



Certified



Corporation

**OUR IMPACT REPORT
2022-2023**

Why we exist, our purpose

Warwick Events works with organisations and people who are committed to making a positive impact on society and the world.

We work with people, who like us, believe in the power of human connection.

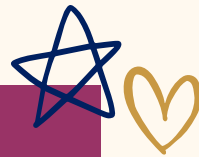
We design and develop unique, highly customised, sustainable events for our clients. These range in size from around 25 to 1,000 participants.

The measure of our success? The positive impact our events have for:

- our client
- their participants
- our supplier partners
- the community
- our team
- and the planet

Our biggest achievement this year? Winning the pitch and then designing and delivering **1000xBetter** for B Lab UK.

Organising an event for 1,000 sustainably-minded guests was both an honour and our biggest challenge to date!





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**"Your proposal challenged us to be ambitious - and gosh did you rise to that challenge.
Your attention to detail, love and passion for what you do shone through every moment of the evening.
You are stars! " Jacqueline Gunn, Head of Community, B Lab UK**



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A message from Emma, our Founder

At Warwick Events, we have a big, pretty ballsy, ambition: **to change events, all events, for the better.** We strongly believe bringing creativity and care together culminates in events that feel good and do good.

As Event Organisers, we're in a position where we can make a difference: a big difference. **It is our responsibility to lead by example.**

Sadly, the event industry is often steps behind rather than ahead. We should be leaders: shining a light on a new, better ways of doing things.

A good event is multi-dimensional. With thoughtful planning many simultaneous positive outcomes happen. For too long, much of the industry has become blinkered to do things in the same way and miss opportunities. We want to help clients, and anyone tasked with organising an event, to learn to think differently, to question and more importantly challenge the norm so their events have a positive impact.

We have a passion to make better events; ones that contribute to moving our planet back from the brink.

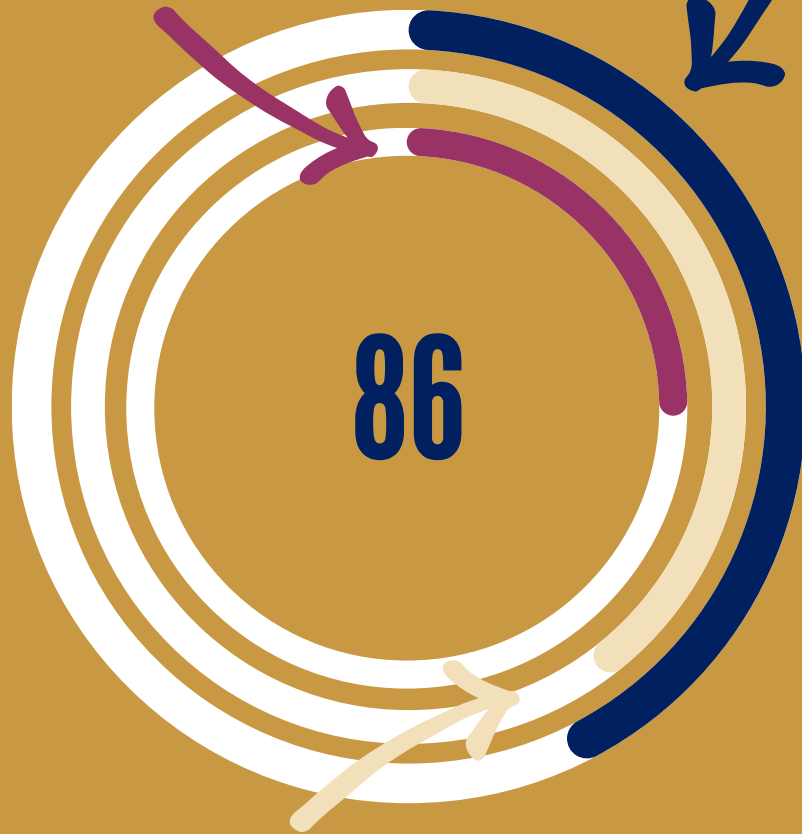
What motivates us? I'd say this Native American Proverb nails it when summing up why we do what we do...

'We do not inherit the earth from our ancestors, we borrow it from our children.'

Our B Corp verified score (BIA) and a breakdown of our points

86 - Our overall B Impact Score

50.9 - median score for
ordinary businesses



86

80 - qualifies for
B Corp Certification

Community



Governance



Workers



Environment



Customers



In December 2021, Warwick Events became a **Certified B Corporation**, a company that meets high standards of social and environmental impact.

As part of our commitment to **accountability, transparency and continuous improvement**, this is our first impact report.

What inspired us to become a Certified B Corporation?

In **March 2020**, we were working with a new client. They introduced us to Rob from **Toast Ale**. This amazing company brews beer with surplus fresh bread that would otherwise be wasted. To date, they have saved over 3 million slices of bread!

In Rob's footer was the B Corp logo. We'd never heard of Certified B Corporations. **Clicking on that link was an awakening.** We've always cared about our clients, suppliers, our community, our team and the environment. So much so, our brand re-refresh in 2017 identified our point of difference was how much 'We Care' (and why it's the prominent feature of our logo). However, **to find we had kindred spirits**, other businesses that shared our beliefs and had the drive to do better was a **very special moment**.

Fast forward to learning more about B Corps, **joining the movement was a must.** Certification (and now re-certification) is a learning journey. It helps us understand where we are doing well and highlights areas we could do better. Some of our impact ambitions will take longer than others. However, **thanks to the framework of the B Corp model - we have a plan.**

Being a B Corp validates and reinforces our commitment to do right, for people and the planet.



The restored woodland of one of our local, micro business, activity supplier partners (**Gilly's Disc Golf at Wayfield Gorse**)



Who we are, our team...

We are a caring small core team with a wider group of support. Based in our office in Stratford upon Avon there are four of us however, we frequently work with seven freelancers/experts who widen our experience and skills





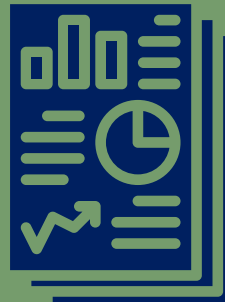
we donated
over
£6,000
to help charities
or
not-for-profit
organisations

**Volunteers
needed**

**we did
180
hours**
of
volunteering



we booked
In-clinic
BUPA
full health
assessments
for the team
with detailed
reports,
recommendations
and 12 months' health support



we introduced
**IMPACT
REPORTS**
for every
event
so clients can
learn and
understand how
we make their
event become a
power of good



VIENNA
our 1st
APPRENTICE
started
and we're proud
to pay her
42% more
than the
apprentice wage

**thank
you!**

we equally
shared
**40% of
PROFITS**
amongst the team
regardless of role.
The remaining
profit was either
re-invested in
the company or
given to charity



And climate positive
with Ecologi for
over 36 months!

And we're **PROUD** to continue to support the
local community with
90% of our event budgets spend
happening **LOCAL** to the **EVENT LOCATION**

**OUR FAVOURITE HIGHLIGHTS
OF 2022-2023**



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GOVERNANCE

What we did



Our current account is now with a more sustainable bank (Starling Bank)

This wasn't as easy as you'd think, Santander put every obstacle possible to prevent the transfer happening (taking in total 50 hours of our time!)



Our 'rainy day' savings are now doing good with Charity Bank

We've experienced 9-11, ash clouds and COVID so as a company we have 6 months' of overheads put aside just in case. We have now moved these to Charity Bank. They improve the lives of those most at need giving out £59.9m in new loans in 2022 to charities and social enterprises



We have a clear and transparent pricing model

Proudly giving our clients any commission we get from their bookings; refusing to mark up - simply charging our fee



Communicating in a B Corp way!

Our company mobiles are all with Honest (a B Corp) and we've ditched our landline in favour of a team mobile, so you can reach us even if we're out of the office!



Prepare Impact Reports for every event

In 2022, we started to produce Impact Reports for our clients for every event. This summary report reinforces the good each event is doing for people and the planet

What we will do better



Put in a clearer process for updating our website and sharing our progress

Although we've been busy doing great things we forget to let anyone know what we've been up to. We realise this doesn't help build the positive momentum society needs



Continue to try and find a more sustainable and ethical credit card

We've tried this year to find a better credit card but with no success. We haven't given up! We will continue to try and find a credit company which is more closely aligned to the ethos of our business



Develop our Impact Reports to give recommendations of where/how further improvements can be made

Our clients have loved the Impact Reports we have sent them. It is a big pat on the back for the positive impact their event made. But there's always room for improvement and we should be helping them with their journey to doing better, as well as celebrating their success

GOVERNANCE



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WORKERS/OUR PEOPLE

What we did



Focus more on the well-being of our team

We organised a physio to come to our office to assess working positions; re-introduced our 'Time to Talk' and brought back full team weekly catch up meetings



Our profit share increased and is now equally shared irrespective of role

The team go above and beyond for our clients. To recognise this, we decided to increase our profit share. This year 40% of profits were equally distributed to the core team. We donated over 10% of profits to charities/not-for-profits and the remainder was re-invested in the company



Offered full in-clinic BUPA assessments

Health is so important. So we thought it would be good to get a professional to give us all a full MOT! The reassurance of getting a clean bill of health is priceless. Plus we got lots of advice and useful tips on how to look after ourselves



Took time away from the office to be together

Work can be intense. Getting to know each other out of the office is super important. This year we got together six times to celebrate event successes and team birthdays.



We spent 180 hours volunteering

This was a mix of helping local charities; promoting sustainability within the event industry and championing the B Corp movement both locally and nationally

What we will do better



Structure our goal setting and nominate a Lead Partner to manage this

We're an ambitious team with great goals. However, when we're busy these can slip. For 23-24 we'll have a Lead Partner keeping us on track, with quarterly and annual updates. These will then feed into our next Impact Report



We want to become an employee-owned enterprise

Our initial research into making this happen proved to be difficult for a micro business. We pledge to review this as the team grows



Monitor and report on employee and freelancer satisfaction

There's always room to improve. Listening and learning from the team and our wider team of freelancers and event experts will help us to become an even better company to work with



More informal get togethers involving the wider team

It's challenging to get all of our wider team together for 'Family Dinners', so they are delayed and don't happen as frequently we'd like. Next year we'll try and gather the team more informally, more often, so we can catch up socially

WORKERS

THE MEETINGS SHOW

micebook 'talks' ReBuilding
Better - Is the world a better
place because your company is
in it?

29 June- 12:15

- Emma Wellstead
Warwick Events
- Abena Fairweather
Legacy Events
- Ana Carolina Moutella
GOOD HOTEL LONDON
- Claire Pearson
Belu
- Chetan Shah
Micebook

LONDON



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OUR COMMUNITY

What we did



Have a community-focussed business model that supports and builds the economic vitality of local communities

It is important that our events leave a positive legacy within the local community of where they are held. In 22/23, over 90% of our suppliers were local to the event location



Champion micro & small businesses, independents, charities, not-for-profits, social enterprises, sole traders and B Corps

Working with small organisations and those using their business as a force for good has a greater impact on lives and local economies. These are our go-to supplier partners



Every contractor on our events is paid above the real living wage

All breaks are paid and before 8am and after 10pm it is 1.5 x pay; we give meals and refreshments; accommodation and invite our contractors to family socials and celebrations



Promote sustainable practices in the industry

We have a passion to **MAKE ALL EVENTS BETTER**. This year, Emma has spoken at 5 events including 2 large national events. We share best practice and challenge the norm. Emma volunteers on the board of MPI UK & Ireland Chapter and has established herself as a leading voice on sustainability within the event community

What we will do better



Partner with one main charity

In the past, each of our team has chosen a charity for their share of our company donation. This has been great. However, we feel we could do more good if we committed all of time, donations and energy to one charity. And to build a solid, long term, supportive relationship with them



Set clear targets for our pro-bono and volunteering work

We'd love to support everyone. But as a micro business we have limited time available to help. We need to determine where our time will have maximum impact and volunteer in these areas



Improve our data collection and analysis of our supplier base

Working with our bookkeeper we will improve our categorising of suppliers so we can report, in detail, our event and company spends. Analysing this information will help us to identify areas of improvement



Revise our supplier questionnaire

Our supplier questionnaire needs to be updated so we can more accurately track the diversity of our supply chain and record their sustainable achievements and initiatives

COMMUNITY



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ENVIRONMENT

What we did



Actively reduce water consumption and energy at events

Making simple swaps or taking action across many events make a big difference. Examples include choosing canapés over bowl food - removing the use of cutlery and crockery; topping up drinks - rather than circulating new full glasses reduces washing/water consumption and even basic tasks like shutting doors keep the heat (or cold) in



Challenging our clients with our ideas to 'rethink' and sometimes 'refuse'

Better outcomes are reached by thinking and doing things slightly differently. Changing aspects of events has resulted in reducing transport, hire and costs for our clients



Moved offices and improved our everyday working environment

Best described as moving 'from a bedsit to an apartment!' We now work in a building with 30 other small businesses, have shared communal breakout spaces and the use of fully equipped meeting rooms. We're part of a community: made many new friends and found great new suppliers too!



Taken our physio's advice and invested in our working space

A craftsman in Coventry upcycled scaffold planks to make wooden risers, increasing our screen height to eye level. We also have refurbished ergonomic chairs and larger monitors

What we will do better



Lobby our new landlord on improving water/energy consumption and recycling

We started to lobby our new landlord but haven't seen any changes to date. Currently the team take all their recycling home as only cardboard is recycled in the building. We will campaign until changes happen



Continue to work with our clients and suppliers to make waste management more efficient and effective

We stream all waste and recycle at all of our 'pop up' events. However in hotels and venues we don't often see the evidence of their recycling claims. We will educate our suppliers on the benefits of uncontaminated recycling



Visit a recycling plant

There are lots of stories about what happens to our recycling. We'd like to see, first hand, how recycling is processed and share our findings with the community



Raise awareness about food ingredients

Most people don't know the terrible stories behind some key ingredients like cocoa farming or palm oil production. We will be a louder voice to get Event Organisers to think about their menus and encourage fairtrade purchasing

ENVIRONMENT



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CUSTOMERS

What we did



Share event plans in 'real time' with our clients

Using Airtable, a collaborative app, we build an event plan to share with our clients for every event. This gives instant access to the detailed planning of their event. This tool also highlights the actions, responsibilities and progress of all stakeholders. It also means clients can instantly feedback on any details or can see how everything is progressing



Monitor customer satisfaction

Currently we ask our clients to feedback after every event. This can be as an email, phone call or de-brief meeting. However, we recognise it is beneficial for the company and our team to have quantifiable feedback. This is an area where we can do much better (please read our plans on how we're going to do this)



Assess outcomes produced for our customers through use of our service

In 2022 we introduced our Impact Reports. This gives our clients an overview of the positive impact the event has on suppliers, the community and the planet

What we will do better



Make it easier for clients to give feedback and make complaints

Complaints are something we've never experienced. But, boy, that sounds like an arrogant stance! There should be a clear process on how to make a complaint. So, we will update and re-instate our 'Happy Sheet' for all clients to complete post-event and we will also write an easy-to-follow complaints' policy



Share our customer satisfaction with the team & our suppliers

Collecting feedback on our Happy Sheets will make it easier for us to share our clients' feedback with the team, our suppliers and to publish it on our website



Get a snapshot of how participants' feel about an event

Getting feedback from participants can be challenging. Returns on post-event surveys are on average below 20%. So, we're going to trial different and imaginative ways to effectively capture how participants feel they have benefited from an event. We think sharing this information with our clients is both beneficial and helpful for future programmes

CUSTOMERS



We were super proud to
support these causes in
2022-2023



warwickevents.co.uk
team mobile: +44 (0)7458 057 100
emma@warwickevents.co.uk

BRING ON 2023-2024!