Millbank

Carbon Reduction Plan

SW1 Media Limited trading as Millbank

Reporting period 1 January to 31 December 2025

Commitment to achieving net zero

SW1 Media Limited is committed to achieving net zero greenhouse gas emissions across its UK operations by 2050 at the latest. We will review this plan annually, improve the quality of our emissions data and take practical steps to reduce emissions arising from travel, commuting, energy use, purchasing and waste.

Organisational boundary and methodology

This is the company's first Carbon Reduction Plan. It covers SW1 Media Limited's UK operations using an operational-control boundary. The company provides communications, digital, creative and content services and does not manufacture or distribute physical products. The company did not occupy a permanent office during the reporting period. Its office at One Station Approach, Harlow, Essex, CM20 2FB was first occupied on 1 August 2026 and will therefore enter the footprint in the next applicable reporting period.

The footprint uses the UK Government greenhouse gas conversion factors for 2025 and reports tonnes of carbon dioxide equivalent (tCO2e). Where primary consumption data was unavailable, reasonable estimates were used and are disclosed below. No independent assurance has been obtained.

Baseline emissions footprint

The calendar year 2025 is the baseline year. SW1 Media Limited is going through a period of growth. Emissions will therefore be monitored both as an absolute total and per employee so that operational growth can be distinguished from changes in carbon efficiency. The baseline will be restated in a future plan if improved travel data shows that a material adjustment is required.

Emissions source	Baseline emissions tCO2e
Scope 1	0.00
Scope 2	0.64
Scope 3 required categories	4.89

Total emissions	4.89
Emissions per employee	0.82

Scope 1

Scope 1 emissions were 0.00 tCO2e. The company owned no vehicles and had no separately controlled combustion, refrigerant or process-emission sources during the reporting period.

Scope 2

Scope 2 emissions were 0.00 tCO2e. The company did not occupy a permanent office during the reporting period and had no separately purchased electricity or heating. The Harlow office was first occupied on 1 September 2026. Its energy use will be included in the next applicable Carbon Reduction Plan using landlord data or a documented allocation method where separately metered consumption is unavailable.

Scope 3 required categories

Required category	Method	Emissions tCO2e
Upstream transportation and distribution	No material purchased freight or physical-product distribution.	0.00
Waste generated in operations	Office waste is managed by the landlord. No reliable company-specific weight or treatment data were available.	0.00 reported
Business travel	15,000 car miles using an average car of unknown fuel, plus an estimated 24,000 passenger-km of national rail travel. No flights.	4.89
Employee commuting	Six people, two office days per week, 48 working weeks and an estimated 20-mile return journey by average car.	0.00
Downstream transportation and distribution	The company supplies services and does not distribute physical products.	0.00
Total required Scope 3 emissions		**4.89**

Estimation assumptions

Business car mileage was converted using the 2025 average car, unknown-fuel factor of 0.26915 kgCO2e per mile. Rail travel was estimated as 10 single journeys per week for 48 weeks, averaging 50 passenger-km per journey, and converted at 0.03546 kgCO2e per passenger-km. The 15,000-mile figure is management's best estimate across the workforce and will be replaced by journey-level records in future plans.

The per-employee measure uses an average workforce of six employees and regular contractors during the reporting period. Homeworking emissions and well-to-tank emissions were not included in this first baseline. Data collection will be improved for the next annual plan.

Carbon reduction targets

SW1 Media Limited will seek to reduce emissions per employee by at least 25% by 2030 against the 2025 baseline of 0.82 tCO2e per employee, while maintaining its commitment to net zero by 2050. Absolute emissions will also be monitored. The company expects total emissions may initially rise as it grows and begins reporting its new office, but it will measure and reduce the carbon intensity of its operations.

Carbon reduction measures

The following measures are already in place:

- Hybrid working and remote meetings are used where they avoid unnecessary travel.
- Rail and public transport are encouraged where practical.
- The company operates digitally and seeks digital-first methods when delivering work for clients.
- The company works on a paperless basis wherever practical, using digital documents, approvals and collaboration tools.
- The company offers a Cycle to Work scheme to employees.
- The company recruits locally and limits routine office attendance to approximately two days per week.
- Energy-efficient computers, displays and production equipment are selected when equipment is replaced.
- Monitors, chargers and other equipment are switched off overnight where safe to do so, and automatic power-saving settings are enabled.
- Office recycling and waste arrangements are used, with waste services controlled by the

landlord.
- The business does not manufacture, hold or distribute physical products.

During the next reporting period, the company will:

- Record business mileage by vehicle and fuel type and record rail passenger distance.
- Request annual electricity, heating and waste information from the landlord or agree a reasonable allocation method.
- Undertake an annual employee commuting survey, including mode and return distance.
- Use remote meetings by default where an in-person meeting does not materially improve delivery.
- Prefer rail over car travel where practical and consider lower-emission vehicles when allocating journeys.
- Include proportionate environmental expectations in material purchasing and subcontractor decisions.
- Review progress and publish an updated Carbon Reduction Plan within six months of each annual reporting period end.

Declaration and sign off

This Carbon Reduction Plan has been completed in accordance with PPN 006 and the associated technical standard for Carbon Reduction Plans. Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard, using the appropriate UK Government conversion factors for company reporting.

This plan has been reviewed and approved by the board of directors of SW1 Media Limited.

Approved and signed by	Position	Approval date
Stuart Graham	Director and Chief Executive	5 January 2026 (created) 1 August 2026 (updated)

Sources

Cabinet Office, PPN 006 Technical Standard for Completion of Carbon Reduction Plans, updated July 2025.

Department for Energy Security and Net Zero, UK Government GHG Conversion Factors for Company Reporting 2025, version 1.