

Certified



Corporation



PURPLEFISH

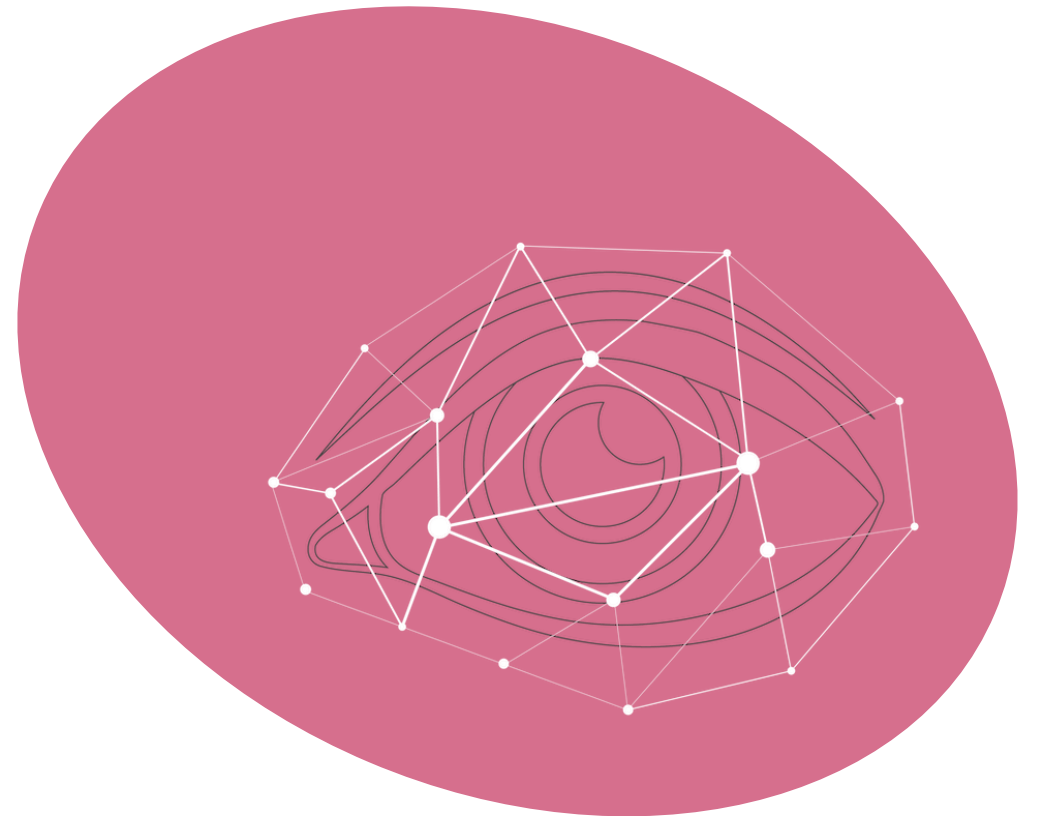
B Corporation Impact Report 2023 – 24

March 2023 – February 2024



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Leadership letter

We have had a busy year in our second year as a B Corp business. This is largely down to our transition to being an employee-owned business.

While achieving this we were mindful to continue our ongoing focus on B Corp actions and activity so continued our monthly lunches and team ownership of our targets. To this end we have made progress with understanding our environmental impact and have also had a strong focus on creating opportunities for people to get into our industry.

The next year means the start of our reaccreditation which needs to be submitted by July 2024 so much focus will now be on this while striving for continuous commitment to change and embarking on a new business growth phase.

From my perspective 'handing over the reins' in some respects for a business which I founded on my own in 2010 as a sole trader and then incorporated in 2012 has been a big deal – personally and professionally.

I am now very much looking forward to the future for Purplefish and seeing where it goes under the new ownership structure which I will continue to proudly play an active and visible role in for many years to come.

Joanna Randall,
Founding Director Purplefish



About us



We are a PR and communications agency with expertise in technology, property, and leisure sectors.

We help companies truly connect with their audiences, both internal and external, now and in the future.

Through years of experience and a drive to evolve with emerging technologies, we are a team able to create communication campaigns, content, and messages that cut through the noise.

We want to change perceptions, innovating and diversifying the PR industry. We are known for the work we do with our clients to make game-changing differences to the sectors and communities they work in.

We are a training ground with a genuine people-first culture. We harness the very best talent and produce PR leaders of the future.



Our year two journey

Our second year journey has been an epic 11 years since its formation as a limited company, Purplefish enters another new phrase.

We are now employee owned having spent 12 months transitioning from a traditional limited company structure to one which is run for the interests of the people within the business.

The leadership and governance of the business has changed, and we have successfully appointed a trustee board to which the operational board reports on a quarterly basis. Founding director, Joanna Randall, and newly promoted managing director, Lucy McKerron, together with two employee trustee directors, Jonathan Adams and Zoe Fawcett, make up the trustee board.

The business has also refocused its position in the market and launched a new website in January 2024.

We have continued to focus on our B Corp commitment and have forged new partnerships and links within our local ecosystem including Tech4Good, South West, Purposefest, and Istorla.

We're now starting our reaccreditation process ready to submit 6 months ahead of our three-year B Corp status anniversary.



Purplefish Impact Assessment - 2022

Our first certification score in February 2022:

| | |
|--------------|------|
| Governance: | 17.8 |
| Workers: | 28.4 |
| Community: | 42.3 |
| Environment: | 11.5 |
| Customers: | 9.7 |



Recertification goals

We have set a target recertification goal of 120, we believe we can achieve this in the following four ways:

1. Reviewing our governance and business structure and providing more opportunities for the team to be involved in the running of the business
2. Increasing our involvement and impact in our community through new initiatives that provide opportunities for work, experience and knowledge sharing
3. Increased engagement on B Corp principles with customers
4. Greater visibility and benchmarking of company impact on the environment

Goals set in 2022 for 2025 certification

| | |
|---------------------|-------------|
| Governance: | +1.5 |
| Workers: | +5.0 |
| Community: | +2.5 |
| Environment: | +1.0 |
| Customers: | +1.0 |

**Recertification
target:
120**

What we said we would do:

- Explore opportunities for greater involvement in business decisions and future direction (including employee ownership and creating an SLT).
- Review our appraisal and feedback processes.
- Create new opportunities for work experience.
- Incorporate business, financial and commercial training into the employee experience.

What we did:

- We transitioned to an employee-owned business with the formation of an EOT on 26 January 2024
- This has included establishing a trust board which now plays a governance role in ensuring the business is run for the benefit of its employees
- Two employee trustees have been appointed to the board and they will provide direction to the business in quarterly trustee meetings
- Our appraisal process has been updated and improved and every member of the team has a career plan in place with SMART targets and a focus on training
- All staff now have monthly 1-2-1 catch ups with their line manager to stay on track, with a monthly coaching session available to all

- We have incorporated more financial training into our induction plan for new people
- We have continued our commitment to opening up the creative sector to people who might want to work in the industry. In the summer of 2023, we created and financed a work experience internship as part of our work with St Pauls Carnival
- We offered an 8-week internship to a student from UWE over the summer, consequently offering the student a part-time role to continue alongside her studies.
- We hosted a student from Cardiff University on a part time basis and took part in a scheme with UWE to offer work experience to a student studying English.
- We offered a Year 10 student from **[iname]** school a 1-week work experience placement.

In 2024 we will:

- Organise an agency open day in collaboration with local schools and six form colleges, alongside social enterprise Babbasa to help break down barriers into the creative sector, specifically for underrepresented communities.
- We are preparing to offer a PRCA level 4 Apprenticeship, which is equivalent to a foundation degree.
- Embed our transition to EOT and increase sharing of financial information and commercial targets
- We will introduce a new profit related bonus scheme as part of the EOT
- Provide every team member with a training budget to invest in personal development



People

What we said we would do:

- Create a 5-minute presentation on B Corp values and certification with actions to support each client.
- Continue to promote our services to non-profits and charities.
- Start a women-led business campaign designed to provide mentoring, advice and access to services.

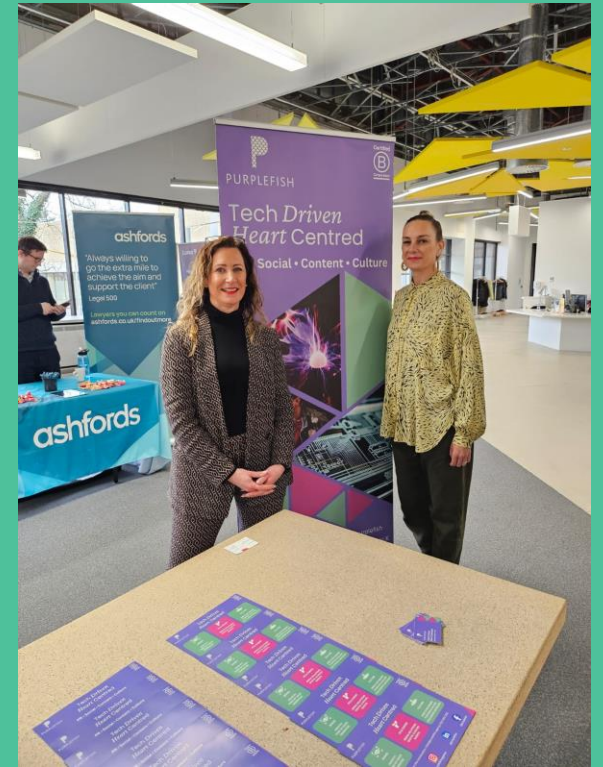
What we did:

- Formed a partnership with a local B Corp business Istorya Group and planned joint activities for B Corp month 2024
- We created a link with Purposefest in Bristol and planned a round table at the 2024 event
- We promoted our services to non-profits and charities and extended our pro bono and discounted services to St Pauls Carnival, Weston Hospiceworks, Adorno Companions, and Unicornfest

- Our founding director continued to offer mentorship and pro bono advice to start-ups offering advice for business growth
- We created a supper club for female agency leaders

In 2024 we will:

- Offer a free 121 consultation to any clients aspiring to become B Corp certified
- Start a client newsletter that incorporates a values section to share how we use the B Corp framework to shape our culture and ways of business
- Attend B Corp events to identify prospective customers to do future business with
- Seek out and support purpose-led and B Corp events and initiatives
- Invite our customers to Purposefest and relevant B Corp events happening in March



Customers

What we said we would do:

- Establish a partnership with a local sixth-form school or college to deliver workshops and career talks.
- Create a one month-long internship for someone from an underrepresented group to work on the delivery of St Pauls Carnival in 2023.
- Consider ways we can encourage more female-led businesses to start the journey to B Corp certification.
- Work with our own governing body PRCA to get involved in their diversity and inclusion initiatives.

- We created a panel webinar focusing on women-led businesses in March 2023 to raise awareness of B Corp certification
- We have not managed to establish a tangible outcome for working with our industry body the PRCA on their diversity and inclusion group but have connected and are actively progressing
- We gave a second talk to the new cohort of musicians, artists and managers at Born2Be Records

In 2024 we will:

- Explore opportunities with the PRCA
- Create an apprenticeship as an alternative route into the industry other than having a degree – it is likely this will appeal to a school leaver post 18
- We will deliver a social media marketing masterclass to the Babbasa Enterprise Programme, aimed at entrepreneurs from underrepresented backgrounds setting up their own businesses and startups
- Commit to giving at least one talk at a local school or college on careers in communications and PR
- Our managing director will provide pro bono support to a local start-up setting up a racial inclusion c-suite consultancy business

What we did:

- We have started a relationship with St Brendan's Sixth Form College to create opportunities to promote careers in the creative sector. They will be invited to our 'day in the life' event.
- We established a one-month paid internship for a local aspiring videographer to offer an opportunity to gain experience and expand his portfolio with work on St Pauls Carnival
- We are creating a 'day in the life' event for young people and working with social enterprise Babbasa to reach a wider group of people to encourage more diversity in the sector



Diversity & Inclusion

What we said we would do:

- Offer a programme of more community yoga sessions
- Develop our work experience school links
- Deliver a 'A day in the life of an agency' workshop
- Support Unicornfest

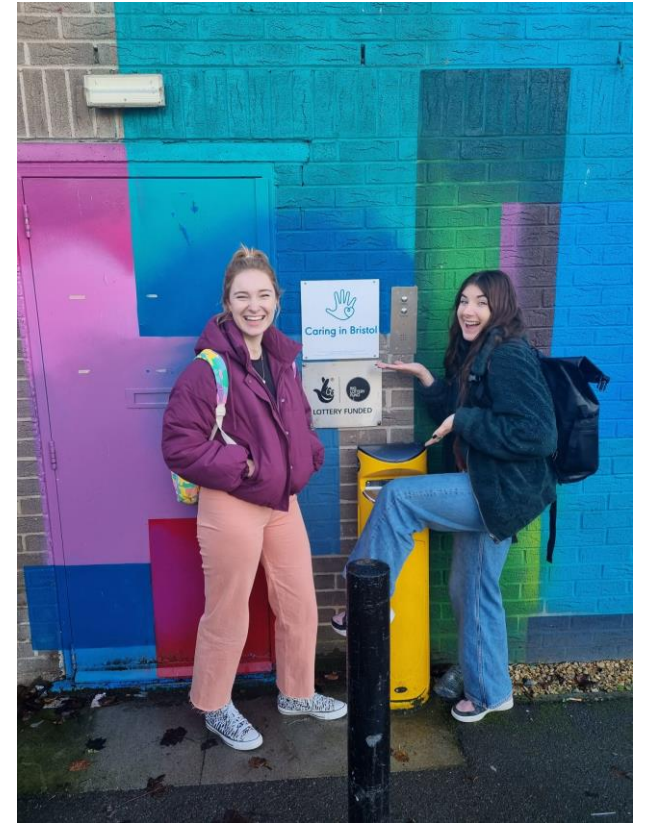
What we did:

- We offered a free community yoga session at a local park for Summer Solstice in June 2023
- We have increased links with local schools and are exploring how we can get involved in community initiatives
- Our founding director, Joanna Randall, formed a women's networking group to bring together women in leadership positions running creative businesses and working in our sector

- The team undertook a volunteering session as a team to support with their Christmas fundraising campaign and also dropped off campaign materials to local businesses to save the postal costs
- We hosted the Caring in Bristol team in the agency for a talk on homelessness and a workshop session designed to address stigma and myths surrounding homelessness
- We continued our support of pro bono support of Unicornfest helping secure
- We worked with a local university to offer a talk to students who are looking to enter the PR and communications industry

In 2024 we will:

- Host the Bristol and Bath B Corp community for an event in our office highlighting the work of OurCity2030, a social initiative to support 2030 young people from underrepresented backgrounds into rewarding careers by 2030
- Our managing director will continue as comms advisor to OurCity2030, creating a comms plan to support growth of the programme into another UK city and Europe.



Social & community

What we said we would do:

- Investigate and implement a system for benchmarking our carbon footprint.
- Remove single use plastics from the business as far as possible.
- Review the environmental impact of maintaining an office.
- Engage with clients to improve sustainable working practices.

- Christmas presents for the team were experience based and supported a local business.

In 2024 we will:

- Review the environmental impact and viability of maintaining a permanent office space to include exploring additional ways to share our space
- Consider new ways to work with clients to encourage sustainability and offer advice where appropriate
- Monitor and record travel impact so that this can be shared externally and tracked year-on-year

What we did:

- We have created a system for calculating our carbon footprint and recording Scope 1
- 2 members of the team made a commitment not to buy any new clothes for the duration of 2023.
- The team avoid buying single use plastics and committed to bring in their own lunches 80% of the time.
- Instead of sending cards and disposable presents Purplefish donated money to charity in lieu of clients' Christmas presents.



Sustainability &
environment

St Pauls Carnival

The challenge:

Purplefish has been a proud partner of Bristol's annual celebration of African and Caribbean culture, St Pauls Carnival, since 2018. Our involvement includes providing media relations support, managing social media, liaising with artists, handling event management on an annual basis. 2023 marked the full return of St Pauls Carnival after a three-year hiatus.

The story:

We created and implemented a national and regional media engagement plan to convey positive news stories and updates about carnival, drive awareness, build excitement and ultimately drive footfall to the event.

The impact:

St Pauls Carnival 2023 was a great success, and the event received 40+ pieces of coverage, including national print, online, regional and 16 broadcast interviews.



Case study

OPCC

The challenge:

We work with the Office of the Police and Crime Commissioner for Avon and Somerset (OPCC) to support the comms team on key policing issues and external profile raising

The story:

We create content for social media and media outlets and manage campaigns to recruit members of the public to vital scrutiny boards.

The reaction:

A volunteer recruitment campaign attracted interest from almost 200 people with 70 applications – an dramatic uplift on previous programmes.

In 2023, we delivered two high impact social media campaigns, entitled Empower Your Community and Together We Can. The former was a PRCA award winner.

In 2023 across all channels, over 1,200 posts were uploaded, there were 440 new followers gained and 3,800 post reactions.



Case study

Caring in Bristol

Volunteering

Last November, our team volunteered at Caring In Bristol, a charity providing a safe haven for the homeless all year round.

The team came together to pack many Christmas crackers, which were included in hampers. We then hand delivered these packages to local businesses around Bristol.

Workshop

After our volunteering, the Caring In Bristol team visited us to give an insightful session into the work they do. We had the chance to discuss ways in which we can help the homeless.

We also offered communications support to Caring In Bristol, to help raise awareness.



Case study

Unicornfest

The challenge

To and continue to drive awareness of Unicornfest – a unicorn-themed art trail to raise funds for Leukaemia Care, the UK's leading leukaemia charity.

The story

We launched Unicornfest to key stakeholders, sponsors, and relevant media and influencers to boost awareness and engagement of the art trail.

The reaction

Unicorn fest gained 55 pieces of coverage, with a total media reach of over 1.5 billion.

Coverage was across key media, including BBC Points West, BB News, ITV News and Yahoo. The promotion also included 40+ social shares to a combined following of 250k.



Case study

Thank you!



www.Purplefish.Agency

