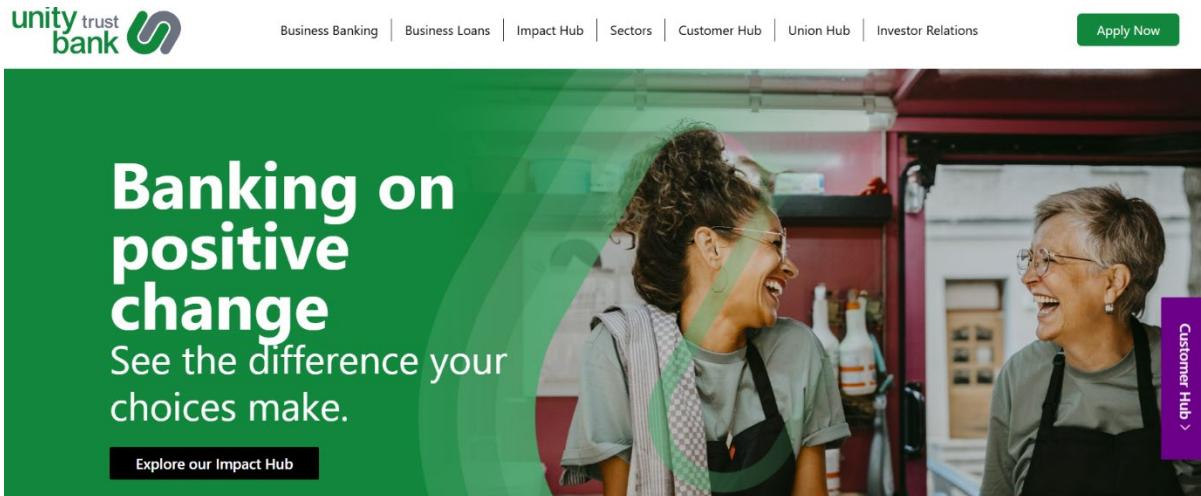


Case Study: Unity Trust Bank



The image shows the homepage of Unity Trust Bank's website. At the top, there is a dark blue header with the text 'THE GOOD ECONOMY'. Below the header, the Unity Trust Bank logo is on the left, and a navigation bar with links to 'Business Banking', 'Business Loans', 'Impact Hub', 'Sectors', 'Customer Hub', 'Union Hub', and 'Investor Relations' is in the center. On the right, there is a green 'Apply Now' button. The main content area has a green background with the text 'Banking on positive change' in large white letters. Below this, it says 'See the difference your choices make.' and 'Explore our Impact Hub'. To the right of the text is a photograph of two women, one younger with glasses and a green apron, and one older with glasses and a black apron, both smiling. A purple vertical bar on the right side of the image contains the text 'Customer Hub >'.

Unity Trust Bank is a specialist commercial bank committed to a double-bottom-line approach, using finance to support social purpose organisations across the UK while operating with strong financial discipline. With a loan book shaped by lending into deprived areas and mission-led sectors, the bank has long positioned impact as central to how it does business.

The Need

As impact expectations for financial institutions continue to rise, Unity Trust Bank wanted independent assurance that its impact measurement and management practices match the standards set by global norms such as the Operating Principles for Impact Management. This verification sets a leading precedent within the banking sector and encourages other banking institutions to adopt robust impact verification.

The Good Economy (TGE) was engaged to conduct a full verification of Unity Trust Bank's impact management system using our proprietary **Impact Assured** methodology.

Our Approach

TGE conducted a comprehensive review of Unity Trust Bank's system, including:

- **Document analysis** covering the bank's impact model, credit approval process, IMM tools and reporting
- **Walkthroughs** of two loans with Relationship Managers to observe how impact is considered in practice
- **Observation of committees**, including the Credit Risk & ESG Committee
- **Interviews** with the Impact team and a Board member

Outcome

The verification confirmed that **Unity Trust Bank is aligned with the global Operating Principles for Impact Management** - a meaningful recognition of the bank's long-standing commitment to purposeful finance¹.

What's Working Well

- **Impact intention is genuine and deeply embedded** in the business model
- **Relationship Managers act as stewards of impact**, helping customers navigate ESG expectations and understand their own impact pathways
- **Clear processes and governance** ensure that impact is considered in credit decisions
- **Regular reporting** keeps impact visible across the organisation and to external stakeholders

Where Unity Trust Bank Can Go Further

TGE identified several areas that would help elevate the bank's impact practice:

- More **systematic assessment of impact risk** so that anticipated outcomes are better supported through the loan lifecycle
- **Stronger use of evidence** to articulate intended impact in priority sectors
- Exploring opportunities to gather a more representative **stakeholder voice** to deepen understanding of how lending affects people and communities

The verification reflects a bank that takes its purpose seriously and strives to embed impact in everything it does. The Good Economy is proud to have partnered with Unity Trust Bank in this process and to recognise the strength of its commitment to purposeful banking.

Joshua Meek, Chief Impact Officer at Unity Trust Bank, said: "Unity's purpose is driven by our double bottom line, to achieve commercial sustainability alongside positive impact in society with our customers. This is core to everything we do and so ensuring we engage with best practices for managing that positive impact is critical to Unity."

"The Good Economy has been a fantastic partner bringing professionalism and sector knowledge to the bank's impact verification process. Unity will continue to strengthen our approaches to impact management to be a leading UK social impact bank. Throughout 2026, Unity will work with our customers and the wider impact economy to strengthen approaches to impact management ultimately to improve the outcomes for the communities we serve."

¹ The bank is not currently a signatory to the Impact Principles but is considering signatory status.