



Certified



Corporation

Impact report February 2023



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Leadership letter

A word from
Joanna Randall,
our MD



Our first year as a B Corp business has been punctuated with economic and political instability, changing work patterns and a post pandemic world. For us it has represented a period of recovery. Our B Corp certification has underpinned our business decisions and has provided a practical framework to engage colleagues in areas where we can add value and positive impact beyond our day-to-day work.

We have created three colleague working groups – **Diversity & Inclusion, Environment & Sustainability and Social & Community**. We meet monthly, break bread together and collaborate as a team. This approach is continuing to define our culture.

We recognise that as a small business our impact might be modest but we believe we punch well above our weight. We strive to question our behaviours and choices and implement change and continue discussion and collaboration with our stakeholders.

In 2022 we proudly became a **Living Wage employer** and have committed to the **Good Employment Charter**.

We also continued our pro bono and charitable work as a team and have strengthened our community links.

We have plenty more we want to achieve and this next year will cement our commitments. We hope this report provides inspiration, ideas and prompts discussion for other people, businesses and organisations committed to change.

About Us

PURPLEFISH IS A CREATIVE COMMUNICATIONS AGENCY WITH PURPOSE. WE WORK WITH BUSINESSES, BRANDS AND ORGANISATIONS WE BELIEVE IN.

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 the PR leaders of the future.



PURPLEFISH

Our journey to certification

Being a B Corp business was a long held ambition. The process was initially started in 2016 but put on hold due to lack of resource and time to commit to the process. In 2020 during the pandemic lockdowns and with more time on our hands we restarted the application process – of course so did 40,000 other UK companies so this meant the length of time to certification was longer than anticipated with backlogs to negotiate.

We spent nine months completing our BIA and while we were fulfilling many elements we did not have evidence. We spent time auditing every part of the business and creating a dedicated repository of tangible examples of our initiatives, ways of working and commitments.

We submitted for verification and assessment in January 2021 and our assessment started formally in November 2021, completing by February 2022 with a score of 109.9. A score we're immensely proud of being well above the 80 required pass score.

We have taken the certification very seriously and B Corp is now firmly embedded into our culture and ways of working. Our colleagues play an active role in decisions around the impact we make we now operate as a triple bottom line business of people, purpose and profit.



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**PURPLEFISH IS NOW B
CORP CERTIFIED**

Visit our website to find out more:
🌐 www.purplefish.agency



Certified
B
Corporation

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

B Corp Impact Score



■ Governance ■ Workers ■ Community ■ Environment ■ Customers

Goals for recertification

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. Increase our involvement in and impact on our community through new initiatives which 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

Recertification goals 2025

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

**Recertification
target:
120**

What we said we would do:

- Embed B Corp within the business post-certification to ensure it stays alive and relevant.
- Secure Living Wage Employer accreditation.
- Introduce increased transparency in company financials and performance related bonus scheme to be introduced.
- Reflect on our culture and put employees at the heart of key company decisions and future direction.

What we did:

Held a celebration for our team with B Corp product gifts and a presentation to team members of what being a B Corp means.

We created three working groups in the business and committed to a monthly B Corp team lunch to report on our targets.

We reviewed our training investment and have created a training subsidy for one team member to undertake a professional diploma.

We introduced a new team onboarding process.

We became a UK Living Wage accredited employer.

We received South West Good Employer Accreditation.

We introduced a new profit share bonus scheme.

We continued our summer internship programme providing opportunities for two people.

We continued our school work experience programme.

We took on a placement student to provide degree-related work experience.

We incorporated free coaching sessions for all staff.

We worked with three employee-nominated charities.

In 2023 we will:

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 said we would do:

Collaborate with clients to raise awareness of B Corp, the community and what we are doing as a business.

Review our customer reporting and change the focus to impacts and tangible outcomes where possible.

Review client portfolio and audit who we work with in line with our focus on diversity and inclusion.

Expend our pro bono offer.

What we did:

Sent our clients B Corp books to help spread the 'B Corp' word and stimulate conversation.

Organised a free 'Ask Us Anything' webinar for clients, contacts and fellow businesses wanting to be on the B Corp journey.

Created ESG content advice for our customers.

Swapped Christmas client gifts and cards with donations in our clients' names to the Trussell Trust.

Continued our pro bono commitment to purpose led, non profit and charitable clients working with Leukaemia Care, St Pauls Carnival and Babbasa.

We expanded our work with Black-run businesses and organisations.

In 2023 we will:

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.

#BEHINDTHEB

OUR B CORP PROMISE



Diversity
&
Inclusion



Environment
&
Sustainability



Social
&
Community



#BEHINDTHEB

BEHIND THE



THINKING OF
BECOMING A B CORP?

30th March 13:00PM



OUR 5% B CORP PROMISE



Diversity and Inclusion

- Abide by diversity and equality standards
- Create opportunities for marginalised groups



Social and Community

- Commit to a minimum of 2.5-5% of revenue as donations annually
- Donate food to foodbanks and clothes to charity on a regular basis



Environment and Sustainability

- Cut carbon emissions by 50% by December 2022
- By 2022, 75% of our purchases will be environmentally friendly



The Creative Industries in which we work is notoriously underrepresented and it is our wish to see better representation at all levels. We are doing our part in the following ways.

33% of our clients are now Black-owned or managed businesses

What we said we would do:

Create stand alone initiatives to drive D&I in our industry.

Continue our established partnerships and look for new opportunities.

Update our EDI team training.

What we did:

Increased our work with businesses owned or run by people from Black and minority ethnic backgrounds.

Continued our outreach to start-up businesses and entrepreneurs.

Forged a partnership with Born2Be records as part of a knowledge sharing commitment (see case study).

Continued our work experience and paid internships programme.

Worked with Babbasa as its nominated agency on its OurCity2030 initiative which aims to support young people from low- income households, starting

13% are female-owned or run businesses – we will be looking to increase this proportion before our next recertification

from inner city Bristol, to secure a median salary role by 2030. (see case study).

Incorporated EDI team training into our staff onboarding.

In 2023 we will...

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.

LET'S
CLOSE THE
EQUALITY
GAP
TOGETHER

OUR
CITY
20
30



Diversity &
Inclusion

POWERED BY
babbasa

What we said we would do:

Identify community actions and initiatives that we can get involved with.

Incorporate our business yoga space into the wider community.

Work with a community focused charity

What we did:

Continued our long-term partnership with St Pauls Carnival. We signed up as a Friend of Carnival in 2022 and worked with them on a fundraising gala dinner on a part pro-bono basis.

We organised team lunchtime yoga sessions.

We held a community free to attend Summer Solstice Yoga class at nearby Arno's Park in June.

We donated to the annual Salvation Army Christmas jumper appeal

We became the PR partner agency

to Unicornfest, Bristol's next arts trail, in partnership with Leukaemia Care.

We worked as the communications partner for OurCity2030 supporting a City-wide launch event launch at Bristol University's Will's Memorial building.

We made a donation to our annual social and community charity WECIL which supports independent living for disabled people.

We hosted a year 10 work experience student.

In 2023 we will:

- 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



Social & Community

We have started working with two new businesses working in the sustainability sector

What we said we would do:

Measure our impact and alter behaviours.

What we did:

Worked to reduce our environmental impact through energy and water usage.

Started food waste composting in the office.

We struggled to find ways to really measure our impact and will take this into next year.

We reviewed our office behaviours and reduced single use plastics at work – we still want to go further and will focus on this in 2023. We also started a work reuse 'bag for life' system.

We audited our purchasing and have a 'shop local and sustainable' first policy, along with purchasing environmentally friendly products.

We collectively changed our team

Two people in our team have committed to no new clothes in 2023

travel – we have one hybrid car in the business – soon to be an EV. 70% of the team walk or use public transport.

We have increased our work with environmentally focused businesses.

We volunteered with our environmental charity the Avon Wildlife Trust.

Two of the senior team have committed to not buying any new clothes for the duration of 2023.

We participated in two environmentally focused Business Insider events.

In 2023 we will:

- 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.



Case study: Babbasa and Our City 2030

“Purplefish have been integral communication partners in the delivery of the OurCity2030 launch, lending a hand to each and every element of the communications surrounding the event! A brilliantly creative and fun team of communicators, they’re a great example of a business with purpose at its heart. Their passion for community contribution and making a difference radiates through the team and their commitment to the causes they support. I look forward to everything our ongoing relationship will bring”

Poku Osei, Founder of Babbasa

OurCity2030 is a bold vision to help close the inequality ethnic gap in Bristol by helping families and individuals rise above the poverty line by empowering young people from low-income households to secure a median salary role by 2030.

As PR and communications partner for Babbasa and OurCity2030 we’ve worked on all aspects on communications to launch the campaign. The highlight of 2022 highlight was helping to create and promote the launch event at University of Bristol’s Wills Memorial building attended by 350 city leaders from across Bristol.



Case study: Unicornfest

"We're thrilled to have secured Purplefish as the PR partner for Unicornfest! They've brought fresh ideas, energy and commitment to raising awareness to each of our important milestones in order to help raise excitement across the community in the lead up to the trail itself. Managing our media relations from day one, they've been on hand to work collaboratively and have been a pleasure to work with!"

Jodie Hancock, Project Lead, Unicornfest

We're excited to be the PR partner for Bristol's next arts trail, Unicornfest, which will see a blessing of 50 life size unicorns appear across the streets of Bristol in order to raise money for Leukaemia Care this summer.

Our remit includes pro bono communications and media relations support for each of the trail's key milestones, starting last October with the launch, and continuing until this October when they will be auctioned.



Case study: Born2Be Records

"The support we've received from Purplefish has been brilliant. They provided skilled consultancy that was tailored, diligent and considerate of our needs. Through a personable approach, Purplefish were able to empower us to develop our strategy and better streamline our resources."

Darren Alexander, Senior Executive, BORN2BE Records

In 2022 we:

Born2Be Records specialises in harnessing young potential within modern music of black origin. The label's mission is to make a permanent positive impact on the music industry for the benefit of young undiscovered talent in Bristol. We have forged a partnership with Born2Be which supports emerging artists. As part of our commitment to share knowledge and skills we delivered a workshop for artists, A&Rs and managers.

The objective of the workshop was

to give attendees training on how to use public relations and social media to further their careers.

We have also advised the senior management team on promoting the business and will continue this partnership with more workshops for their next cohort of artists in 2023.

In 2023 we will:

- Continue our partnership with Born2Be Records
- We will engage with two other community organisations to offer free knowledge sharing sessions



Thank you!



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