# B Corp Impact Report





# Leadership Letter

I’m delighted to share our 2026 Impact Report, which charts our journey to B Corp certification, highlights what we’ve achieved so far, and sets out our goals and roadmap for continued improvement.

MSMR was founded in 2000 out of a desire to achieve outstanding design in all our work, creating places that are better for both people and the environment, fostering enduring relationships, team collaboration and a caring and nurturing work environment respecting the balance between work and home life.

Those commitments have remained at our core and, over time, have developed to ensure that we maintain our high environmental and social standards – balancing profit and business development with our wider responsibilities.

What we have achieved today is thanks to the collaboration, talent, and ambition of all those who have worked with MSMR.

We are excited for the future and look forward, knowing that our commitment to B Corp and its wider community will guide us on the journey to continually being better.

Mike Storey
Founding Director
MSMR Architects

# Our Values



## Excellence

- Meticulous and consistent, we bring design expertise with comprehensive market knowledge
- We are open, honest, ambitious, and discreet
- Providing optimised design solutions, we maximise value for our clients at every opportunity
- We are committed to maintaining best practice in all aspects of our work by continuous review and improvement

## Creativity

- Our design approach is contextual, site-specific and contemporary
- Our objective is to create imaginative and inspiring architecture, delivering quality, value and functionality
- We recognise that creativity and sustainability are inextricably linked, shaping our approach to the future of architectural design
- By encouraging creative skills, technical knowledge and freedom of artistic expression among our employees, we cultivate a supportive and vibrant environment

## Collaboration

- Collaborative working is central to our ethos
- By maintaining and developing our extensive network of trusted specialists we harness the collective expertise of our fellow professionals
- Constructive teamwork is transformational and we encourage the shared learning opportunities this provides
- By engaging in research and discussions about contemporary architecture, we share our knowledge and experience with others

# Our Journey to Certificaiton




Since our formation in 2000, MSMR has been run with an open and democratic culture, an approach reinforced by our transition to becoming an employee-owned company in 2018. B Corp certification is a recognition of our long-standing commitment to ethical business and our endeavours to make a positive impact on people and the planet.

We began our certification journey because our core values (equity, inclusion, and social and environmental responsibility) already reflected those of B Corp. We were eager to join a community of like-minded organisations that share their successes openly, hold each other accountable, and work collectively to raise the standard of business for good.

We had good foundations in place, from our comprehensive office manual to our ISO accreditations, but especially our governance structure as employee-owned.

The B Corp journey has helped us formalise some of the processes that were happening already and allowed us to identify clear areas for improvement.

MSMR joined the B Corp community in May 2024.

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76-78 Portland Place
Marylebone
The Howard de Walden Estate

# Our B Impact Score



**92.6** MSMR Architects B Impact Score

**80** Qualifies for B Corp Certification

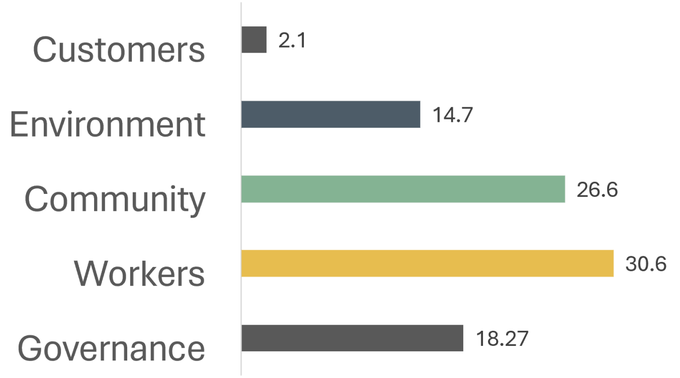
**50.9** Median score for Ordinary Business

We achieved a B Corp certification score of 92.6.

Our score signifies that our policies and business activities align with the criteria set by B Lab, monitoring our social and environmental performance, transparency, and accountability.

Integral to our certification is a commitment to improving our score across all Impact Areas. Our score breakdown can be seen below.

The following pages in this document dissect where we earned our score in each Impact Area, and our plans for next 12 months.






# Customers

**Our score: 2.1**

What we did

- We actively addressed data usage and privacy issues by updating our published privacy policy
- Increased security to provide additional staff data protection
- We managed the value created for our clients by
  - maintaining healthy, long-standing relationships
  - monitoring customer satisfaction

In the next 12 months we hope to

- Introduce written policies for ethical marketing, advertisement, and customer engagement
- Introduce formal monitoring of client satisfaction through the introduction of an optional post-occupancy feedback form
- Introduce a complaint resolution work flow

# Environment



**Our score: 30.6**

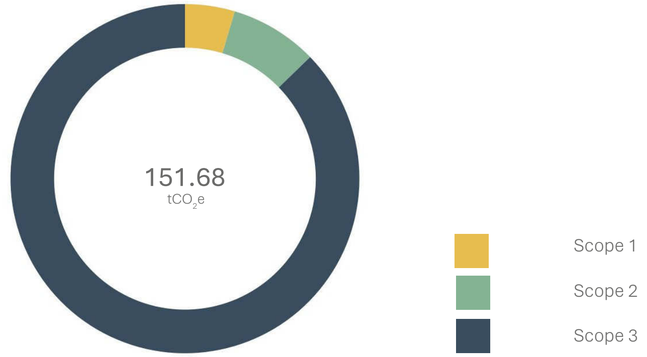
What we did

- Maintained our ISO 14001 certification
- We annually measure our carbon footprint (Scope 1-3), collecting accurate data across all of our utilities
- Switched to a 100% renewable electricity tariff
- We understand that the impact of our projects is significant. For each project we've targeted:
  - BREEAM
  - LCA during projects
  - Use of sustainable materials
- Promoted and incentivised low carbon travel through our cycle to work scheme

In the next 12 months we hope to

- We are looking to reduce water consumption in the office by harvesting rainwater
- Finding an equivalent to LEED certification
- Reduce our Scope 1 emissions

**Carbon Calculation 2024/25** ($tCO_2e$)




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Television Centre
White City
Stanhope and Mitsui Fudosan

# Community










**Our score: 14.7**

What we did

- Committed to maintaining a diverse and inclusive work environment with the support of our Equity, Diversity and Inclusion Policy
- We conducted an annual supplier engagement survey
- Formalised our volunteering and charity policies

In the next 12 months we hope to

- Improve our measurements of diversity by collecting demographic data of our employees
- Offer training for all employees on topics related to diversity, equity and inclusion
- Carry out improvements noted in our JEDI report



# Workers

**Our score: 30.6**

What we did

- Reviewed and updated our office manual to reflect changes in policy and legislation
- Carried out our annual satisfaction survey and reporting, which first began in 2016
- Since 2001 we have offered pension contributions along with income protection and death in service insurance to all employees

In the next 12 months we hope to

- Implement our inclusive language and accessibility guidelines to all policies and internal documents
- Introduce a voluntary mentoring programme
- Introduce a health risk assessment
- Introduce a breastfeeding policy
- Review and update the office manual

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Somerset House
Strand
Somerset House Trust

# Governance



**Our score: 18.27**

What we did

- In 2018 we became an EOT and all shares are held in trust
- Our trustees are the stewards of the EOT: they hold the company shares for employees and make sure that ownership is managed fairly, legally, and in the long-term interests of the workforce
- Employee Council established since 2018
- We are committed to high ethical standards through a strong Code of Ethics and Business Conduct, ongoing ethics training, and executive leadership that promotes a culture of integrity
- Mission Locked - we completed the B Corp legal agreement in 2024

In the next 12 months we hope to

- Strengthen our diversity and inclusion policy by embedding JEDI and Climate Action goals into formal new starter onboarding and ongoing manager training
- Update our formal mission statement
- Identify, measure, and manage the most material social and environmental issues relevant to architecture

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Level 33, 8 Bishopsgate
Bishopsgate
Stanhope

# Looking Ahead



What we have achieved over our 26 years reflects our founding values and the vision and talents of all those we work with.

As we move forward to recertification in May 2027 we aim to improve our B Corp score by remaining true to these values, and by making the specific changes defined below. We do this because it's the right thing to do.

Goals for 2026:

**Climate Action Plan**

- Measure the latest reporting period's carbon footprint
- Set our climate targets
- Implement a process to track against these targets year-on-year

**JEDI Action Plan**

- Capture data via staff survey
- Analyse our findings and incorporate stakeholder feedback
- Formalise a plan in accordance with B Corp guidance, including:
    - specific deadlines
    - allocation of resources
    - assigning responsibilities to specific roles
- Share our public statement and commitment to JEDI principles

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Bankside Yards
Blackfriars
Native Land

msmrarchitects.co.uk