white/space

IMPACT REPORT 2026.

B-Corp

July 2026

USING CREATIVITY, STRATEGY, AND INSIGHT TO HELP AMBITIOUS ORGANISATIONS STAND OUT, GROW SUSTAINABLY, AND ACHIEVE MEANINGFUL RESULTS.

BRANDING, CREATIVE DESIGN & ADVERTISING, WEB & SOCIAL MEDIA,
MARKETING & PR, DIGITAL MARKETING, PHOTOGRAPHY & FILM,
RETAIL & PACKAGING, EXHIBITION & PROMOTIONAL

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Introduction

Our purpose

We exist to raise the standard of responsible business in the creative industry — using design, marketing, and digital to help purpose-driven organisations communicate their impact, grow sustainably, and prove that creativity and doing good are not in conflict.

Our approach

White Space Agency was founded to challenge declining standards in creative design, marketing, web, and media. We believe the work we deliver should not only meet client needs but also contribute positively to society. Our mission is rooted in the principle that creativity can and should be a force for good. This means carefully considering the social and environmental implications of every decision we make; from the clients we partner with to the way we run our day-to-day operations. Our approach is values-driven, prioritising integrity, responsibility, and long-term impact over short-term gain, and we believe this is fundamental to our long-term success as an agency. This purpose directly informs our strategic decisions; from the clients we select to the standards we set for delivery.

Our purpose statement review

This purpose statement was reviewed and approved by the directors of White Space Agency Ltd, the company's highest governing body, on 04/11/2026.



Paul Mabin
Creative Director,



Rob Pearce,
Technical Design Director,



Jazmin Watts,
Marketing Director.

Timeline

This timeline outlines some of our key achievements at White Space Agency. More detail of these can be seen on the subsequent pages of this report.

2011: The company was founded. Originally called Bloom 1. Name changed to White Space Advertising in 2014, followed by White Space Agency in 2024. Paul Mabin and Robin Pearce became sole owners in 2020.

2017: Began working with ARC Marine on marine biodiversity communications

2020: Launched Families for Children LGBTQ+ adoption campaign

2022: Joined the Federation of Small Businesses

2022: Began long-term partnership with West Sussex County Council fostering service

2026: Conducted first annual stakeholder, supplier, and employee engagement surveys

2026: Completed first Scope 1, 2 and 3 GHG inventory in line with GHG Protocol

2026: Published our first Climate Action Plan.

2026: achieve B-Corp status.

Employee wellbeing

Our people are at the heart of everything we do. White Space Agency employs five people from the local community in Kingskerswell, Devon.

Our most recent employee survey showed 100% of our team feel supported, valued, and proud to work at White Space Agency, and 100% feel comfortable raising concerns or giving feedback.

We offer enhanced benefits that go beyond the legal minimum, including extended paid parental and adoption leave, unlimited paid sick leave, and additional paid leave for personal, religious, cultural, and gender affirmation needs.

All employees receive annual environmental and social training as part of our commitment to keeping our team informed and engaged.

Justice, Equity, Diversity and Inclusion (JEDI)

Our Commitment

We're committed to building an agency that is equitable, diverse and inclusive. We believe that creativity thrives when different perspectives, experiences and voices are genuinely welcomed and valued. This commitment applies across how we work internally, the clients we partner with, and the communities we're part of.

This statement is approved by the directors of White Space Agency and accountability for our JEDI commitments sits with the directors.

In practice this means inclusive hiring, removing barriers in our recruitment process and reviewing all job descriptions for inclusive language. It means actively seeking suppliers from underrepresented groups. And it means going beyond legal minimums in how we support our own people, through enhanced leave entitlements designed to reflect the diverse needs of our team.

The clients we choose to work with, and the work we produce for them, reflect this commitment just as much as how we operate internally.

Our JEDI commitment statement review

Our JEDI commitment was reviewed and approved by the directors of White Space Agency Ltd, the company's highest governing body, on 04/11/2026.



Paul Mabin
Creative Director,



Rob Pearce,
Technical Design Director,



Jazmin Watts,
Marketing Director.

Our JEDI Action Plan and Progress

We communicate our JEDI progress publicly every year in our annual Impact Report, sharing both what we have achieved and where we still have work to do. What we have done:

- Implemented inclusive hiring practices including no criminal record or credit checks, structured interviews, and inclusive job description reviews.
- Introduced enhanced paid leave including unlimited sick leave, 18 weeks parental and adoption leave, personal, religious, cultural, and gender affirmation leave, reviewed annually with employee feedback.
- Delivered our first annual environmental and social training covering JEDI principles to all staff.
- Established a Supplier Diversity Policy and begun tracking diversity of ownership among local suppliers.

Where we are still working on:

- We have collected baseline diversity data from our suppliers. Our targets are to maintain our local diverse-owned supplier base at a minimum of 27% and increase it to at least 35% of local suppliers by 2028
- We are developing an inclusive language guide for internal communications
- We plan to review whether our leadership reflects the diversity of our community, informed by stakeholder data

We will continue to report honestly on this progress every year.

JEDI: Our Work in Action

Our commitment to justice, equity, diversity, and inclusion isn't just internal. It runs through the work we produce for clients.

Families for Children: LGBTQ+ Adoption Campaign

Families for Children, a Devon-based adoption charity, approached White Space Agency to create a campaign to recruit new adopters from the LGBTQ+ community. Our concept, built around the idea that "a child sees a parent, not a gender," placed family at the centre of the message rather than identity. We produced a full suite of digital and print assets across Facebook, Instagram, Google Display, and outdoor media, as well as a location video shoot featuring a gay couple who had adopted, giving LGBTQ+ adopters an authentic and visible voice.

Lifeworks: Branding for a Learning Disability Charity

Lifeworks is a prominent Devon charity supporting people with learning disabilities. They came to White Space Agency for a complete brand overhaul, a brave decision given their previous identity had been in place for decades. We developed a new brand identity from the ground up, including logo, colour palette, typography, and a comprehensive suite of assets spanning their website, signage, vehicle livery, merchandise, and event materials. The results were significant: web traffic increased by 314%, enquiries increased by 78%, and new visitor numbers grew by 61%.

Community Engagement

At White Space Agency, we are deliberate about the clients we choose to work with. Before any new engagement begins, all prospective clients complete a questionnaire covering their operations, workforce practices, environmental impacts, and any known controversies. Below are some of the partnerships we are proud of.

ARC Marine: ARC Marine is a Torquay-based company producing patented reef cube products that create artificial coastal habitats, restoring marine biodiversity along the UK coastline. They hold B Corp certification alongside ISO 9001, 14001, and 45001, and have a formal human rights policy. White Space supports their brand presence and digital communications, helping a genuinely innovative environmental business reach the audiences and funders it needs to scale its impact.

Groundwater Relief: Groundwater Relief is a Dartington-based organisation establishing clean water drilling infrastructure in communities around the world that do not yet have access to running water. White Space supports their communications and digital presence, helping them tell their story compellingly to donors and partners. Access to clean water is one of the most fundamental human rights challenges globally, and we are proud to support an organisation tackling it directly.

Public sector and social care: A significant portion of our client base consists of public sector and social care organisations across the UK, including local authorities, NHS trusts, and charities. Our campaigns for fostering services have produced record-breaking enquiry numbers, directly contributing to more children finding permanent homes. Our work with NHS Talkworks has supported access to mental health services across Devon. We measure the social outcomes of this work and share results with our clients to inform their future strategy and resource planning.

Kingskerswell Action Group: White Space sponsors and provides creative support to the Kingskerswell Action Group, a local volunteer organisation working to rejuvenate the community where our business is based. We have produced posters, a website, and event materials for the group, contributing to local community cohesion and environmental improvements in the village.

WANO: The World Association of Nuclear Operators sets the global standards for nuclear power plant safety across more than 130 member organisations in 35 countries. White Space supports their communications work across their international offices including London, Paris, Tokyo, and Shanghai. Safe nuclear operations have direct implications for environmental protection and public safety globally.

Carbon footprint

In 2025 we completed our first full greenhouse gas inventory, measuring emissions across all three scopes in line with the GHG Protocol.

Our Scope 1 and Scope 2 emissions are zero. We operate on a 100% renewable energy contract, eliminating electricity-related emissions entirely, and own no company vehicle's or on-site fuel combustion.

Our entire footprint sits within Scope 3, reflecting the reality that for a services business, the most significant impacts lie in our supply chain and the goods and services we purchase. Supply chain emissions represent 72% of our total footprint.

We measure and report our emissions annually to enable year-on-year comparison and track progress against our Climate Action Plan.

Scope	Source	tCO_2e
Scope 1	N/A as there are no company vehicles or on-site fuel combustion	0.00
Scope 2	Electricity (100% renewable)	0.00
Scope 3	Purchased goods & services	9.85
Scope 3	Downstream transport	3.26
Scope 3	Employee commuting	0.36
Scope 3	Other categories	0.27
TOTAL		**13.73 tCO_2e**

Climate Action Plan

Our Climate Action Plan is aligned to the 1.5˚C pathway set out in the Paris Agreement. It is publicly available on our website. Our commitments:

- Measure and report emissions annually across all three scopes
- Maintain our renewable energy contract, keeping Scope 2 emissions at zero
- Focus on Scope 3 as our priority, representing 100% of our footprint

Our targets:

- By end of 2026: engage our top 10 suppliers, representing 80% of purchased goods emissions, on climate action
- By 2027: reduce Category 7 emissions through staff relocating closer to the office
- Ongoing: conduct a full GHG inventory annually to enable year-on-year comparison
- Ongoing: engage employees and clients on climate action through annual communications

We also apply sustainable digital practices across our client work, including recommending green hosting providers, building lean and performance-optimised websites, following sustainable web design principles, and factoring environmental impacts into digital strategy recommendations.

Thought Leadership

At White Space Agency, we believe that knowledge-sharing is one of the most powerful tools for driving systemic change. We actively contribute to a more transparent, resilient, and responsible creative industry through two sustained thought leadership initiatives.

Brands on Tap: Creative Sector Secrets

Brands on Tap is a publicly accessible podcast produced by White Space Agency. Through the Creative Sector Secrets series, we interview founders, leaders, and practitioners from across the creative and branding sector, exploring the honest realities of building and running a business. The podcast is intentionally jargon-free and practically focused, making industry knowledge accessible to those who may not have formal networks or mentorship structures to draw on.

By surfacing real-world insight and sharing it freely, we aim to reduce barriers to entry in the creative sector, encourage more responsible and sustainable business practices, and build a more collaborative industry culture where knowledge is shared rather than hoarded. Our primary audiences are early-stage business owners, individuals entering the creative sector, and SMEs looking to improve their business practices.

Our thought leadership through Brands on Tap contributes to SDG 8 (Decent Work and Economic Growth), SDG 10 (Reduced Inequalities), and SDG 12 (Responsible Consumption and Production).

"The Brands on Tap - Creative Sector Secrets podcast is packed with genuinely useful advice for anyone running a creative business, wishing to create a creative business, or building a brand. The conversations are honest, engaging, and bring together a great mix of perspectives from experienced industry voices. In an ever-changing landscape, it's refreshing to hear practical insights and real-world experiences shared in such an open, down-to-earth way. Well worth a listen."

Jon Shehan, Graphic Designer and Brands on Tap listener.

Our Insights Platform

Beyond our client work, we share 35 free, practical articles through our Insights page covering branding, marketing, web design, social media, and digital strategy. Our content is written to be jargon-free and practical, helping small businesses, startups, and individuals make more informed decisions, understand complex industry concepts, and raise their own standards of communication and digital practice.

We believe that sharing knowledge openly is part of being a responsible business. By making specialist expertise freely available, we contribute to more resilient, better-informed organisations across the South West and beyond.

Public Policy Advocacy & Responsible Lobbying

White Space Agency takes a responsible and transparent approach to lobbying and public policy advocacy, in line with our B Corp commitments. We only engage in advocacy that advances positive social or environmental outcomes, and we publicly disclose our positions.

Our lobbying position

White Space Agency does not currently engage in direct lobbying or make financial or in-kind political contributions. If this were ever to change, we commit to doing so transparently, in alignment with our sustainability values, and only in support of initiatives that are good for people and the planet. This position is approved and reviewed annually by the directors.

Better Business Act

White Space has signed the Better Business Act petition, calling on the UK Government to amend Section 172 of the Companies Act 2006 to legally empower businesses to balance the long-term interests of people, planet, and profit. We have actively promoted the petition to our network, demonstrating our engagement with policy advocacy beyond our own operations.

FSB membership and sector advocacy

As a member of the Federation of Small Businesses, we engage with advocacy around fair business practices and local economic resilience. Our hosting infrastructure is powered by renewable energy and we are committed to advancing sustainable digital practices within the marketing and creative industries. We intend to formally align with Ad Net Zero and to advocate for ethical and responsible advertising standards through relevant trade and professional bodies.

Public forums and community engagement

Members of the White Space team regularly participate in local business networks and community forums in Devon, sharing knowledge and experience with fellow businesses and organisations. We have contributed to educational settings including engagement with local schools and colleges around careers in the creative and marketing industries, and delivered sector talks on SEO and GEO to local business owners. We are developing a more structured programme of educational outreach in partnership with local further and higher education institutions.

Collective Action & External Research

Beyond our own operations, White Space engages in collective action to create broader social and environmental impact, working with clients, sector bodies, and the wider B Corp community to drive systemic change.

Where we are heading: external research and knowledge-sharing

Our work with public sector clients has generated measurable social outcomes that sit alongside wider sector learning. Our marketing campaigns for local authorities across the UK have produced documented results, including record-breaking foster carer enquiries, which our clients have used to shape future recruitment strategy and resource planning. Our work with NHS Talkworks has similarly contributed data and creative learnings to public health communications.

A priority for 2026 to 2027 is to formalise this contribution by sharing anonymised campaign effectiveness data with sector bodies, and by partnering with a local authority to produce an insights report for the Department of Education. Contributing to external research aimed at positive social impact is a committed next step in our collective action journey.

Responsible business policies

We publish and uphold a Modern Slavery Statement, Modern Slavery Policy, Human Rights Policy, and Sustainability Policy, all publicly available on our website. We actively encourage the businesses and suppliers we work with to adopt equivalent standards, extending our commitment to responsible practice beyond our own operations.

B Corp community

As a company working towards B Corp certification under the V2.1 standards, we will become part of a global community of businesses committed to using business as a force for good. We will share updates on our B Corp journey, including through this Impact Report to inspire others in the creative sector to raise their standards.

Value chain transparency

We believe responsible business extends beyond our own operations to the suppliers and clients we work with.

Our supplier engagement

In 2026 we launched our first annual supplier survey, asking key suppliers about their environmental and social practices. Our findings:

- 83% of surveyed suppliers pay the Real Living Wage
- 67% have a written environmental or sustainability policy
- 39% have a formal human rights or modern slavery policy
- 11 of 18 surveyed suppliers are local to Devon and the South West
- 3 of our 11 local suppliers (27%) are majority-owned by people from underrepresented groups, including woman-owned businesses and businesses with ethnic minority ownership

We are targeting engagement with our top 10 suppliers by spend by the end of 2026 as part of our Climate Action Plan. We are also seeking to maintain our local diverse-owned supplier base at a minimum of 27% and increase it to at least 35% of local suppliers by 2028.

Our client screening process

As part of our human rights and environmental commitments, we assess all new clients and projects before confirming an engagement. Every new client completes a questionnaire covering their operations, workforce practices, environmental impacts, and any known controversies. A Director then conducts a desk-based review alongside publicly available information.

Stakeholder Engagement

At White Space, we engage with our stakeholders to identify key sustainability priorities, build trust, and continuously improve our social and environmental performance. In 2026, we conducted our annual engagement surveys, gathering views from customers, community and environmental stakeholders, suppliers, and all four employees.

We asked stakeholders to rate the importance of eight sustainability topics, and gathered open feedback on our services, accessibility, communications, and community involvement. A separate supplier survey covered social and environmental practices, human rights, and supply chain transparency. All employees completed an internal survey on workplace experience and sustainability priorities.

Our stakeholders influence how we prioritise our sustainability journey. Survey findings are reviewed by the directors each year and used to set improvement priorities, inform our strategy, and update our Stakeholder Engagement Plan. Employee feedback is also gathered through the annual environmental and social training session, which covers our sustainability priorities and HR policies including leave entitlements, and directly informs those policies.

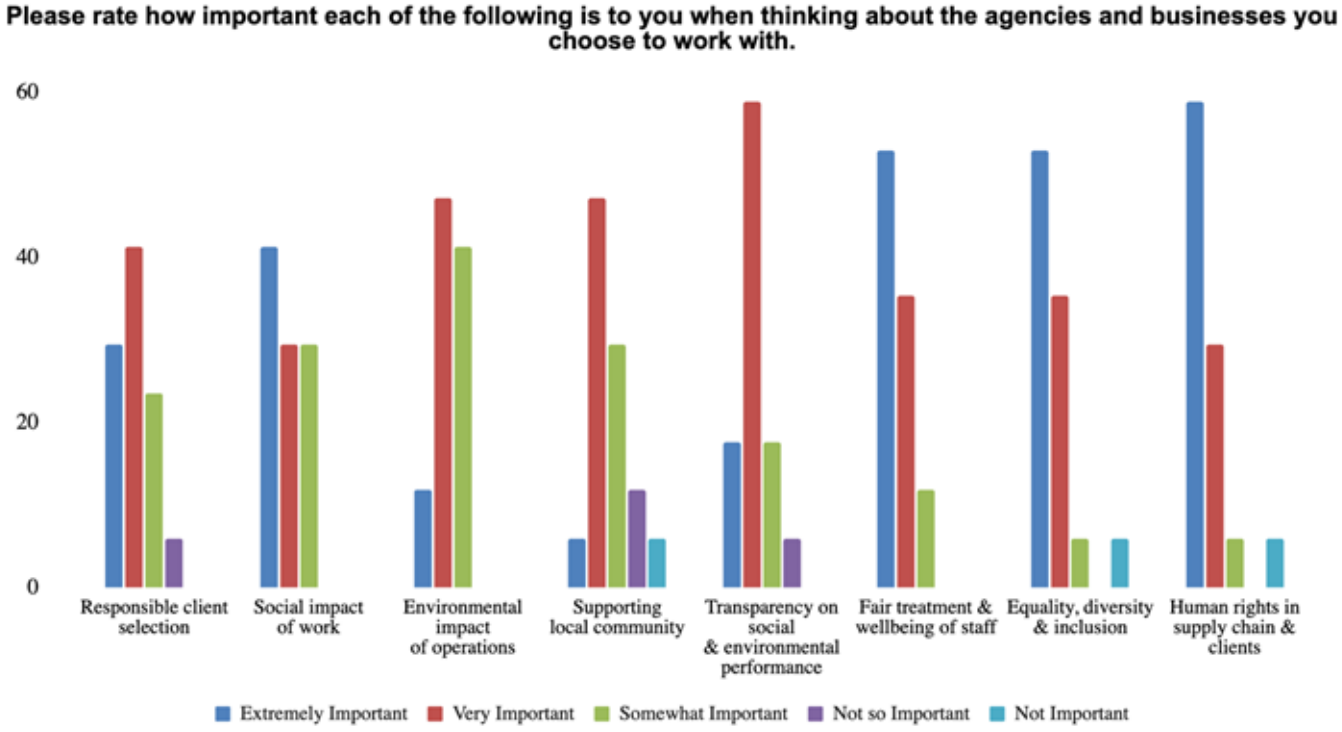
Stakeholder Engagement Survey results

Our latest stakeholder survey highlighted 'Fair Treatment and Wellbeing of Staff', 'Equality, Diversity and Inclusion', and 'Human Rights' as the most material issues when it comes to our social and environmental impact, with over 85% of respondents rating each as very or extremely important.

The additional comments reflected strong alignment with our values. The majority of those who responded to our question on certifications said that holding recognised sustainability credentials matters to them or positively influences their decisions, with one client noting they actively prefer to stay within the B Corp family.

Several stakeholders expressed interest in future webinars and events, with digital marketing topics including SEO, AI in marketing, and sustainability communications coming through as the most requested themes, reinforcing these as areas we plan to develop in the coming year.

Stakeholder Engagement Survey results



What our stakeholders told us

People come first

Fair treatment of staff, human rights, and JEDI were the top three priorities across customers, suppliers, and employees alike - rated important or very important by 83-89% of all respondents. Our stakeholders care most about how we treat people.

B Corp is valued by clients

Public sector clients including West Sussex County Council, NHS Devon, North Somerset Council, and Torbay Council explicitly linked B Corp certification to their own procurement values. One supplier said it may inspire their own certification journey.

Environmental responsibility is a shared priority

Environmental impact and supply chain transparency rated important across all groups; this feeds into our Climate Action Plan and supplier engagement targets.

Clear asks from stakeholders

Respondents want more direct, concise communications; webinars on SEO, AI in marketing, and sustainability; and engagement with networks including B Local South West and Tech South West. Our 2026-27 actions respond to each of these.

Next Steps

In response to our stakeholder engagement and our ongoing sustainability commitments, our priorities for 2026 and beyond are:

- Achieve B Corp certification under the new V2.1 standards
- Measure and report our greenhouse gas emissions annually
- Set targets for emission reductions aligned with climate action
- Conduct our annual stakeholder engagement and supplier surveys
- Engage our top 10 suppliers by spend on climate action by end of 2026
- Maintain our local diverse-owned supplier base at a minimum of 27% and increase it to at least 35% of local suppliers by 2028, tracked annually through our Supplier Diversity Policy
- Increase the proportion of suppliers with formal human rights policies and third-party certifications
- Increase external visibility of our sustainability commitments, including through B Corp communications and social media
- Explore webinars and events on SEO, AI in marketing, sustainability communications, and greenwashing