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2025 B Corp

B Corp Positive Impact Report

Willmore Iles Architects



Hello.



Introduction letter from the Directors.

“ We are pleased to share our first positive impact report covering our first year as a certified B Corporation and our journey getting here. A journey that has allowed us to take a deep look on everything we do.

When we began this process in 2022, we started with a fundamental question: how can we measure and demonstrate our commitment to our society and environment for our clients, our colleagues, our community.

As an employee-owned architectural practice, we wanted more than good intentions. We wanted accountability, transparency, and a framework for continuous improvement.

The process proved to be more than a scoring exercise. The materiality assessment revealed that our strongest priorities lie in environmental, social and people centred aspirations. Precisely where our values have always been.

The Impact Assessment itself was rigorous, taking several months of evidence gathering and honest evaluation. It was challenging, but invaluable; holding a mirror up to our practice and highlighting both our strengths and where we have room to grow.

We're proud to have achieved B Corp certification. This milestone marks the beginning, as the B Corp framework gives us the tools to keep improving, to keep questioning, to keep accountable as well as aligned with our clients and values.

This document outlines our journey from initial assessment through to our decision to pursue certification. It explains our process, our performance, and our ongoing commitment to using business as a force for good.

Steve, Rachael, and Tim

About Us.

Established since 1999.

Willmore Iles Architects is a 100% Employee Owned, RIBA chartered architectural practice specialising in high-quality student accommodation, leisure developments and large residential schemes across the UK. We are committed to delivering beautiful, viable schemes that enhance a sense of community and well-being.

The right outcome for everyone

We find the balance between the requirements of end users, contractor expertise, and the commercial needs of the project. Our team understands the issues for institutionally funded development. We negotiate the design process through multiple stakeholders and navigate the planning maze to achieve a successful result for our clients.

We get satisfaction from creating schemes in partnership with clients that deliver real value and are a joy to live in.

Our expert knowledge of the student accommodation, leisure and residential sectors, our passion for great

design and our long experience, make us strong partners throughout the delivery process.

Together we develop schemes that meet strategic goals and deliver more for less.

The success of our approach is proven with 85% of turnover coming from repeat business with clients who value our ability to delivery. Our longest continuous client relationship goes back to the practice formation in 1999.



Our team.



We're a growing team of thoughtful and resourceful people.



Stephen Draper
Director



Rachael Liddle Browne
Director



Tim Abram
Director



Ben Murrell
Associate Director



Simon Baker
Associate Director



Robert Thorley
Associate



Stacey Langdale
Practice Manager



Dido Graham
Associate



Antonio Berongoy
Associate



Zoi Karagiozi
Architect



Stalo Pitta
Architect



Tatjana Geta
Architect



Jason Hoholis
Architect



Willemijn van de Klundart
Architect



Alex Calin
Architectural Apprentice



Gabriel Mayhew
Part 2 Architectural Assistant



Timea Varga
Part 1 Architectural Assistant

Why B Corp?



Alignment with Our Values and Service

Our company values — *Empowerment of our People, Effective Communication, Trusted Partner, and Good Design* — have guided our work and relationships for years. B Corp certification provides a framework that formalizes and measures our commitment to these values, holding us accountable to the principles we've always held dear.

We are committed to having a material positive impact on society and the environment, not as an add-on to our business, but as an integral part of how we operate.

This commitment extends to supporting our employees' financial security, health and wellbeing, and career development. We want to provide an environment where staff feel genuinely engaged, informed, and supported—not just in their professional roles, but in their mental and physical health too.

The right Framework for us and our Clients

As an employee-owned organisation, we have for some years measured aspects of our performance relating to our environmental performance, however in 2021 we decided that we should seek a centralised tool to measure how we are doing both socially and environmentally. We also discussed our thoughts with four of our long standing, trusted clients, to see what systems and frameworks they were using. In 2022, we evaluated several ESG monitoring frameworks to find the best fit for both us, and our clients, using a materiality assessment.

B Corporation stood out. It is one of the most widely recognised certifications with a strong emphasis on measuring social and governance as well as environmental performance. B Corps assesses within five impact areas: Governance, Workers, Environment, Community, and Customers.

Our materiality assessment demonstrated a strong priority among the Executive Team for social and people

centred aspirations aligned with Willmore Iles' values.

The high-priority targets included promoting equal opportunities, addressing the Gender Pay Gap, diversity and inclusivity, supporting physical and mental health, and promoting the WIA culture.

These fall mainly within Social and Governance—precisely where B Corp has its strength. B Corp is tailored to company size and operating sector, allowing us to benchmark against similar-sized organisations.

Why B Corp?



Cultural fit and legal alignment

The B Corp framework aligns with our existing governance structure. Becoming a B Corp required amending our Articles of Association to include the specific B Corp legal requirement, which legally commits us to use business as a force for good by creating a material positive impact on society and the environment, and considering stakeholder interests including shareholders, employees, suppliers, society and the environment.

This is in line with our existing duties and constitution—it simply codifies them more explicitly, giving them additional weight and transparency.

Benefits

Research indicates that obtaining B Corp certification can support our growth aspirations, achieve greater levels of staff retention, engagement and diversity, and help us maintain robust governance.

The rigorous, points-based assessment process ensures that certification carries weight with clients, employees, and partners who increasingly expect organisations to demonstrate their social and environmental commitments through credible, third-party verification.

Achieving certification allows us to hold a mirror up to ourselves, to measure, monitor and ensure accountability against our values.

Publishing our results provides transparency for both employees and our clients.

Our clients benefit from being able to use our B-Corp status as a tool for supporting bids, funding applications and to satisfy their own internal commitments.

Our Journey Timeline.



Pre September 2022: An Idea

- Informal discussions with employees
- Organised discussions with ESG representatives from selected key clients

September 2022: The Beginning

- Senior Leadership Team materiality assessment conducted.
- Identified high-priority aspirations across Social and Governance areas.
- Explored certification frameworks: Planet Mark, B Corporation, One Planet Living.

December 2022: Decision to Proceed

- Presented proposal to Executive team and Legal Board.

February – August 2023: Impact Assessment Phase

- Completed B Corp Impact Assessment.
- Achieved self-marked score of 108 (target: 80, out of 200).
- Assessment highlighted areas of strength and

opportunities for improvement.

- Amended Articles of Association to include B Corp legal requirement.
- Submitted for certification.

April 2024: Certification Achieved

- Certification with a score of 80.

B Corp Score and Goals



Our B Impact Assessment Score...

Based on the B Impact Assessment,

Willmore Iles earned an overall score of **80** out of 200. The median score for ordinary businesses who complete the assessment is currently 50.9. The certification threshold is 80. During the assessment process, our Impact Business Model scores for Workers were removed which reduced our score from 108 to 80. This was due to an unfortunate period where the global B Corp organisation temporarily did not recognise the UK company structure of an Employee Ownership Trust as being an employee-owned company. This period coincided with our assessment, and we were penalised. Fortunately, this did not affect our certification, but it did lower our score significantly.

Impact Areas

The following section analyses our targets for our first year and reports against them, as well as providing some examples of the work we do.

We also highlight targets for the coming year.

The assessment evaluated our performance across five distinct impact areas:

Governance, Workers, Community, Environment, and Customers.

80

B Corp.

Governance.



Governance - Score: 15.9

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure.

- Legal commitment through amended Articles of Association.
- EOT structure and stakeholder consideration.
- Ethics and transparency measures

Governance	
What we said we'd do...	What we did...
Review social or environmental performance.	This is reported at executive team meetings.
Publicly available Impact Report.	We have prepared and published the Impact Report.
Plans for the next 12 months.	
1. We are undergoing a transition in the executive board level following the retirement of our founding directors and we are looking to incorporate social and environmental performance formally into our procedures.	
2. We will report to the board on ESG.	

Score: 15.9

B Corp.

Workers

Workers - Score: 15.9

Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction.

In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.

- Living wage commitment.
- Mental and physical health support.
- Career development and mentoring programmes.
- Diversity, inclusivity and equality initiatives.
- Addressing the gender pay gap.

Case Study: Gender Pay Gap report.

At Willmore Iles Architects, we acknowledge our gender pay gap and are committed to eliminating it. Gender equality is integral to our core values, and we are dedicated to creating a workplace that reflects the diverse society we serve. We believe that fairness, inclusivity, and diversity enhance our creativity, strengthen our teams, and improve our architectural practice.

We recognise there is work to do, but our mission is to eliminate the gender pay gap by supporting every

person, nurturing a culture of inclusivity, equality, and diversity within our practice.

The Gender Pay Gap reporting regulations came into effect on 5 April 2017, requiring UK organisations with over 250 employees to publish their gender pay gap data annually. While we are a practice of just 17 employees and not legally required to report, we choose to do so voluntarily as part of our commitment to transparency and accountability.

The number of employees at Willmore Iles Architects as at the creation of the report was 18, of which 9 were women (50%) and 9 were men (50%).



B Corp.

Workers.



Workers	
What we said we'd do...	What we did...
Ensure our ownership structure is recognised as providing significant equity and empowerment to all employees	It has been acknowledged that we were unfairly penalised during a period in 2024 where B Labs did not recognise the UK company structure known as an EOT, as being employee owned. We are exploring options with B Lab UK and B Lab Global to find a solution to our current score.
Publish our Gender Pay Gap Report	Voluntarily submitted our gender pay gap report through the Government portal, and published the report on our website.
Continue to develop and enhance our staff survey and employee reviews process to provide meaningful input in achieving clearly identified and achievable goals.	We continually look to improve the processes and have more open communication to allow staff to develop their roles and progress their careers with us
Plans for the next 12 months.	
1. We are examining the new B Corp Standard to ensure we maximise our score within this area.	
2. We will continue refining our internal processes, data collection and feedback to support our employees to feel engaged, motivated and happy.	

Score: 30.5

B Corp.

Community.



Community - Score: 9.3

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognises business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

- Local engagement
- Supplier relationships
- Community investment

Community	
What we said we'd do...	What we did...
Improve our EDI in recruitment procedures.	Introduce blind reviews of applications.
Improve our measurement and reporting of EDI.	Publish / report on our gender pay gap.
Increase and monitor number of women non managerial workers.	Over 60% of our non-managerial workers are women.
Advance social and environmental performance.	We have worked within the industry on relevant standards; speaking at conferences on environmental issues. Tony Berengoy has participated in panel discussions relating to EDI in architecture, and the Overlay. We have run sessions in local schools to promote architecture with a focus on under-represented areas of society. We have hosted work experience students (secondary school age).
Plans for the next 12 months.	
1. We will look to increase our involvement in advancing social and environmental performance and continue to provide a meaningful contribution to advance social and environmental performance.	
2. Continue to provide opportunities for work experience from local schools.	
Score: 9.3	

B Corp.

Community.

Case Study: RIBA Plan of Work Engagement Overlay in Bristol

On Monday, November 11th, One of our Senior Project Architects Tony Berongoy participated in a thought-provoking panel at the launch of the RIBA Plan of Work Engagement Overlay in Bristol. At Willmore Iles Architects, we believe this initiative is crucial as it emphasises the importance of creating quality and inclusive spaces, especially at a time when governance tends to prioritise the quantity of housing.

“The main objective of the Engagement Overlay is to provide a standardised approach and create a baseline for architects and other built environment professionals. Its aim is to enhance the quality of engagement with all stakeholders and to create capacity for public participation.

Acknowledging engagement as an integral aspect of the professional service makes it possible to allocate adequate financial planning and resources accordingly. This proactive approach helps mitigate risks and ensures favourable outcomes for all stakeholders. Furthermore,

using the Engagement Overlay, built environment professionals can provide evidence of good quality engagement, a frequently requested requirement for procurement frameworks.”

Alongside brilliant minds like Kinny Chinangwa, Sarah Lee RIBA, Freddie Palmer, Sarah Jones-Morris, Charles Campion, and Dr. Jo Morrison, Tony delved into strategies for inclusive and effective engagement within the built environment.

Here are some key takeaways from the evening:

- Authenticity in Engagement: Establishing genuine trust with communities can lead to valuable insights and drive meaningful change.
- Governance: We discussed the significance of developing visions for places, emphasising that these should occur at a strategic and policy level.

Accessible and Inclusive Approaches: We highlighted the importance of tailoring our tools and processes to ensure that everyone, especially marginalised voices, has a seat at the table. This includes designing engagement sessions that promote meaningful and tangible outcomes.



B Corp.

Environment



Environment - Score: 21.6

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels.

- Energy consumption reduction targets
- Carbon footprint monitoring
- Sustainable travel policies
- Office environmental measures
- Waste reduction and recycling

Environment	
What we said we'd do...	What we did...
Maintain a large number of our projects utilising brownfield sites	A high percentage of our projects are on brownfield sites, including Silverlake, which is bringing new life to an old quarry site.
Maintain a large percentage of our projects as mixed use	Our large student projects are mixed use and provide communities which enhance student experience.
Monitor water use and identify ways to reduce consumption	We monitor water use within the office
Plans for the next 12 months.	
1. We will maintain the qualification of our passivhaus designers to enable us to provide the highest standards of service for our clients.	
2. Seek to increase our proportion of projects using renewable energy systems	
3. Examine opportunities to provide our clients with additional services to improve the environmental performance of our projects.	

Score: 21.6

B Corp.

Environment

Case Study: Pritchatts Park Student Village at the University of Birmingham.

Most of our large on campus student accommodation projects provide mixed use facilities to create exemplary residential communities that enhance student experience.

One such recently completed projects is Pritchatts Park.

The Pritchatts Park Village residences project involves a significant redevelopment of the existing student residential village at the University of Birmingham's Edgbaston campus.

The scheme involves the construction of eleven new build townhouse blocks with a mixture of ensuite, standard and accessible bedrooms, the construction of a new 482-bay multi storey car park (MSCP) on the former car park site and the refurbishment of much of the existing residential stock, and the social hub.

We are delighted with the way the new blocks feel settled in the landscape already and cannot wait to go

back to carry out our Post Occupancy Evaluations to see how they are enjoying the tranquil surroundings and making use of the amazing new hub.

Willmore Iles continued their successful relationship with the Landmark Practice (Landscape) and Jasper Sanders + Partners (interiors) to ensure the comprehensive remodelling of the Social Hub and the land around it puts student experience and accessibility at the heart of its design and contains a series of brightly lit study, social and amenity spaces, pastoral care, a new laundrette and the main FM reception and offices, which can now all be reached via step free access.

Property Week Student Accommodation Conference & Awards 2024,

Winner: University Halls of Residence Award



Pritchatts Park.

The Pritchatts Park Village Residences Project involves a significant redevelopment of the existing student residential village at the University of Birmingham's Edgbaston campus.

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B Corp.

Customers.



Customers - Score: 2.5

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognises products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving customers/clients, and services that improve the social impact of other businesses or organisations, including:

- Ethical project delivery
- Sustainable design practices
- Client collaboration and transparency

Customers	
What we said we'd do...	What we did...
Continue to monitor customer satisfaction	We continue to be accredited under ISO9001. And collect feedback from our clients.
Continue to monitor customer satisfaction	Carried out a listening project to obtain feedback from our customers
Plans for the next 12 months.	
1. Maintain our 9001 accreditation	
2. Collect feedback from clients and consultants on completed projects	
3. Put into action outcomes and learnings from the listening project	

Score: 2.5

B Corp.

Customers.



Case Study: The Listening Project.

As part of our regular feedback procedures, we conduct a Listening Project at regular intervals. The project involves working with an external consultant, Sonja Nilson, to conduct in-depth interviews with our trusted partners to perform a pulse check with the intention of answering the following questions:

- How are we perceived from the outside?
- Where do our strengths lie?
- Are we heading in the right direction?

Are there any problems we need to solve? Or gaps we need to fill?

The following are some of the testimonies that were collected during our last Listening Project.

“What struck me about Willmore Iles is how experienced the team was with student accommodation schemes, also the consideration they had towards the University of Birmingham Student. What we were looking for was a unique bid for our type of Student - as every University will have a different type of student that lives there. Willmore Iles was really willing to learn about us as an institution, they were very much in listening mode and I think that they brought some very exciting designs to the table.

Einita Suman

“For 13 years, Habitat First Group has had the privilege of working with Willmore Iles, whose expertise in master planning has helped shape our three developments across the South-West. Their thoughtful design of holiday units and commercial buildings and dedicated planning support have been instrumental in creating sustainable, nature-rich holiday communities.

Red Paxton

“Willmore Iles team have been fantastic partners throughout the design and build journey of our two Estates. They're a joy to work with, have great attention to detail and their pragmatic approach helps us overcome the inevitable challenges presented in construction.”

Rory Paxton

“I've had the pleasure of collaborating with WIA on numerous developments, and their expertise in the holiday sector truly sets them apart. They possess an exceptional understanding of what drives success in this competitive market.

Ben Nolan Stone

“We very much see them as part of our business. We absolutely see them as business partners in the true sense of the word. They absolutely go the extra mile. They're an absolute delight to work with on a personality, personal level.

Victoria Campbell

“They're very good in terms of seeking to understand the brief, listening to the client intelligently and focusing in on the issues that matter and quickly getting to a consensus on that. And not being afraid to point out advice. Very clear but diplomatic. Very creative. Very innovative. Real pleasure working with them.

Robert Kingham

“WIA's deep understanding of the customer journey is remarkable. They consistently go above and beyond to optimise my commercial objectives while ensuring the design and flow of each development are seamlessly integrated with the natural environment.

Ben Nolan Stone

“Their thoughtful layouts and contemporary finishes have proven to be a real draw for guests, consistently placing them in the top 10 NPS ratings across the entire Landal UK portfolio.

Ricky Dent



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