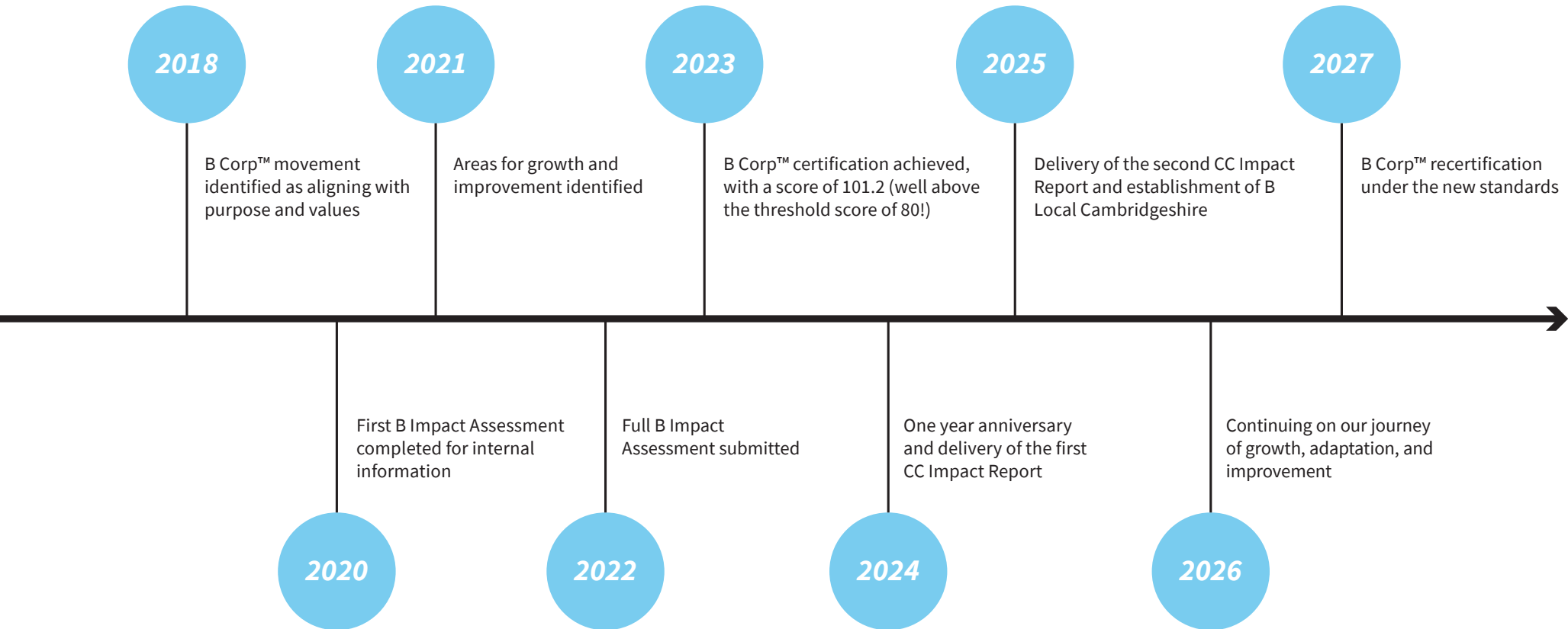
Director of Impact,
B Lab



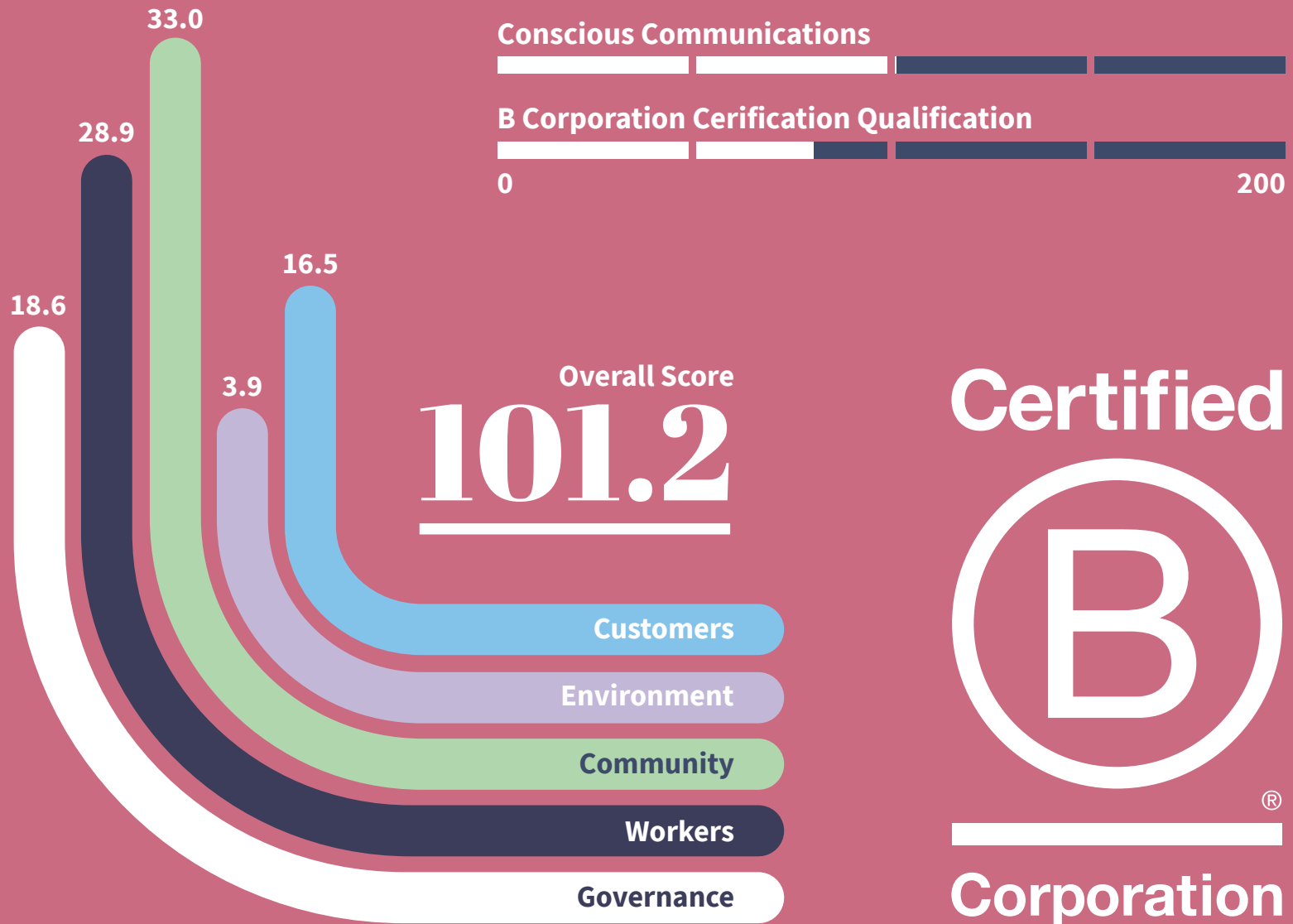
David Sales

Director,
First Ascent (B Corp™)

Our B Corp™ journey



Our impact



Our approach

This section explains how we run the business day to day, including planning, capacity management and governance to support responsible growth.

In summer 2025, we partnered with industry-leading business consultants to undertake a deep dive into our business. The senior leadership team underwent an intensive self-discovery process where we analysed every aspect of the business from forecasting and revenue tracking to sales fitness and growth planning.

This was a significant financial and resource investment in the business which we fully embraced. The results? New processes and methodologies have been introduced that strengthen our commercial controls and capacity planning. Importantly we refined our proposition and established a sustainable marketing strategy to enable further growth.

Our new capacity planning process fosters deep-rooted transparency. Rather than timesheets, we use collaborative account manager-level input that forecasts workloads accurately and identifies resourcing needs before anyone becomes overstretched. This proactive approach creates a culture where asking for help is normalised, not stigmatised.

To ensure the business continues to build capability and leadership capacity over time, our People Strategy sets out the systems that support development, accountability and progression. Capability development is supported through individual annual training budgets of up to £1,000, enabling targeted investment aligned with both individual progression and business needs. Development priorities are identified during twice-yearly appraisals and regular 1:1s, supported by personal development plans tracking progress and aspirations.

We combine external training with internal mentoring to deliver tailored learning experiences. Our bespoke internal line management and client servicing training programmes support leadership development, while our updated annual feedback process integrates social and environmental goals alongside professional objectives, reflecting our B Corp™ values.

In March 2026, we were shortlisted for the Small Consultancy (2-29 employees) category in the PRWeek People & Places Awards 2026. These awards recognise the organisations creating environments where talent thrives and where the industry's best is recognised. While we didn't win on the night, we're incredibly proud that we were named finalist in our category. It's a significant achievement and testament to the culture we have created over nearly 15 years since we started, our incredible team and what they deliver every day for our clients.



Team feedback:

“I feel proud and fulfilled that we work with clients doing good in their sectors. There isn't anything I dislike about working at Conscious Communications!”



Our approach

What we said we'd do

- Deliver the Introduction to Line Management Training Programme to team members identified for future leadership roles, ensuring we support a pipeline of confident, values-led managers
- Further embed our THRIVE model by building on feedback from the team, refreshing focus areas, and integrating additional wellbeing initiatives, learning opportunities and celebration moments
- Pilot a 360-feedback process to strengthen professional development conversations, increase transparency, and support a culture of continuous learning

What we did

- Two team members were identified for future leadership roles and have participated in the Line Management Training Programme
- Feedback was used to refresh focus areas and will continue to shape wellbeing activity as team needs evolve
- This is soon to be piloted



What's next →

Review effectiveness of new forecasting and capacity planning processes after a full year to ensure they continue to support sustainable growth

Evaluate the Introduction to Line Management Training Programme and refine content based on participant feedback, learning outcomes and observed management capability

Complete the pilot 360-feedback process, assess its impact on development conversations and transparency, and decide on wider adoption across the agency

Use learnings from external recognition, including PRWeek People & Places, to benchmark our people practices against sector best practice and inform improvement

Our people

This section explores how our policies and decisions are experienced by our team in terms of engagement, development, wellbeing and reward.

We have developed and delivered four People Pulse surveys with our team over the past year where we have taken a temperature check of employee engagement in areas such as our culture, training and development, wellbeing, motivation and internal communication.

Our eNPS scores are tracked, monitored and reported on. All feedback shared through People Pulse is incredibly valuable as it helps us understand what's working well and where we need to do better. While we can't always act on every comment, every response is read carefully and plays a part in shaping how we continue to build Conscious Communications as a supportive, meaningful and enjoyable place to work.



We benchmark salaries against industry standards and align entry-level pay with the London Living Wage, ensuring fair remuneration from day one. In 2025/26, 77% of the agency received salary increases, demonstrating our commitment to recognising and rewarding performance.

Our incentive scheme rewards team members who successfully introduce new clients with a £1,000 payment, recognising their contribution to the agency's growth and encouraging collaborative business development. In 2026, we made a discretionary business incentive special reward to a team member in acknowledgement of the significant value of their efforts to nurture a long-standing client and secure new projects.

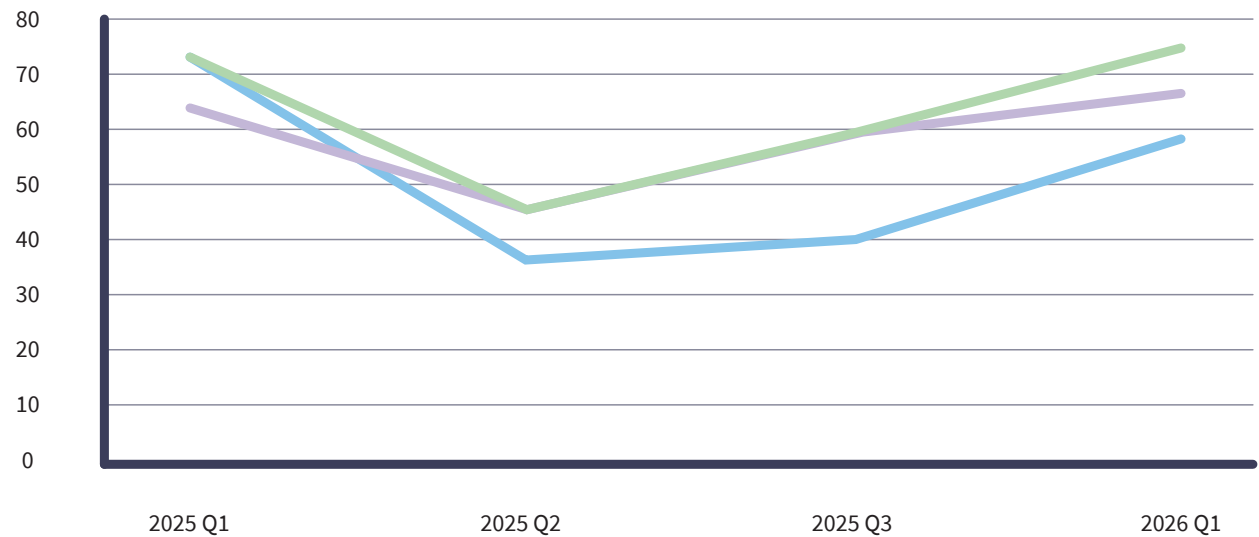
We continue to consult our team on new business prospects. Each year we've opted not to work with some clients, including a major trade organisation in 2025. When a project conflicts with deeply

held beliefs - environmental, ethical, or personal - team members can decline without explanation or penalty, for example a railway campaign affecting a colleague's own community.

We offer structured work experience placements for up to four individuals annually, supported by dedicated mentors who guide their development. These placements welcome school leavers, university students, recent graduates, and those considering their first steps in the workplace - not exclusively school-aged students.

Placements often lead to further opportunities, reflecting our commitment to nurturing talent. In 2025, two work experience participants joined us as full-time Junior PR & Marketing Executives, demonstrating the effectiveness of our approach. Participants gain hands-on experience across client accounts, internal projects and agency operations, building practical skills alongside industry knowledge.

Engagement Score Trends



- Do you feel proud to work for CC
- How motivated do you feel to go the extra mile
- Would you recommend CC as a great place to work

Our people

“

What our team says:

I like that I work for an organisation that aligns with my beliefs and enables me to have a positive impact through my daily work.

I am really enjoying the projects that I am working on at the moment for clients. I love it when we come together and celebrate team wins.

I really appreciate the once a month early finish and the snacks and drinks provided for the office. I like the new office space as we sit closer together which is nice, as well as the hybrid work set up.

I like the types of clients that we work with and I enjoy working with the CC team too! Personally, I think the new office is great and the shift to hybrid working has been really successful - I think this is down to the culture of our company too which is something to be proud of. (Snacks in the office has been a lovely bonus too).

I enjoy that we have such a range of clients, it keeps things interesting and exciting! On a practical note, I enjoy working hybrid and having 3pm finishes - I think the work/life balance is good. I respect everyone I work with and feel that this is mutual, which makes the working environment a lot nicer. I also love that we celebrate the wins and shout out when someone does a great piece of work, it feels really genuine and not cheesy unlike other places I've worked before.

The supportive team and management, the variety of the work and clients, the flexibility to manage my time and workload, the knowledge that our work is meaningful and impactful and the freedom to pursue charitable work that we are passionate about within company time and with company support.



”

Our people

What we said we'd do

- Reinstate and grow our team recognition culture by running our whole team Christmas awards annually following the positive response in 2024, ensuring every individual's strengths and contributions are celebrated
- Continue our quarterly People Pulse surveys, adding bespoke questions as needed to gather timely insights and respond meaningfully to team needs
- Regularly engage the team in conversations around reward and recognition, exploring what truly motivates individuals and how we can tailor our performance and benefits approach accordingly

What we did

- Hosted our whole team Christmas awards in December 2025, before our Christmas party, which was another highlight of the year. The awards recognised each team member's contributions whether that was a specific campaign or milestone moment that year
- Developed four People Pulse surveys over the last year and shared a summary of feedback with the team after each survey closed. Following a review, we ran a pulse survey to understand the reasons why there wasn't a strong uptake in suggested team socials and have adapted our approach because of this
- What motivates our team is a recurring question in our regular People Pulse surveys with the opportunity for the team to share further comments with us. Suggestions including pay progression, additional time off and more in-hours socials have been shared and factored into future planning and policy reviews



What's next →

Use insights from People Pulse surveys over time to identify trends in engagement, wellbeing and motivation, enabling earlier and more targeted interventions

Continue open conversations with the team about reward, recognition and progression, ensuring policies evolve in line with team needs and business sustainability

Review the impact of current benefits, flexibility and recognition approaches annually to ensure they remain meaningful, inclusive and equitable

Maintain our commitment to employee voice, consultation and choice, particularly as the business continues to evolve and grow

Our community

This section highlights how we use our time and expertise to support communities and causes aligned with our values.

Sustainable and ethical procurement

At Conscious Communications, we are committed to supporting our local communities and economies while maintaining responsible, ethical, and sustainable business practices. Our new Sustainable Procurement Policy (in place from January 2026) outlines our dedication to sourcing goods and services from local suppliers whenever possible, while also considering human rights and environmental impacts in our procurement decisions.

As a B Corp™, we're committed to understanding CSR across our supply chain. In January 2026 we developed a short survey to learn about our suppliers' initiatives, including:

- Workforce diversity tracking
- Safe and inclusive workplace policies
- Charitable giving and pro bono work
- Environmental accreditations and policies

The survey was not distributed to sole traders, as many of the questions were not applicable to their operating model. Our photographer and videographer, who we work with regularly, are both local sole traders, supporting our commitment to local procurement.

Three out of five larger suppliers completed the survey including our office cleaners, printers and IT support. Below are the results:

Does your organisation formally track the diversity of its workforce?	33.3% Yes 66.7% No
Do you have formal policies or a code of conduct in place that promotes a safe and inclusive workplace, and addresses the risks covered by the UK Modern Slavery Act?	100% Yes
Does your business actively support or engage with underrepresented or marginalised communities?	33.3% Yes 33.3% No 33.3% I don't know
If yes, please briefly describe the types of initiatives, e.g., partnerships with minority-owned businesses, charitable giving, or pro bono work for non-profits	"We carry out a pro bono project each year. We also sponsor a charity through participation in sporting events. We have also donated funds to a local youth rugby team"

Does your organisation hold any environmental accreditations (e.g., ISO14001) or have a formal environmental policy? If yes, please specify which accreditations and/or the policy's key areas of focus	33.3% Yes 66.7% No "We're both ISO9001 & ISO27001 certified"
Does your organisation measure its environmental footprint? If yes, please indicate what you measure (e.g. carbon emissions, energy consumption, water usage, waste production)	66.7% Yes 33.3% We are planning to do so in the next 12 months "Carbon emissions" "Reduce carbon emissions when purchasing new vehicle. Reduce printing in office"
Do you have a process for sourcing ethical and environmentally friendly goods and services?	33.3% No 66.7% N/A (service-based business with no physical products)
Does your company have a programme or policy to encourage low-impact travel (e.g., use of electric vehicles, cycling, or public transport)?	33.3% Yes 33.3% No 33.3% N/A
Do you have a process for screening new suppliers and/or clients for their social and environmental performance?	33.3% Yes 66.7% No
Is your company a certified B Corp or does it have a similar legal commitment to consider the impact of its decisions on stakeholders (employees, communities, environment, etc.)?	66.7% No 33.3% I don't know
In the last year, what percentage of your total revenue was donated to charity?	66.7% <1% 33.3% >5%
Do you encourage or provide paid time for employees to volunteer?	33.3% Yes 33.3% No 33.3% N/A
Please specify how many hours per employee per year	"8"

Our community

IN NUMBERS:

Over

85

hours spent on team
volunteer days in
2025/26

(increase from **60** in 2024/25)

Over

360

hours spent on pro
bono work and projects
in 2025/26

(increase from **220** in 2024/25)

Over

28

additional hours spent
on voluntary work in
2025/26

(decreased from **88** in 2024/25)

From the moment of start-up in 2012, we were determined to prove that a company with a conscience that puts people before profit can thrive commercially. We choose to work with clients that are committed to delivering a positive impact, through their products, services, and/or in the way they give back.

Each year we commit a minimum 5% of our time and resources to pro bono services and a further 5% to voluntary activity – this activity is measured for positive impact on the causes and communities it supports and on our team’s culture, morale and motivation.

Our community

Something we're most proud of is our community interest company, [Cambridge 2030](#), founded to bring public and private sectors together with charities and non-profits, in collaborative action to bridge gaps in provision and resources, increase local progress towards the UN Sustainable Development Goals (SDGs), and deliver a more equal and inclusive city.

In 2025, we recruited and on-boarded a broader, more diverse committee to ensure we can deliver on our ambitious strategy as we move closer to 2030.

North Cambridge Futures

Cambridge 2030 brokered a long-term partnership between North Cambridge Academy, Stephen Perse Cambridge and Costello Medical, established in 2019 for the benefit of students and staff from each of the schools as well as Costello Medical's employees.

The partnership has evolved to include specific subject tuition support, work experience and career mentoring, plus 100% bursaries for students from disadvantaged backgrounds to study at Stephen Perse Cambridge's Sixth Form.

In 2025, AstraZeneca joined the collaboration, bringing significant new resources and opportunities to young people in North Cambridge.

The collaboration has already delivered remarkable results. North Cambridge Academy has seen a marked shift in ambition among students and families, with a continued rise in first choice applications, increased uptake of work experience and mentoring opportunities, and more students moving on with purpose and confidence to sixth form, prestigious universities, apprenticeships and careers.



"As we focus on making our city a place where innovation thrives and its benefits are shared by everyone, we're on the verge of something transformative. We have the opportunity to become a genuine example of inclusive growth - where success is felt across every community. I'm heartened by the way our local businesses, institutions, and public and voluntary sectors are beginning to work together with real purpose to create lasting change, helping us move beyond the label of inequality towards a fairer and more prosperous future for all."

Julie Spence OBE

Lord Lieutenant of Cambridgeshire and ambassador of Cambridge 2030

Cambridge 2030 Fund

In March 2026, we launched a new community fund to support children, young people, and families in some of Cambridge's most underserved communities, as part of a drive to build a more equal and inclusive city.

The [Cambridge 2030 Fund](#), managed by Cambridgeshire Community Foundation, will award grants of up to £5,000 to not-for-profit organisations working in the Cambridge City region, with a particular focus on the Arbury and King's Hedges wards in North Cambridge. The Fund's focus has been shaped by the voices of the local community.

The Cambridge 2030 Fund will back organisations that connect young people and families with the opportunities, guidance, and experiences they are asking for. The fund will support organisations providing therapeutic support for children and young people, bespoke mentoring and careers guidance, skills development and employment opportunities, and enrichment activities that build confidence, social skills, and cultural capital.



Events

The committee agreed that it would focus on hosting one event per year for supporters and partners from public and private sectors, charities and community organisations, to learn about successful collaborations, network and discuss opportunities for new projects that will help to address inequalities in Cambridge.

On 11 November 2025, our Power & Purpose of Partnership event took place in partnership with Cambridge Ahead, bringing together individuals committed to facilitating positive change in Cambridgeshire.

This event focused on launching Cambridge 2030's 5-year strategy, which outlined how collaboration across sectors can generate employment opportunities and improve prospects for young people.

Over 100 delegates attended, and speakers included:

- **Julie Spence**, OBE His Majesty's Lord-Lieutenant of Cambridgeshire and Cambridge 2030 ambassador
- **Gavin Howard**, The Besom and Cambridge 2030 committee
- **Jonathan Martin**, CEO of YMCA and Cambridge 2030 committee
- **Michael O'Toole**, CEO of Cambridge Community Foundation
- **Jane Driver**, Principal North Cambridge Academy
- **Eileen Skeffington**, North Cambridge Community Partnership
- **Jemma Little**, Cambridge City Council
- **Andrew Limb**, Cambridge Ahead
- **Richard Girvan**, Principal, Stephen Perse Foundation
- **Michael Darvell**, Costello Medical
- **Kirsten Masson**, St John's Innovation Centre

Our community

Founded in 2016 by Cambridge Regional College, Conscious Communications and Jagex, FXP Festival was a computer game narrative, design and coding competition for secondary school and college students (aged 12 – 19) across Cambridgeshire.

After returning to an in-person format in 2024 following the pandemic, FXP Festival 2025 marked the competition's final year. Over 80 students aged 12 - 19 from across Cambridgeshire showcased their creativity and technical skills at FXP Festival 2025, held on 7 - 8 July at Cambridge Regional College and Anglia Ruskin University. The game development competition saw the students compete to create the best original games under the theme of transport and/or locomotion.

In September 2025, and following careful consideration, the Trustees of FXP Festival agreed that the charity was no longer viable in its current form and would therefore close.

The Trustees are immensely proud of what FXP Festival achieved over nine years – stimulating creativity, nurturing skills, and building connections between education and industry. On behalf of all the students who have benefited from FXP Festival, the Trustees extended heartfelt thanks to teachers, sponsors, mentors and volunteers who had supported the Festival throughout its journey.



FXP FESTIVAL

“It will be hugely missed by schools and colleges as the impact it had was such a positive one.

Thank you for the amazing opportunities that it provided our students and staff, as well as allowing CRC to be the host for the event for all these years. It will always be remembered by its full space of students being inspired to make games and begin their journeys into this industry.”

Michael Farrow-Killick

Games Development Lecturer at
Cambridge Regional College

Our community

Employee volunteer days

Every year, a minimum of two paid days are available to each team member to use on voluntary activities. In 2025/26, the team supported the following charities and organisations drawing on their expertise to deliver video content, creative design, copywriting, event management and communications strategy work:



Image credit: Zuza Grubecka

“The event went super well - we had just over 400 people on Friday, and over 1000 people attend on Saturday which is a new record for us (700 per day was our previous highest) I have no doubt this is largely due to the work you put into marketing the event and helping me schedule the socials for Instagram. I want to say a huge thank you to you both. I think you made a tremendous impact for reaching new audiences, and also on my mental weight as it was a huge help and relief to know there was some support with marketing.”

Jodie Howard
 Founder of LOOKOUT Art Fair

“Absolutely hit the nail on the head with our context and we are so appreciative of the time you’ve given to do this pro bono.”

Dr Anna Aldred
 Head of Development,
 The Netherhall School and Oakes College

Our community

What we said we'd do

- Continue our bi-annual impact surveys with the team to measure the tangible benefits of our pro bono work, voluntary activity, and volunteering days - both for the organisations we support and for our team's sense of purpose and fulfilment
- Undertake a strategic review of FXP Festival, reflecting on its long-term impact, alignment with our community mission, and how we can evolve it to continue delivering meaningful outcomes

What we did

- Gathered structured feedback from the team on the impact of pro bono work and volunteering, using insights to assess benefits for partner organisations and to inform how we prioritise and shape future community activity
- Completed a strategic review of FXP Festival's impact, alignment and long term viability, applying these learnings to make a responsible decision about its future and to inform how we approach community initiatives going forward

What's next

Re-run the supplier survey in January 2027 to strengthen data quality and inform ongoing supplier engagement

Complete updated impact surveys to better understand the outcomes of our pro bono, volunteering and community work, using insights to inform future focus and prioritisation

Support the first full funding cycle of the Cambridge 2030 Fund, capturing feedback from applicants and grant recipients to refine criteria and governance

Continue strengthening Cambridge 2030's partnerships and operating model to ensure long-term sustainability and meaningful progress towards 2030



What our team says

"I felt more enthused, energised and like I'd made a difference. As an organisation, it's important for us to use our time and good-heartedness at a difficult time for many and I'm pleased to have played even just a small part."

"I love the opportunity to give back my time to causes that I care about - especially work that is going to support an organisation on a strategic level and add real value when there is limited resource."

"I enjoy being able to make a tangible difference using my skillset, with support from the wider team, and find it inspiring and energising before and after the work."

Our clients

This section outlines how we work with clients, the value we deliver, and how feedback informs ongoing improvement.

We exist to amplify the work of organisations creating positive change, using communications as a force for social and environmental progress and only partner with organisations with missions that inspire us and are making the kind of impact we want to see more of in the world.

We provide our unique style of high impact public relations, marketing communications and design services to clients in industries including the built environment, education, science and innovation, as well as to non-profit organisations and charities.

Every year in April we distribute a client servicing survey, which asks our clients:

- How they rated the services they received from Conscious Communications
- Whether we show creativity in our services
- What the main benefit of working with us was
- What we could improve on
- Whether they would recommend us

What our clients say: average scores and feedback

April 2025

How would you rate the service you receive from Conscious Communications?

9.5/10

“The team take time to understand the needs of our trust and are always helpful and supportive. The work they have done in the last 12 months has raised the profile of the trust and our schools. The team are always available, in particular when supporting us in matters of reputation management.”

April 2026

9.4/10

“We are extremely satisfied with the service we receive from Conscious Communications. The team consistently delivers friendly, professional, prompt support, ensuring our needs are handled efficiently and to a very high standard. The team go out of their way to understand our organisation and, as such, this helps with the quality of service provided.”

Does the Conscious Communications team show creativity in its service?

9/10

“Interesting ideas, and opportunities that we could never have found or thought of.”

9.1/10

“Campaign concepts are very strong and relevant to the changing international education landscape and are responsive to the dynamics of different regions. There is a rigorous use of data to inform these strategically planned campaigns.”



What our clients say: average scores and feedback

April 2025

Does the team at Conscious Communications demonstrate initiative and good problem-solving skills?

9.3/10

“Very strong leadership supporting an open mindset and positive approach to issues/challenges”

“The team are often a few steps ahead of me with using their initiative and problem solving!”

How likely is it that you would recommend us to a colleague, friend or other organisation?

9.5/10

“CC deliver across the whole team with a real commitment to customer service and the goals that we are trying to achieve.”

“The only PR company I would recommend.”

April 2026

9.4/10

“Their flexibility and initiative in solving issues is paramount to how well they have partnered with us this last year. Often changing a previously agreed way of working or gone the extra mile to get something over the line.”

9.4/10

“Always do, always will.”

“I already recommend them to anyone who asks!”



Our clients

April 2025

What is the main benefit you receive from our service?

- Helping to take our company from unknown to a respected industry voice
- Expert support
- Profile raising
- Reputation management
- Content creation
- Media relations expertise
- Access to trustworthy team
- Responsive
- Tailored support underpinned by in-depth understanding

“Access to a team who I completely trust and can rely on to do what’s best for our organisation and those that rely on our services and our internal teams. As a team of 1, this is invaluable and I couldn’t do my job without it.”

What is the one thing we could do better?

“Hard to say as our relationship is open and honest enough for us to ask if we wanted anything changed”

“Nothing really - we are very happy with the service and support we receive.”

“Overview on approaches that have been successful”

“Tackle challenges head on”

What do you want to see more of from us?

“A SWOT analysis might help the nonbelievers [in marketing]”

“More of the proactive approach/suggestions”

What words would you use to describe our agency?

- Responsive
- Reliable
- Knowledgeable
- Creative
- Purpose-driven
- Strategic
- Results-driven

April 2026

- “Relevant, impactful promotion of our projects. Ensuring we reach the audience we are targeting, influencing key stakeholders, promoting opportunity specifically and more broadly.”
- “As a one-person comms team, the insight and ability to share ideas is invaluable.”
- “The ability to ensure we have a comms plan that is focused, well planned and executed, and then reported on, to ensure that we move forward and get value from our fee.”

- “Professional service at pace. Great interpersonal skills. Traction with media outlets nationally.”
- “Fantastic support with communication from a neutral perspective - when you are in the middle of an incident/many other roles it is not always as easy to see things clearly.”
- “High quality, professional support in a number of areas relating to all aspects of media relations, supporting us with all outward facing communications and highly effective reputation management support.”

“The 6-monthly strategic meetings will help align strategic, operational and fundraising objectives with future communications.”

“Nothing as you’re really responsive to our needs.”

“Hard to say because we have regular honest discussions and feedback...if there was anything it would have already been tackled.”

“Nothing, honestly.”

“More challenge to think outside the box and to help lead us into the 21 century with our comms.”

- Reliable
- Responsive
- Knowledgeable
- Results driven
- Strategic
- Creative
- Personable
- Supportive
- Connected

Our clients

What we said we'd do

- Share and reflect on client feedback at our June 2025 planning day, using survey insights to celebrate successes, identify areas for improvement, and align the whole team around next steps
- Translate client insights into tangible service enhancements, using feedback to evolve our processes, strengthen relationships, and ensure we consistently deliver exceptional service
- Embed a formalised six-monthly client feedback cycle, with consistent review points and clear accountability to ensure learnings are acted upon and impact is measured

What we did

- Client feedback was reviewed with the team during our planning discussions, enabling us to celebrate successes, surface improvement opportunities and align around clear next steps
- Feedback from clients informed practical enhancements to our service delivery and processes, including refreshing our CC Insight reports and the structure of client meetings
- A structured six monthly feedback cycle was introduced, insights are discussed, tracked and acted upon in collaboration with the wider team



What's next

Share latest client servicing survey insights with the team at our June Away Day to celebrate strengths and align on priority improvements

Translate client feedback into clearly defined service enhancements, with ownership, timelines and review points to ensure action and accountability

Continue developing our approach to impact-led communications, helping clients articulate value beyond outputs and align communications with purpose and responsibility



Our clients

Working with the team at Conscious Communications is always a great experience. They are the communications agency I have in my 'black book' and who I always turn to when I have a need. Their level of professionalism, reliability, and attention to detail consistently exceeds expectations. No matter the challenge or timeline, they deliver high-quality results with a creative flare.

Eleanor Bishop

Head of Marketing and Sales, The VAT Team

Conscious Communications provides a top tier service that has created a place for itself as one of my key services, integral to achieving our company's aims. The support is dynamic, anticipatory and responsive in perfect measures. I would highly recommend to everyone and I certainly would not be without.

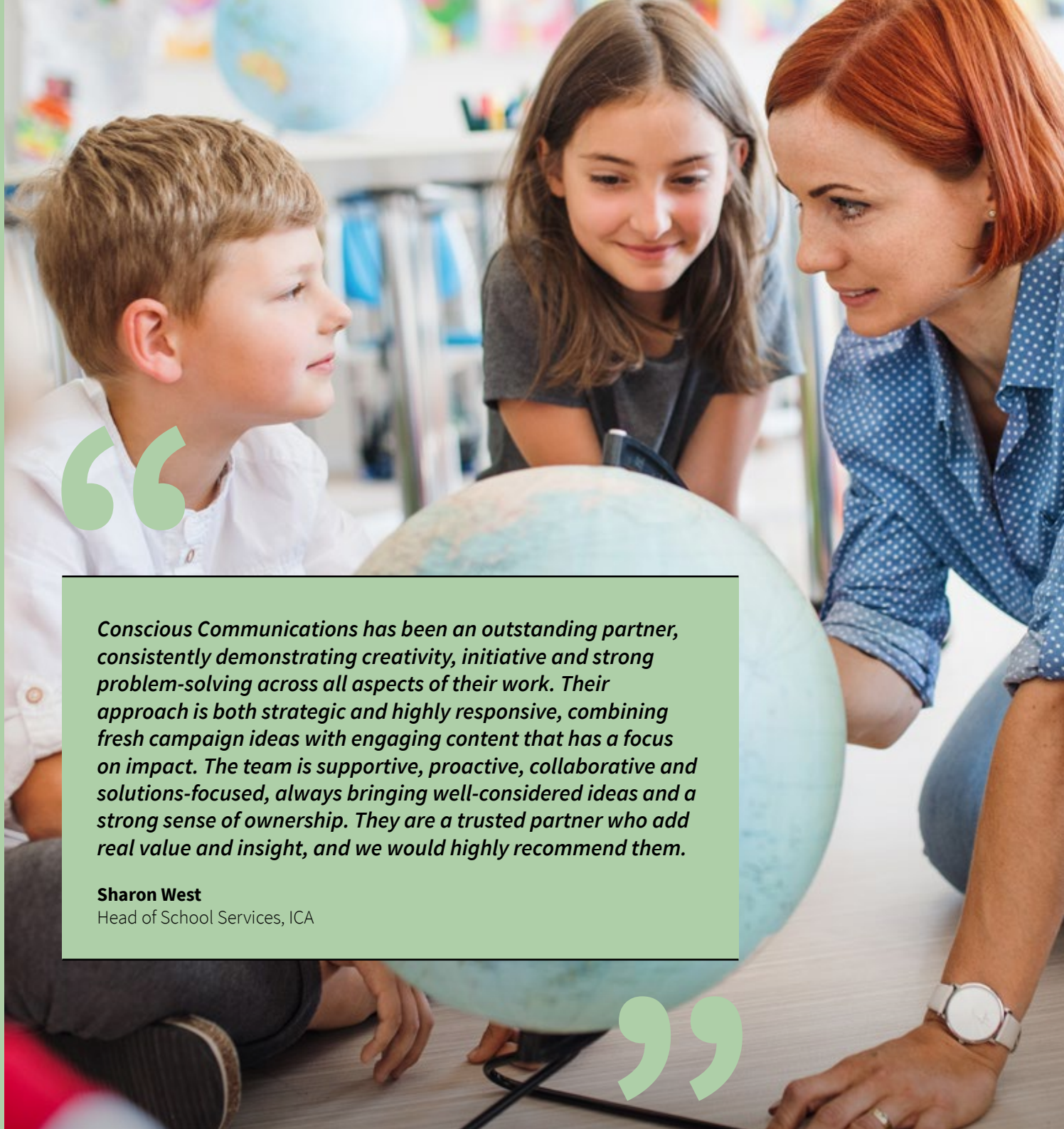
Stephanie Smith

Head of The Cavendish School

Conscious Communications has been an outstanding partner, consistently demonstrating creativity, initiative and strong problem-solving across all aspects of their work. Their approach is both strategic and highly responsive, combining fresh campaign ideas with engaging content that has a focus on impact. The team is supportive, proactive, collaborative and solutions-focused, always bringing well-considered ideas and a strong sense of ownership. They are a trusted partner who add real value and insight, and we would highly recommend them.

Sharon West

Head of School Services, ICA



Our environment

This section sets out how we measure, manage and reduce our environmental impact through clear actions and accountable governance.

Our commitment

We commit to supporting the global ambition to limit global warming to 1.5°C, consistent with the goals of the Paris Agreement. As a small company with minimal direct emissions, our climate impact is primarily in Scope 2 and Scope 3 emissions, particularly through purchased energy, business travel, digital services, supply chain, and employee commuting. This plan outlines the actions we will take to reduce these impacts and integrate climate considerations across our operations.

We recognise that climate action must be holistic. We commit to taking action that reduces our contribution to climate change while also considering impacts on biodiversity, ecosystems, local communities, and vulnerable groups.

We acknowledge that some climate actions (e.g. EV adoption, electronics procurement) can have hidden impacts on ecosystems and communities.

To address this, we will:

- Prioritise technology suppliers with responsible mineral sourcing commitments
- Assess biodiversity risks in our supply chain annually
- Prioritise suppliers with certifications (e.g. B Corp™, Fairtrade, FSC)
- Integrate community knowledge where relevant, ensuring fair compensation if such input is used

Plan

Scope 1

Scope	Base-line	Target	Strategy	Actions	Deadline
Direct emissions from sources we own or control <i>Company vehicles, on-site fuel, refrigerants, generators</i>	Zero direct emissions (no fuel burning assets)	Maintain zero direct emissions	Purchase and lease EV vehicle(s)	Company EV purchased and leased to Alison Taylor	January 2026
			Consider long-term office location which enables control of emissions	Monitor SJIP development and new building (consider sustainable travel in decisions)	January 2027

Scope 2

Scope	Base-line	Target	Strategy	Actions	Deadline
Indirect emissions from purchased electricity, heating and cooling	Estimated gas usage 4363 kWh (Dec 24-Nov 25 readings)	Reduce Scope 2 emissions by 25% by 2030	Reduce office heating and cooling energy consumption by 25% via new HVAC policy	Implement new policy for office heating, ventilation and cooling	April 2026
	Estimated electricity usage 6458 kWh (Dec 24-Nov 25)			Work with SJIC on energy efficiency upgrades and green energy procurement	On-going
				Encourage behavioural changes (monitor thermostats, switch-off policies)	On-going

Our environment

Scope 3

Scope	Base-line	Target	Strategy	Actions	Deadline
All other indirect emissions in our value chain (supply chain, business travel, employee commuting, waste, banking, goods purchased) <i>Usually accounts for 80% of a company's emissions</i>	Gathered through travel survey New waste compliancy at SJIC through Veolio SJIC increasing secure cycling and EV charging	Reduce Scope 3 emissions by 50% by 2030	Reduce business travel miles by 40% through new policy	Remote-first meetings policy implementation	January 2026
			Achieve 60% low-carbon commuting (cycling, walking, public transport, EV) by 2027 Ensure 75% of suppliers complete CSR survey to gather better data around suppliers	Salary sacrifice schemes for EVs and bicycles Business travel policy in place Walking/cycling incentive for business travel under 3 miles Issue supplier sustainability survey Prioritise B Corp™ and local suppliers for events, printing and office snacks	January 2026 January 2026 January 2026 January 2026 On-going
			Achieve 90% recycling rate	Fully implement SJIC waste reduction procedures Continue using recycled printer paper and stationery and reduce paper use Recycle laptops and furniture	January 2026 On-going Ad-hoc
			All cloud services and digital infrastructure meet "green hosting" requirements	Our carbon emissions for our digital infrastructure – namely Microsoft – is 35.28 kg CO ₂ e per year for 14 people. We will aim to reduce data storage and review CambIT's sustainability policies Our internet connection is provided through St John's Innovation Centre. We will request its estimated annual carbon footprint and include it once available Maintain hosting with Krystal – a B Corp™ green web hosting provider	January 2027 May 2026 On-going

Our environment

Travel and transport policy

In January 2026, we launched a new travel and transport policy that underpins our commitment to supporting sustainability and employee benefits.

Through our work developing our Climate Action Plan we know that travel and commuting is a major contributor to Scope 3 emissions. And, if we want to halve our emissions by 2030, we need to make some changes. So, we introduced three new initiatives which are now up and running:

- **EV Salary Sacrifice Scheme** – team members can lease a brand-new electric car via Octopus EV, taking advantage of tax and NI savings through salary sacrifice, supporting carbon reduction targets
- **Cycle to Work Scheme** – team members can purchase a new bike (including electric) and/or safety equipment via salary sacrifice up to a certain value, benefitting from tax and NI savings to reduce the cost. The scheme encourages healthy, low-carbon commuting
- **Enterprise Car Club** – for team members to use for longer journeys where public transport is not possible and they do not have access to their own car

We also introduced a brand new, unique policy whereby mileage travelled by foot or bicycle is now reimbursed at 20p/mile for journeys less than three miles, to further encourage low-carbon commuting.

In our policy, we have stipulated that team members should request electric vehicles, where practical, when using Enterprise Car Club or taxis/Ubers.

Travel survey

In October 2025, we ran our month-long company-wide travel survey to gain a more accurate picture of weekly car mileage and the use of non-polluting forms of transport:

- The team's total mileage decreased by 41.84% and car usage decreased by 52.78% compared to the same month in 2024
- There was an increase in walking as a method of transport by 57.65% in 2025
- Of the 358 journeys the team took to and from work, 197 of these were non-polluting journeys, amounting to 55%
- Almost 1/3 (29%) of the team's journeys were made by bike, which remains the second most popular transport method, after car
- A total of 14 electric car journeys were made by the team



The team's **car usage decreased by 52.78%** compared to the same month in 2024

Almost **1/3 (29%) of the team's journeys were made by bike**, which remains the second most popular transport method, after car

There was an increase in walking as a method of transport by **57.65% in 2025**



Our environment

What we said we'd do

- Report on the environmental impact of our office downsize and hybrid working model, one year on, including measurable benefits in emissions reduction, energy use, and sustainable resource management
- Continue to advise clients on website sustainability, embedding carbon footprint considerations into our web development recommendations and championing low-impact digital practices
- Re-run our company-wide travel survey in October 2025, using a CO₂ calculator to quantify our footprint and identify opportunities to further reduce travel-related emissions

What we did

- Rather than focusing solely on our office footprint, we developed a comprehensive Climate Action Plan that covers our office energy use alongside wider operational impacts, providing clear accountability through ongoing measurement and reporting
- Consideration of website sustainability remains a priority when clients brief us on new website projects. We renewed our hosting contract with Krystal, a B Corp™ certified green web hosting provider, and continue to recommend them to clients where appropriate
- The travel survey ran in October 2025 and showed improvements in carbon friendly commuting, which may partly reflect changes in team makeup, including newer team members living closer to the office

What's next

Monitor uptake of salary sacrifice schemes introduced through our travel and transport policy and assess their impact through the October 2026 company-wide travel survey

Track and calculate mileage claimed for walking and cycling across the year in line with our new low-carbon travel policy

Review progress against our Climate Action Plan quarterly, adjusting actions where necessary to remain aligned with our 2030 targets

Improve the quality and consistency of Scope 3 data, particularly through increased supplier survey engagement and clearer data collection





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