



IMPACT REPORT 2023





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Leadership letter

Mark Shortland, Managing Director

“The future of our business rests on delivering innovation through products, design, and service together with our drive to develop people, products and great retail spaces whilst doing no harm.

"Retail stores have always had people and communities at their heart. Without these, they are soulless built spaces, but when brands, emotions and passion are placed inside the four walls that make a store, they come alive with vitality, excitement, and purpose.

When we founded Shoplight in 2014, we wanted our business to play its part in creating living retail stores by lighting them with great technical expertise and a dedication to delivering the best possible service to our clients.

9 years later, those core goals haven't changed, but we are more sure that delivering our goals must not come at a cost to people, communities, and our planet. Our team and community were always important, values that instinctively aligned us to B Corp, but becoming certified made us laser-focused on our impact on all.

It's been a transformative year for Shoplight, a record year in which we have made great strides in manufacturing products that dramatically reduce their impact on the environment by using 3D printing techniques with bioplastics. Our Nort spotlights are produced here in Peterborough. They are a true innovation in our field, not only technically but through their circularity, and by minimising their carbon footprint through manufacture and transport.

We have other innovations in the pipeline which will further reduce our environmental impact and, crucially, we are showing often global retail brands that there is another way to light their stores other than by using imported spotlights made in Asia and from virgin aluminium.

We are determining our path to sustainability and that means being one of the one-in-ten SMEs that have a plan for carbon neutrality. We are setting out our plan to achieve this over the next 12 months. We are also able to influence our suppliers to make better environmental choices by supporting these through our buying actions.

The future of our business rests on delivering innovation through products, design, and service together with our drive to develop people, products and great retail spaces whilst doing no harm.

I'm proud to be a Co-founder of Shoplight."

Mark Shortland
Managing Director
Shoplight Ltd



GAIL's Bakery,
Cambridge



“ We are the only B Corp Certified retail lighting company in the UK.



Little Dobbies, Cheltenham

About us

Shoplight provides retail lighting solutions that help create innovative retail spaces to ensure a long-term future for bricks and mortar retail. We work with retailers, designers, and their construction teams to design beautifully lit retail environments.

We pride ourselves on creating longstanding customer relationships by tailoring our products and services to each unique client and retail site.



We've loved the diligent role Shoplight play in developing lighting concepts for our stores.

They are fast, extremely reliable and the after-sales service we receive from Shoplight, such as the focusing and easy to understand warranty, mean they're a pleasure to include in our project teams, every time.

Richard Talbot,
Head of Property,
END.



END. Milan

Following the launch of Nort, our first bioplastic lighting solution in February 2023, our key focus is to challenge retail brands to use more sustainable lighting made from plant-based polymers.

The problem is the majority of retail lighting products are made from virgin aluminium and imported from the Far East. By producing 3D-printed bioplastic lighting products in the UK, we can help retail brands significantly reduce manufacturing, transport, and operational carbon emissions.

“Nort supports our drive to use more sustainable materials with a lower carbon footprint across the GAIL’s estate.”

Michelle Pollard-Smith, GAIL’s Bakery, Senior Project Manager

We are taking bold steps towards adopting a circular economy model, minimising waste, and maximising resource efficiency. We are developing products and services that help extend product life span so that instead of discarding lighting products at the first sign of a fault or after use, we can help our clients adopt methods for repairing, upgrading, reusing and recycling materials and products.



GAIL's Bakery, King Street, Manchester



“ Our Nort spotlights are a true innovation in our field, not only technically but through their circularity, and by minimising their carbon footprint through manufacture and transport.

Journey to certification

In August 2022 we became a certified B Corp; the only B Corp Certified retail lighting company in the UK.

We proudly joined a group of purpose-driven businesses that consider how their very existence impacts people and the planet. We believe business can be profitable and benefit people, communities, and the planet.

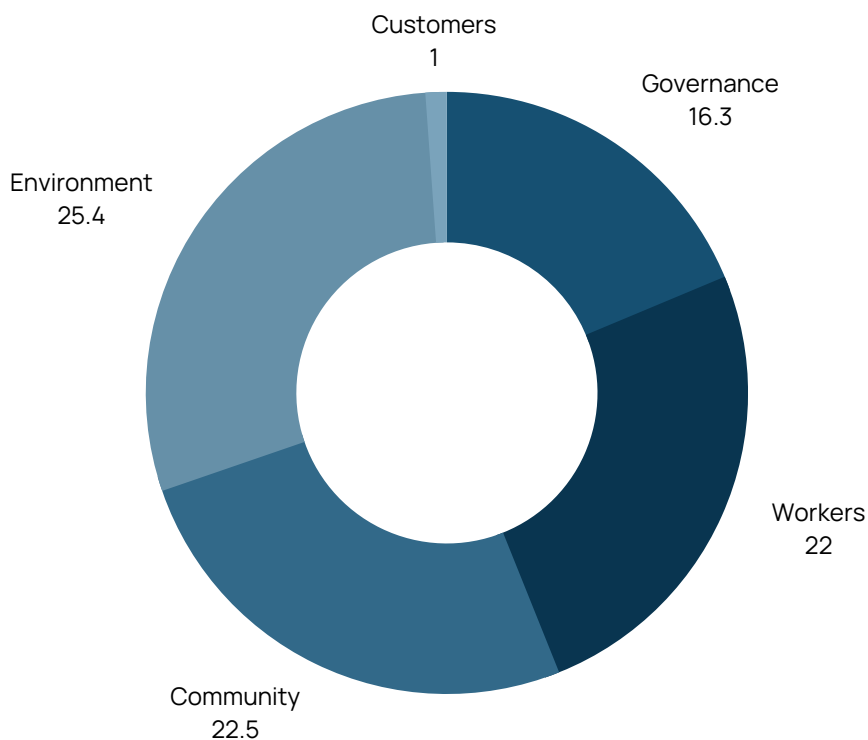
When we became aware of B Corp certification it struck us how the principles and values of B Corps aligned with the very issues close to our hearts. Whilst many of our processes were not formalised at the time, we were already considering a range of stakeholder interests, not just those of our shareholders. Our employees, the local community and the environment were just as important to us as profits and the B Corp certification gave us a vehicle to solidify feelings and beliefs into specific actions and measured outcomes.

Being a B-Corp has impacted our business in many ways, all of them positive.

- In recruitment, we've found that younger generations, in particular, are keen to work for B Corps.
- We have secured business from fellow B Corps like, JoJoMamanBebe and Ace & Tate .
- In client retention, even retailers who aren't B Corps are increasingly valuing working with businesses that are.

Our B Corp scores

When we certified as a B Corp we scored 93.4 which is broken down as follows:



We've been building on this foundation in our first year as a B Corp. We decided to focus on low-hanging fruit - areas of improvement we felt were achievable, but which could take us further on our journey of continuous improvement.



I'm proud to work for a B Corp. As a collective we are making positive waves that impact our local community, the environment and my colleagues. It feels good to be a part of that.

Samantha Adams, Lighting Designer



A journey of continuous improvement

In a year which stretched our resources and grit due to significant change management and growth, we are proud of what we have achieved and have renewed focus and determination to be even better at making positive change and measuring the impact of the changes we make.

Here we outline the things we said we would do, alongside an honest analysis of how we actually did. In writing this report we found that as well as focussing on our formalised goals, we also made positive changes in more organic ways. This happened as a result of suggestions made by team members and also things just happening naturally, in a way that reflects the culture we have here at Shoplight.

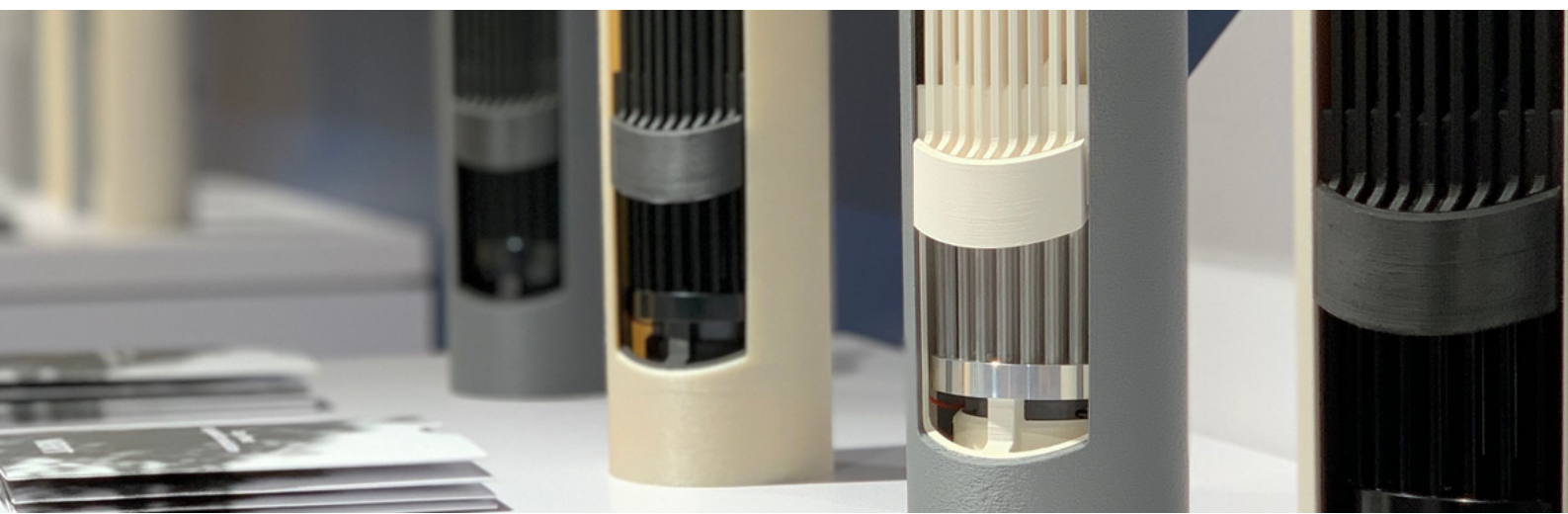
Governance

● Segregation of accounts receivable and accounts payable duties

As a result of employing a part-time Credit Controller, and an Operations Director, additional checks have been put in place, to achieve separation of duties that are satisfactory for a company of our size.

● Other things we did outside our formal Governance goals

We created a formal documented process to share financial information with our team through transparent and informative quarterly reports .



“ We developed and launched a Personal Development Programme, so we have a framework for all team members to access opportunities to develop themselves.



GAIL's Bakery, King Street, Manchester

Workers

● Actively encourage external professional development

Actively encouraging people to pursue training is built into the Shoplight culture and communicated regularly in company reports and presentations.

We completed the following external training:

- LinkedIn Training – 7
- Confidence and Presentation Skills – 9
- Emergenetics – 5
- The Role of the Director – 4
- Forklift Training – 2
- Annual Health and Safety Modules – company wide
- Behind the B – company wide
- Positive Pause: Menopause Workplace Training – all managers
- Mental Health Awareness – all managers

We also developed and launched a Personal Development Programme, so we have a framework for all team members to develop themselves. Training opportunities are suggested by team members and their line managers and jointly agreed.

We launched a Personal Development Programme, so we have a framework for all team members to develop themselves.

● Consider supplementary health benefits such as disability coverage, mental health coverage, accident insurance, life insurance, dental insurance, and extending health insurance to family members

We made good progress by extending the company health insurance provision to spouses and children. Our health insurance now also includes mental health cover.



We used a questionnaire to find out what improvements the team wanted to see. As a result we rolled out more health benefits and a salary sacrifice for electric cars.

Explore the provision of non-career-specific life skill training such as financial literacy

We felt that financial literacy and support linked well with our desire to support our team during the cost-of-living crisis.

We looked at how Octopus Money Coach could offer team members education and support with improving household wealth, reducing personal debt and increasing savings.

However, when we got feedback from our team the demand for this wasn't significant. We may revisit this and investigate further when other improvements for our people have been considered.

Assist our team with the provision of an employee debt programme to help manage their financial well-being and offer a loan consolidation option

With the cost-of-living crisis and the fallout from the pandemic, our vision was to offer our team a more affordable option to funds if they needed it, rather than payday loans or high-interest credit card rates.

We investigated employee debt management programmes but couldn't find a provider that worked with SMEs. As an alternative, we found companies like Wagestream and Revolut that offer employees access to accrued wages ahead of payday to help with unexpected costs and bills.

However, we already have an emergency loan scheme in place and when we got feedback from our team the demand for this support wasn't significant. We may revisit this and investigate further when other improvements for our people have been considered.



Other things we did outside of our formalised people goals

To ensure we reward our people fairly we:

- Formalised our annual appraisal process
- Standardised pay reviews
- Clarified the rules around our bonus payments

As well as communicating these changes we gave our team the opportunity to provide feedback.

We already had fruit available in the staff area but this year we started sourcing our fruit from Riverford Organic Farmers, a fellow B Corp. This is a small way we can support local farmers who follow good practices. It also meant significantly less packaging.



Receiving the B Corp standard for a business born at our kitchen table 8 years ago is a dream come true.

We want to ensure that the impact of the business leaves a positive imprint on the people we employ, our customers, the local community and planet.



We are a very small cog in a much bigger wheel but know that the collective effort put in by driving this message forward will have a huge impact on the world we live in and the world we leave behind.

Mel Shortland, Director

“As a team, we gave nearly 60 days of our time to 11 charities. We read with little children, cleaned our streets, built furniture for those in need, sorted food donations and provided mentorship and training.



Community

Give at least 50 days of our time via a minimum of two paid volunteering days for everyone

All team members contributed to a total of 417 hours of our time! At 59.5 days of volunteering, that's nearly 10 days over our target. As a team we volunteered for:

- Care Zone Peterborough
- The Trussell Trust
- Hargate Primary School
- Little Incredibles Nursery
- Hampton College
- AGE UK
- Embrace Child Victims of Crime
- Young Enterprise
- City of Peterborough Academy
- Mind
- Brooke Farm Allotment Charity

Donate 2% of our profits

In our last financial year, July 2022 to June 2023, we donated £34,000 to charities, equating to just over 2% of our profits. In addition to smaller donations, the three main charities to receive these funds were:

- Embrace Child Victims of Crime
- Macmillan Cancer Research
- 2020 Change

We honoured our commitment to donate 2% of our profits.

Create a formal statement on the intended social and environmental impact of our company's philanthropy

We are clear about donating a minimum of 2% of our profits and have published this [here](#).

However, we think it is important to develop this further and create a formal statement that makes our social and environmental commitments crystal clear.

Other things we did outside of our formalised goals

Over two months we picked 13 bags of litter. That's 53kg of litter off the streets just outside Shoplight. Our lunch time litter picking initiative will continue.

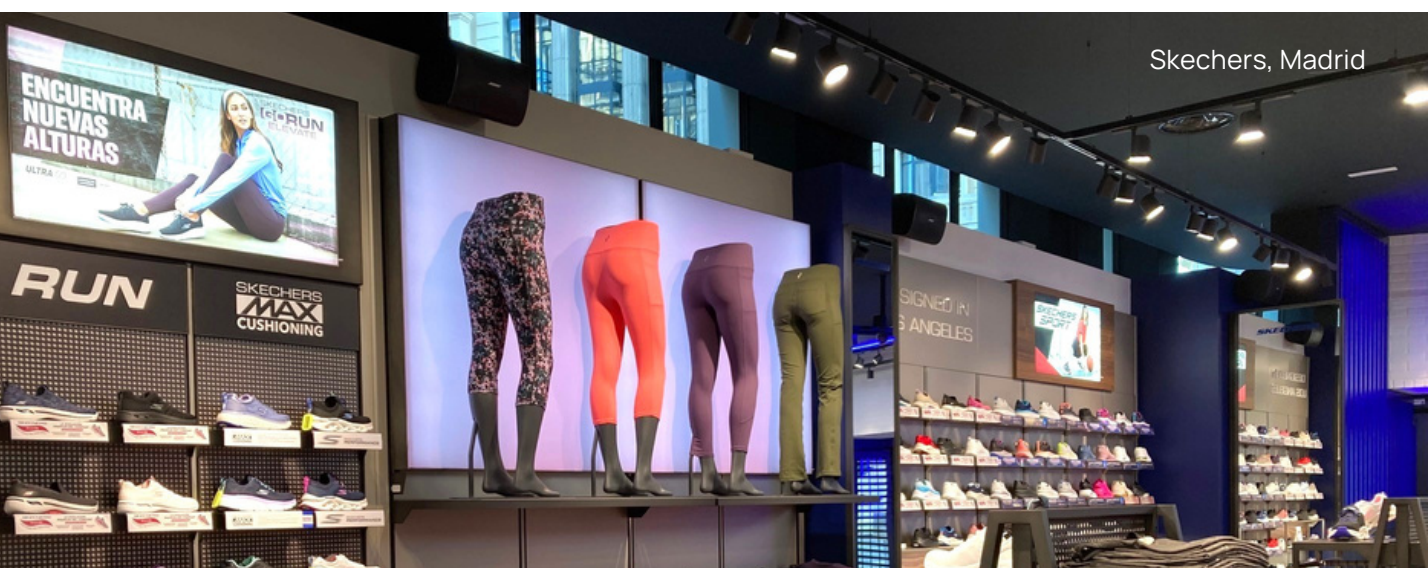
In June we started a lunch time knitting club for Knit for Peace, who distribute knitted items to those in need. So far we have knitted enough squares to make up one big blanket.

Over two months we picked 13 bags of litter. That's 53kg of litter off the streets just outside Shoplight.

Via OnHand the impact app, our team have:

- Completed 1,938 volunteering and sustainability missions
- Made deliberate choices that resulted in a 76.20t CO2e reduction
- 295 trees planted as a result of our efforts

We used the services of local suppliers wherever possible, particularly in printing, catering, corporate events, facilities management and building services.





GAIL's Bakery, Cambridge

Environment

We launched Octopus Electric Vehicles' EV salary sacrifice scheme as an employee benefit that positively impacts the environment.

● Help our teams choose a more sustainable travel option via a salary sacrifice for electric vehicles

We launched Octopus Electric Vehicles' electric car salary sacrifice scheme as an additional employee benefit that also positively impacts the environment.

When team members consider replacing their vehicles they now have the option to give up some of their gross monthly pay for a new Electric Vehicle. This can save individuals up to 40% on the standard monthly cost of an EV thanks to savings on National Insurance and Income Tax.

● Create a policy encouraging the use of environmentally preferred products and eco-friendly stationery and equipment suppliers

After significant research, we concluded that the action we could take right now was to select eco-product ranges from existing suppliers. This means, for example, selecting products that are FSC Certified, 100% recycled, Carbon Neutral, as well as unbleached and chlorine-free paper.

Our next step for the next 12 months is to measure this so we can report more clearly and take appropriate action.

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We are showing often global retail brands that there is another way to light their stores other than by using imported spotlights made in Asia and from virgin aluminium.



The modular design approach used in Nort



The development and launch of Nort, our first track spotlight made from bioplastic, means we have made tremendous strides in reducing our impact on the environment.

● Review our internal printers and inks with a view to using more eco friendly options

Unfortunately, we found that there is not currently an ink cartridge range for our existing printers that are considered eco-friendly, such as soy-based or low VOC inks.

So, until we are in a position to move to a serviced printer package or invest in refillable tank printers, we're doing what we can in this regard.

- We recycle our empty cartridges and a portion of the cartridge return funds go to our nominated charity which is Shelter.
- We're saving paper and ink via duplexing and printer settings that reduce ink and toner use.

● Other things we did outside of our formalised goals

Source reduction

When we set our goals for the last 12 months, our B Corp Committee didn't fully grasp the significance of the product development plan that was already underway.

Source reduction is waste or pollution prevention, and the elimination of waste before it is created, through considered design, manufacture, and materials used. The development and launch of Nort, our first track spotlight made from bioplastic, means we have made tremendous strides in reducing our impact on the environment.

Source-reduced packaging - We began the process of reducing surplus packaging in existing products. We asked suppliers to remove plastic bags in luminaire boxes, plastic screens on the front of our spotlights and replaced foam packaging with cardboard.

We replaced our plastic tape with recyclable, paper-based tape, and are now using 100% recycled shrink wrap and biodegradable bubble wrap.

Installation of PIRs - We worked on the reduction of energy use through PIRs. There are now PIRs in the toilets, toilet corridor, canteen, and warehouse.



Plastic milk bottles - We replaced our plastic milk bottles with refillable and recyclable milk bottles. Our milk is delivered on electric floats, supports local farmers and employment and, and is Red Tractor assured which means this milk is responsibly sourced, safely produced and, comes from animals that have been well cared for.

Printing policy - Our most recent run of brochures and postcards were climate positive. We want to ensure we reduce our environmental footprint when it comes to external printing such as using GM-free vegetable oil-based inks (petroleum-free), biodegradable lamination and, FSC certified paper.

Low-Impact Renewable Energy Use - We source our energy from BES Utilities who use 100% renewable energy sources.



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The collective effort of individuals making small changes can positively impact the world in a big way. But when businesses and corporations come together to make change, the impact is drastically multiplied.



Sara Drawwater, Marketing Director

Customers

We have a great relationship with our clients as demonstrated by the long-term working partnerships we have with them.

Enhance customer stewardship by closely monitoring customer satisfaction

We have a great relationship with our clients as demonstrated by the long-term working partnerships we have together. However, our initial certification customer score was low as we did not have formal procedures in place for customer complaints or feedback.

We have made progress in that we have outline plans for a customer intimacy programme that includes monitoring customer satisfaction and we now have resources in place to achieve this.

Our next steps are to roll this out and measure outcomes so we can more clearly report on this in our next impact report.

Develop written policies for ethical marketing, advertisement, and customer engagement

In a world of questionable marketing practices, we want to stand out for the right reasons. Having an ethical approach to our marketing is one of them.

We believe a publicly declared policy will help us define our own standards, giving us clear boundaries that inform our marketing and communication processes.

It's frustrating to have to say it, but this goal will have to roll over into next year when we focus on the Customers pillar.

Plans for the next 12 months

We've learned a lot in our first year as a B Corp. It's been challenging but rewarding to balance growth with delivering on our commitment to constant improvement across the 5 pillars of Governance, People, Community Environment and Customers.

“We're improving how we track and measure what we do, so that we can be more specific when it comes to evaluating our impact in our next report.

Going forward we have committed more resources to delivering on our B Corp goals and we're improving how we track and measure what we do, so that we can be more specific when it comes to evaluating our impact in our next report.

Our plans for the next 12 months are outlined in the next few pages. The first step is to meet and agree on priorities and then put an action plan in place so we are in a position to hit clearly outlined and resourced monthly goals.



Castle Fine Art, Oxford

Environment

- Roll out our 12 month product development plan for bioplastic 3D-printed retail lighting.
- Select and work with a partner to give us the expertise and structure we need on our carbon neutrality and carbon zero journey.
- Continue to work with our suppliers on ways to reduce, reuse and be more sustainable together.
- Understand the impact of employee commutes and what we can do to reduce that impact.
- Formalise that we use train travel rather than road travel wherever possible.
- Look at how and when we can incorporate electric vans into our fleet.
- Review the cleaning materials we use on our premises alongside what our cleaners are using.
- Review food waste bins and what options we have for installing a compost bin despite the challenges related to our rented building and the 'small' amount of waste we produce.
- Understand what non-recyclable rubbish we dispose of every year and look at how we can monitor and reduce this.

Community

- Join and/or create a local B Corp community in the East of England.
- Focus our attention and resources on charities and community projects that are more local to us.



Customers

- Complete the work we started to enhance customer stewardship by closely monitoring customer satisfaction.
- Develop written policies for ethical marketing, advertisement, and customer engagement.
- Create and update customer-related policies and processes.
- Formalise methods for incorporating customer testing and feedback into our product design.
- Monitor customer feedback and satisfaction.

Workers

- Improve internal communications by communicating more regularly and consistently.
- Set up an internal feedback systems via an employee representative.
- Relook at the provision of non-career-specific life skills. For example, time management or will-making.
- Review our key people policies and update them where required.
- Produce an employee requested resource list pointing people to internal policies and guides, alongside external support on topics like personal finance and health.



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