



# IMPACT REPORT

# WHERE DESIGN MEETS RESPONSIBILITY



“At Johnson Naylor, we design interior spaces that endure; beautiful, intelligent, and sustainable that bring life to our projects, and value for our clients. Over the past year, in a world increasingly aware of environmental and social responsibility, we’ve taken time to reflect on how our work can make a meaningful difference for people and the planet.

We are proud of the progress we’ve made. From using responsibly sourced materials and considering full life cycles, to creating flexible, efficient, and long-lasting designs, our projects reflect a commitment to sustainability at every stage. Working closely with clients, developers, and suppliers, we’ve explored new ways to reduce environmental impact while delivering exceptional design.

Becoming a certified B Corporation in 2025 marked a significant step in this journey. Our in-house sustainability steering group which spans interior architecture and design, FF&E, and office management, has helped us research, implement, and share best practices across the business. Investment in staff training, CPDs, and specialist courses has strengthened our team’s knowledge and empowered them to make real impact through design.

The B Impact Assessment has been both affirming and instructive. It highlights the progress we’ve made, but also reminds us where we can do better. Sustainability is not a destination—it’s a journey, and this process keeps us honest, focused, and motivated to improve.

Looking ahead, we remain committed to learning, evolving, and collaborating with all our partners. Together, we aim to create interior spaces that are not only beautiful and functional, but that truly benefit people and the planet.”

— Joel Geoghegan, Managing Partner

# MEASURING OUR IMPACT

We are thrilled to share that we achieved our first B Impact Score last year. With a total score of 83.1 across the five impact areas, we exceeded the 80-point threshold required for B Corporation certification—an important milestone in our commitment to do better.

Our first Impact Report highlights strong performance in the Environment and Workers categories, while identifying clear opportunities for growth in Community and Customers.

Over the next year, we aim to strengthen our B Corp performance by focusing on key areas of environmental impact, community engagement, staff development, and education. We plan to reduce energy consumption and waste, incorporating third-party verification where possible to enhance credibility. Engagement with local charities through material and furniture donations, while also continuing training and professional development for staff. We will expand partnerships with universities such as Kingston, Manchester, and London Metropolitan, offering more internships, work experience opportunities, and educational collaborations to support student development. By tracking these initiatives and measuring their outcomes, we aim to continue to create a greater impact as a new B corporation.

Governance: 14.3

Workers: 28.1

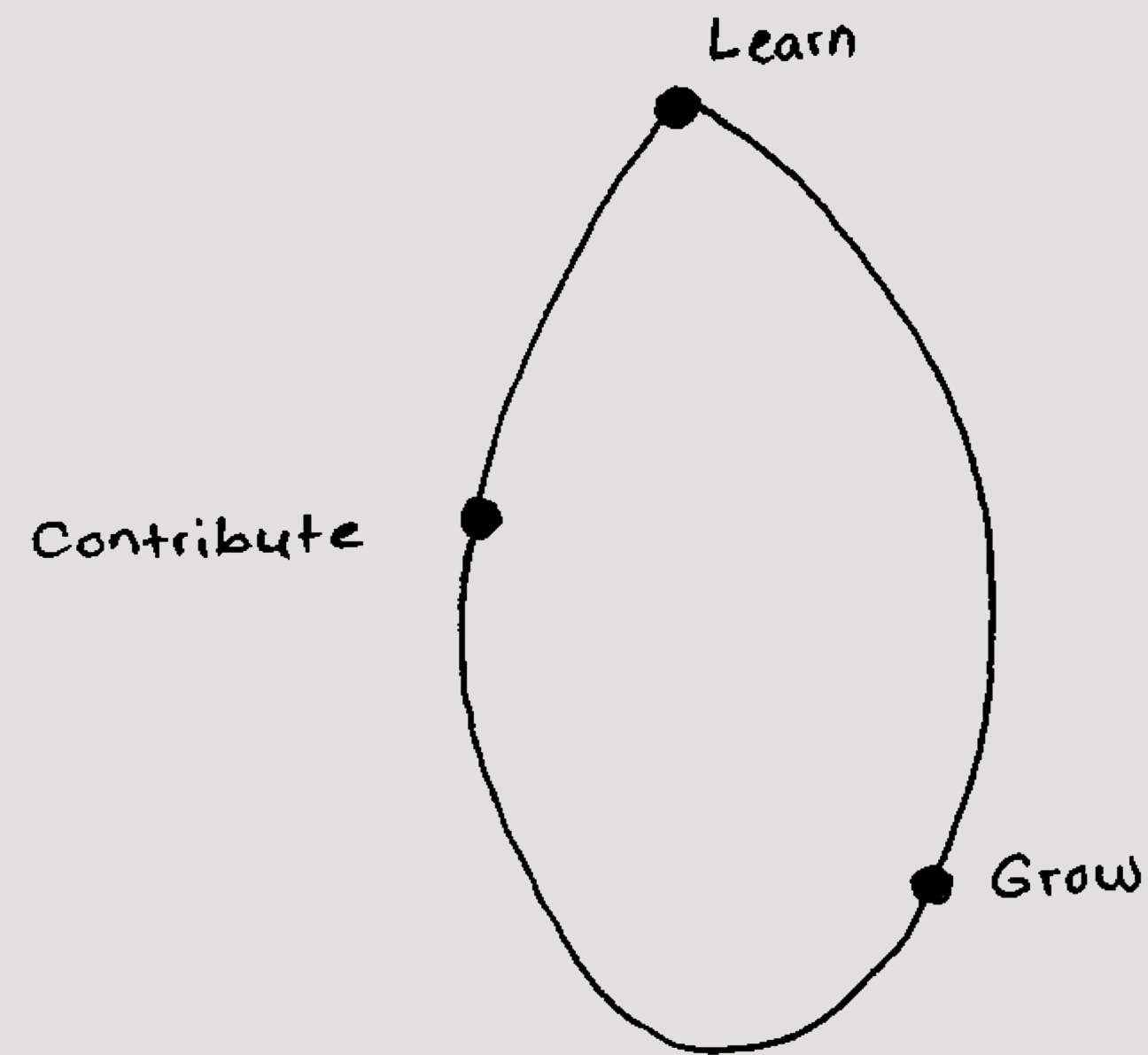
Community: 12.6

Environment: 24.8

Customers: 3.3



# OUR COMMITMENT TO DO BETTER



Becoming a certified B Corporation last year was a natural step for Johnson Naylor. The framework has challenged us to examine every part of our design practice, helping us identify opportunities for improvement and hold ourselves accountable. With the construction industry responsible for 40% of the UK's carbon footprint and 60% of its waste, it is vital that we understand the complexities of sustainability and help set a higher standard.

B Corp aligns closely with our core values. Our focus on timeless design—creating spaces that are robust, durable, yet inherently beautiful—is reinforced by its emphasis on long-term impact. Our research into circular materials and responsible practices reflects B Corp's environmental standards, while our commitment to 'place making' is strengthened by its focus on community and social impact, supporting meaningful connections between people and their environment.

Alongside environmental initiatives, we are improving governance and workplace practices through transparent processes, mentorship, skills-based training, site visits, and a university enrichment programme—ensuring every team member can learn, contribute, and grow. Becoming a B Corp has helped us evaluate our design decisions, assessing them more rigorously through a sustainability lens and embedding a greater accountability across the practice.

Looking back at 2025, our first year as a B Corp, we are proud to see that our work has helped support over 4000 affordable or social rented homes across the various developments we were, or continue to be, involved with. While our primary remit often focuses on the private sale and Build-to-Rent (BTR) segments, our involvement plays a strategic role in the successful delivery of a development's affordable housing provision. By creating high-impact, aspirational interiors for the private units, we help our clients address industry wide financial viability hurdles by maximising their Gross Development Value (GDV) and accelerating sales absorption rates. This financial optimisation is often what makes the broader scheme—including the integrated social and intermediate housing—economically viable. Furthermore, we advocate for a tenure-blind aesthetic across the developments; by advising on shared architectural palettes and durable, high-quality finishes in communal areas, we ensure that the entire development feels cohesive, fostering a sense of community and dignity for every resident, regardless of their entry point into the London market.

At the other end of the spectrum, the more human scale changes are just as important and throughout this report we will focus on case studies that demonstrate both public facing, and internal initiatives that have been supported by our in-house sustainability steering group, and our Sustainability Lead, a role that was introduced during 2025.



# IMPACT AREAS



Among many factors, the day-to-day actions can contribute hugely to our impact on the planet. Becoming a B corporation highlighted our success in embedding environmentally conscious decision-making and operations, while also showing us how much more remains to be done.

We continue to take meaningful steps to strengthen transparency and accountability through our B Corp journey, going beyond the publication of this report. Together, these actions reinforce our commitment to responsible governance and continuous improvement.

Our score: 14.3

# GOVERNANCE

# RESPONSIBLE PRACTICES FOR A GREENER WORKPLACE

Environmental responsibility is embedded in our management approach, with senior leadership ensuring that environmental considerations are integrated into day-to-day operations and procurement decisions. This commitment is demonstrated through practical workplace measures, including the separation of waste streams to enable effective recycling, and a strong focus on reuse.

We actively extend the lifecycle of materials by returning samples to suppliers where possible and donating surplus items to charitable organisations, reducing unnecessary waste. Alongside this, we prioritise environmentally responsible purchasing by selecting recycled and lower-impact alternatives for everyday essentials, including printer paper, stationery, and bamboo-based toilet paper, reducing reliance on virgin materials.

We are also committed to continuously identifying new ways to reduce our environmental impact within the studio, regularly reviewing our operations to uncover opportunities to minimise resource use, improve efficiency, and adopt more sustainable alternatives.

Within the upcoming year, we will formalise these practices by introducing clear targets for waste reduction and sustainable procurement. Progress will be reviewed quarterly to monitor performance, strengthen accountability, and identify opportunities for continuous improvement. This structured approach will support more robust governance and ensure our environmental actions deliver measurable impact over time.

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## 57%

Total amount of waste recycled

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## 100 KG

Materials to returned to suppliers  
and donated to local organisations

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## 100%

Of our paper order in 2025 is made of  
recycled content.

“Environmental responsibility guides every decision we make—from reducing waste to choosing sustainable materials and reusing resources. As we grow, we will formalize these practices, track progress, and continuously improve to ensure lasting impact.”

Joel Geoghegan, Managing Partner

# BUILDING TRUST THROUGH TRANSPARENCY

Transparency is central to our approach to governance. We have actively shared our B Corp journey across multiple channels, including a dedicated section on our website, Instagram posts, and client presentations and pitches. By openly communicating our commitments and progress, we strengthen accountability to our industry and invite ongoing dialogue with our design community and suppliers. Moving forward, we plan to document and share our B Corp journey on Linked In to foster engagement, inspire others, and reinforce our commitment to responsible design practices. By increasing the visibility of our journey, we aim to build trust, encourage collaboration, and motivate other organisations to adopt more responsible approaches.

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145

Instagram followers in 90 days.

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100%

Client sustainability targets met.



We support staff growth, collaboration, and wellbeing through hands-on learning, mentorship, and structured programmes. Initiatives like skill-sharing workshops, informal gatherings, and confidential support systems help our team feel connected, confident, and empowered to thrive.

Our score: 28.1

# WORKERS

# CULTIVATING SKILLS AND GROWTH

Encouraging staff to expand their abilities through practical, hands-on learning is something we value highly here at Johnson Naylor. Weekly skill-share workshops enable colleagues to teach one another new software and techniques, while professional development opportunities—including Vectorworks University and presentation skills workshops—support continuous growth. Junior team members gain on-site experience, building confidence and real-world skills early in their careers. Knowledge-sharing is further promoted through our monthly sustainability newsletter, inspiring ideas and innovation across the team. Looking ahead, we plan to expand skill-based training with additional workshops and targeted development opportunities. A staff skills analysis will help identify gaps and focus support where it will have the greatest impact.

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20+

Skill share workshops in 2026.

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12+

Skills shared in 2026

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100%

Juniors reported increased confidence in contributing to design/build discussions

# CAKE TUESDAY

We believe that learning and problem-solving happen best when people feel supported and connected. To foster this, we host Cake Tuesday, a weekly gathering where colleagues step away from their desks, share a sweet treat, and collaborate in a relaxed environment. These sessions provide a change of scenery and an informal support system, giving team members the chance to discuss challenges, share ideas, and explore solutions together. More than just cake, these gatherings reinforce collaboration, creativity, and the collective spirit that drives our team, showing how small, regular rituals can have a measurable impact on both wellbeing and productivity.



“Cake Tuesdays provides the opportunity to sit down informally as a team, share updates on our projects, and talk through any challenges we’re facing—along with the steps we’re taking to overcome them.”

Fiona McClay, Senior Designer

# SUPPORT + WELLBEING



We are committed to creating a workplace where every team member feels heard and supported. New employees are introduced to our Employee Assistance Programme (EAP), providing access to confidential counseling, HR guidance, and other support. We also integrate employee feedback into our review system, ensuring every team member has the opportunity for open dialogue and personal development. Our Mentorship Programme pairs staff with experienced colleagues, fostering guidance, confidence, and professional growth.

Looking ahead, we will further strengthen support and wellbeing across the team. The Mentorship Programme will expand to connect more team members with mentors, and we will continue promoting the EAP to ensure everyone is aware of and can access confidential support when needed. These initiatives reinforce our commitment to a workforce that is empowered, connected, and able to thrive.



We believe that business should be a force for good, contributing positively to the communities we touch. Our commitment extends beyond our own operations to the wider network of suppliers, partners, and organizations we collaborate with. We aim to build strong, ethical relationships, support education and development, and give back to causes that make a meaningful difference.

This commitment is reflected in our practices: we evaluate our suppliers through audits and a sustainability toolkit to ensure responsible sourcing, partner with Kingston and Manchester university to foster learning and innovation, and support initiatives like the Peter Marlow Foundation.

Our score: 12.6

# COMMUNITY

# RESPONSIBLE SOURCING AND SUPPLIER COLLABORATION

Working closely with our suppliers to make sure our impact reaches throughout the supply chain is important to us. Every year, we carry out audits to review ethical practices, environmental performance, and social responsibility, while asking for and documenting EPDs, HPDs, certifications, and credentials to stay transparent about the materials we specify. Our sustainability toolkit helps us track supplier information, provide guidance on requirements and benchmarks, stay up to date with materials and targets, and try our best to make decisions that put sustainability at the heart of every project. By attending CPDs and exploring new materials, we keep learning and sharing insights, and we use this knowledge to have open, collaborative discussions with clients and suppliers. We also track the sustainability of materials in our specifications and design with standard sizing from the start to reduce waste and improve efficiency.

Being a B Corp has helped us build long-term, values-aligned partnerships with suppliers, and we'll continue to extend audits to new suppliers. In the upcoming year we will continue to improve our toolkit to support responsible sourcing and strong collaboration across every project.

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16

Supplier audits sent out since January 2026.

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2

Universities partnered with.

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30+

Students attending university engagement programmes

# INSPIRING THE NEXT GENERATION OF DESIGNERS

As designers, we feel it's important to give back to the educational community. Our own design journeys started somewhere, and we believe in guiding and supporting those who are beginning theirs. Our partnerships with Kingston School of Art and Manchester School of Art are particularly valued.

We get involved in university enrichment programmes, giving students a glimpse into 'studio life', sharing industry expectations, and helping with career development. Portfolio reviews are another way we support students—providing personalized feedback and opening doors to internship opportunities. This year, we were excited to welcome our newest intern, Izzie from Kingston University, offering mentorship, professional development, and hands-on experience in a real studio environment.

Beyond internships, we're passionate about strengthening connections between universities and industry, supporting diverse talent, and contributing positively to the wider creative community. Our commitment also extends to live projects: for example, on an upcoming project in Birmingham, we plan to work with clients to ensure that community benefit—including skills development and exposure to creative careers—is a key part of the project from the outset.

Looking ahead, we aim to offer more paid internships, expand our university connections, and continue reinforcing our commitment to education and skills development—all while inspiring the next generation of phenomenal designers.



“We’re committed to opening doors, nurturing talent, and inspiring the next generation of designers.”

Ameena Al-Samarae, Associate Designer

# PETER MARLOW FOUNDATION

Johnson Naylor is proud to contribute planning and design expertise to the Peter Marlow Foundation, a UK charity dedicated to photography education and celebrating the social and cultural impact of photography. Our support focuses on the development of the Foundation's gallery, archive, library, and workshop spaces in Dungeness, Kent, helping to create a hub for learning, creative exploration, and public engagement.

As part of this work, we produce layout drawings and representative visualisations to support the planning application and help develop graphic representations of the venues to explore their potential as exhibition spaces. We also work on proposed exhibition layouts and collaborate closely with the Foundation to ensure the spaces support accessibility, community use, and educational impact. The facilities are designed to enable workshops, educational programmes, artist residencies, and wider public engagement.

Through this collaboration, the Foundation is better able to provide equitable access to arts education and creative learning opportunities, inspire emerging photographers, and strengthen connections with local communities. By applying our skills to support the Foundation's vision, we help build cultural infrastructure that fosters creativity, supports education, and contributes long-term social value to the region and the wider creative sector.

In the year ahead, we will continue supporting workshops and outreach, inspiring emerging photographers and strengthening community engagement and cultural infrastructure.





The health of our planet is essential to the wellbeing of our communities and the future of business. Minimising our environmental footprint is at the forefront to how we operate and make decisions. This means being mindful of the resources we use, the emissions we produce, and the impact of our operations on the natural world.

We reflect this commitment through practical actions, such as improving energy and water efficiency in our office and facilities, and encouraging sustainable commuting and transportation choices for our team. We aim to continuously seek new ways to reduce our environmental impact, acting responsibly while inspiring others to do the same.

Our score: 24.8

# ENVIRONMENT

# REDUCING OUR FOOTPRINT, RESPONSIBLY

Taking concrete steps to reduce our environmental footprint across our operations is vital to us. One of our first steps being transitioning to First Mile for waste management to improve accountability and transparency in how waste is handled and reported, ensuring responsible recycling and disposal. We have also partnered with Octopus Energy, installing a smart meter to monitor and optimise our energy use. Additionally, we've implemented battery recycling programmes to safely manage electronic waste.

These changes reflect our commitment to practical, measurable improvements that support a more sustainable business and a healthier planet. Looking ahead, we will continue to build on these foundations by identifying further opportunities to reduce our environmental impact across the business. This includes exploring additional energy-efficiency measures, increasing the proportion of renewable energy we use.

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## 100%

Of energy sourced from renewable providers (Octopus Energy)

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## 100%

Rechargeable batteries

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## 1000 KG

Waste diverted from landfill.

# SUPPORTING ACTIVE AND SUSTAINABLE COMMUTING

We actively encourage our team to reduce the environmental impact of commuting. We provide oyster cards for team members to travel to sites and meetings, whilst additionally encouraging walking or cycling to work wherever possible. Through the government's Cycle to Work scheme, we make it easier for employees to access bicycles, helping reduce car use and associated emissions. These initiatives reflect our commitment to lowering our carbon footprint and promoting healthier, more sustainable ways to travel. Over the coming year, we plan to improve how we measure and understand the impact of these initiatives by more formally tracking commuting patterns and associated carbon emissions to better quantify our progress. We will also continue to promote active and low-carbon travel options by encouraging greater participation in public transport, walking, and cycling initiatives.

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94%

Employees using public transport regularly

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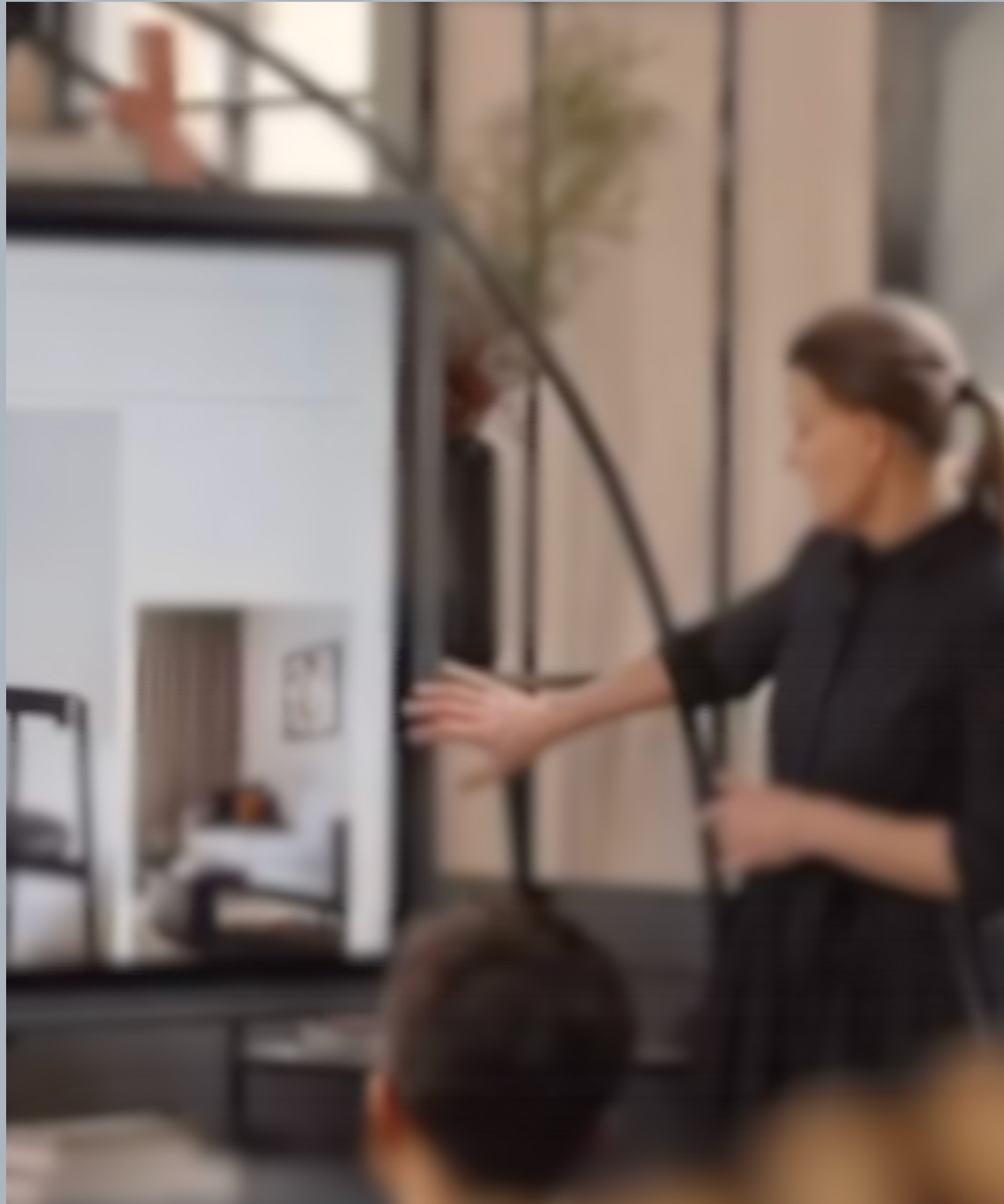
12%

Employees walking or cycling to work

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110,000

Car miles avoided per year



Our work is only as good as the relationships behind it. At Johnson Naylor, our clients matter because we build our projects together — through trust, openness, and long-term collaboration. We take the time to listen, understand what really matters, and respond with thoughtful, designed solutions that balance creativity with responsibility.

We care deeply about the our clients experience of working with us, not just the end result. That means being clear and honest, welcoming feedback, and taking responsibility for the impact of our work — for our clients and for the wider world. Becoming a B Corp has helped us put language and structure around values that already guide how we work, reinforcing our commitment to quality, care, and lasting relationships.

Our score: 3.3

## CUSTOMERS

# THIRD PARTY QUALITY CERTIFICATIONS

Delivering work that meets the highest standards of quality and responsibility is a point of pride. To ensure this commitment, third-party certifications such as ISO 9001 have been obtained, providing independent verification that management systems are not only effective and consistent but also designed with both client needs and broader social and environmental considerations in mind.

These certifications serve as more than a formal recognition—they guide continuous improvement, strengthen accountability at every stage, and embed principles that help projects run thoughtfully, responsibly, and reliably. As a result, clients can have confidence that each project is managed with diligence, integrity, and care.

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## ISO 9001

Certification maintained with 100% compliance at annual audit

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## Annual

External audit completed with 2 improvement actions implemented

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## 100%

Live projects managed through ISO-aligned processes

# QUALITY MANAGEMENT SYSTEM

We have clear quality control and management processes in place to ensure our work consistently meets high standards for our clients and wider stakeholders. These processes support thoughtful decision-making at every stage of a project, from briefing and design development through to delivery and review. By embedding quality checks, clear responsibilities, and regular project reviews into how we work, we aim to reduce risk, improve outcomes, and ensure our work reflects our values as well as our clients' objectives. The Quality Management system is regularly reviewed and updated to incorporate lessons learnt from real world projects. This structured approach helps us deliver reliable, well-considered solutions while continuously learning and improving as a practice.

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## 100%

Projects follow documented project management and quality review stages

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## 6

Internal process improvements implemented following annual management review

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## 100%

Milestone internal project reviews completed across all teams.

# TARGETS FOR CUSTOMER SATISFACTION

In the last year, the company has achieved specified targets for satisfaction.

Over the past year, we have met our client satisfaction targets, supported by consistently positive feedback and a high level of returning clients — which we see as the ultimate measure of trust and satisfaction. We actively invite feedback through our client feedback and complaints process, using this insight to celebrate what's working well and to identify opportunities for improvement. This open approach helps us strengthen relationships, refine our services, and ensure we continue to deliver meaningful, high-quality work that meets both client expectations and our wider social and environmental commitments.

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## Over 95%

Positive client feedback

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## 75%

Projects were from clients returning  
repeat clients

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## 100%

Feedback received acknowledged  
and reviewed



# LOOKING AHEAD

# WHAT'S NEXT?

## WASTE + ENERGY CONSUMPTION REDUCTION

To ensure that we stay on track with our mission we will put mesurables in place to see over the upcoming year how much energy consumption and waste we can reduce within our office space.

## SKILLS ANALYSIS FOR STAFF DEVELOPMENT

Creating a group of staff that feels supported is key to us. This skill analysis will help to identify areas where our team need support, allowing us to tailor skill development

## EXTENDING AUDITS TO OUR SUPPLIER + BUILD ON TOOLKIT

To further drive updating our toolkit with new information and research. We will be sending our annual audits to suppliers to build on our data collection for materials and furniture pieces.

## DONATIONS TO CHARITABLE ORGANISATIONS

To help donate various furniture items and materials to charitable organisations, allowing these items to receive a new lease of life while helping the wider community.

## POSTING OUR JOURNEY

We will continue to update the Wider community on our B Corp Journey with regular updates on Instagram, our website and linked in, keeping the wider community in the loop.

## CONTINUING OUR MENTORSHIP PROGRAMME

Team members will continue to have mentors giving them the opportunity to be supported and heard. Keeping a good support network.

## EXPAND ON UNIVERSITY PARTNERSHIPS AND EDUCATIONAL COLLABORATIONS

Branching out to universities supporting student development. Offering more internships and work experience positions to widen our commitment to community

## CLIENT SATISFACTION

We aim to increase client satisfaction and strengthen loyalty over the next year through enhanced feedback mechanisms and proactive service improvements.

# THANK YOU

We'd like to say a genuine thank you to everyone at Johnson Naylor for your innovation and hard work that goes into making real impact happen. We're also really grateful to our clients and suppliers for being open, collaborative, and willing to do things in a more forward-thinking way. Reflecting on our journey as a B Corporation, it's clear that none of this happens in isolation—our team brings the commitment and ideas that drive things forward day to day, and our clients make it possible by trusting us to work together on more sustainable, meaningful solutions.

We'd also like to thank our university partners—your expertise, research, and guidance play a key role in how we continue to learn and grow, and we truly value the knowledge and insight you share with us. Together, we're not just building a business, but contributing to work that has a broader, positive impact, and we're grateful to have you as part of that journey.