



GingerMay[®]

ANNUAL IMPACT REPORT

MARCH 2024

CONTENTS

01 - 05

GingerMay: Our B Corp Journey

06 - 20

Impact Area Plans & Progress

21 - 26

Moving Forwards



A WORD FROM OUR CEO

The day I started GingerMay, I knew I wanted to create an agency where professionals felt valued and could thrive on their own terms. After my own negative experiences working in PR, it was vital that the company I built always kept its people at its heart. As we grew, I have wrapped more of my passions and beliefs into its core missions – to be ethical in everything we do, to never maximise profit at the expense of the team, to give back to the community, and to make a positive impact on the planet.

“*For me, gaining B Corp status codified these beliefs into a concrete framework, while joining a community of like-minded companies similarly committed to upholding these values.*”

The journey to gaining B Corp status has not been easy and many members of our team have done incredible work to ensure our success. But this is just the beginning. I’m determined to continually improve GingerMay on every front, progressing and improving year on year in our commitment to our staff, our community, and the planet.

I took GingerMay on the B Corp journey to learn. To discover how to further the agency’s approach to being a more equitable, sustainable, and responsible business. The next three years will see those learnings be put into action, supporting a global shift that encourages businesses to consider social, financial, and environmental impact as equally important.

Victoria Usher



WHO WE ARE



We are GingerMay. Our reputation for rigour, remarkable thinking, and strong relationships with clients and journalists has made us a multi-award-winning global agency for integrated B2B communications.



GingerMay crafts bespoke PR and communications strategies so digital marketing and emerging technology businesses can achieve their commercial goals.



Our agency encompasses PR and Communications, Content, Operations (People Experience, Finance, and Business Management), and Senior Leadership. We offer superior client service and an in-depth understanding of data-driven PR, marketing, and communications.



JOURNEY TO B CORP CERTIFICATION



GingerMay was created with the belief that businesses are responsible for changing their spheres of influence for the better. We have always strived to care for the individuals in the team, give back to the community, and protect the planet.



This journey enabled us to hold ourselves to even higher standards in five key areas: governance, workers, community, environment, and customers. It also has aligned us with the wider B Corp movement, joining a group of over 7,000 leading global businesses.



We are therefore thrilled that the agency's ethos has been recognised as genuinely sustainable and reflective of the B Corp philosophy, with GingerMay attaining the score of 86.7.

Beginning the journey to become a Certified B Corp Corporation was the natural progression of these aims. Covid put the importance of these aims into sharper focus and so began our path to B Corp certification in 2022.

Becoming B Corp certified is not a 'nice-to-have' – it is a must have. Ensuring ethical and purposeful business practices are only becoming more important, not only to our partners, but for the whole planet.

This is just the beginning...

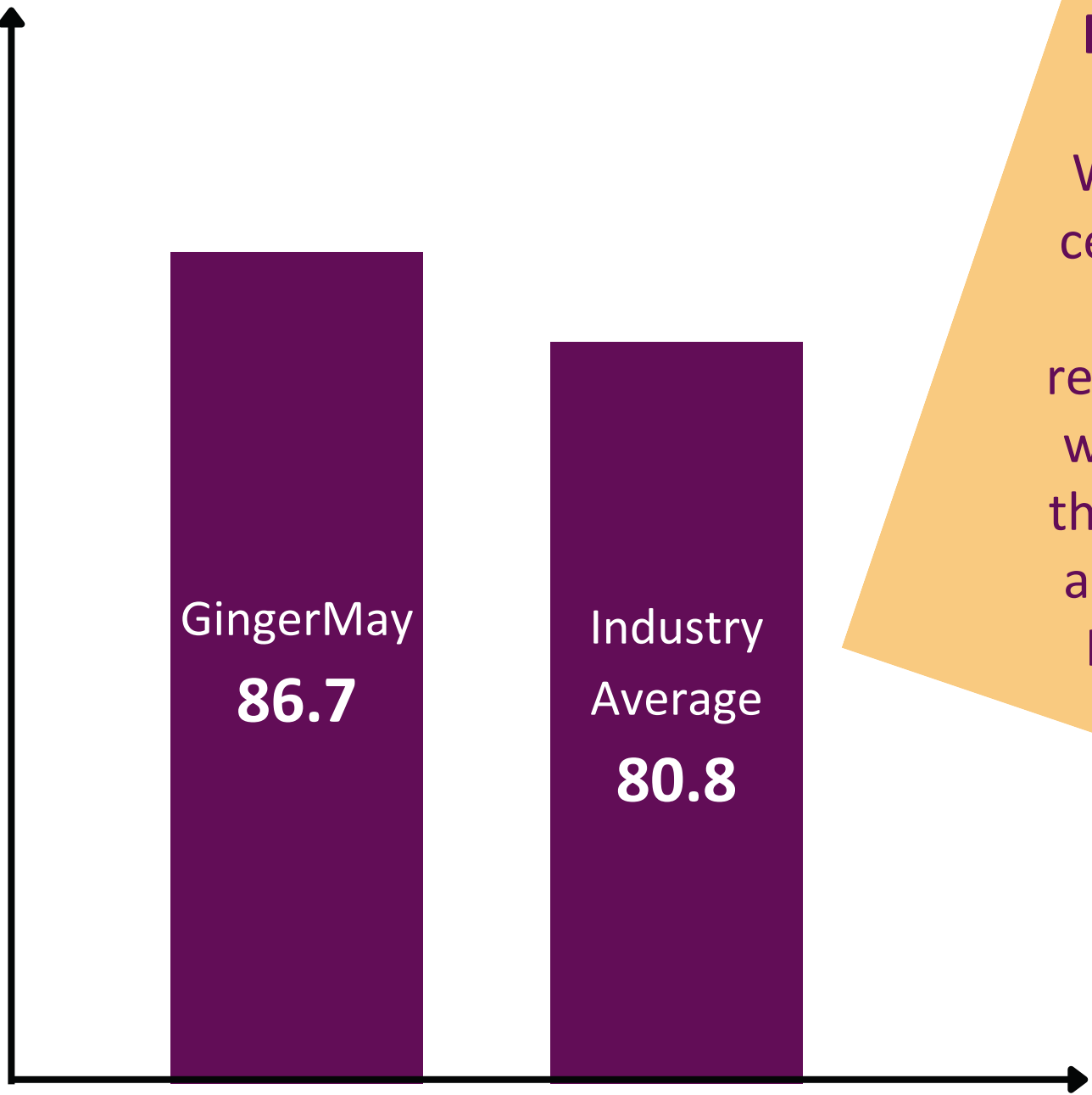




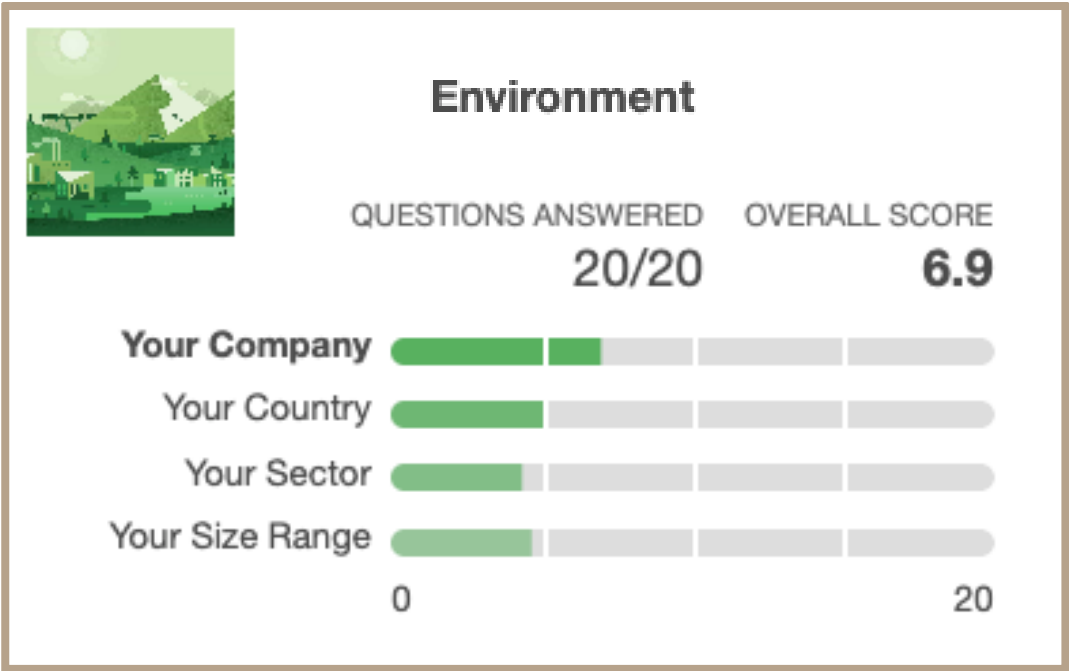
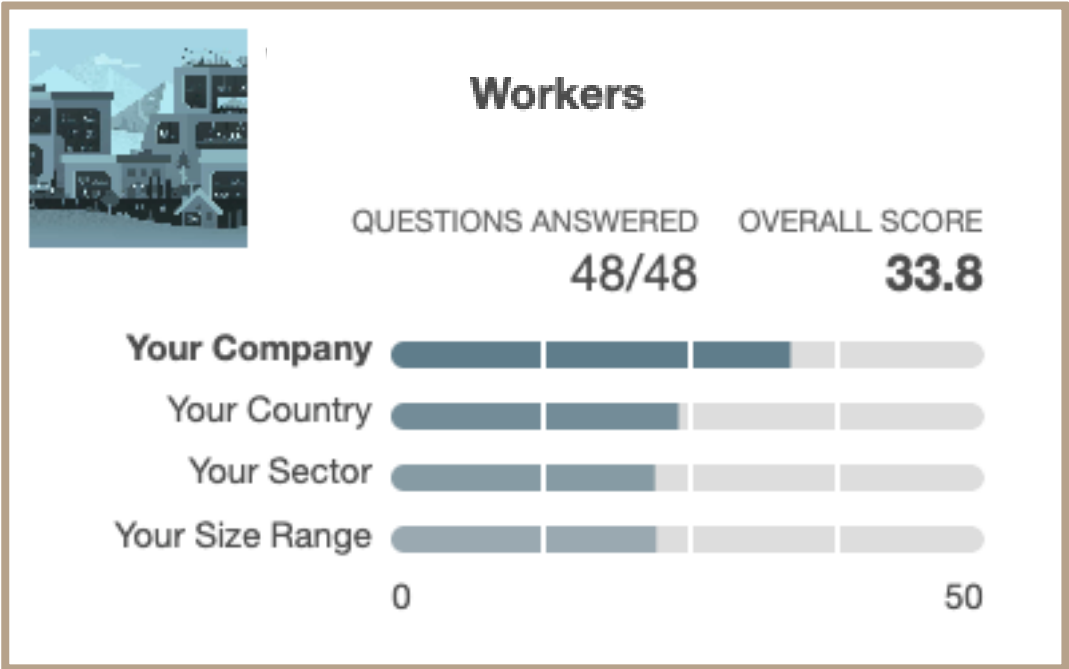
B CORP VERIFIED SCORE

GOALS FOR RECERTIFICATION

We are proud of our certification score. As we look towards recertification in 2026, we aim to build upon these foundations and aim to improve our B Impact Assessment Score.



OUR B IMPACT SCORES



Overall B Impact Score

86.7

IMPACT AREA PLANS & PROGRESS



IMPACT AREA 1: GOVERNANCE



GOVERNANCE GOALS

Our governance goals for this period centred on the GingerMay Code of Ethics – an internal document that ensures that all staff hold themselves to the highest standards not just in our workplace, but for the wider community and the planet.



WHAT WE SAID WE WOULD DO:

- Ensure 100% of employees have received training on the Code of Ethics.
- Create an advisory board to ensure reporting at the highest level of corporate oversight.



WHAT WE DID:

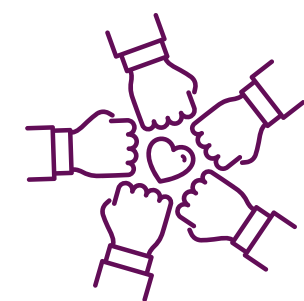
- ✓ Utilised our Annual Planning Day to communicate to staff the importance of the Code of Ethics and train our team on how to maintain and uphold the Code.
 - ✓ Reviewed the induction plan for new starters to include training on the Code of Ethics and what it entails.
- ✓ Introduced the GingerMay Advisory Board, a 'Non-Fiduciary Advisory Board' that includes stakeholder representatives and external advisors.
 - ✓ The role of the Advisory Board is to support the updated objects of the company and ensure we are reporting the results of stakeholder engagement on social and environmental performance to the highest level of oversight.



IMPACT AREA 2: WORKERS



Without our team, there is no GingerMay. To continue to deliver the positive, supportive working environment that allows them to flourish, we split our commitment to our workers into several key areas.



WORKERS: DIVERSITY



WHAT WE SAID WE WOULD DO:

Ensure more diverse hiring practices within GingerMay to encourage greater diversity within the PR industry and ensure that GingerMay is a more inclusive environment for all employees.



WHAT WE DID:

- ✓ Ensured job descriptions utilised inclusive language.
- ✓ Delivered unconscious bias training to staff involved in the recruitment process to ensure greater diversity in the pool of potential new staff.
- ✓ Offered DISC® personality assessments to all staff in order to give them a data-based understanding of their professional strengths to better accommodate working styles and neurodivergence.
- ✓ Partnered with the Taylor Bennett Foundation and DigiLearning to offer internships to traditionally underrepresented and under-served individuals.

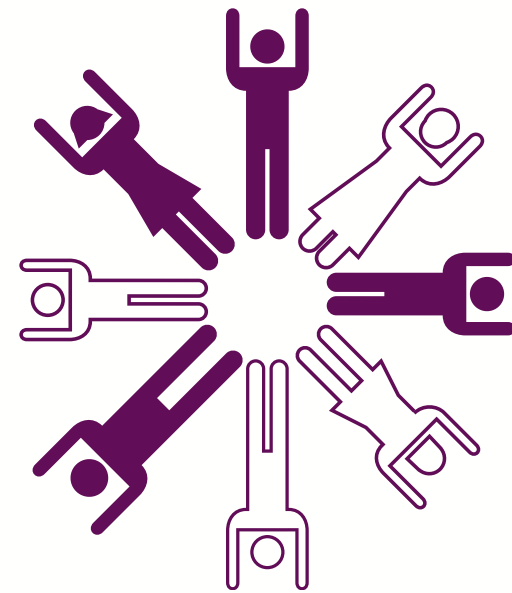




GingerMay really values diversity

Target: +80% agree/strongly agree responses

Achieved:
**80% agree/
strongly agree**



I feel my uniqueness of my background and identity are valued at GingerMay

Target: <10% disagree/strongly disagree responses

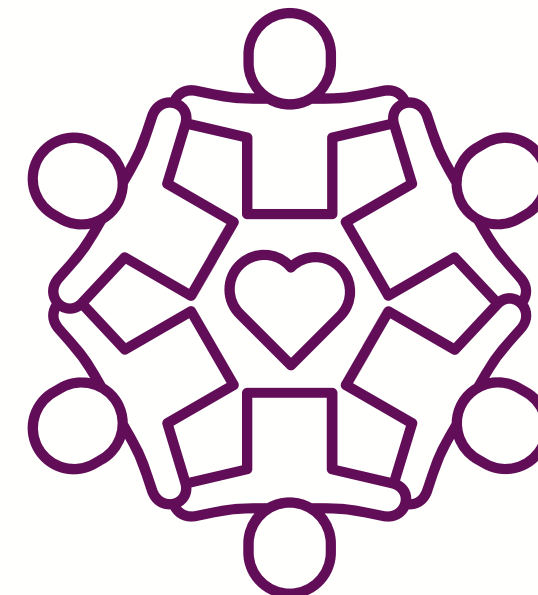
Achieved:
5% disagree



GingerMay gives people from all backgrounds equitable opportunities to advance their careers

Target: +80% agree/strongly agree responses

Achieved:
**90% agree/
strongly agree**



OCTOBER 2023 DE&I SURVEY



WORKERS: BENEFITS



WE SAID WE WOULD REVIEW AND UPDATE OUR BENEFITS PACKAGE.

WHAT WE DID:



Enhanced Maternity/Paternity Pay

Launched an updated package including enhanced maternity and paternity pay to reflect our ethos of supporting working parents.

Increased Employer Pension Contributions

Increased our employer pension contributions to help boost our employees' retirement pots.



Ginger Brilliance Bonuses

Introduced monthly Brilliance Bonuses, regularly rewarding employees who go above and beyond.

Loyalty Days

Introduced additional days of paid annual leave to recognise length of service.



WORKERS: TRAINING



Aiding staff to flourish and grow has always been a core driver at GingerMay. We run training in every area of the business for any member of staff who needs it. This year we elevated our training programme to greater heights.

WHAT WE SAID WE WOULD DO:

Commit to an extensive training programme for all team members.

WHAT WE DID:

- ✓ Delivered a comprehensive programme, which was tailored to each team member's individual needs.
- ✓ Made all training available to staff at all times via our internal 'Training Matrix'.
- ✓ Covered key business areas via internal and external trainers including: Career Development; Client Servicing; Business Best Practice; Content; ESG; Media Relations; Health & Safety; and Wellbeing.
- ✓ Ensured that staff complete, on average, six training sessions per year.



WORKERS: FINANCIAL



All our staff were impacted by the cost of living crisis and it is vital that we help them to negate its impacts as best as possible.

WHAT WE SAID WE WOULD DO:

Continue to support staff financially through the cost of living crisis.

WHAT WE DID:



- ✓ Gave inflationary pay increases through the year. Salary growth has fast outpaced client fee increases, but staff wellbeing has been prioritised over profits.



- ✓ Updated our salary bands to ensure they stay in line with industry benchmarking.



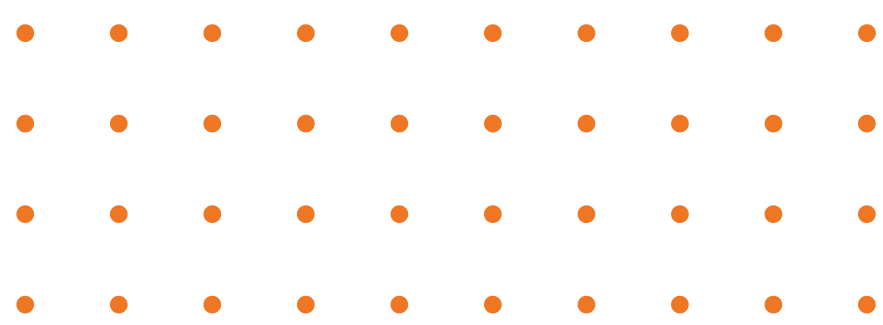
- ✓ Paid all staff above the Real Living Wage (as set by the Living Wage Foundation) and made increases to our entry level role salaries when changes to the Living Wage rates have been made.



- ✓ Paid bonuses despite poor market conditions in order to reward our team where we can.



- ✓ Awarded 30 salary enhancements through the year.



WORKERS: FLEXIBLE WORKING



While the need for working at home due to the pandemic may have passed, we still remain committed to allowing our staff to be flexible with where and when they work. This reflects the range of the living situations and responsibilities our staff may have.

Based on the results of our DE&I benchmarking, we know that a quarter of our team has caring responsibilities (e.g. working parents or intergenerational support). We're committed to providing a flexible working structure that enables them to balance their home and work life.

WHAT WE SAID WE WOULD DO:

Continue to support staff with flexible working options.



WHAT WE DID:

- ✓ Ensured that 100% of the team can take advantage of flexible working, including: hybrid working; fully remote working; flexi-time; staggered hours; compressed hours.
- ✓ Approved 106 requests (100%) for employees to take advantage of our remote working option this year, so they can fulfil their roles remotely from the beach and other cities around the world.
- ✓ Had three employees take advantage of a period of extended leave, using their time to travel the globe.



IMPACT AREA 3: CUSTOMERS



We always strive to deliver above and beyond for our customers. This year we wanted to ensure that we didn't leave a blade of grass uncovered in our mission to craft the best possible service and elevate the profiles of those we partner with.

WHAT WE SAID WE WOULD DO:

- Achieve average satisfaction and recommendation scores above 8.
- Take action based on client suggestions about additional ways we could support them and ensure all suggestions made by clients are followed up regarding this additional support.
- Deliver more to our clients by supporting them with projects outside the scope of their PR retainer.

WHAT WE DID:

- ✓ We achieved an average satisfaction score of 8.8, average recommendation score of 9.4, and Net Promoter Score of +85 according to our annual client survey.
- ✓ We successfully delivered beyond PR support with three of our clients, assisting with website delivery, additional content, and additional byline and press release projects.
- ✓ Outside our targets, this year we created the Vision Group, an internal specialist team. Part of their remit was to review new products we could offer to best support clients.
- ✓ We also partnered with GingerMay client InfoSum to assist with delivering its LGBTQ+ networking event.



IMPACT AREA 4: ENVIRONMENT

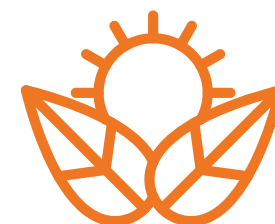
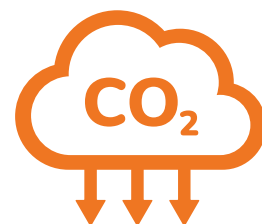


While a commitment to the planet has long been part of GingerMay's mission, a core part of our B Corp journey was ensuring that we enshrined this even further and pushed ourselves to be even greener. Not only did this mean cutting emissions where possible, but also educating staff on how they could make a difference, working to create greener supply chains, and working alongside partners that share similar values.

It's a big shift, but one that we believe is vital for the future of our planet.

WHAT WE SAID WE WOULD DO:

- Host a minimum of three educational workshops on sustainability topics for our team throughout the year.
- Maintain a 40%+ score on the average number of our staff who have made a change as a result of the sustainability education programme.
- Off-set total Scope 1, 3 and 3 carbon footprint as identified in the Carbon Emissions Audit.
- Repeat the emissions audit on a bi-annual basis.



IMPACT AREA 4: ENVIRONMENT



WHAT WE DID:

- ✓ Hosted four workshops that gave practical tips on how to be more sustainable. Topics included sustainable cooking, growing your own vegetables, creating recycled art and using environmentally friendly cleaning products.
 - ✓ 70% of staff reported that they had made a change to be more sustainable after attending a workshop.
- ✓ First emissions audit completed, with the next one due March 2025.
- ✓ 31.27 tCO₂ offset using Ecologi's '[Support Carbon Avoidance Projects](#)' scheme. Full details of the project our purchase will support are [here](#).
- ✓ Implemented changes in our workplace environment, such as:
 - ✓ 75% of food provided at company meetings are vegetarian / vegan options
 - ✓ No unsustainable disposable cutlery used in the offices or at company events.



IMPACT AREA 4: ENVIRONMENT

During the past year we've incorporated using B Corp certified suppliers into our ethos. These are some of the products and suppliers that we use in our offices.

The logo for bioD, featuring the word "bio" in black and "D" in a green circle.The logo for CAFÉ DIRECT, with "CAFÉ" in white and "DIRECT" in red on a dark brown background with a red diagonal stripe.The logo for The Cheeky Panda, featuring a cartoon panda head and the text "The Cheeky Panda" in green and black.The logo for DASH WATER, with "DASH" in large blue letters and "WATER" in smaller blue letters below it.The logo for graze, featuring a cloud icon above the word "graze" in a brown, lowercase font.The logo for meg rivers, featuring a stylized star and whisk logo above the text "meg rivers" and "BAKERS OF HAPPINESS" below it.The logo for MINOR FIGURES, with "MINOR" and "FIGURES" in teal and a small hand icon to the right.The logo for neat., with the word "neat." in a bold, black, lowercase font.The logo for PROPER, with the word "PROPER" in a bold, black, uppercase font.The logo for pukka, with the word "pukka" in a gold, lowercase font.The logo for S.PELLEGRINO, with a red star above the text "S.PELLEGRINO" in blue.The logo for SOCIAL SUPER MARKET, with the words "SOCIAL", "SUPER", and "MARKET" stacked in black, uppercase letters.The logo for YOGI TEA, with the words "YOGI" and "TEA" in a red, stylized font.

IMPACT AREA 5: COMMUNITY



Giving back is something that we love to do at GingerMay. As a company spread over two locations, we feel it is particularly important to involve ourselves in our local community and help them to flourish.



WHAT WE SAID WE WOULD DO:

- Have staff contribute over 75 hours of volunteering per year, whether individually or in a group.
- Ensure that 25% of staff take time off for community volunteering.
- Donate 0.5% - 1% of revenue per annum to charity, including designated company charities.
- Organise a minimum of three company organised fundraising events through the year to support our company charities.



IMPACT AREA 5: COMMUNITY



WHAT WE DID:

- ✓ Staff contributed to 115 hours of volunteering in the last year.
- ✓ 65% of staff took time off to give back to their community through volunteering.
- ✓ Staff took part in a variety of individual volunteering initiatives through the year, supporting causes such as local food banks, Friends of the Earth and The Wildwood Trust.
- ✓ We also arranged two group volunteering events. The first, with Hands of Hope in Tunbridge Wells, saw team members assist with the maintenance of a community garden. The second, at Stepney City Farm in London, focussed on sustainable farming practices with the team helping with a range of tasks.
- ✓ We donated over £16,000 from our annual profits towards various charities including; Mind, Rewilding Britain, Nourish, Vedanta Institute London and Cancer Research.
- ✓ Staff raised money by participating in a Eurovision sweepstake for Mind, a Halloween cake sale for Rewilding Britain, and also created Christmas selection boxes for Nourish.





WHAT'S NEXT?
GOALS FOR THE NEXT 12
MONTHS...



GOVERNANCE GOALS



- Continue to invest in our Advisory Board to ensure we are held accountable to the highest level of corporate oversight.
- Join [amplifi](#) – a collective of like minded businesses within Tunbridge Wells and the local area, that aims to reduce noise and confusion around sustainability in order to ignite real change.
- Sign up to the Better Business Act.
- Increase transparency by sharing relevant financial information through mid-year and end of year Company updates.
- Further embed B Corp into GingerMay culture – from recruitment and onboarding to company events.



WORKERS GOALS



- Increase mental health initiatives throughout the year.
- Increase resourcing transparency for the entire team.
- Review our team structure to better understand pressure points and make sure they're addressed quickly.
- Streamline ways of working to ensure all members of the team are able to work efficiently.
- Formalise more frequent check-ins with the team to give greater transparency on performance and progress on goals, as well as ensuring that promotion discussions are driven from the top down.



CUSTOMER GOALS



- Offer a range of support to start-up businesses in the Clean Tech space.
- Review prospective clients to ensure they are aligned with B Corp values.
- Maintain our average satisfaction and recommendation scores from our client feedback surveys of +8.



ENVIRONMENTAL GOALS



- Commit to completing the UN Sustainable Development Goals Action Manager via the B Corp Assessment, to highlight areas of potential improvement.
- Continue the Sustainability Education Programme for our team with a minimum of three sustainability workshops to be run through the year.
- Repeat our emissions audit by March 2025.
- Off-set total Scope 1, 2 and 3 carbon footprint as identified in the Carbon Emissions Audit in 2025.



COMMUNITY GOALS



- Partner with [Matchable](#) to ensure easier access to volunteering days for our team with the aim to increase both overall volunteering hours and the percentage of the team that take time off to volunteer.
- Maintain our charitable giving commitment of 0.5% - 1% of revenue donated to charity each year, including designated company charities nominated and voted on by staff.
- Commit to a fundraising event to support a cause that a member of our team has been personally affected by.





THANK
YOU

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