

# Poppy's



# Impact Report 2025

# From the CEO

This is Poppy's second impact report. Our mission to champion great death care across London has seen us continue to grow our footprint in both the number of people we serve, and the locations. We are due to open Poppy's second high street shop in April 2026, in Raynes Park in south west London, and in 2025 we looked after more people than ever before. While we are thrilled to be growing, just as important to us is that our growth is sustainable – for our team and for the planet.

We remain proud of being the only B Corp funeral directors in London. In a sector with a heavy environmental footprint, we have worked hard to offer our clients eco-friendly choices, and to reduce our impact on the planet in everything we do. We continue to be mindful of the impact of our work on our excellent team, and

we put in place a range of measures to support their health and wellbeing at work. Throughout the year, we have continued to make progress on a range of areas that are as much about our values as the financial success of the business.

This report focuses on our priority areas – those where we really want to make significant progress this year and next – as we move towards our recertification next year. Those key workstreams are: our journey to Net Zero; auditing and creating a code of conduct for our suppliers; defining what Justice, Equity, Diversion and Inclusion (JEDI) means in Poppy's and taking steps to promote JEDI in everything we do.

I look forward to another exciting year on our B Corp journey



# Poppy's is a fresh approach to funerals.

Poppy Mardall founded Poppy's in 2012, driven by the belief that funerals could and should be better. Better for grieving family and friends, who lacked choice, flexibility and information. Better for people who had died, who should be looked after with gentleness and care. Better for the planet, with a concern for our shared future.

Providing outstanding care for the living and the dead remains at the heart of our business. Just as when we started, Poppy's prioritises outstanding personal service, treating every person who comes to us as an individual. Unlike most funeral directors, we care for the dead in our own beautiful, light-filled mortuary.

Our clients tell us that the support we give them and the care we show for the person who has died make a real difference to their experience of grief — from the point at which they come to Poppy's, to the day of the funeral and beyond. An

increasing body of independent research\* shows that grief and bereavement have a material impact on people's health and wellbeing. Getting our support right matters. Getting it wrong has real and lasting consequences for bereaved people. Our client NPS score is 96\*\*, reflecting the quality of care we provide.

Every decision we make as a business puts people and planet first. In a sector which has a heavy environmental footprint, we have long championed practices and products that have a lighter impact on the planet. We are proud that our team net promoter score is regularly above 50, where 10-30 is considered 'good' for employers.

Our B Corp accreditation continues to be a guiding framework to allow our clients, suppliers and team members can hold us accountable for the way we work.

\* [www.health.harvard.edu](http://www.health.harvard.edu)

[www.cruse.org.uk](http://www.cruse.org.uk)

\*\* Average over last 3 years, rated by 333 respondents.





## Our mission

A world where great death care is expected and accessible to all.

## Our vision

To champion great death care across Greater London, serving at least 75% local clients, by:

- Providing an outstanding quality of care, because great care for both the living and the dead can transform our clients' experience.
- Offering meaningful choice and transparency, listening to what our clients need and supporting them to make the decisions that are best for them.
- Respecting the environment, guiding our clients to make choices that have a positive impact on the planet, whilst minimising our own environmental footprint.
- Being the benchmark for excellence in our sector by sharing what we do.

## Our values

**Open:** we'll meet whatever is on your mind with enthusiasm.

**Flexible:** we will respond and adapt to your needs.

**Confident:** we're natural leaders.

**Responsible:** we're conscious in our actions and decisions.

**Human:** we will support you and stand by your side.

# The Poppy's journey

2012



June: Started offering an unattended cremation service (second company in the UK to do so).

2015



November: Moved into our first proper home — the Gatehouse and Chapel at Lambeth Cemetery.

2020



May: First electric collection vehicle.

2022



March: Transitioned from Founder/CEO to new CEO.



June: Changed Articles of Association to embed B Corp principles.



July: Launched employee share scheme.

2024



January: Opened our first shop in East Sheen.



April: Celebrated B Corp accreditation.

2026



March: Preparing to launch Poppy's second shop in Raynes Park.



November – June 2014: Formed our first team. Two of our first employees, Aaron and Victoria, are still with Poppy's.



2013

January: Launched flexible funerals and bought our first hearse.

1000

2017

September: Arranged 1000th funeral.



2021

January: Started B Corp journey.

3000

December: Arranged 3000th funeral.



October: Launch of My Funeral Wishes free consultations on future planning.



2023

February: Submitted B Corp application.



February: New office space in community hub, Tooting Works.

1 year

March: First anniversary as a B Corp and first impact report.



2025

August: B Lab new certification standards launched.



# Our certification score

We were proud to be certified as a B Corp in April 2024 with a score of 83 points. We aim to increase this score when we re-certify in 2027.

- 83 Poppy's overall B Corp score
- 80 B Corp qualification threshold
- 50.9 Median score for ordinary businesses

We now are starting our journey to recertify under B Lab's new impact criteria and will be submitting during 2026 ready for recertification in Spring 2027.

# What we said we'd do

To develop our Net Zero plan by fully benchmarking our current footprint and developing a realistic plan to reduce and offset our emissions.



# What we did

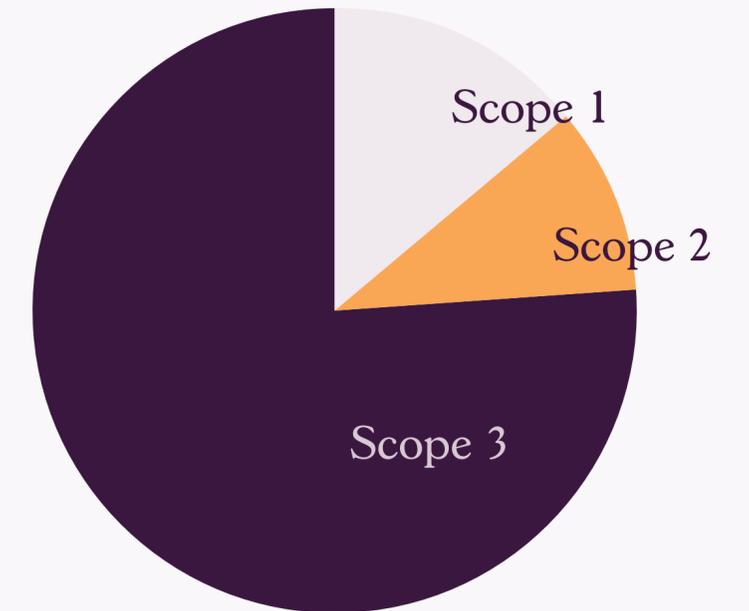
We fully mapped our scope 1, 2, and 3 emissions from 2024, using tools from Seedling, giving us a benchmark to develop our net zero journey from.

Total emissions in 2024 (benchmark year) were 77.06 tonnes CO<sub>2</sub>, the equivalent of 264,182 miles driven in a diesel car.

Total Emissions	77.06 t CO <sub>2</sub> e
Per funeral	0.18 t CO <sub>2</sub> e
Per team member	4.82 t CO <sub>2</sub> e

We have identified 7 main categories of emissions that amount to 50% of our emissions, and these become our target areas for carbon reduction.

Emissions by scope



- Scope 1 - 10.95 t CO<sub>2</sub>e
- Scope 2 - 7.68 t CO<sub>2</sub>e
- Scope 3 - 58.43 t CO<sub>2</sub>e

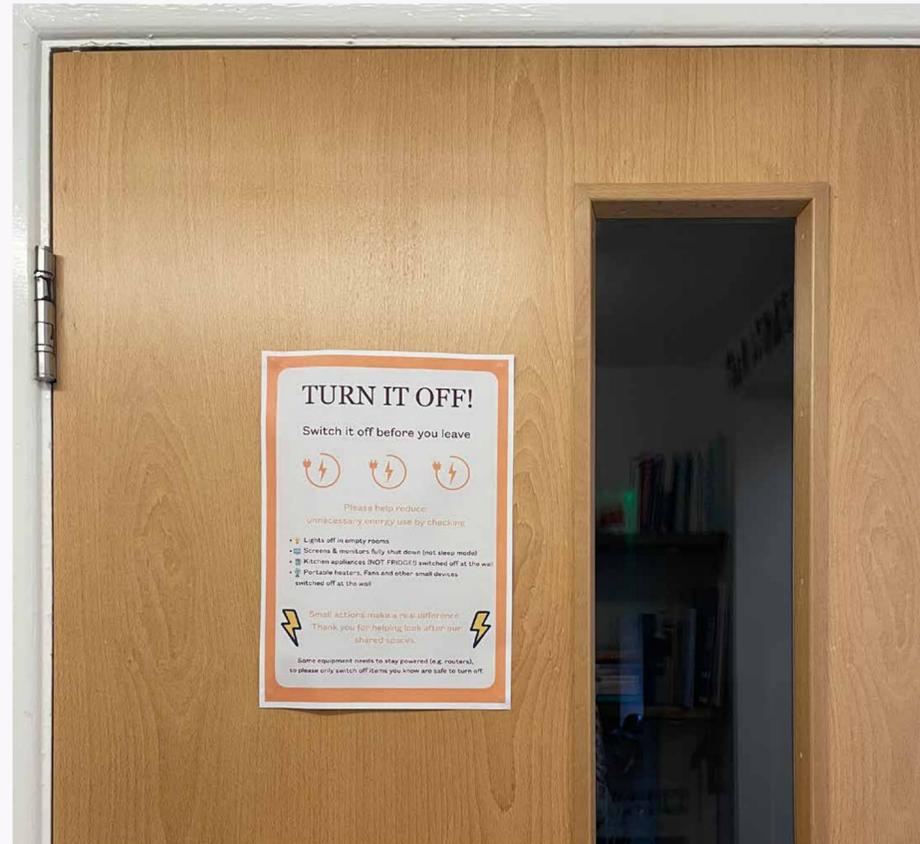
# What we did

We have set up a Green Team across the business, tasked with identifying initiatives to reduce our carbon footprint. These initiatives have included:

- A 'Turn it Off' campaign across our office spaces to reduce electricity usage;
- Further promotion of greener products for our clients, making greener options easier to purchase when considering flowers, coffins, keepsakes and urns (we were delighted to see our first two clients this year choose a mycelium coffin, grown from mushrooms and fully biodegradable!)
- Upgrade of our modern-style hearse to reduce the impact of client journeys;
- Moving our website to a greener hosting platform.

As a result of our green initiatives across the business we were awarded Green Mark Level 1 accreditation. Green Mark provides an internationally recognised environmental certification for companies that want to assure their clients and employees that they are conducting business to recognised environmental standards.

We will be further monitoring the outcomes of these initiatives through 2026 to see the overall impact on our carbon emissions per employee and per funeral.



# What we said we'd do

To review our supplier processes and relationships to increase our influence on their social and environmental impact.



# What we did

We conducted a comprehensive audit of our supplier base.

This covered both the suppliers of products and services that we sell on to clients, and to suppliers of products and services that we use to run the business of Poppy's.

We audited:

- Their governance and ownership;
- Their employment practices;
- How they engage with their own stakeholders and community;
- The environmental impact of their operations;
- The carbon footprint of the key products and services that we purchase from them.

Our work on suppliers has not moved as fast as we would have liked due to staffing movements on our team. This project was paused temporarily and will be starting again in 2026 in earnest with key deliverables, to:

- analyse the results of our audit;
- develop a supplier charter – the code of conduct that we'd like all of our suppliers to adhere to and to guide our procurement of future suppliers;
- identify ways we can improve the practices of our suppliers in line with our own B Corp approach and values.

GREEN SUPPLIERS

# Loop Biotech

One major supplier initiative in the past year saw our partnership with Loop Biotech to launch mycelium coffins in the UK.

Loop Biotech are the pioneers behind the world's first mushroom coffin, grown from mycelium — the vegetative part of a fungus, similar to the roots of a plant — and combined with upcycled hemp fibres.

The coffin is made from 100% natural, renewable materials. No plastics or chemicals are involved in production, and it 'grows' in 7 days.

Then, once the coffin is in the ground, the natural mycelium biodegrades within 45 days, depending on the conditions, leaving the earth enriched and nature thriving. This compares to the months or even years which it takes other biodegradable coffins, such as wool or willow, to break down. The coffin is also a great option for cremations, having a good biomass to support the cremation process.

We were delighted to welcome the team from Loop Biotech to our mortuary to launch the coffin in a Q&A style event. And even more delighted to see our clients choose to use the coffins for their funerals this year – beautiful to see in action, and with a considerable reduction in carbon footprint versus a standard wood veneer coffin.



# What we said we'd do

To conduct a justice, equity, diversity and inclusion audit across our internal operations, our work with clients, and how we work with suppliers, and develop a strategy to improve our performance in all these areas.



# What we did

As we started this work, we realised we needed to take a step back before we audited. We couldn't measure ourselves until we knew what we were measuring against.

So our JEDI work has started by developing a charter for JEDI within Poppy's outlining what we want justice, equality, diversity and inclusion to mean for us, across our key stakeholder groups (clients, team, suppliers, and our community). This gives us a framework to review what activity, assets, practices and products we already have, and where there are opportunities for us to do more.

Our audit process is still progressing but in the meantime we have continued to develop initiatives where there was an obvious need. This year we have:

- Delivered talks within the community to empower marginalised groups to know how to access care that works on their terms after a death.
- Developed literature to support education and empowerment to enable people to access care that meets their diverse needs in an inclusive way.
- Championed access at funerals including provision of BSL interpreting and live captioning; facilitated visits to help a blind client wash and dress their person; secured wheelchair appropriate venues where the majority of the attendees had mobility needs.

Further initiatives for 2026 will be developed after our audit.

# Supporting our LGBTQ+ clients

Many LGBTQ+ people — especially trans and gender diverse people — have experienced discrimination in healthcare settings or other services and are understandably concerned about how they will be treated during end-of-life care or when planning a funeral.

We want to be allies to our LGBTQ+ clients, their friends and families in the ways that we work and during 2025 developed both our practice and engagement with the LGBTQ+ community.

This involves:

- Using inclusive language: if you tell us your name and pronouns, or those of the person who's died, we will use and respect these, whether or not they match official

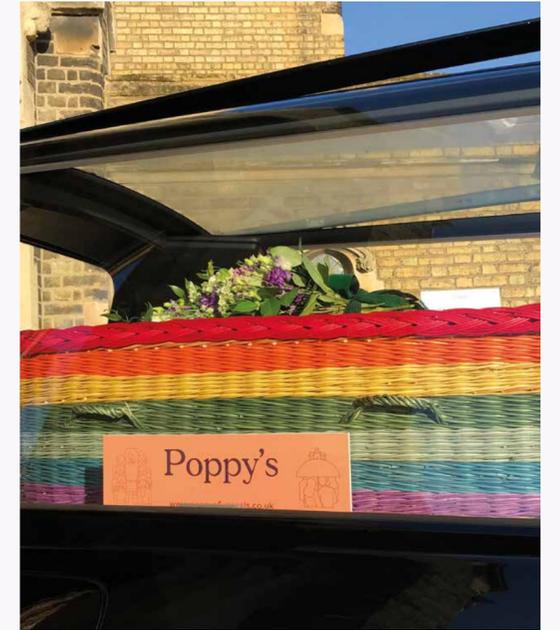
identity documents or not.

- Not making assumptions: more than one in three trans people experience transphobia within their own family, so we don't assume that your biological family will be organising your funeral, or that they would be people you would want to do so. We don't assume that a same-sex partner is a friend or make assumptions about who is part of your chosen family.
- Practising gender-affirming care: we'll take your lead on clothing, make-up and on other ways in which we might prepare and care for someone before their funeral.
- Giving support on planning ahead: we've found that talking through your fears, worries and wishes — and writing these down — can be both

reassuring and empowering, especially if there is any family conflict around your gender identity or sexual orientation.

- Using our voice on your behalf: we can be advocates in a system which is not always flexible or responsive.
- Apologising when we get it wrong: we're all human, and language around gender and sexuality is varied and fast-changing, so sometimes we'll use the wrong word or ask the wrong question. But we'll always apologise and respond to feedback about how we can improve.

We have provided talks to local LGBTQ+ groups, seeking to educate, inform and empower, and have published a guide to inclusive funeral planning.



We have more work to do in each of our three focus areas, so these will continue to define our focus for 2026.

We are also moving into our B Corp recertification process and learning about the new impact topic requirements under the updated requirements. This will be an exciting year for us as we explore where we sit under the new standards, and identify further ways to develop Poppy's in line with the B Corp mission.





# A Fresh Approach To Funerals

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