

AgencyUK B Corp Impact Report 2024



The background of the entire page is a close-up, macro photograph of several bees in flight. The bees are shown in various stages of movement, with their wings blurred, creating a sense of dynamic activity. The color palette is warm, dominated by golden-brown, orange, and soft green tones, which are typical of a natural, outdoor setting. The focus is sharp on the bees, making them the central visual element of the design.

Certified



®

Corporation

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AUK™





**“AgencyUK
is all about
meaning
more.”**

Whether that’s helping our clients mean more to their customers, creating work that means more to our people or meaning more to our local community, our purpose is to help companies find and convey their meaningful difference through exceptional branding and communications.

Recruiting and retaining the best talent is key to this, and we prioritise creating an environment in which our team can learn, grow and share their expertise with our clients, peers and community.

Becoming a certified B Corp in August 2021 with a score of 104 was a milestone moment for us – one that reflects our commitment to being a force for good in business for people and the planet.

It’s a commitment that’s deeply rooted in our DNA, informing the work we do, the decisions we make and the clients we choose to work with every day.

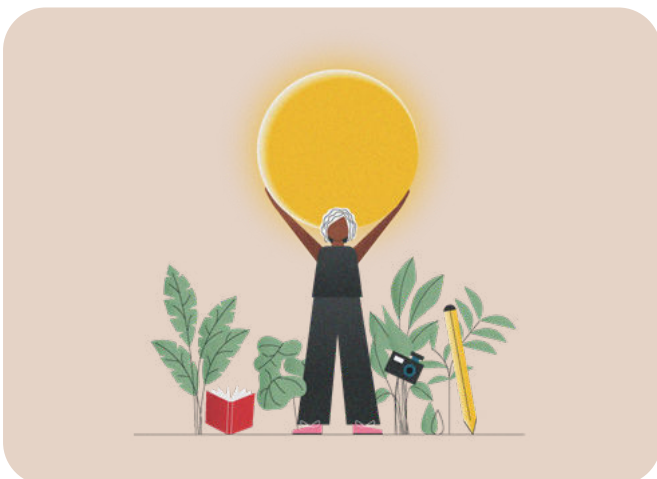
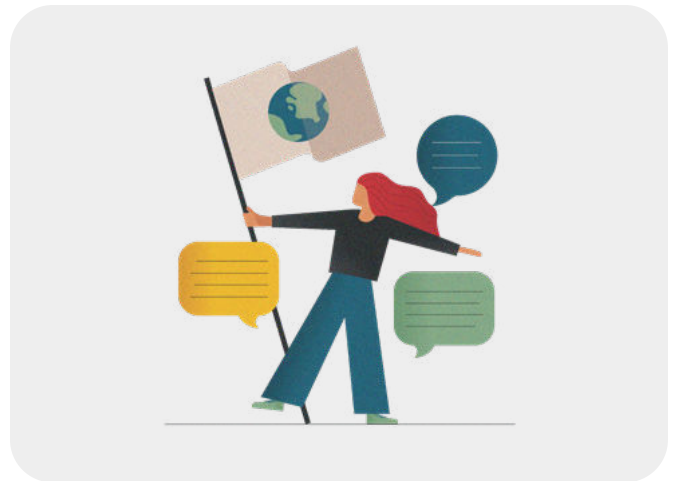
Amy Stobie
Co-Founder, AgencyUK



Governance



A culture of responsibility and positive impact should be fostered from the very top. AgencyUK leaders are not only experts in their field but also passionate about driving positive change in our day-to-day work, operating with transparency and holding ourselves accountable to our stakeholders in everything we do.



Our Goals

01.

To improve
transparency and
communication
about company
policy, plans
and finances.

02.

To help teams
feel more
accountable.



What we have achieved

2022

Weekly SMT meeting notes

We introduced weekly whole-agency updates from our Senior Management Team (SMT) meetings to improve transparency and communication between teams.

Restructured performance reviews

We introduced restructured performance reviews to create a clearer, more consistent approach to goal-setting and personal development across the team. The new format was designed to ensure everyone's objectives aligned more closely with overall business priorities, while also providing a better framework for recognising achievements, tracking progress and identifying opportunities for growth, making the process more meaningful, transparent and supportive for everyone.

2023

Relaunched company values and reward system

We updated our company values to better reflect the qualities our teams believe in and demonstrate on a day-to-day basis, launching quarterly AUK Values Awards to nominate, congratulate and reward employees going above and beyond in each of them.

New routes for employee feedback

On top of our existing annual Employee Wellbeing Survey, we introduced quarterly pulse checks and an anonymous question form on our company intranet to help us catch any concerns early, address them faster and create more opportunities for ongoing feedback to make meaningful improvements in real time.

2024

Monthly townhall meetings

We introduced monthly townhall meetings to share key company updates, present recent work and celebrate people's successes.

Redesigned AgencyUK website

We rebuilt our agency website from the ground up to maximise its accessibility and usability for visitors.

Revamped objectives structure

We laid out our business plan with the entire company and built our individual objectives around it, allowing everyone to work towards the same common goals and be part of a collective team effort.

Expanded management meetings

Weekly management meetings were expanded to include line managers as well as heads of departments, giving our teams greater opportunity to voice concerns, solve issues proactively and be more involved in key decision-making.

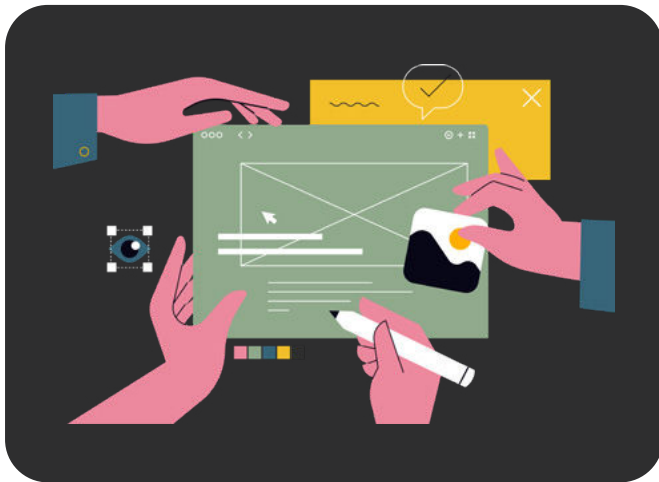
Winning wednesdays

We launched 'Winning Wednesdays' as a dedicated time to share new business updates and celebrate progress with the whole team. It became a powerful way to keep everyone informed, aligned, and inspired by the momentum we were building. It also gave us the chance to recognise the hard work going on behind the scenes and foster a shared sense of success as we grew together.

Worksters



Our employees are at the heart of everything we do, so we understand the importance of investing in them. Our commitment to offering fair wages, great benefits, flexible work options, a healthy work-life balance and development opportunities means we can help our people grow, feel valued and get the support they need to progress in their careers – because when our employees are happy and supported, the whole company prospers.



Our Goals

01.

To review the
AgencyUK benefits
offering.

02.

To provide insightful
guest speakers and
visitors focused
around employee
well-being.

03.

To reintroduce
our apprenticeship
scheme.



What we have achieved

2022

Skills day

We revamped our annual company Skills Day, in which everyone takes a day off-schedule dedicated entirely to learning new and diverse skills to expand our capabilities.

Good Employment Charter

We proudly became a founding supporter of the West of England Good Employment Charter, set up to champion and promote good employment practices and ensure we're always providing the best possible working environment for our teams.

Certified Real Living Wage employer

We became a certified Real Living Wage employer, ensuring everyone receives a fair, liveable salary for their hard work.

Agency For All

The second cohort of staff completed 'Agency For All' – our bespoke well-being programme centred around mindfulness, openness and proactive conflict resolution – with a third planned for the future.

Diversity training investment

Our teams completed 50+ hours of diversity training in partnership with Leonard Cheshire, helping to create a more mindful, inclusive workplace for all.

'Lunch and Learn' sessions

We introduced regular 'Lunch and Learn' sessions, featuring presentations from both our own teams and external market leaders, to share knowledge with the team and elevate our expertise throughout the company.

2023

Visiting speakers

We invited a range of speakers to hold sessions with the team centred around health and wellness, including three two-hour workshops on optimising nutrition and sleep, talks on cancer awareness with Oddballs and Breast Cancer awareness and even a visit from a guide dog puppy in training.

Launched company intranet

We launched a new company intranet, providing staff easy access to all the most important information and updates in one handy place.

Introduced shadowing sessions

We introduced shadowing sessions to give one another the opportunity to learn about other areas of the business and understand the value of what each other does.

Bath Mind workshop

We held a workshop with the Bath Mind charity to support our team's mental health in the workplace.

HR partner support

With the business continuing to expand, we partnered with an external HR specialist to ensure all employees are supported consistently, fairly and in line with best practice, fostering a more supportive workplace and strengthening our well-being processes.

Team-building camping trip

Following the success of the previous year, we held another team-building glamping trip to Wales, which included building shelters, helping clean up plastic from the beach and a highly competitive netball tournament.

2024

Enhanced benefits package

We expanded our benefits to include dental and optical coverage, increased holiday allowances for all by two days per year, enhanced flexible working options and extended the employee bonus scheme to all employees. There is also an option to opt out of the benefits plan, and staff can alternatively receive £250 towards any product or subscription that benefits their well-being.

Relaunched apprenticeship scheme

We reintroduced our apprenticeship scheme, so far enrolling three apprentices in various areas of the business, two of whom have since been offered full-time positions with the agency.

Celebrated 'Friends-Giving'

We celebrated 'Friends-Giving' with our international colleagues, including a delicious meal cooked by the team and held in the office.

Community



We're lucky to call the beautiful city of Bath our home, with our office (complete with our very own beehives) positioned within easy reach of green spaces, independent businesses and a historic city centre. Our local community has always supported us, and we continue to do what we can to support them back, working with like-minded local businesses to be a force for good and championing environmental causes.



Our Goals

01.

To contribute to social impact by offering pro bono work to organisations that need it.

02.

To support staff in participating in local charity events to raise money for good causes.



What we have achieved

2022

Wild Walcot

We became a member of Wild Walcot – a community partnership project which aims to co-design and create a wildlife-friendly green corridor along the length of Walcot Street, supported by the Avon Wildlife Trust.

Pro bono work for social impact

Following an inspiring Lunch and Learn from Julian House, a Bath-based charity that supports homeless, vulnerable and at-risk individuals, our team was keen to show their support. As part of our commitment to supporting local causes, we provided over 90 hours of pro bono time to create an animation raising awareness and driving vital donations for the charity over the Christmas period, with the key message that homelessness does not take a break during the festive season.

Julian House fundraising walk

Several members of our team laced up their walking boots and completed the annual Julian House fundraising walk, tackling the full 21 mile route through picturesque countryside in support of the charity's vital services.

2023

Education and training partnerships

We continued our ongoing work with Three Ways School, a fantastic local SEN school of 220 children with a wide range of special educational needs, by running workshops, assemblies, interview training and work experience days to help students develop valuable career skills. We also supported other local schools and colleges in the area with work experience and apprenticeship opportunities for students.

International Women's Day

Several members of the team volunteered to provide social support and content creation for Bristol Women's Voice, covering the charity's International Women's Day festivities in Bristol.

Ran the Bath Half to raise money for Three Ways School

Seven members of our team, most of whom had never run a race before, ran the Bath Half Marathon in aid of Three Ways School, raising £1,470 and all beating their target times in the process.

2024

Competed in a charity paddleboarding race for Frank Water

Eight members of our team competed (with varying degrees of success) in a hotly contested charity paddleboarding race in aid of the charity Frank Water. One of the team also attended their 'The Crucial Connection Between Water and Your Business' breakfast talk and presented some great initiatives and insights back to the team.

Pro bono work for social impact

We provided more than 80 hours of pro bono work to charitable causes, including over 30 hours for Towards Change, a local student project aiming to redefine advertising norms and practices through community engagement, and over 50 hours for Three Ways School.

Participated in Bath College's 'Dragon's Den' event

Members of our team gave their time to be judges in Bath College's Dragon's Den event, in which students pitched business ideas for investment.

AUK Charity Bake-Off

We once again held our annual AUK Charity Bake-Off, baking a selection of treats on multiple themed weeks in aid of Julian House.



Environment

Environmental sustainability is central to how we operate at AgencyUK. Having already become carbon neutral by 2021, offsetting over 55 tonnes of CO2 in the process, our partnership with Ecologi has helped us achieve a further 20% reduction in greenhouse gas emissions in the past year. As an ongoing company policy, we're also working to reduce atmospheric carbon by planting 1,000 trees for every £10,000 of revenue generated. So far AgencyUK and our clients have funded the planting of 10,360 trees across 19 projects.



Our Goals

An illustration of a hand with pink skin and a blue sleeve holding a yellow card. The card is tilted and contains the number '01.' and a description of the first goal.

01.

To acknowledge
and find a way
to address the
environmental impact
of digital advertising
on our planet.

02.

To explore new
ways to help improve
biodiversity in our
local community.

What we have achieved

2022

WECA carbon report

To demonstrate our commitment to achieving net-zero emissions, we commissioned the West of England Combined Authority to produce a report on our environmental impact. The report found that we were “very conscious of sustainability and enhancing biodiversity”, highlighting our “effective waste recycling setup”, energy-efficient LED lighting and zoned radiant panel heaters installed throughout the office.

Hybrid working policy

While many companies are rolling back their work-from-home policies, we’re continuing to offer a hybrid working pattern, which has led to a significant reduction in daily travel, air pollution, traffic congestion and greenhouse gas emissions. Our sustainable travel policy and cycle-to-work scheme also encourage staff to use public transport, lift-sharing schemes and local P&R facilities.

Launched the ‘Bee Bold’ awards

In partnership with WECA (West of England Combined Authority), we supported the regional ‘Bee Bold’ business awards – a new 3-year £1 million community pollinator fund designed to support biodiversity and ecological restoration with like-minded businesses.

Supporting local rewilding projects

In 2022 we introduced our very own honey bees to Beehive Yard, helping to improve local biodiversity by pollinating the area’s plants, trees and flowers. All profits generated from their excess honey are donated to the community and reinvested into local environmental projects. In collaboration with the Walcot Street Traders Association and the Wild Walcot project, our 2022 honey funded gardening tools for rewilding efforts in the area. The team also participated in a planting day at Siston Common for Big Green Week.

2023

Launched the AgencyUK Digital Carbon Charter

On average, behind a single digital impression are 1.09g of carbon emissions. Multiply that over a global campaign, and you can see how quickly it adds up. Launched in 2023 in partnership with Ecologi, the AgencyUK Digital Carbon Charter is our very own opt-in carbon offsetting initiative that allows clients to offset the environmental impact of their digital campaigns through reforestation and sustainability schemes.

Speakers at B&NES business show

Through our partnership with The Good Employment Charter, our team presented at the B&NES Business Show, hosted by Action: Net Zero, to share insights on sustainable practices and the importance of collaborative working. We highlighted the benefits and positive impact on local communities, from enhancing individual and community well-being to supporting environmental stewardship.

2024

A new watering system for Wild Walcot

As well as continuing to support pollination and biodiversity in our local area, the profits from the 2024 honey from our on-site bees funded a brand new portable watering system for Wild Walcot, making it quicker and easier to care for the planters and hanging baskets along Walcot Street.

Celebrating World Bee Day

As part of our continued partnership with Three Ways School, we welcomed students to Beehive Yard for an up-close experience with our hives, guided by Knight's Beekeeping. We love to see our beehives providing not just a benefit to our environment, but also an opportunity to connect with and provide meaningful experiences in the community.

1.



2.



3.



4.



5.



6.



7.



8.



9.

1. Beach clean in Pembrokeshire
2. Bake-Off 2024 (Bonfire night edition)
3. Bee training
4. Agency camping trip 2023
5. A new piggy pal
6. PurposeFest 2024
7. Nutrition talk
8. Pancake day 2023
9. Surprise afternoon trip to the cinema

Looking to the future

We're doing a lot, but we know we can always strive to do even better.

Here's what we have planned to push ourselves further as a force for good:



Pro bono work

We have picked One25 as our chosen charity for the year, to which we will donate 40+ hours of pro bono work. One25 is a charity supporting female sex workers in Bristol to help them get off the street and build a safe life away from street work, providing them with advice, housing and counselling. We are also donating an additional 20+ hours for SWEDA, a charity providing support and guidance for people affected by eating disorders in the South and West of England.

Creating habitats

In April, the whole company will be taking a day off-schedule to help plant hedgerows at Bath City Farm to create habitats for native insects and wildlife.

Teacher Encounters

We will be inviting local teachers to spend the day with us through Teacher Encounters, giving them a deeper understanding of career opportunities within the creative industry to pass on to their students.



Aligning our objectives

We are reshaping our agency and individual objectives to be better aligned with one another to further implement positive company culture and values.

Championing physical health

We are choosing a member of our team to be our Physical Health Champion to promote exercise and physical activities throughout the agency, including team yoga and lunchtime walking. In July, we'll be challenging ourselves to walk the 229 miles from Bath to Calais over the course of the month.



Meaningful work experience

To ensure aspiring marketers get the most out of their time at AgencyUK, we are building a dedicated, structured work experience template covering every part of our business, giving students a rounded, engaging view into the workings of the industry.

Team-building experiences

We will be adding to our programme of off-site team-building and well-being activities, including our annual summer rounders and barbeque, laser quest, Christmas party, charity bake-off and more.

We believe
AgencyUK is –
and should always
strive to be – a
shining example
of a business acting
as a force for good.

Our B Corp certification is an essential part of our strategy to build a sustainable future, and we look forward to continuing our journey of positive impact for years to come.



AgencyUK.com