



# Simply Washrooms B Corp Impact Report 2021 to 2022

Certified



Corporation





# Contents






# About us

As a family-owned independent provider of workplace hygiene and washroom services, we take great pride in our commitment to creating safer and more hygienic working environments. With over three decades of industry experience, we have honed our expertise, becoming specialists in supporting our clients' needs.

Our journey began with a determination to challenge ourselves and the industry at large by promoting service excellence, safety, and sustainability. This unwavering dedication enables us to deeply understand the challenges our clients face, allowing us to tailor bespoke workplace hygiene and washroom service solutions that perfectly align with their unique requirements.

We are chosen by a diverse range of clients across multiple sectors while our reputation for excellence, has led us to be the preferred partner for large facility management businesses, managing an extensive portfolio of buildings.





# Our mission

**We believe amazing workplace hygiene services can be delivered ethically and sustainably.**

**We work with forward-thinking suppliers to provide sustainable and innovative facility management solutions. As a people-driven service business, we understand achieving excellent results for our clients comes from building happy teams with equal opportunity for learning and growth. We actively encourage our teams to make the communities in which we operate better places.**

**We are committed to reducing the environmental impact of our operations. We have been carbon neutral since 2021 and have committed to reducing our emissions by 5% a year.**

**“Creating a culture of quality service and sustainability”**





# Leadership Letter

**I am excited to introduce our first B Corp Impact Report, covering the period from March 2021 (when we first embarked on our B Corp journey) to April 2022 (when we submitted our B Corp application, having reached the 80-pass score). We became a certified B Corp in February 2023, signifying our commitment to balancing purpose and profit.**

Becoming a B Corp means we are joining a community of like-minded businesses who believe in using business as a force for good. We're proud to be part of this movement and are excited to share our progress and plans for the future.

As we continue to navigate the challenges presented by global factors and the shift towards flexible working, we remain committed to embedding these important values throughout our growing organisation. We recognise that doing so will be key to our long-term success.

On a personal note, I'm proud we have achieved several significant milestones in the past year. We have reduced our carbon footprint by implementing energy-efficient practices across our operations. We have also made significant progress in our efforts to reduce waste and increase recycling, both in our own facilities and through the products and services we offer our customers. The recently introduced staff wellbeing and profit share schemes have already positively impacted our employees and the company as a whole.

Our journey towards B Corp certification was a valuable experience that helped us identify areas where we excelled in our sustainability practices and areas where we needed to make improvements. Whilst the process was positive in terms of highlighting areas for growth, it was also challenging, revealing areas where we can improve. However, being certified is just the start of our B Corp journey. We're committed to making progress towards our sustainability goals through continuous improvement and accountability.

I would like to take this opportunity to express my sincere gratitude to our staff, customers, and suppliers for their support throughout our B Corp journey towards B Corp certification. Your support has been instrumental in helping us to achieve this important milestone, and we could not have done it without you. We're proud to have such a committed community of stakeholders who share our values and vision for a better, more sustainable future.

**Andrew Shelley,**  
Operations Director, Simply Washrooms

Andrew with  
fellow Director,  
Sam Stocks





# Journey to certification

**At Simply Washrooms, we have always believed in conducting business with a purpose beyond profits.**

Our values centre around sustainability, social responsibility, and fostering a culture of care and respect for our employees, customers, and the wider community. Becoming a B Corp was a natural progression for us, aligning our business philosophy and reinforcing our commitment to being a force for good.

B Corp certification has provided us with a structured framework that helps us assess our impact comprehensively. We have gained valuable insights into areas where we can improve and make a more positive difference. The process has allowed us to evaluate our operations across various dimensions, including governance, workers, community, and the environment. As a result, we have identified opportunities for growth and development that will benefit not only our business but also the stakeholders we serve.

Being part of a collective of companies with similar values and ethos through the B Corp community is truly powerful. It allows us to connect with like-minded organisations that are driven by the same purpose and vision. The ability to share experiences, exchange ideas, and collaborate with other B Corps amplifies our impact and contributes to a collective movement toward a more sustainable and equitable economy.

Furthermore, the B Corp certification has provided us with a clear roadmap for continuous improvement. The ongoing assessment and recertification process challenges us to set higher standards and push beyond the status quo. By measuring our impact and striving for higher scores, we are constantly raising the bar for ourselves, fostering innovation, and finding new ways to make a positive difference in the world.

Our decision to become a certified B Corporation reflects our unwavering commitment to being a responsible and purpose-driven business. We firmly believe that by aligning our values with those of the B Corp community, we can create a more sustainable, equitable, and inclusive future. The B Corp certification provides us with a structure and framework that enables us to become a better business for everyone we come into contact with.



# B Corp verified score, benchmarking progress and goals for recertification



## Score breakdown

Our first verified  
B Impact score  
(2023):

**85.5**

Qualifies  
for B Corp  
certification:

**80**

Median score  
for an ordinary  
business:

**50.9**

Governance

14.4

Workers

25.5

Community

20.7

Environment

21.6

Customers

3.1

Our aspirational  
recertification  
score (2026):

**95**



Impact area plans and progress

Governance



Having a well-defined governance structure is crucial for our growing business as it enables us to support our staff and enhance internal processes. Our pursuit of B Corp certification has played a significant role in directing our efforts towards improving policies and practices for the benefit of our employees and clients. With the guidance and support of our B Leader, we were able to identify areas where we could make meaningful enhancements.

Through the changes we implemented during this journey, we were able to strengthen our operational and managerial frameworks, ensuring they align with our mission and ethics. Furthermore, these changes fostered accountability and transparency in our work practices.

What we said we'd do	What we did
Add social and environmental awareness training courses to the mandatory training staff need to complete each year.	All staff completed environmental awareness and diversity & inclusion in the workplace training for the first time ever.
Include social and environmental objectives into manager and team objectives, and start assessing these in annual performance reviews.	We included social and environmental objectives into our manager and team objectives for the first time ever.
Start monitoring staff satisfaction.	All staff rated between 76-100% satisfaction rate.

Plans for 2023



Develop a stakeholder engagement strategy to consult them on our social & environmental performance



Look into setting up an advisory board with social and environmental expertise



Embed reviewing social and environmental objectives in all workers' performance reviews



“All staff completed environmental awareness training”





Impact area plans and progress

Workers

At Simply Washrooms we provide a work environment that is supportive, fulfilling, and aligned with our staff’s values and aspirations. This translates into greater job satisfaction, higher levels of engagement, and ultimately, a more motivated and productive workforce.

Here are some of the ways our staff benefits from our B Corp certification:

- 1. Sense of purpose:** Our B Corp certification provides our staff with a sense of purpose and meaning. They take pride in working for a company that is committed to making a positive impact and creating a better world.
- 2. Support for wellbeing:** We prioritise the wellbeing of our staff and have introduced new wellbeing and profit share schemes, which provide financial incentives and support for personal development. This helps ensure that our staff feel valued and supported, contributing to a positive work environment and greater job satisfaction.
- 3. Professional development:** We are committed to continuous improvement, which means investing in our staff’s professional development. We provide training and development opportunities to help our staff grow their skills and knowledge, which supports their personal and professional growth and enhances their value to the company.



What we said we'd do	What we did
Look at everyone’s hourly wage and make adjustments so that we pay the Living Wage as a minimum.	Became a Living Wage employer in April 2022.
Start paying all staff a bonus.	Started giving 100% of staff a bonus, which amounted to 5.2% of profits.
Start monitoring staff satisfaction.	All staff rated between 76-100% satisfaction rate.
Conduct a pay equity analysis by gender.	Conducted a pay equity analysis by gender and we discovered that there were no inconsistencies, we were already paying workers of different genders in similar level positions the same.



Plans for 2023

Look into offering private health and dental insurance to all staff

Increase internal promotions





Impact area plans and progress

Community

For many years, Simply Washrooms has emphasised the importance of giving back. However, we didn't devote much consideration to how we could do this in a targeted and meaningful manner. In the past 18 months, we have reassessed our approach to giving and made significant enhancements. Not only have we increased the amount of time and financial resources we contribute, but more importantly, we have become more focused in our efforts.

We have taken the time to reevaluate how we select charity partners, considering causes that resonate with our staff and actively promoting local volunteering opportunities to them. By establishing a clear methodology for supporting local communities, we are able to maximise the positive impact we can make on those around us.

What we said we'd do	What we did
Procure more from local suppliers.	Spending on local suppliers increased by 10% of overall spending.
Formalise a charity partnership with an organisation aligned to our strategic objectives of reducing waste and increase donations to charity.	<p>We implemented our Workplace Giving Scheme enabling staff to select our charity partners, we also enhanced our support to these chosen charities.</p> <p>We have a new formal Charity Policy, and an official and strategic charity partnership with Sea Changers, the marine conservation charity.</p> <p>Overall charity donations have more than doubled.</p>



Plans for 2023



Increase number of hours spent on volunteering by staff



Increase % of revenue donated to charity



# Impact area plans and progress

## Environment

**It is more important than ever for businesses to prioritise sustainability and social responsibility.**

Climate change, social inequality, and environmental degradation are some of the greatest challenges facing our world today, and businesses have a critical role in addressing them. By operating as sustainable businesses, we can help create a better world for current and future generations and ensure that we leave a positive legacy.

Becoming a B Corp has helped us embed sustainability into our business practices and ensure that our impact on the environment is constantly improving. We believe this commitment to sustainability is important for the environment and our customers, staff, and wider community.



**“We are undertaking the electrification of our fleet to manage the impact of this on the environment”**

What we said we'd do	What we did
<b>Review our product materials, design, reuse and recyclability.</b>	We have been a driving force in working with our supply chain to look for alternatives to virgin plastics for the production of our products. We were the first workplace hygiene supplier in the UK to drive the use of recycled plastics in product manufacturing and now use 47% recycled plastic in our products.
<b>Develop a reclamation programme for our used products.</b>	We have invested in a closed-loop recycling program so when our plastic products can no longer be reused, they are fully recycled and turned into materials for the manufacture of new products. We saw a 37% reduction in rigid plastic bought between 2021 and 2022 because of this reclamation programme.
<b>Switch to 100% renewable energy tariff.</b>	We have moved from a tariff using 30% renewable energy in 2021 to a 100% renewable energy tariff for our business facilities.
<b>Implement energy conservation and efficiencies in our main facilities.</b>	2% reduction in energy usage from 2021 to 2022.
<b>Conduct an analysis of our whole business' greenhouse gas footprint, including our suppliers.</b>	We conducted the first greenhouse gas footprint analysis of our whole business in 2021. We were producing 363 tCO <sub>2</sub> e. At the end of 2022 our emissions were 330 tCO <sub>2</sub> e. This is equal to a 9% reduction in our overall GHG footprint from 2021 to 2022.
<b>Purchase certified carbon credits for our whole greenhouse gas footprint: Scopes 1,2, 3.</b>	We purchased certified carbon credits for the 363 tCO <sub>2</sub> e through Climate Impact (certified B Corp).
<b>Reduce impact of business travel.</b>	Employees are now encouraged to use virtual meeting technology to reduce in-person meetings and we now have a written policy limiting corporate travel.
<b>Manage impact of the transportation of our products.</b>	We have switched 3% of our vehicle fleet to electric. We have introduced a strategic planning software to minimise fuel usage and plan the most efficient routes for our service delivery team. We proactively avoid air shipment and only use shipping methods with a lower environmental impact.
<b>Ensure that zero waste goes to landfill.</b>	100% of our client waste does not go to landfill: it is either recycled or goes to incineration (as the majority is hygiene waste and cannot be recycled).
<b>Increase the % of products sold with a certification that assesses their environmental impact.</b>	We discovered that 44% of our products sold have a certification that assesses their environmental impact.

### Plans for 2023



Start providing support and resources for our supply chain in adopting greenhouse gas minimised operations



Continue to buy certified carbon credits for 100% of our GHG footprint: Scopes 1, 2, 3



Actively encourage car-pooling by centrally mapping where all workers live & sharing options with staff



Switch a further 6% of vehicle fleet to electric



See a further 5% reduction in energy consumption



Increase proportion of products made of recycled metal from the current 7% to 10%



Increase proportion of bins made of recycled plastic from the current 47% to 55%



Install electric charging points at our facilities



Increase the % of products sold with a certification that assesses its environmental impact to 50%



Decrease our greenhouse gas footprint by a further 5%



Further 35% reduction of virgin rigid plastic

# Impact area plans and progress

## Customers

**For our customers, being a B Corp means they can trust that we are committed to operating ethically and sustainably.** Our B Corp certification provides independent verification that we meet rigorous social and environmental standards, giving our customers confidence that they are doing business with a company that shares their values.

We are committed to providing not only high-quality services but also sustainable solutions that support our customers' own sustainability goals. By operating with a triple bottom line approach which focuses on people, planet, and profits, we can provide a level of service that goes beyond mere transactional business interactions.

### Here are some of the ways our customers benefit:

- 1. High levels of customer service:** We are committed to delivering the highest levels of customer service, which means responding quickly and effectively to customer needs and concerns. We prioritise transparency and open communication, so our customers are always informed about the progress of their projects and any issues that may arise.
- 2. Sustainable service:** Our certification requires us to meet rigorous social and environmental standards, which means our services are designed with sustainability in mind. We use eco-friendly products and materials whenever possible and implement best practices to minimise waste, conserve resources, and reduce our carbon footprint. This allows our customers to reduce their own environmental impact, supporting their own sustainability goals.

- 3. Shared values:** We share our customers' values and commitment to sustainability, social responsibility, and ethical business practices. This shared commitment fosters a deeper level of trust and understanding between us and our customers, enabling us to work together more effectively to achieve our mutual goals.

“Customer satisfaction is good or excellent at 90%+”



What we said we'd do	What we did
Start surveying our customers on satisfaction and ask for detailed feedback on our performance.	Following a recent customer satisfaction survey carried out in early 2022, we received a rating of 90% 'good' or 'excellent' regarding the overall quality of service delivered to customers.

### Plans for 2023



Start assessing the outcomes produced for our customers through the use of our service, rather than just the outputs



Target more purpose-led organisations with our service



Develop an ethical marketing policy

Delivering sustainable washrooms & workplaces

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Certified



Corporation

Becoming a B Corp enables us to have a greater positive impact on the way we govern our business, on our customers, staff, the communities in which we operate, and the planet.



[simplywashrooms.com](http://simplywashrooms.com)