

Experts in Fan-First Brand Transformation

IMPACT REPORT JANUARY 2026

WOLFSBERG

LDN-NYC-LA



Strategic Consulting

Expression Design

Experience Design

Impact Innovation

Founded in 2004 by five women with a shared vision, Household is a creative agency, specialising in brand and experience design. We have always been committed to designing a better future, for our clients, people and the communities in which we operate.

Who we are

We chose the name Household because we wanted to be a company with a nurturing environment in which we can do transformative creative work. As such, we have always had a strong, fundamental commitment to being a force for good for our staff, clients, and community, values that align perfectly with those of the B Corp movement.

Our Mission

Create better futures for brands and their fans. Through brand, experience and retail innovation, we collaboratively design sustainable growth for clients, customers, communities, people, and planet.

Founded in 2004
Female-led for 22 years
25 staff

Welcome to the Household B Corp Impact Report.

Household is really excited to be part of the B Corp community. We very much admire what B-Lab is doing as a force for good that is gaining traction and momentum around the globe. For example, we have always made considerable efforts to work with ethical companies, both on the client and the supplier side. But small companies like us, with limited resources, can find it difficult to make these assessments. The more that the B Corp movement gains traction the more companies like us can rely on B Corp certification to help guide us.

Following an intense group effort to pull together all the information about what the company was doing for its people, clients, local communities and the environment, we are proud to have been certified as a B Corp at the end of 2023. Since then, we have worked hard to maintain and improve in delivering against our commitments in these areas.

This report summarises that progress and some of our aims for the future. I hope you find it interesting and feel encouraged to become part of the B Corp movement.



2025 Wrapped

Household is where brave ideas meet human-first culture where every voice shapes what we become. We believe the best work emerges when people feel valued, challenged, empowered, and heard.

Our values; People First, Creating with Purpose, Thinking Brave aren't aspirations. They're our operating system.

People First Birthdays come with a paid day off and £100 to celebrate. Enhanced leave supports growing families. We welcome furry-friends daily because whole humans deserve whole lives at work.

Creating with Purpose took us to New York extending our collaborative DNA across continents.

Our Fame, Fans & Fortune philosophy drives work that elevates brands, captivates audiences, and respects our planet.

Thinking Brave keeps us evolving. From introducing 360 reviews to celebrating audacity through our annual awards, we continually inspire and challenge each other to go further every day.

We're building a place where creativity and community fuel each other, where truth-telling doesn't require courage, and where people feel excited about what's next.

£2,275

We held Charity Fundraisers for:-

- Switchboard LGBTQ+
- Standing Together
- MOVEMBER
- Hackney Night Shelter
- No Kid Hungry

1000 Kilos

- 1x tonne of materials and studio equipment sorted by hand, for responsible recycling
- Tech donation to schools
- First Mile Accredited Silver Recyclers with a 10 % uplift YOY

75 Hrs

- Foodbank Volunteering
- Outreach Days through volunteers4schools.com
- Showcases with Kingston University Undergrad Students

In this report, we'll highlight what's driven our progress, how far we've come, and where we're heading next on this journey.

We've organised our efforts and achievements into 5 key areas.

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People

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01

People

- Our people
- What we've done
- What's to come



**Our people power our
progress, and we continue
to work to make things even
better for our team**

What we've done

Empowering financial wellbeing

We provide third-party expert and impartial financial advice for all our staff. We launched a new client win bonus scheme and hold regular Pension Clinics to help our team take charge of their financial future.

Supporting physical and mental health

Through Vitality, Denplan and our free-to-all Employee Assistance Programme, we are supporting every aspect of our team's health and wellbeing. We have a trained Mental Health First Aider on the team, here to offer early support if needed.

Launch people-first policies

We brought in fresh policies to support inclusivity with a Neurodiversity Policy, plus we launched Menopause and Andropause Policies.

Doubled down on learning

Bigger budgets, better training – from AI upskilling to presentation and storytelling skills.

Proudly paying a fair wage

We pay interns more than the minimum wage, including those still in education.

Pay bands are available to our team, on request and we publish these on any job advertisements.

Culture at the Core

From weekly drinks, monthly socials, breakfasts and lunches to our hybrid working and shared values, culture is critical at Household. We celebrate Pride Month, Neurodiversity Week, Challenging Age Perception Month, Black History Month, Purple Tuesday and we ensure the end-of-year Holiday season is inclusive to all.

Diversity data

Tracking our diversity data is now standardised on joining. We track ourselves, so we can improve, and fully support our team.

Enhanced support

We've upgraded to a top-tier Employee Assistance Programme offering 24/7 support, including counselling, legal advice, and access to a wellbeing app, to better support our team and their immediate families at work and at home.

What's to come

Benefits Revamp

To support our multi-generational team's need for freedom and growth, we'll be offering unpaid sabbaticals on a case-by-case basis, irrespective of length of service.

We will also offer a simple Holiday Boost scheme, giving people the chance to apply for extra days when they need a little more time beyond their annual leave allowance.

And we'll continue to evolve our benefits yearly, guided directly by our team's voice from our Staff Survey – listening to our team isn't a gesture, it's the foundation

Supporting with new policies

New policies in the making are:-

- Gender Neutral Parent Policy
- Wellbeing Policy
- Menstrual Health Policy

Cultural heroes

We encourage outside-in inspiration and making the most of all the culture London has to offer; we will send teams to visit the galleries and museums on our doorstep.

We are creating cultural "heroes" by encouraging our people to share their obsessions with food, drink, sports, entertainment, and the arts, to take us on a journey to learn together through shared experiences, events, games, tastings, and more.

Rebuilding how we give feedback

Alongside our annual staff survey, we are building in ways for our people's feedback to be ongoing, useful, and two-way.

Our performance management guidance will include gathering feedback from peers.

We'll turn the tables on probationary reviews, with guidance for Managers to focus on insights from new joiners on their experiences.

Plus, Town Halls will be peppered throughout the year.

02

Community

- Our impact
- What we've done
- What's to come

A person wearing a blue uniform is shown from the chest down, focused on packing fresh produce into a cardboard box. The produce includes leafy greens, broccoli, and other vegetables. The person is holding a pen and a small notepad, suggesting they are tracking inventory or quality. The background is slightly blurred, emphasizing the person and their work.

Our impact goes beyond
our work – we use **our**
skills and resources to
support the communities
around us

What we've done

Inspiring the next generation

We joined Founders4Schools to connect us with schools, inspiring future creatives about the world of work.

Internships that open doors

A partnership with New City College supports non-university talent through hands-on studio experience across all our disciplines.

Pro bono with purpose

We rebranded British Modern Pentathlon, the national governing body for the Olympic sport to help more young people and communities to engage in sport.

Fairer hiring

We have embedded DEI into our hiring; with inclusive interview guidelines and broader job board reach to ensure every candidate gets a fair shot.

Donated surplus materials

We donated surplus fabrics to Haggerston School's art department and passed on tech and studio equipment to Shoreditch Park Primary School—reducing waste while supporting our local community.

Backing fellow B Corps

From ethical cleaners to plant positive coffee, we're proud to partner with a diverse supplier network that reflects our values and commitment to inclusive growth. 25% of our contracted suppliers and vendors are Certified B Corps.

Spreading the word

We frequently share industry insights and commentaries through our own publication – The F Word.

Helping local food banks

We regularly donate to local food banks to support the wider community in our neighbourhood, as well as volunteering our time to help collect, organise and distribute the food.

What's to come

Socials for locals

As we settle into our new studio, we're excited to meet our neighbours, break the ice and spark opportunities that bring everyone a little closer.

More outreach opportunities

We will attend at least two London-based schools each year to offer industry advice. We encourage Householders to participate in mentorship programmes through our community support scheme.

Donating more to charity

In 2026 our target is to increase our efforts to donate £3,000 to charities through fundraising events plus foodbank donations.

We aim to make at least one equipment donation annually to a local school or university.

Increased focus on the B Corp community

Meet and engage with our B Corp community through the B Hive and live events.

Grow the number of B Corps on our Preferred Suppliers and Vendors list by 10 % each year.

More interns or work placements

We aim to welcome at least two students each year, offering hands-on experience to help them understand how our industry works.

03

Planet

- Our impact
- What we've done
- What's to come



As a B Corp, we put the planet first
– embedding sustainability into our
decision making and holding
ourselves accountable for our
environmental footprint.

What we've done so far

Zero to Landfill

In partnership with First Mile and Green IT Disposal, we stepped up our efforts to keep non-recyclable waste out of landfill and turn it into energy — lifting our recycling rate from 56% to 66% in 2025.

Proof that steady, practical effort can get results.

Introduced our own sustainability tool

To give clients practical tools, we've built our own sustainability workflow and material rating system ("Tom's Planet-Positive Playbook"), helping teams make smarter, lower-impact choices without slowing the work.

We're quietly competitive about it: we turn constraints into creativity and celebrate progress like wins.

Sustainability isn't a side note—it shows up in every role, every brief, every build.

Recycling beyond the studio

From glass to batteries to broken printers, we upped our recycling game and invited the team to bring their hard-to-recycle stuff from home too.

Holding ourselves to higher energy standards

When we hunted for a new studio home in 2025, we prioritised future-fit space with strong sustainability creds.

Since switching to 100% green energy, we've saved 1,238 kg of CO₂ — about what 619 trees absorb in a year. A small step that helps us keep growing our positive impact.

We will ensure our new studio maintains a high energy efficiency rating.

What's to come

Water conservation

We're focused on smarter water use — to include collecting rainwater for our plants and promoting mindful water habits throughout the studio to help protect this vital resource.

Measure our carbon footprint

We're measuring our carbon footprint to better understand our impact and identify where we can make meaningful reductions. This is the first step towards setting clear targets for a lower-carbon workplace and involves gathering information on energy consumption, fuel use, waste, travel, and supply chain activities.

Update our WFH policy to go greener

Refresh our remote working policy to include simple, sustainable actions for home working — because impact doesn't stop at the studio door.

04

Clients

- Our impact
- What we've done
- What's to come



We're proud to partner with clients who share our values – together, we've delivered meaningful work that drives impact, not just outcomes.

A snapshot of what we've been up to

Vets for Pets



High Tales



Penta+



The National Gallery, Summer on the Square



With Pets at Home, we reimagined the full pet-care journey, creating calmer clinics, clearer guidance and more supportive digital touchpoints. The new experience improves wellbeing for pets and people, raising the everyday standard of veterinary care.

With Greene King, we developed an all-day destination brand for all ages and interests. High Tales blends food, play and connection for everyone, underpinned by a sustainability-first mindset that puts people, planet and belonging at its centre.

With Pentathlon GB, we created a next-gen multi-sport brand that emphasises participation over performance, simplifies a complex structure and engages athletes, fans and families of all ages with inclusive identity, digital hubs and community-building merchandise.

With The National Gallery, we created a free festival in Trafalgar Square designed to democratise art: immersive installations, interactive workshops and inclusive experiences welcomed 80,000 visitors and broadened participation in culture.

What's to come

Do more good for B Corp

We plan to deepen our work within the B Corp community, supporting more certified businesses and those on the journey to becoming one.

By partnering with organisations who share our values, we can help scale positive impact across sectors and create stronger outcomes for people and planet.

Hear from our clients directly

We want to keep learning. Over the next year, we'll introduce more regular and open feedback loops with our clients. Listening closely will help us understand what's working, where we can improve, and how we can continue to support meaningful, lasting change together.

Continue to build out our Inclusive Design approach

We're committed to designing experiences that welcome and work for everyone. We'll continue developing our Inclusive Design frameworks and methods and embed them more deeply into our day-to-day practice. The aim is to make inclusivity a standard, not an exception.

05

Governance

- Our impact
- What we've done
- What's to come



Good governance is the foundation of lasting impact – we're proud to be well run, self-funded and have strengthened our commitment to doing business in the right way.

What we've done so far

B Corp values built into every role

From job descriptions to inductions, our mission and sustainability goals are part of the everyday — not just the boardroom.

Monthly meetings

We host all-agency gatherings to share updates, spark ideas, and keep everyone connected to the bigger picture.

We ask, we listen, we act

Our annual staff survey shapes real change — turning feedback into action across the business.

Ethics we stand by

Our code of business conduct is available on our website and included in our induction process and service agreements to ensure our team, clients, and suppliers understand our standards.

Boosting the Board

We appointed a second NED with vast Board level experience in advertising and hospitality. The Board now has over 200 years experience between them (yikes!).

What's to come

Keep improving our employee satisfaction

Overall, our team feels positive about working at Household, with an average satisfaction score of 8.1.

We aim to increase satisfaction and other scores in the staff survey over levels achieved in 2025.

1:1 sessions & Town Halls

1:1 sessions with founders for employees to ask questions or gain deeper understanding of the commercial operations and financial strategy of the business.

At Household, care, creativity, and belonging have shaped who we are.

Becoming a B Corp has strengthened our commitment to our people, clients, communities and the planet.

Every day, we work to create better futures. Some actions are small, others more visible, but all move us forward. We know there's more to learn and improve, and we look ahead with optimism, curiosity, and determination.

We'll return to share what we've built, questioned, and learned. Until then, we'll keep making things better, together.

THANK YOU

for spending time with this report

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