



# Impact Report.

2024-25

The eagle-eyed amongst you may have noticed a little change on our social channels and website already, but in some exciting news...

...Bright is  
a B Corp!

You can read more about what this means for us and our clients **on our website**, but spoiler: not a lot has changed. For over twenty years, we have believed that businesses should be aware of their impact on their people, surroundings and environment, so becoming a B Corp just made perfect sense.

So far, it's been one of the best decisions we've made. The B Corp structure has allowed us to give more focus to measuring our pre-existing activity so that we can continue to improve and the kick we needed to talk about our impact more, both internally and externally, which all leads up to reports just like this one.

OUR MISSION STATEMENT

**We want to  
build a Brighter  
events industry.**

**One with lower impact on the planet  
and a higher impact on the people.**

## FOREWORD

**“ As we’re about to turn 21 as a business, this past year has been a resounding success for Bright. We’ve welcomed new talent to our growing team, partnered with exciting new clients on impactful projects, and achieved a significant milestone by becoming a B Corp. This accreditation isn’t just a label for us; it reflects our deep-seated commitment to aligning our business practices with our values and continually striving to make a positive difference in our industry and community. Though she’s off travelling the world, I want to extend a special thank you to Beth who led the charge with our accreditation, we couldn’t have achieved it without you.**

Alistair Paul  
Director, Bright





**Planet.**

# Internal Changes.

**Bright works hybridly, but we do believe in the power of us all being in the same room and that room is a beautiful unit in Paintworks in South Bristol.**

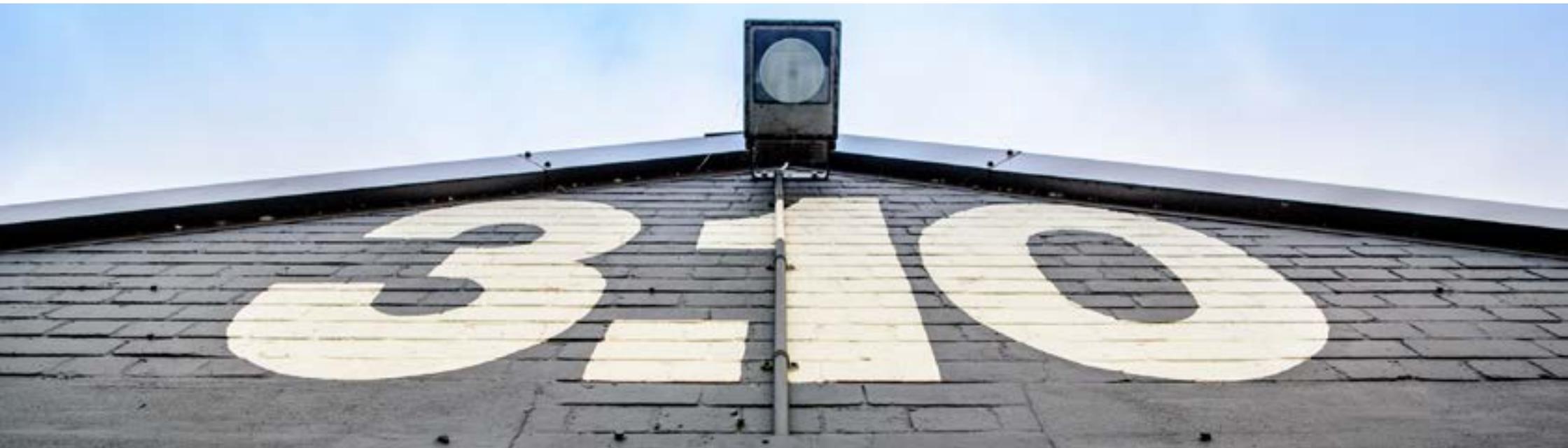
Although we do own the office, we are leaseholders which means as much as we'd love to be able to do a full retrofit, there are some limits to the structural changes we're allowed to make to make it the most sustainable space.

That being said, over the last year we conducted a full audit and have made changes that are within our control to reduce our energy and water consumption.

Over the last 12 months we have:

- Installed low-voltage LED lighting.
- Added aerated taps to reduce water usage.
- Reduced the water flow in our toilets.
- Installed a gas-powered boiler (with other energy sources being renewable)
- Set up on-site food waste recycling

Our next step is to look at our internal processes which includes measuring and monitoring the environmental impact of deliveries and couriers which are a necessary part of making sure an event goes smoothly.



# Over half of Bright's carbon emissions are due to travel.

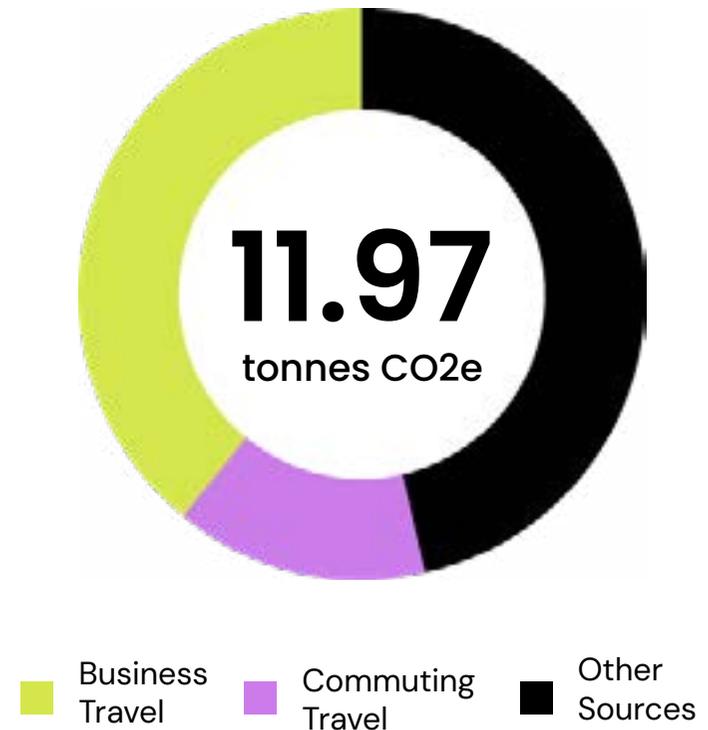
For in-person events, travel is an unavoidable impact, making up 56% of the carbon emissions in the event industry as a whole (isla, 2025). Business travel (46%) and commuting (15%) make up a majority of Bright's carbon emissions.

Although we try to limit travel as much as possible, we still have to conduct site visits and be there on the day to make sure everything goes according to plan.

With a growing team this impact will likely increase over the next year, but to reduce it as much as possible, we adopt a carbon-reduced approach first to travel, which includes:

- Prioritising public transport for all business travel.
- Ride-sharing for remote locations.
- Carbon offsetting all travel via Ecologi.

50% of Bright employees commute via active / public transport, but 84% of our collective commute distance was taken by car. We are aiming to reduce this over the next year.



*Carbon estimates calculated using the SME Climate Hub Carbon calculator*

# Education & Advocacy.

**It's not just about us, but also encouraging our clients to make informed decisions about their own impact.**

All of our events team are trained via isla on how to talk about sustainability with our clients and encourage them to create assets that can be reused or recycled, and measure their impact through isla's market leading tool TRACE.

We currently take a right fit, right time approach to sourcing suppliers, booking accommodation and event spaces, and we recognise this is where we can make our biggest behavioural change when it come to our impact.

Over the next year, we will be capturing the environmental policies during our sourcing process at every stage of event planning. Once completed, we will prioritise suggesting those with strong green credentials when presenting options back to our clients so they can make fully informed decisions.

**If that sounds like you, then please get in touch at [hello@thinkbright.co.uk](mailto:hello@thinkbright.co.uk)**

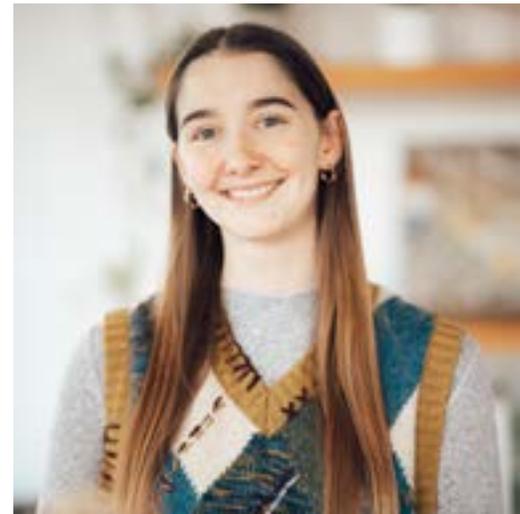




**People.**

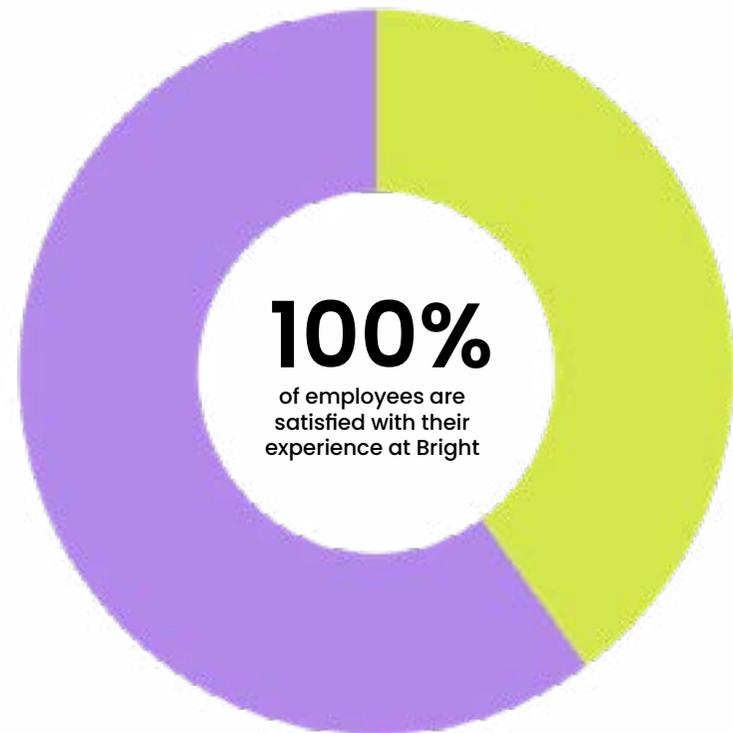
# The Bright team is growing.

It's been a busy year for us – working across over 30 projects we needed some extra hands on deck. Elena, Clare and Jardine all joined our small (but mighty) team at the start of 2025 and already feel like part of the furniture.



# Employee Engagement.

The key themes across this year's employee engagement survey is that overall Bright employee's value their experience, but there is some potential work to do to help address work-life balance during particularly busy event seasons.



*To what extent do you agree with the following statement  
"I am satisfied with my overall experience at Bright"*

■ Strongly Agree   ■ Agree

## How would you describe the culture at Bright?

**“What stands out to me is the honesty and transparency** within the company. It builds trust with clients and creates an supportive and open environment to work in, which is something I value.”

**“Open, transparent and supportive”**

“Overall it feels positive, and forward looking, the company is growing and there’s a real sense of momentum. **I’m excited about the future and motivated to contribute to its success.**”

**“Warm, friendly and hardworking.”**

## What do you value the most working at Bright?

“I enjoy the **independence and autonomy** when it comes to working on projects, seeking guidance and support when it’s needed.”

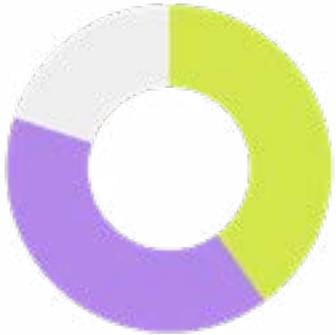
**“I really appreciate Bbeing encouraged to attend conferences and exhibitions to improve my learning** and understanding of the industry.”

**“I think the team is great** and I like that there are regular socials. Everyone seems to get on well and respect each other.”

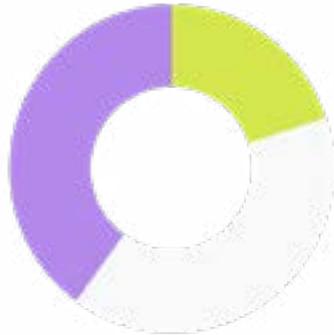
“Being a small team means **everyone’s voice is heard, and I feel valued for my work.** I feel like I have an impact on the company”

“The opportunities to grow”

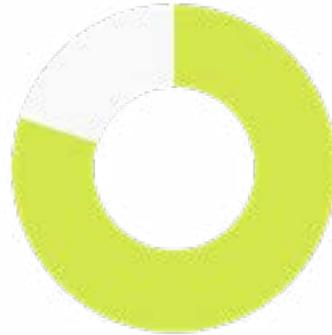
# To what extent to do you agree with the following statements...



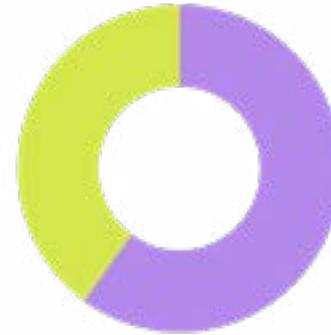
I feel valued and recognised for the work I do.



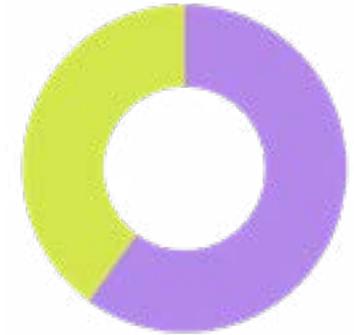
I have a good work life balance.



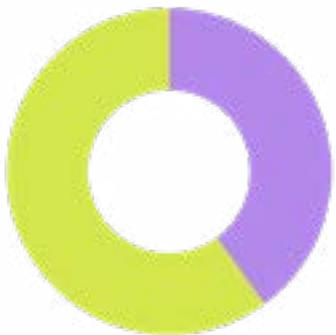
I feel I am given agency and responsibility within my role.



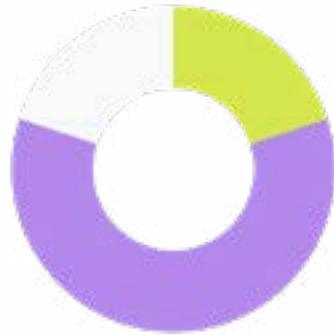
I am satisfied with the opportunities for professional growth and career development.



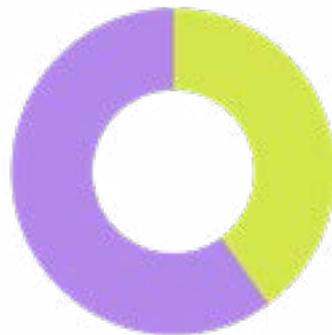
Bright has a culture where creativity and opinions are welcomed and respected.



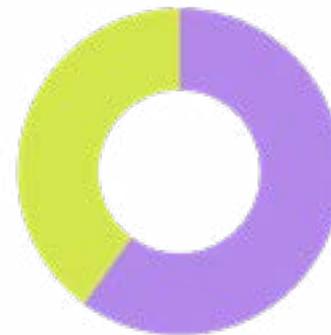
I feel connected to and included in the Bright team.



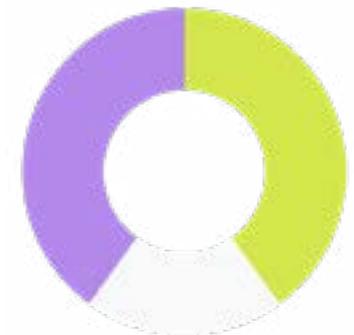
I can cope comfortably with my workload.



I feel I have the tools and training I need to do my job.



I would recommend working at Bright.



Bright has a culture where all people are respected and valued.

 Strongly Agree  Agree  Neither Agree or Disagree

# Making a positive impact in our city.



Caring in Bristol

**Although we work all around the world, we will always strive to make a difference in the city we love and call home – Bristol.**

For the last few years we have been corporate charity partners of Caring in Bristol, an amazing charity tackling the increasing levels of homelessness in Bristol through early intervention and prevention strategies.

When they announced they were launching Z House – an emergency night shelter, offering consistent short-term accommodation and support for young people aged 18–25 experiencing a housing crisis we were keen to become room sponsors for this vital work.

Since launching in July 2024, Z house has **supported 12 young people 75%** of whom have moved into sustainable, secure and safe homes and we're grateful to be part of that journey.



// We are incredibly grateful to have Bright as one of our Caring Corporate partners. Bright has consistently demonstrated how local businesses can play a powerful role in tackling the homelessness crisis in Bristol. Their unwavering support, whether through attending events, taking on challenges, or championing our work has made a real and lasting difference. **They are a shining example of community in action.**

Casey Cox, Corporate & Community Partnerships Coordinator  
Caring in Bristol

**£1,430 raised**

The Bright team also took part in the #BristolCaresChallenge walking 20,000 steps each and raising an additional £1,430 for Caring in Bristol. That's 120,000 steps in total - that's the same distance as walking from Bristol to Cardiff and back!



# Supporting individual impact in the community.

As part of the B Corp process, we have introduced a new policy that allows for all Bright employees to take two days paid volunteering for a cause of their choice on top of the work we do with Caring in Bristol.

Though it's early days of the new policy, our Event Director Annabel has already worked with Weldmar Hospicecare raising £7,500 through organising a raffle and a concert at Weymouth Pavillion (pictured) which will go towards supporting specialist end of life care to people in Dorset.

We understand finding these days on top of a regular workload can be tricky, which is why we are monitoring them to make sure they are taken. Speaking to the team, here are some of the causes they will be looking into supporting this year:

THE  
**MOZI**  
PROJECT

  
**Switchboard**  
LGBT+ helpline

  
**BORDERLANDS**  
from exclusion to  
BELONGING





# Events that **tick all the boxes.** On brand. On time. On budget.

We're Bright. We're an event management and production company who are experts in creating employee engagement events that deliver real, lasting impact. The UK is one of Europe's least engaged workforce - with only 10% workers actively engaged with their company. We help change that.

Whether it's a multi-day conference or a party your team won't forget, we work with you to create experiences that help your employees feel connected, inspired and motivated.

**If you're ready to Think Different about your next event, get in touch at [hello@thinkbright.co.uk](mailto:hello@thinkbright.co.uk)**