



Simply Washrooms B Corp Impact Report for 2023

Certified



Corporation





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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 solutions that perfectly align with their unique requirements.

At Simply Washrooms, we are chosen by a diverse range of clients across various sectors. Our reputation for excellence has also led us to be the preferred partner for large facilities management businesses, entrusted with managing extensive portfolios 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 commit to reducing our emissions by 5% a year.

“Creating a culture of quality service and sustainability”



simply
washrooms

Leadership letter

I am excited to introduce Simply Washrooms' second B Corp Impact Report, covering the period from January to December 2023. Simply Washrooms became a certified B Corp in February 2023, cementing our commitment to balancing purpose and profit.

We started our B Corp journey nearly three years ago, and we have learnt a considerable amount since then. We have learned a lot about our business, where we are, and how we can best transition towards a more sustainable model. We have also learned that this is a journey, and although the success of our certification last year will remain a highlight for me, it was only the start of a longer, incredibly rewarding process.

Our first full year as a B Corp has allowed us to fully embed many of the improvements we have made internally with the team and with other key stakeholders – particularly our clients and suppliers.

It's been great to see a high volume of positive feedback from clients and suppliers on the work we have been doing. This has enabled conversations with these partners about the programmes they are undertaking to improve their own social and environmental performance. These collaborative conversations have evolved into sharing ideas and best practices that will hopefully amplify the positive impact.

I am proud we have achieved several significant milestones in the past year. Resource reduction has been a real focus of the team, allowing us to make some

great progress in this area. This helped us reduce our overall plastic consumption by 16% and to expand the use of recycled plastics in production to 42% of products. The result of this work meant that whilst the business has continued to grow over the past 12 months, we have achieved reductions in both our overall carbon output and our carbon intensity.

2023 also allowed us to embed our environmental and social objectives with staff, and whilst there is still work to be done here, we have made some significant progress. We see this as a priority for 2024.

As we move into a new year, we are already working on an exciting new charity partnership aligned with our purpose, which will continue to improve our impact. We will be sharing updates on this as the year progresses.

I want to take this opportunity to express my sincere gratitude to our staff, customers, and suppliers for their continued support. We are proud to have 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 Directors
Sam Stocks and
John Shelley

Journey to certification

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 is a holistic and evolving measure. It helps us know how well we are doing, how we can improve, and helps us tell all our stakeholders how well we are doing at it.

Our next recertification has spurred us on to adapt our business model to create systems for resource conservation by developing an end-of-use recycling programme, where we are systematically refurbishing sanitary bins for re-use, where, previously we were only providing new bins to clients.

As we look ahead, we want to ensure we constantly challenge ourselves to maximise the impact we can have on the communities we serve and the environment in which we operate. This mindset is driving an ambition to really crystallise our true societal impact as a business. In turn, we recognise this will lead to developing new partnerships and business models that will enable us to maximise that societal impact in different ways. We see this as the natural next stage of our B Corp journey and something we're hoping to achieve between now and recertification.



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):

99

Impact area plans and progress

Governance

In 2023, our main focus in the area of Governance was to start embedding social and environmental objectives at a company and team level. This was a significant change for us in decision making and how our leadership team considers our social and environmental performance as equally important as our financial. We want to take this even further in 2024, so that every individual understands how their role contributes to the company level goals.

What we said we'd do in December 2022	Where we are in December 2023
Embed reviewing social and environmental objectives in all workers' performance reviews.	100% of staff have discussed company level social & environmental objectives in their performance reviews. 10% of staff have had their individual contribution to these objectives reviewed.
Look into setting up an advisory board with social and environmental expertise.	The relationship with our sustainability consultant, who supported us to become B Corp certified, has evolved to provide this external expertise.
Develop a stakeholder engagement strategy to consult workers, suppliers & customers on our social & environmental performance.	Not achieved, but to do in 2024.

Plans for 2024



75% of staff to have a performance review where their individual social & environmental objectives are reviewed



Board of Directors to continue reviewing performance against social & environmental KPIs at least annually



Present latest Impact Report to all staff, to show how company has performed since last year



Deepen staff training material to be specific to our company social & environmental objectives



Ensure that Directors' are directly responsible for at least one social or environmental company objective



Explore linking executive team compensation to social & environmental performance, as well as profits



Start surveying workers, suppliers & customers to get their opinion on our social & environmental performance



“100% of staff have discussed company level social & environmental objectives”

Impact area plans and progress

Workers

We have always aimed to create a supportive environment for our workers, but since becoming B Corp certified, this has been strengthened even more. In 2023, we've seen fantastic levels of staff satisfaction and engagement as we were able to increase staff bonuses, provide private health care and increase the range of professional development we offer. Our main focus with staff in 2024 is to further increase our health and wellness initiatives.

What we said we'd do in December 2022	Where we are in December 2023
Continue giving 100% of staff a bonus, maintaining it in 5-10% of profits range.	100% of staff received a bonus, amounting to 7.6% profits, which was 46% increase since 2022.
Look into offering private health and dental insurance to all staff.	Rolled out a private health plan for all staff.
Continue monitoring staff satisfaction.	96% of staff report that their job role provides them with a sense of purpose.
Increase internal promotions from 4%.	6% of staff were promoted in 2023
Maintain attrition rate below 10%.	Attrition rate was 6.3%
Ensure that 100% of staff take part in training related to core job responsibilities.	100% of staff took part in training related to core job responsibilities e.g. Health and Safety, HR, Business Compliance, soft skills, Cyber awareness and Management.
Maintain 1-24% of staff take part in external professional development.	17% of staff took part in CIWM – (Chartered Institute of Waste Management) training.

“When I'm speaking to prospective clients, they're always very impressed by our environmental and social credentials, compared with our competitors. We really are leading the way, the progress we've made this year shows this is an important and ongoing process for us. I feel proud to be part of such a progressive and transparent business.”

Senior Business Development Manager



Plans for 2024



Maintain attrition rate below 10%



Increase our health and wellness initiatives



Continue giving 100% of staff a bonus, maintaining it in 5-10% of profits range



Maintain staff satisfaction rate above 90%



Roll out private health insurance to part-time workers



Further internal promotions increase of 3%



Start rolling out cross-skills training for career advancements or transitions (e.g. management training for non-managers)



For annual performance reviews, start collecting feedback from peers & subordinates & customers



Roll out working flexibility which allows employees who seek to take a short or long-term sabbatical to have their jobs guaranteed upon return



Ensure that 100% of staff take part in training related to core job responsibilities

Impact area plans and progress

Community

In 2023, we've seen increases in volunteering and donations to charities. Our staff have particularly enjoyed working with our local food bank over the last year, where they feel they can have an immediate impact on the community around them. In 2024, we're looking into a new strategic charity partnership, where we hope to achieve even more positive impact.

What we said we'd do in December 2022	Where we are in December 2023
Maintain job growth rate at 1-14%.	A 15% job growth rate (7 new roles of 47 total headcount, 100% of which paid Living Wage).
Maintain levels of workers identifying from ethnic or racial minorities above national ONS statistics (14.4% in 2019).	19% of workforce currently identify as being from ethnic or racial minorities.
Maintain levels of workers identifying as female above 37%.	40% of workforce currently identify as being female.
Increase number of hours spent on volunteering by staff.	25% of employees took part in volunteering, which equated to 70 hours.
Increase % of revenue donated to charity.	Donations in 2023 amounted to 1.15% of profits, compared with 1% in 2022.
Procure more from local suppliers.	Spending on local suppliers was 25.7% of overall spend, compared with 20% in 2022.



Plans for 2024



Maintain job growth rate at 1-14%



Maintain donations to charity around 1% of profits



Maintain levels of workers identifying as female above 37%



Maintain volunteering to around 25% of staff and around 70 hours



Maintain spending on local suppliers around 25% of overall spend



Explore doing "blind" reviews of CVs and analysing our job description language



Maintain levels of workers identifying from ethnic or racial minorities above national ONS statistics (14.4% in 2019)



Turn social & environmental Code of Conduct into assessment & send to significant suppliers & outsourced staffing services to complete



Impact area plans and progress

Environment

At Simply Washrooms, we've made huge progress in the area of Environment in 2023.

As our service involves a lot of plastic products, we're constantly looking at how to reduce our negative impact.

This past year, we focused strongly on decreasing virgin input plastic in our products and increasing our reclamation programme. It will always be our aim to keep reducing the impact of our products. Another big area of our footprint is distribution, so we are constantly looking at how to make more strategic decisions so that we are reducing our impact here.

“We've been working in close collaboration with Simply Washrooms on developing a more sustainable product line. As a result of that work, we have been able to significantly increase the use of recycled plastics in their hygiene bins. This has led to a reduction in their environmental footprint, as the production of recycled plastic emits four times less CO2 than virgin material. We believe working collaboratively like this is the very best way to hit environmental targets.”

General Manager, Kennedy Hygiene

Plans for 2024

What we said we'd do in December 2022	Where we are in December 2023
Continue to reduce amount of virgin input materials.	16% reduction in ALL input plastic because of more re-use of bins. 42% of all input plastic is recycled, compared with 27% in 2022. Total metal actually increased by 6% but the proportion of recycled input metal increased from 7% in 2022 to 19% in 2023. We're now using 93% recycled input cardboard.
Increase uptake of reclamation programme for our used products.	The first year we have a reclamation programme in place and we've already switched to 26% of total plastic in use being re-used or reconditioned bins i.e. NOT newly produced plastic products.
Continue implementing energy conservation and efficiencies in our main facilities.	Saw 12% reduction in energy usage from 2021 to 2022. Saw further 17% reduction from 2022 to 2023.
Decrease our overall greenhouse gas footprint by a further 5%.	At the end of 2022, our overall footprint for the business was 369 tCO2e (different from last year's impact report because we added in upstream freight, homeworking & business services). For 2023, it was 344, so we saw a 7% reduction in our overall GHG footprint from 2022 to 2023.
Decrease our Carbon Intensity (GHG footprint relative to growth).	Our Carbon Intensity in 2022 was 90 and in 2023 71.7, so we saw a 20% reduction.
Continue to buy certified carbon credits for 100% of our GHG footprint: Scopes 1, 2, 3.	We purchased certified carbon credits for our whole footprint 344 tCO2e.
Start providing support and resources for our supply chain in adopting greenhouse gas minimised operations.	Not achieved, but a strong focus for 2024.
Reduce impact of business travel.	Increased homeworking and employees are now located closer to their sites. Car pooling introduced.
Manage impact of the transportation of our products.	Adopting electric vehicles for service operatives has proven to be a challenge due to the performance of these vehicles. However, we've reduced total business road miles travelled by 5% through route planning efficiencies & intelligent placing of operatives in the field.
Keep reducing our business waste and keep the amount going to landfill no more than 5%.	From 2022 to 2023, we saw a 21% reduction of our overall business waste, of which 95% is recycled.
Keep reducing the impact of our packaging.	We actually increased the total amount of cardboard and paper by 52% but switched to 93% recycled input cardboard. We re-used 8% of incoming cardboard boxes for storing the re-used and refurbished bins.



Reach 60% recycled input plastic, 35% recycled input metal, 100% recycled input cardboard



Increase to 35% of total plastic in use being re-used or reconditioned bins i.e. NOT newly produced plastic



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



Even more intelligent route planning. Recruit operatives closer to clients. Reduce total business road miles travelled by a further 5%



Increase to 100% recycled input cardboard & paper. Increase proportion of cardboard re-used to 15%



Further reduction of our business waste by 10% and keep the amount going to landfill no more than 5%



Decrease our overall greenhouse gas footprint by a further 5%



Decrease our Carbon Intensity (GHG footprint relative to growth) by a further 10%



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



Further 5% reduction in energy consumption at facilities



Start asking suppliers to share their GHG footprint



Consider how to incentivise carpooling more

Impact area plans and progress

Customers

Simply Washrooms is committed to providing not only premium 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 are able to 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 also 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 that 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, allowing us to work together more effectively to achieve our mutual goals.

“We’re really pleased to see the progress Simply Washrooms has made with its environmental and social commitments over the past year. Working with suppliers who provide the most sustainable products and services is extremely important to us at The Grove. We are deeply committed to making positive changes that benefit our environment and local community, and our supply chain partners are an important part of our strategy.”

Group Purchasing Manager, The Grove

What we said we’d do in December 2022	Where we are in December 2023
Start assessing the outcomes produced for our customers through the use of our service, rather than just the outputs.	Customer satisfaction survey assesses how our service impacts them.
Develop an ethical marketing policy.	We now have an ethical marketing policy, which our new Marketing and Communications Director is implementing.

Plans for 2024

Continue to survey customers on satisfaction and outcomes that the service produces for them

“98% of clients rated our service levels as ‘good’ or ‘excellent’ in 2023”



Certified



Corporation

We believe that by becoming a B Corp, we can have a greater positive impact on the way we govern our business, on our customers, our workers, community and the planet.



simplywashrooms.com