

IMPACT REPORT 2024

Premier.

Look good, do good.

Certified



Corporation

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Welcome

Tackling impact is always challenging when your business supplies products. Here at Premier, we have embedded positive impact into the way we work for the past 30 years. From our values to our transparent supply chain, and how we give back has all been a part of our operations long before we applied for B Corp status, ISO4001 or reporting on our progress.

As this is our first impact report, these are the benchmarks from which we will be reporting in future years. Over the past year, we have worked with consultants to understand where the best opportunities are for Premier, to make the biggest difference through our business.

We've had our carbon emissions measured, brought in a sustainability specialist, and started to analyse how we can create more change as a business. While this report is far from the beginning of our journey, it marks the start of our new stage of exploration into how we can accelerate the positive impact of Premier for our customers, people and the planet.



Our Mission

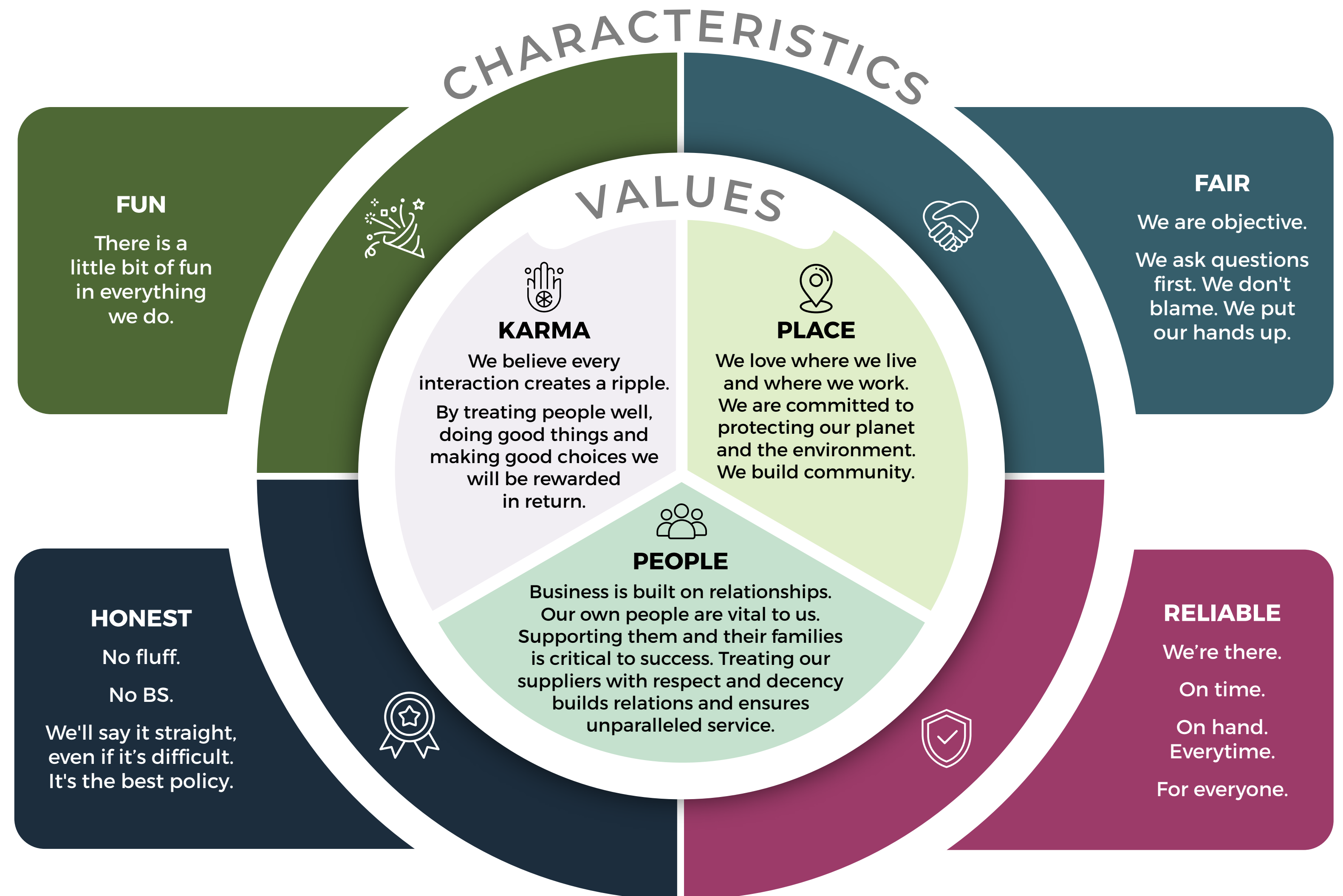
Look Good, Do Good.

We make merch. We've been doing it for over 30 years. We believe in commercial karma.

Premier is built on our three values and operates by our four characteristics.

Our values flow through everything we do, bringing our expert standards and services to every area of our business.

We are tracking our impact against the business mission.



Our Impact

We have four core sustainable development goals as the focus for our impact:



Decent Work and Economic Growth

We have programmes focusing on our employees and the community, alongside customer care for our clients.

You can read about our efforts in both [Good People](#), [Do Good](#) and [Create Success](#)



Reduced Inequalities

We are working with local charities to help reduce inequalities and support our people to pursue fundraising.

Find out about our actions in [Do Good](#)



Responsible Consumption and Production

Through our transparent supply chain and sustainable products, we help guide customers to the best option for their business.

Read more in [Good Merch](#), [Create Success](#) and [Environment](#)



Climate Action

Our B Corp accreditation and our Ecologi donations are working to reduce carbon emissions and protect nature.

Find out more in [Good Merch](#) and [Environment](#)

Our Journey

2024 Carbon Footprint

1,783.1

tCO₂e

B Impact Score

83.3

Certified

B

Corporation

42

Business days
donated to the
local community

Scope 1&2 tCO₂e
reduction goal

5%

Funded

10,131

trees and counting

Remove

3 Tonnes

CO₂ from the
atmosphere

Raised over

£10,000

for local charities

Good Merch

How we're doing well:

As a merch company, one of the ways we can create a more positive impact is through our operations. Our merch helps other businesses for good gain brand awareness, new customers and support their business growth. By promoting our most sustainable options, we give them the choices to increase their own sustainable actions.

We make social and environmental impact central to our decision-making and it is seen through our actions, including:

B Corp Certification



ISO4001



Set out a Sustainability Manifesto that guides our business decisions



Highlight our British-made and sustainable ranges to support the local economy, reduce end-of-life waste and reduce the carbon footprint of products.



As part of our operational processes, we're offsetting our carbon emissions through Ecologi. To date we have:

- Funded 10,131 trees
- Removed 3 tonnes of CO2e from the atmosphere
- Offset 408.59 tonnes of carbon

We are proud that our recent B Corp Assessment has a high Governance score but there is still work to be done.



Where we're improving

We've identified the following ways we can improve our Governance in the coming years.

This includes:

- ✓ Formally measure our product impacts and set improvement targets
- ✓ Engage stakeholders around our social and environmental performance
- ✓ Work with suppliers on environmental improvements around water use, waste measurement and reductions, and biodiversity initiatives
- ✓ Record the outcomes of our reduction actions, including our ISO14001 certification.
- ✓ Offer products that address social or economic challenges



Good People

How we're doing well

Investing in our staff is a central part of our mission. We provide training, career support, and create a culture that means our people feel proud to be a part of the Premier Team.

Top 3 Employee Treats

O2 Arena box with tickets to all events



Annual company holiday



Massage and Manicure visits

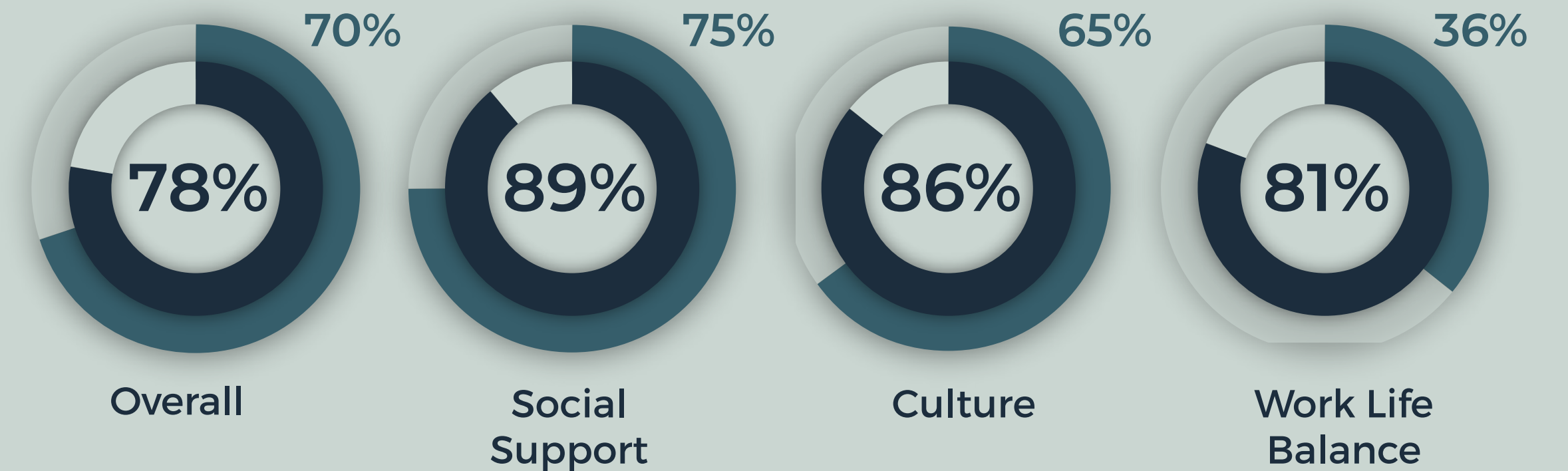


Health Benefits:

Every year, we give everyone a health review to make sure they're in tip top shape. It means they can catch any worries or niggles early on.



Employee Happiness Rating



We measure employee happiness once every six months. This way, we can track how our initiatives are impacting our people. We have had an 18% increase in employee happiness since we started recording this data three years ago.

● Premier ● National Average

When people are happy and engaged at work, they do the best possible job and support our Look Good, Do Good mission.

Our people share our vision and ethics which means they provide the best service as they want to share in our success.

Supporting the Future Workforce



Jack Coulson started at Premier in September 2024 as an apprentice. Jack had previously completed work experience with us and he was impressive enough that we thought he would benefit from more long-term training.

“The work experience opened my eyes to what it’s like to work in business” explains Jack. “At the end of the experience, I was told that if I ever wanted to do an apprenticeship, I should let them know.”

Jack was unsure what he wanted to do after he finished school and so the apprenticeship was an opportunity to find out what it’s like to work in printing.

“I approached them about the possibility of doing a degree alongside the apprenticeship. I’d found out that the Government pay towards the costs and Premier agreed,” said Jack.

Alongside learning core workplace skills, Jack is also studying Environmental Management at Anglia Ruskin University, Peterborough.

“As a degree apprentice one day a week we have a study day which involves tutorial sessions and Workshops, and then once a trimester, we (the class) go into University for what is called a Block week, this can involve practical activities, class learning and more! Premier are super supportive by

helping fund my accommodation and travel for the week at university.”

“I’m studying to be an environmental practitioner so Premier have also supported this greatly. Over the past six months, they have been slowly handing over tasks around sustainability and allowing me to learn everything within the business.”

“Merchandise is an ever-growing industry within sustainability. We try to educate customers on where their merch comes from and the different options available. We’ve recently launched an initiative where we plant urban trees on the Dartford Crossing, it works like this: if someone spends over £500 with us on an order, we plant mature saplings on the customers behalf and then they receive individual GPS coordinates and a digital welcome pack that contains official certification of each tree.”

Jack always wanted to work in business and it’s the culture within Premier which he finds most appealing.

“It’s a team of 14 and they are all lovely people. The culture is very work hard, play hard and we get treated a lot. This comes from the leadership. It’s very much like a family. Everyone does their bit and the work gets done. People help each other out and no one is afraid to ask questions.”

For an apprentice, getting the level of support and training is important for their future career and to see the possibilities.

“For the first two weeks of the apprenticeship, I sat with Nikki Dickson who I shadowed, she kindly took me under her wing and showed me the systems and how they work. But it’s the little things, like if I get stuck, I can turn to the person next to me and they will help without batting an eyelid.”

Jack also enjoys the opportunities that our leadership team extend to him, such as taking him on client visits so that he can learn how to interact with our suppliers and customers. These communication skills are vital for anyone starting out in their career.

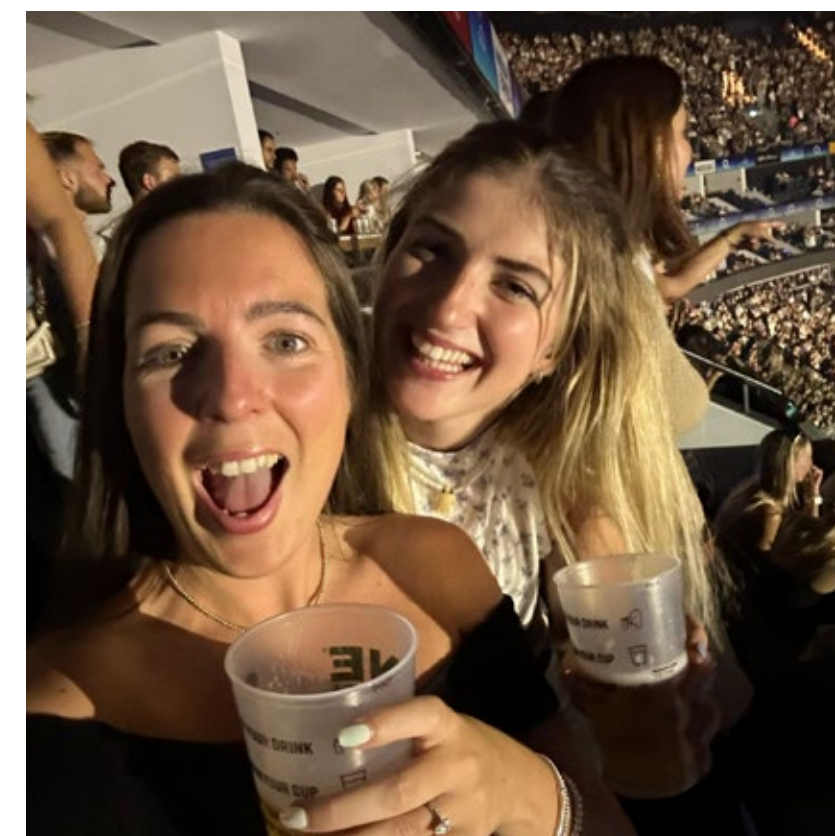
“The company has made quite a significant investment in me so I am committed to giving back in every way I can.”

Work hard, play hard

We give back to our team and reward them with Thursday lunches on us and an annual retreat.



We've been to Amsterdam, Dublin and Brighton in previous years and this year we're off to Edinburgh.



Where we're improving:

While we have social and environmental principals within our business strategy, we plan to include these formally in our employee training programmes in the future. We also want to embed our policies within our culture rather than something our people look at once a year.

Do good

How we're doing well:

Our social impact is a core part of Premier's mission and so we build giving back into our operations.

As part of this we:

- ✓ Donate at least 1% of profits to local charities
- ✓ Purchase from local organisations
- ✓ Hire from within the community
- ✓ Give employees 3 days per year to volunteer or work pro bono
- ✓ Fundraise as a business
- ✓ Support our people as they fundraise
- ✓ Donate our O2 box to charities.



In 2024, this effort has raised money for a local school to support children with autism, raised money to support Ukrainians, and for a pre-eclampsia charity. We have people volunteering at RSPCA Danaher, a local animal shelter. Plus, we donate to local food banks, support NEST, POP Essex and many other local community projects.



Doucecroft School

Doucecroft School supports children with autism and is based locally in Colchester. They were fundraising to build a new drama studio for the children and so we put together a fundraising programme to support them.

- Our founder, Jamie, did a gruelling 100km walk in 24 hours
- Two team members did a sponsored skydive
- One team member ran the Colchester 10k
- Plus we had lots of fundraising events happening in the office. Overall, we raised just shy of £10,000 for the school and we didn't stop there.

Using our design talents, we developed the new creative space for the school. We went in and tidied up the space, redecorated and supplied the equipment which is now a drama space, with a stage so the children can sing, act and dance.



“ We have young people who find it difficult to communicate, but will sing into a microphone; who find coordination and motor skills challenging but will but will dance to music; who might not know how to act in a shop or what is expected of them, who can portray a shopkeeping in roleplay.

The drama studio is a space used by all to explore communication through their voice and bodies, working with improvisation and from scripts, they will gain confidence and maybe find talents they never knew they had.

Samantha Lawrence, Head Teacher, Doucecroft School.

Local Homelessness

Premier play a part in supporting CHES, Cool2beKind and Warm Hearts for Cold Hands, a group of charities which looks after some of the most vulnerable people in our community. Last year we got involved in several projects including:

- Packing 140 rucksacks for their Cool to be Kind campaign
- Volunteering at the rough sleeper outreach
- Supporting the Turning Point project – accommodation and support for homeless people.



Where we're improving:

Our new initiative for 2025 is the Urban Tree Planting scheme. We have already launched this with tree planting for any orders over £500 and have chosen a scheme which impacts the local area.



Create Success

How we're doing well:

As a merch company, we are careful about who we work with as suppliers. Where possible we source from local and British suppliers and we promote this with our customers.

Over the past year, we have run away days at a bag manufacturer, a pen supplier and a diary and notebook supplier. This helps us build closer relationships and support the local economy.



Where we're improving:

We know that merch has an environmental impact and we are looking at ways we can reduce the waste within our product lifecycle, offer more affordable, good quality sustainable merch options for our clients, and track the product waste.

This is one of the most challenging parts of the business and we work hard to offset any negative impact our business operations may have.



Environment

How we’re doing well:

In an effort to reduce our environmental impact, we’ve had Planet Mark measure our carbon emissions, hired a consultant to create a strategy on how we reduce these emissions and create a bigger impact and work with Ecologi to offset what we cannot reduce.



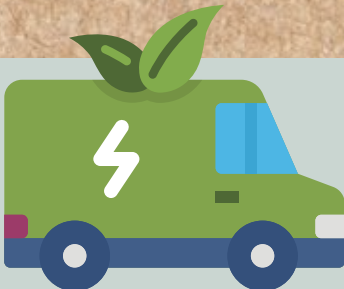
ISO4001

We are accredited with ISO4001 which means that we have an environmental management system in place to control our impact on the environment.



Electric Vehicles

We are in the process of phasing out our diesel vehicles. This started with replacing one van with an electric alternative; we now have three electric vehicles and aim to phase them all out by the end of 2025.



Other ways we are working to reduce our environmental impact:

- All our cleaning materials are plant based.
- Our office waste is segmented and recycled with ZERO waste going to landfill.
- We are a paperless office.
- We use LED low-energy lighting.
- We use recycled consumables (like loo paper!)
- Our milk is delivered in glass, reusable bottles.
- Our marketing materials and packaging are recycled and/or recyclable.



Energy Savings

We are reducing our energy usage with energy efficient laptops and screens, timers on all sockets, and LED lighting. This activity has created a 29% energy saving over the year, which equates to 282.83 kWh.



Where we’re improving:

We are yet to operate on renewable energy and we are working with our landlord to create renewable energy options and reduce energy consumption within the building. We expect this to happen within the next year.

We’re also looking at ways to better measure our environmental impact across the business and have recently had our second Planet Mark assessment.



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