



B CORP IMPACT REPORT

22
23



OUR MISSION

The world is constantly changing. We're your compass to help navigate it. Building brands that envision your goals, capture your ethos, and make a difference. Born from an adventurous spirit, we're never afraid to do the Polar opposite.





OUR VISION

Our vision has, and will always be, to create, collaborate and achieve through people. Both our clients and our team. Ensuring that processes are open, free and engaging. We are determined in our pursuit of better. With a view of becoming a recognised and respected global player in the creative sector.



A WORD FROM LEE



In our inaugural year as a B Corp business, we navigated through a period of unsettled political and economic downturn, presenting both challenges and invaluable learning experiences. As we journey towards our strategic goals, the B Corp frameworks have become our compass, guiding the way we deliver our services and seamlessly integrate ourselves within our community and industry.

Our certification as a B Corp stands as a pivotal cornerstone in our planning. Our team embraces the changes and opportunities that lie ahead, not just for our brand, but also for the success of our clients. This has empowered us to unlock new and positive impacts that transcend the confines of our day-to-day creative endeavours.

Integrating B Corp values deeply into our processes has become second nature for us. Beyond educating our clients, we lead them towards a more wholesome and enlightened perspective on their people, purpose, vision, and communities.

This commitment has ignited the journeys of at least three new B Corps, which we proudly support.

While we operate as a boutique organisation, we firmly believe in the significance of our impact. Our contributions to community projects have exceeded £10,000 worth of donated time, and our dedicated team has actively volunteered at local wildlife trusts, mentored four aspiring individuals through work experiences, and successfully completed an apprenticeship during our 2022 year.

Our aspirations extend far beyond the horizon, and in the coming year, 2024, we envision fortifying our commitments even further.

With this report, we aim to inspire, spark innovative ideas, and foster meaningful discussions among individuals, businesses, and organisations wholeheartedly committed to driving positive change.

LEE STURGES – FOUNDER



OUR JOURNEY

20
20



20
21



20
22



20
23



In the tumultuous year of 2020, amid the challenges posed by the Covid crisis, Polar found itself at a unique crossroads. Refusing to relent amidst adversity, we used the time this period created for us to focus on setting our sights on achieving B Corp status. In our pursuit, we soon realised that, despite our efforts, we had not yet reached the high standards that B Corps uphold. While our community initiatives thrived, we recognised room for improvement in our environmental practices and engagement with local suppliers.

The B Corp journey proved to be a transforming experience for us. Embracing the assessment process, we gained new found insights into our strengths and areas for growth. Empowered by this knowledge, we set out to realign significant aspects of our operations, determined to reapply in late 2021.

With a resolute focus, we took on the challenge once more, and in 2022, we achieved B Corp certification with an initial score of 82. This accomplishment marked our dedication to continuously strive for excellence and embody the spirit of positive impact that defines the B Corp ethos.

To date these scores allow us to continuously measure against our own impact and that of our clients. Ensuring that, we always evolve for the better.

It is important for us, more than ever, that this certification is managed, maintained and supported by each and all of our team.



OUR TEAM



MIKE DALTON
SENIOR CREATIVE LEAD

I feel proud to say we're part of the B Corp movement. It's brought positive change to how we approach business, and helps us align with like-minded companies.

As a team, it means we're constantly striving to do better, and as a company, have a greater impact on what we do in our community with the positive commitments we have set.



JESS RICKETT
SENIOR DESIGN LEAD

Becoming a part of B Corp has been important to us all as a team – it connects us with a global movement that is united by a common goal; to do good for people and the planet through business.

This certification reflects our team's commitment to wanting to create a better future – it hopefully also allows us to connect with clients and partners who share our values.



ROSS GALE
DIGITAL LEAD

B Corp brings me hope. When you start to lose faith in some of the things that go on in the world, it is reassuring to know there are other like-minded businesses and people who place purpose over profit.

Polar being part of this exclusive and inclusive group has seen us make more sustainable choices when it comes to our suppliers, help give back to our local communities and given us a common goal as a team.



ERIN ROWNEY
GRAPHIC DESIGNER

Being part of B Corp fills me with pride. It's a genuine privilege to contribute towards creating positive impacts on the environment, our community, and the business world.

This association highlights our team's consistent dedication to driving meaningful change, shaping a more promising and sustainable future for everyone.



COLIN STURGES
ACCOUNTS MANAGER

As an Accounts Manager, I find purpose in managing finances that not only drive profitability but also directly contribute to positive social and environmental impact, aligning my role with values that extend beyond the bottom line.





OUR IMPACT SCORE

Median Score for ordinary businesses **50.9** / 200
Qualifies for B Corp Certification **80** / 200
Our 2022 Impact Score **82** / 200



Governance Score **15.4** / 25



WORKERS SCORE **26.8** / 50



COMMUNITY SCORE **24.1** / 38



ENVIRONMENT SCORE **10.9** / 20



CUSTOMERS SCORE **4.5** / 35



GOVERNANCE

Governance stands as the steadfast foundation of our studio, ensuring that ethical conduct, transparency, and accountability are upheld at every turn. It's a guiding force that guarantees our operations align with our core values.

OUR GOVERNANCE SCORE

15.4 / 25



GOVERNANCE

WHAT WE SAID WE WOULD DO

- **To establish an inclusive framework within the company for employee feedback, minimising hierarchical barriers and prioritising the freedom to express honesty within the team, fostering a collaborative pursuit of improvement.**
- **To ensure that every team member is on a dedicated journey of personal development within the business.**
- **To guarantee a dedicated allocation of time each week for personal development and well-being.**
- **To drive policy evolution through the incorporation of both team feedback and appraisal insights, enriching our approach by embracing perspectives from every member of the team.**

WHAT WE DID IN 2022/2023

TRANSPARENCY

Transparency is a fundamental element of our business ethos, evident not only in our operations but also in our approach to accountability, budget management and team goal attainment. Recognising its significance, we've taken deliberate steps to foster a culture of openness by pro-actively sharing this information with our wider team. Through regular updates and collaborative discussions, we ensure that every team member at Polar is empowered with a comprehensive understanding of our business, its processes and objectives.

NURTURING PROFESSIONAL DEVELOPMENT

We are deeply committed to nurturing the growth and development of our team. Recognising the importance of enhancing skill sets and fostering personal growth, we've invested in comprehensive initiatives tailored to their professional journey. As a testament to this commitment, we currently have three of our dedicated team members enrolled in a rigorous management leadership course. This strategic investment not only equips them with valuable leadership insights but also empowers them to take on greater responsibilities and contribute more effectively to the company's success. Through ongoing training, mentor-ship, and personalised development plans, we ensure that every member of our team has the opportunity to thrive and excel in their career path.

PLANS FOR 2023/2024

ALIGNING PARTNERSHIPS

We've made it our mission to collaborate with clients who share our commitments and morals. However, after thorough impact assessment and conscious sector evaluation, we've identified that we could better improve our efforts by partnering with further charitable or sustainability-focused organisations.

OFFICE STEWARDSHIP

We are in the process of establishing a written policy that promotes environmentally preferred products and practices within our employees' workspaces, whether virtual or in-studio. This policy will encompass initiatives such as recycling, reflecting our commitment to sustainable operations.

OTHER POLICIES

We are dedicated to creating a supportive and inclusive environment for our employees. In line with this commitment, we are in the process of developing a policy to provide essential support for breastfeeding mothers at the studio. This policy aims to ensure that all mothers in our workforce have the necessary accommodations and understanding to comfortably and confidently balance their professional responsibilities with their breastfeeding journey.



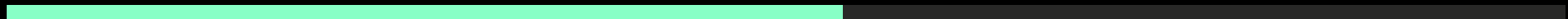


WORKERS

Our teams well-being is at the forefront, we recognise that a happy and healthy team is the cornerstone of Polars success. When our employees feel valued, supported, and content, they perform at their very best, driving productivity, creativity, and innovation. Prioritising everyone's well-being cultivates a positive work environment, fostering strong teamwork in the studio.

OUR WORKERS SCORE

26.8 / 50



WORKERS

WHAT WE SAID WE WOULD DO

- **To establish an inclusive platform for discussing business performance and setting goals.**
- **To curate a series of diverse events across the year, facilitating team cohesion and collective growth.**
- **To unveil business progress through the introduction of a performance-based profit-sharing initiative.**
- **To enhance benefits and annual leave provisions for everyone, accompanied by advancements in long-term commitment rewards.**

WHAT WE DID IN 2022/2023

OPEN FORUM FOR BUSINESS INNOVATION

In recognising that great business ideas often originate from those immersed in the work itself, we've set up an open forum. At Polar, all team members can openly contribute insights and suggestions for refining our operations and our wider business. This empowers each member and propels us toward more streamlined processes.

FOSTERING TEAM BONDING

Recognising the importance of team unity, we've initiated an open forum exclusively for team activities. Beyond our professional pursuits, this space allows us to collaboratively plan and discuss activities that strengthen our bond. This ensures everyone's preferences are taken on board and the activities selected are both enjoyable and inclusive.

EMPOWERING THROUGH PROFIT SHARING

Our dedication to acknowledging our team's invaluable contributions and cultivating shared success has led us to introduce an annual profit share scheme. By making every team member an integral part of our business journey, we enhance motivation, dedication, and foster a culture of unity. This initiative underscores our commitment to transparency, fairness, and empowering our team.

ENHANCED HOLIDAY AND CHRISTMAS BREAK

We have enhanced everyone's holiday allowance by an additional three working days, accompanied by an extended Christmas break during which the entire studio will be closed, fostering a well-deserved and rejuvenating period of rest for our team.

PLANS FOR 2023/2024

QUARTERLY TEAM SOCIALS

We're excited to launch quarterly social events over the next year and beyond. These socials provide the perfect setting to relax, connect, and strengthen bonds among team members. By fostering a positive atmosphere, these events uplift team morale and cultivate a strong sense of unity, enhancing our collaborative spirit.

REWARDS FOR EXPANDING NETWORKS AND GENERATING OPPORTUNITIES

In our ongoing commitment to recognising and encouraging outstanding efforts, we are looking to introduce a performance-based bonus scheme specifically tailored to rewarding team members who excel in bringing in new clients and work. This initiative aims to foster a culture of proactive engagement and contribute to the growth of our network and opportunities.

FLEXIBLE WORKING

In our endeavour to support our team's well-being, we're in the process of introducing flexible working hours. We hope this will empower our team to achieve a harmonious balance between their professional commitments and personal lives.



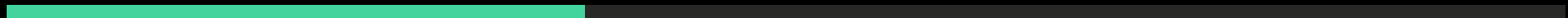


COMMUNITY

Engaging with and supporting our local and global communities is not just a responsibility, but a heartfelt commitment. By fostering connections, contributing to local initiatives, and collaborating on meaningful projects, we strengthen the bonds that make our community.

OUR COMMUNITY SCORE

24.1 / 38



COMMUNITY

WHAT WE SAID WE WOULD DO

- To provide mentor-ship for four work experience programs.
- To oversee the development of two new apprentices.
- To actively participate in school leavers' events and increase engagement with schools in our local community.

WHAT WE DID IN 2022/2023

POLAR FUND – BADDOW RACES

As an integral facet of our B Corp endeavours, Polar has established the Polar Fund. This initiative involves the contribution of £10,000 worth of studio time to benefit local community project(s) based in Essex.

During 2023 our efforts have been dedicated to supporting the Baddow Races, a significant local event encompassing a 10-mile race and a fun run. The event's objective is to raise £20,000 for local charities through the race. Our work to date has involved a new brand and website, ensuring maximum outreach and engagement to boost both runners and donations.

WORK EXPERIENCE

We take pride in offering meaningful work experience opportunities to aspiring individuals looking to embark on their professional journey. By opening our doors, we provide a platform for hands-on learning, skill development, and exposure to real-world projects. Our goal is to nurture and inspire the next generation of talent, offering them a first hand glimpse into our dynamic industry and equipping them with invaluable insights and experiences that lay a solid foundation for their future careers. In our last year we have supported an apprentice and offered 4 work experience places to students of varying ages and abilities. Some of their experience have been noted on the next page.

PLANS FOR 2023/2024

TO OFFER MORE WORK EXPERIENCE OPPORTUNITIES

Persisting in our commitment to provide work experience opportunities to young creatives, we aim to offer the upcoming generation an invaluable glimpse into the realities of commercial life and work.

FOODBANK

We are aiming to establish a monthly tradition of contributing to local food banks from our team. By consistently giving back, we aim to alleviate some of the challenges our community members may be experiencing and contribute to a brighter, more inclusive future for all.

TWO DAYS VOLUNTEERING EACH YEAR

We plan to pledge two days of volunteering time each year as a team, reaffirming our commitment to giving back to the communities that support us. Through hands-on involvement, we aim to make a meaningful contribution to various initiatives, fostering positive change and forging stronger connections within our local and global communities. We are currently in the planning phase of this goal.

ATTEND CAREER DAY EVENTS

We plan to attend at least 2 events during 2024. Ensuring that we are building a clear path into the industry for young people in our locality. This will also include talks to students where and when we are invited to do so.





JASMINE PARKER

UNIVERSITY OF THE ARTS NORWICH

I've enjoyed every minute of my time at Polar. The team have been so welcoming - especially Bear - the office dog! Polar has challenged me with lots of client projects, as well as encouraging me to keep improving my method, thinking and designs.

I have worked on a variety of projects since starting here. Ranging from a clothing brand and fitness social media to the tech industry. I also got the opportunity to create a video for Polar's own social media. Every project has allowed me to develop my technical skills and by working on live client work, it has given me a great insight into how the design process works for real brands and companies.

AMY CORNISH

CHELMER VALLEY HIGH SCHOOL

I would like to thank you and the team for the incredible time I spent at Polar. I thoroughly enjoyed working with the team, as well as working independently on the tasks set by Erin.

I also enjoyed the meeting that I joined with Jess and SAGIC as it gave me insight on what working with clients could look like.

This experience has really helped me gain a better understanding of the industry and has positively influenced my plans for the future. I am very thankful that I had the chance to work with such an amazing company and had a great time doing so.



ENVIRONMENT

Evaluating the impact of our day to day operations and services and its effect on critical aspects like air, climate, water, land, and biodiversity. This evaluation encompasses not only our direct operational impact but also extends to our supply chain and distribution channels where relevant.

OUR ENVIRONMENT SCORE

10.9 / 20



ENVIRONMENT

WHAT WE SAID WE WOULD DO

- **To transition to a new local hosting provider that operates on 100% renewable energy.**
- **To shift all of our business purchases to a local supplier with a strong focus on sustainability.**
- **To transition our accounting partnership to an ethical and balanced firm.**
- **To implement efficiency improvements in our Grade 2 listed studio space.**

WHAT WE DID IN 2022/2023

OFFICE RELOCATION

In early 2022, we moved into a captivating 1800sqft studio, however the luxury uncovered a larger issue. Inadequate insulation led to a 700% spike in heating expenses and a 350% rise in energy consumption. This prompted us to re-evaluate the space's merits. Now, in 2023, we're excited to share our decision to relocate within the same building. This move ensures a fitting workspace on the well-insulated first floor, featuring its server room and modern LED lighting. This new space significantly reduces our environmental impact.

REFINED CREATIVE PROCESS

Our evolved processes emphasise sustainability in our design output, considering both the environment and clients. Our decisions prioritise sustainability leadership and involve strategies to reduce server load, minimise downloads, and optimise hosting expenses. New websites include a carbon testing feature to raise awareness about environmental impact, benefiting us, clients, and customers.

RENEWABLE WEB HOSTING

Our websites are hosted with providers committed to achieving carbon neutrality and using 100% renewable electricity.

SUPPLIER SWITCH

Where possible – we have switched to local suppliers to minimise our environmental footprint throughout the business.

PLANS FOR 2023/2024

SUPPLIER SWITCH

To continue to switch to further local suppliers within a 50 mile radius.

REDUCING IMPACT OF TRAVEL/COMMUTING

We plan to implement a written policy to restrict corporate travel, aligning with our commitment to sustainability and reduced carbon footprint.



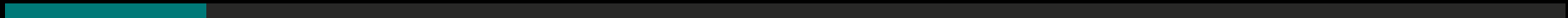


CUSTOMERS

Assessing the impact of your services and enhancing the value of your solutions is a crucial aspect of business growth and sustainability. It involves continuously evaluating the effectiveness of your offerings and making improvements to ensure they remain relevant and valuable to your customers.

OUR CUSTOMERS SCORE

4.5 / 35



CUSTOMERS

WHAT WE SAID WE WOULD DO

- To carefully choose our collaborators, ensuring their vision and values align closely with our own.
- To fully immerse ourselves in the B Corp community.
- To leverage the services of more B Corps.
- To integrate B Corp values into our creative process, ensuring that this ethos is instilled into our clients' projects.

WHAT WE DID IN 2022/2023

WORK WITH FELLOW B CORPS

Collaborating with fellow B Corp clients, we had the privilege of collaborating on the development of EcoBooths' new website. This endeavour allowed us to align our values and expertise, resulting in a platform that not only reflects their eco-conscious ethos but also enhances their online presence and user experience.

STREAMLINE PROCESSES

Optimise processes to achieve the pinnacle of quality while ensuring eco-friendly practices are seamlessly integrated.

FOOTRPINT DIGITAL

We have worked with Footprint Digital – a fellow B Corp. They have supported some of our client work with website migration support, content marketing and website copy writing.

PLANS FOR 2023/2024

ACTIVELY ENGAGE WITH THE B HIVE COMMUNITY AND TO INCREASE THE NUMBER OF B-CORPS WE COLLABORATE WITH

To actively engage with the B Hive community and amplify the B Corp message, our aim is to create a broader awareness, fostering increased collaboration with more B Corps for the coming year.

GAIN CUSTOMER INSIGHT AND EVALUATE AS A TEAM TO IDENTIFY AREAS OF STRENGTH AND WEAKNESS

To consistently gather structured customer satisfaction feedback, our goal is to actively listen, comprehend, and glean insights from both our successes and areas that require improvement in our client interactions. Understand their pain points, needs, and expectations. Analyse these as a team to identify ways of moving forward.

IMPROVE OUR STUDIO ROADMAP

Persist in refining our studio roadmap, channel resources into developing essential tools and roles, and ensure optimal alignment with our customers' future requirements.

CLEARER INSIGHT INTO OUR SERVICES

Deepen our understanding of customers, amplify their success stories, and offer both potential and existing clients a clearer insight into our services and their impact.





THANK YOU

Thank you to all who have taken the time to engage with our Impact Report. Looking ahead, we are excited about the opportunities that the next year of growth and change as a B Corp will bring. Here's to a future filled with growth, positive change, and shared success.

