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Certified  
  
Corporation



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# A more human digital experience.

From intelligent digital customer acquisition to beautiful human focussed web experiences, we know exactly how to deliver exceptional results from digital.



# A word from our founder.

“Clicky has always had an underlying purpose to do the right thing by people and the community we serve. We believe that we should have a positive impact as a business on the planet and people’s lives it touches. Our Bcorp journey has been gratifying in many ways as we realised that we had so much in place that was asked of us in the verification process. However, of course, there is always more to do and improve on.

We have learned a lot on our Bcorp journey so far. One key thing is that our whole culture contributes to what we do. It doesn’t sit in 1-2 people’s job roles - we are one on this impact we make.

This impact report is where we are, what we said we would do, and our plans moving forward to improve”

**Oliver Yeates CEO, Founder**





# Our year in numbers...



1

Graduate  
Event



60

Volunteering  
Days



36 Team  
Members



18  
New Clients



2 Offices

📍 CHESTER

📍 MANCHESTER



6 Client  
Events



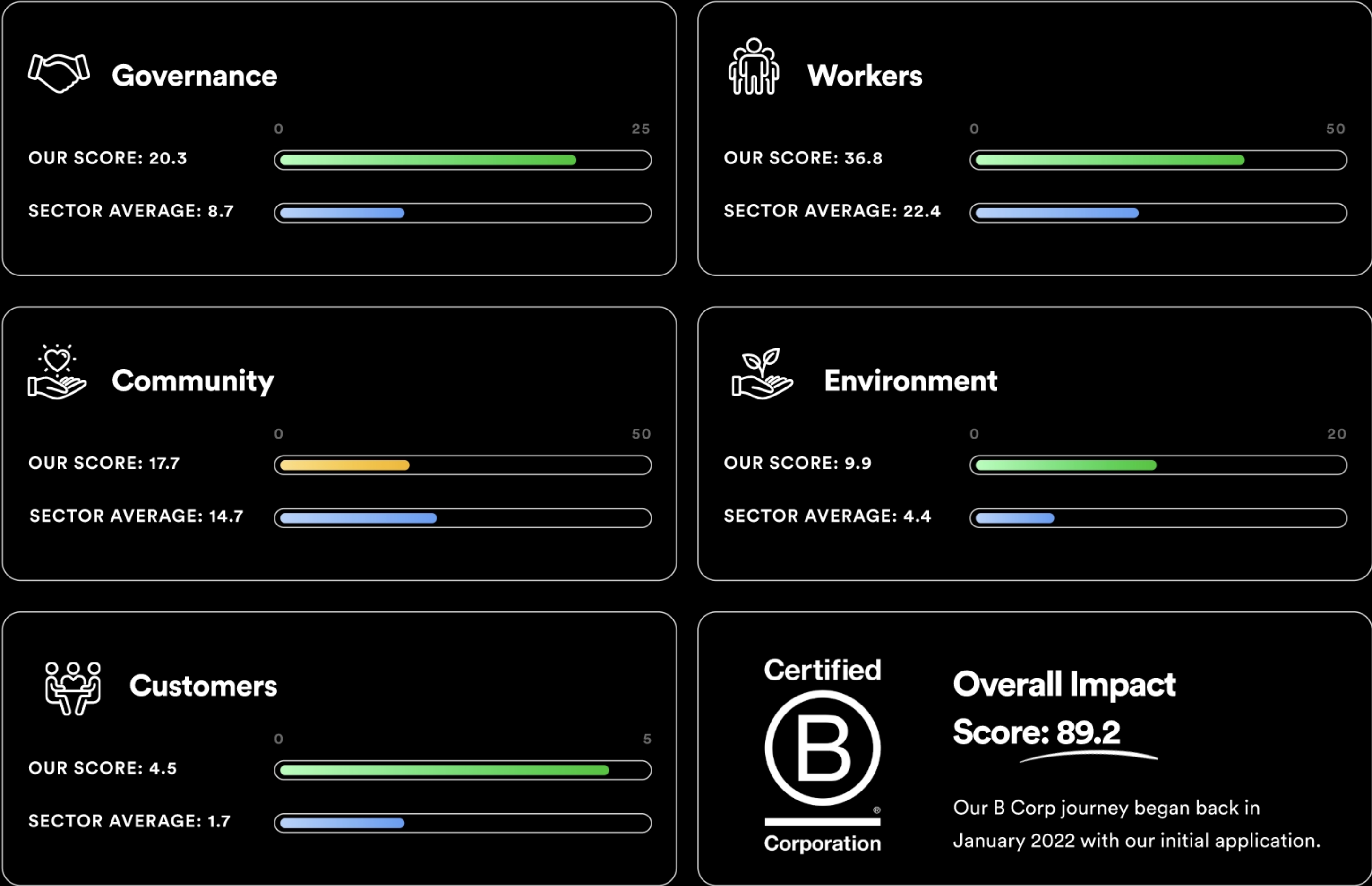
46  
NPS Score



# Our B Corp Score.

Certified B Corporations are businesses that meet the highest standard of verified social & environmental performance, public transparency and legal accountability to balance profit & purpose.

Our B Corp journey began back in January 2022 with our initial application, as of September 2023 we are proud to be part of the community!



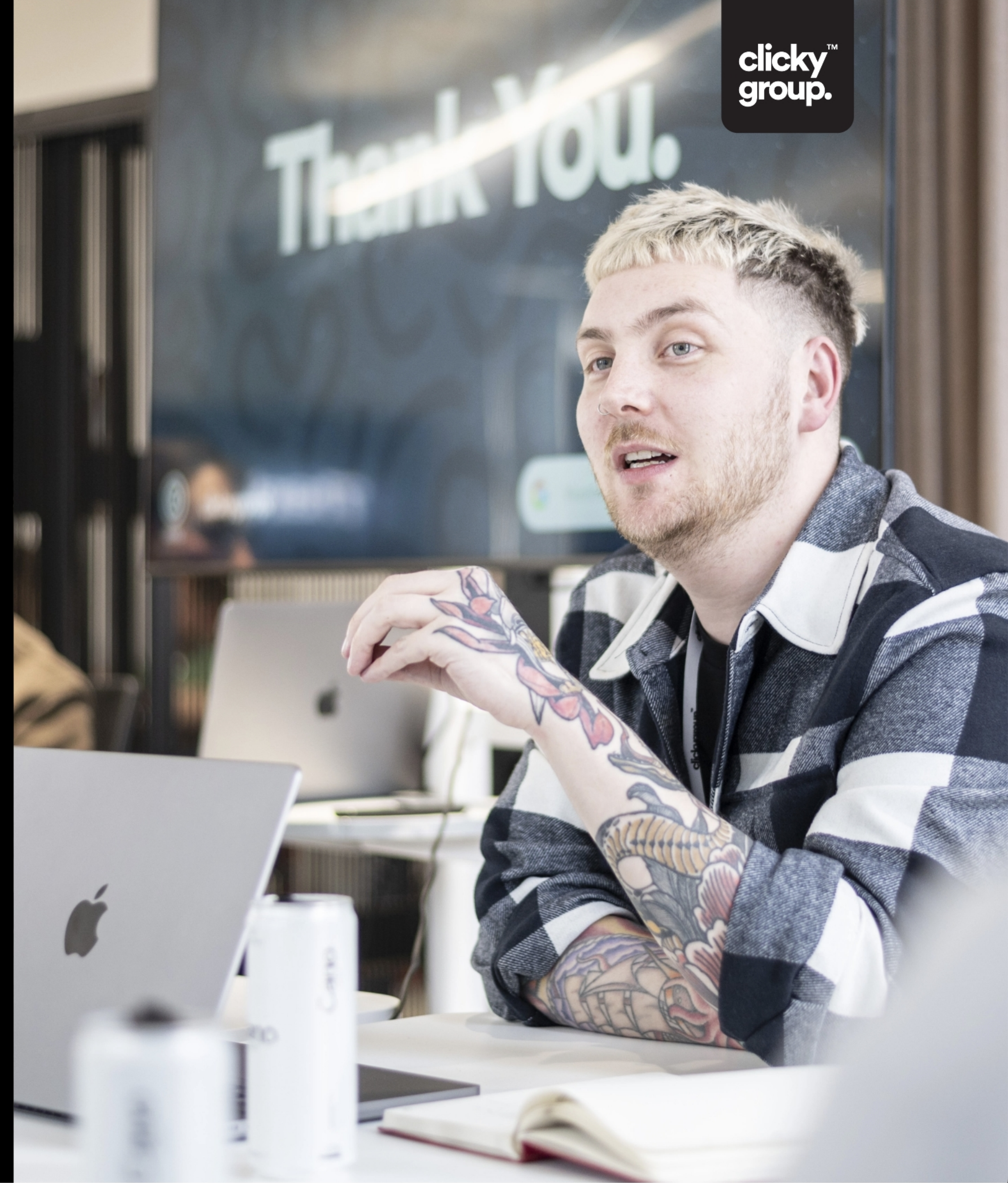
**\*\*Sector scores sourced from B Impact Assessment Performance report on 23.9.2024.**



# People.

Being part of our team not only means you get to work with a range of exciting brands, we strive for our employees to genuinely enjoy the work they do and be part of, and be a contributor to, our culture.

We've introduced new policies and updated our benefits to continuously improve our employee experience and we regularly ask employees for feedback. We offer mentoring and PDP's for all employees and collaborate in person as much as possible to share knowledge and celebrate success.





# Some of our people policies.



## Family friendly leave.

Including enhanced maternity, paternity and adoption leave; paid day off on child's first day of school.



## Benefits.

Pay structures, bonus and benefits are reviewed regularly.



## Time away from work.

Enhanced annual leave, birthday off, volunteering days (2 per year)



## Flexible religious bank holidays.

Allowing employees to swap standard holidays for those that align with their personal beliefs.



## Flexible & hybrid working.

Give employees the flexibility to split their time between remote and in-office work, in Chester and Manchester.



## Menopause policy.

Supporting employees experiencing menopause, fostering a more inclusive, understanding environment.

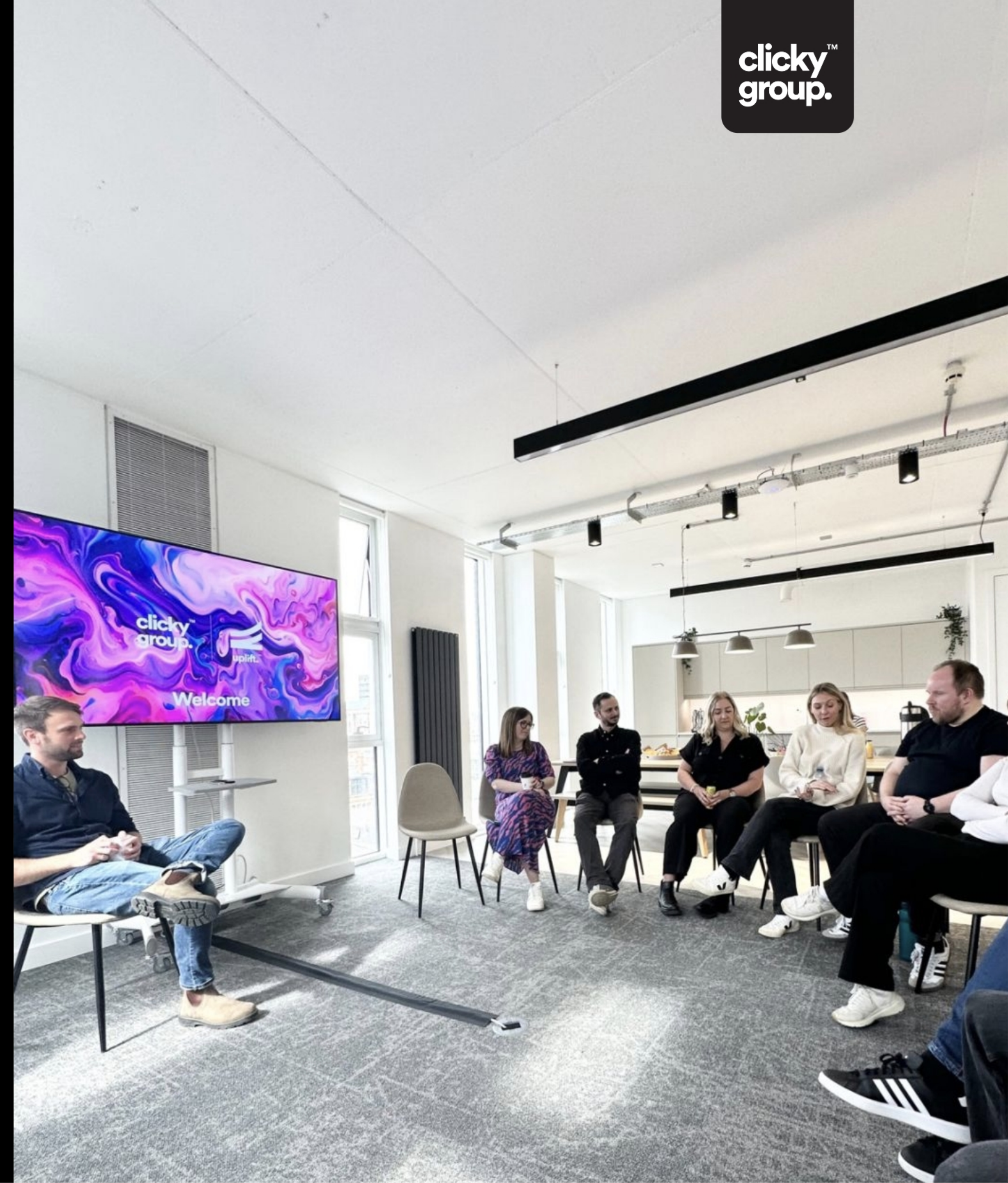




# Our Culture.

We are committed to being financially transparent, creating an environment to give our team the knowledge and tools to help them understand how the company is run and what their stake is in financial outcomes. It fosters a culture defined by responsibility, ownership, results and growth.

When it comes to overall company performance and individual bonus schemes, we provide quarterly performance updates to the whole team and each team member has a personal development plan to keep track of their progress in line with wider company goals.





# Giving Back...❤️

## Our 1% Pledge.

Giving back to our community is incredibly important to us and 1% pledge helps us stay motivated and accountable. Each year we aim to give 1% of our profit and 1% of our time to charity and the community.

That's roughly two paid volunteer days per year for every employee. Encouraging philanthropic behaviour and supporting staff is a key part of our culture, previously we have partnered with charities such as Claire House and The Brain Tumour Charity. Over the last year we have got involved in a range of activities that our team are passionate about.

PLEDGE  
**1%**



Dog walks and maintenance with North Clwyd Animal Rescue.



We host work experience sessions each quarter for local students.



Young Women's Trust sponsored team walk.



Girls in Marketing mentor programme.



Career events with local graduates.



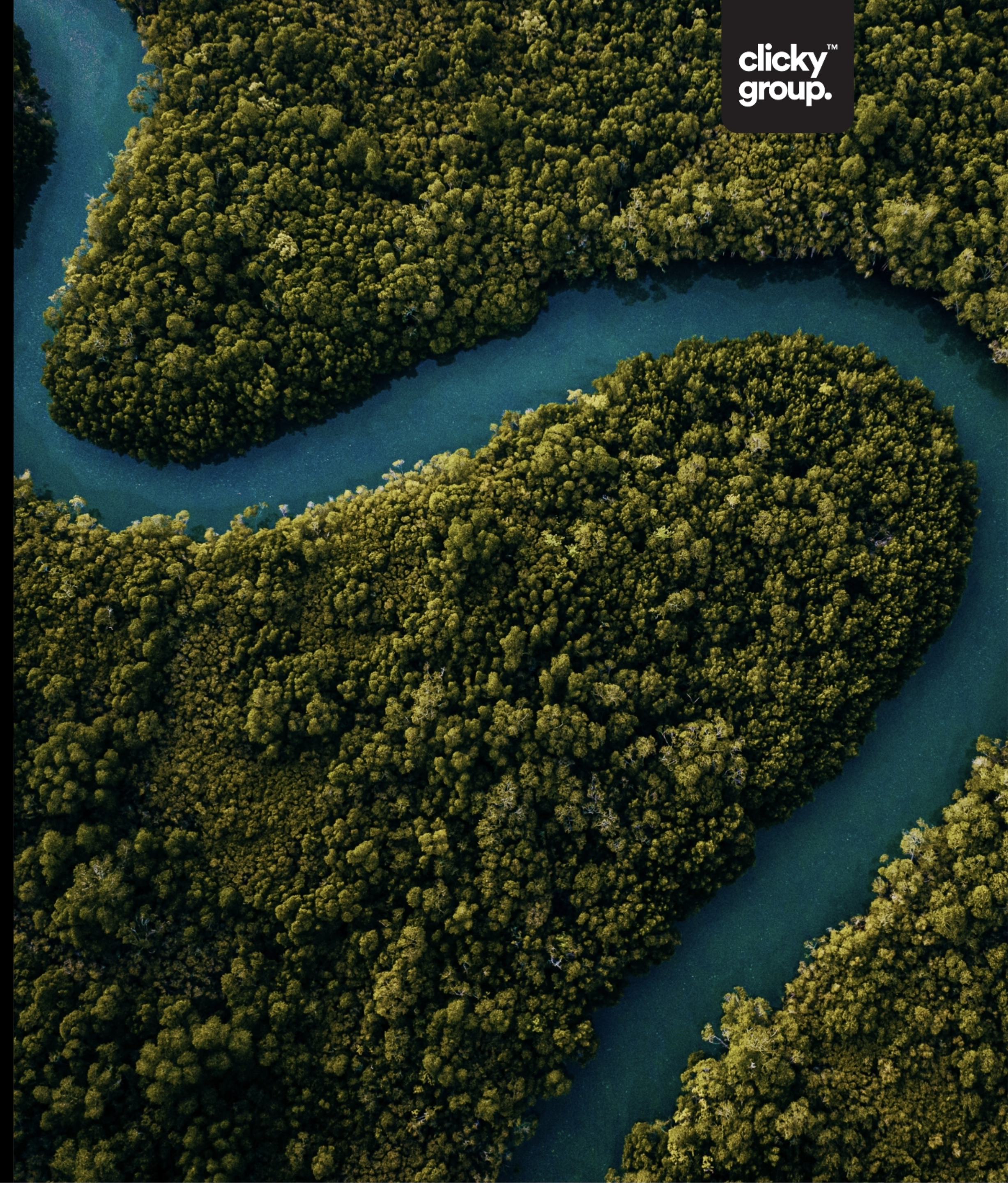
We sponsor staff and clients when they take part in marathons, skydives and more...



# Planet.

Reducing our environmental impact has been and, will continue to be, an intentional focus for us. As part of our B Corp application our articles of association were amended to ensure that environmental impact is included in our decision making.

We have a range of local suppliers who we have long standing relationships with.





# We are Carbon Neutral.

## We will always be a Carbon Neutral business.

With the support of Blue Marble we continue our certification and are proud to have invested in projects such as:

**The Pacajai REDD+** preventing the deforestation of **135,000** hectares of dense Amazonian rainforest, saving approximately 200 million tons of carbon from being emitted into the atmosphere, securing biodiversity and enhancing the livelihoods of local communities.

**Nouakchott Wind Power Project** which supports two of the United Nations Sustainable Development Goals (Affordable and Clean energy).



**We have renewed and launched our Carbon Neutral Cert for third year running and highlighted a 20% reduction in emissions over three years.**

Changes such as the introduction of Hybrid working, changing company cars to hybrid or electric vehicles, improving our suppliers and reducing business travel contributed to this.







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# Moving forward.

## Our goal score: 112



# Governance.

**Score 2023: 20.3**

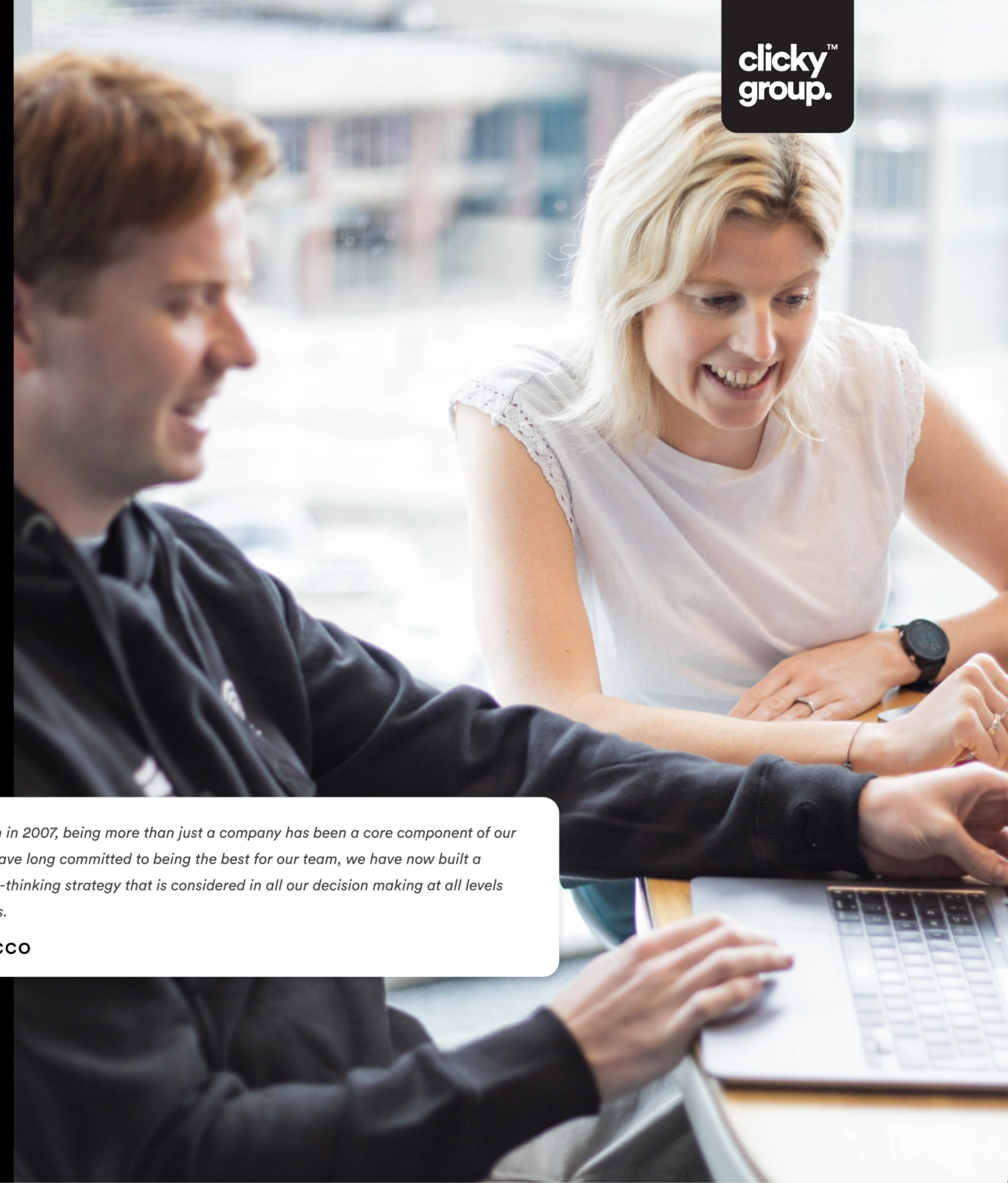
Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making .

- ✓ **Maintain 1% of profit pledge**
- ✓ **Retain Carbon Neutral status**
- ✓ **Improve internal ESG reporting**
- ✓ **Set KPIs that are reported to board on social and environmental goals**
  - Board report to include social and environmental KPIs
  - Further Employee training
  - Increase regularity of Client surveys
  - Board attendance environmental/sustainability advisor quarterly
  - Board attendance university/community representative annually
  - Training for all staff on SDG goals/KPIs
  - Develop code of ethics section to board agenda



*Since our inception in 2007, being more than just a company has been a core component of our vision. Whilst we have long committed to being the best for our team, we have now built a structured forward-thinking strategy that is considered in all our decision making at all levels across the business.*

**SAM GADSBY CCO**



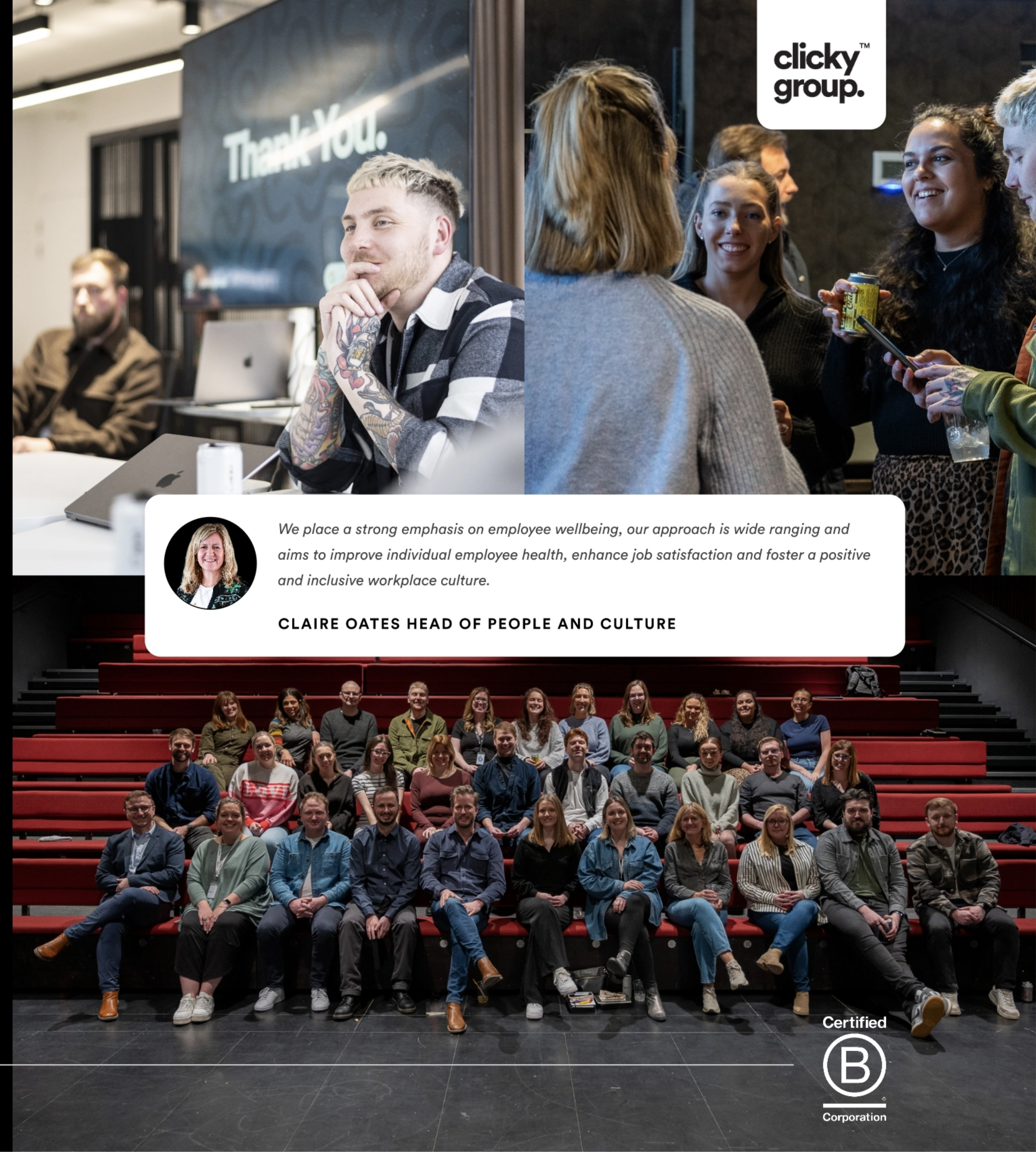


# Workers.

**Score 2023: 36.8**

Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction.

- ✓ Implement a permanent hybrid working policy across the agency for all team members reducing mileage and carbon from employee commutes
- ✓ Give team members 2 days per year for volunteering
- ✓ Increase parental leave & further parental policies
- ✓ Introduce new HR platform
- ✓ Cost of living adjustments to salary
  - Increase number of staff on external training programs & associated budget
  - Achieve 85% of staff being satisfied in eNPS
  - Continually innovate and provide more and better for health and wellness
  - Introduce new review system
  - Revisit and improve bonus/commission schemes
  - Include social and environmental behaviours into the framework and PDP's



*We place a strong emphasis on employee wellbeing, our approach is wide ranging and aims to improve individual employee health, enhance job satisfaction and foster a positive and inclusive workplace culture.*

**CLAIRE OATES HEAD OF PEOPLE AND CULTURE**



# Community.

**Score 2023: 17.7**

Community evaluates a company's engagement and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

✓ **Launching Volunteer of the Quarter awards to celebrate our team working in the community**

- Review changing banks
- Track suppliers for locality, including underrepresented groups
- Hit 100% of our 1% time pledge
- Screen suppliers for SDG goals - require supplier form
- Add socioeconomic status to induction questionnaire
- Set recruitment and engagement goals to enhance our reach to those under 24 and over 50
- Attend a panel discussion with other agencies and discuss social and environmental goals
- Introduce quarterly 'Make a Difference' sessions for charities to come and speak in the business



*"I love that we have dedicated time to participate in charitable initiatives. It's motivating to get involved, and it's also very rewarding to complete the activities and celebrate the positive impact we've made on the community."*

**FAY BURROWS, SENIOR GROWTH EXECUTIVE**



# Environment

**Score 2023: 9.9**

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain.

- Focus on environmental choice for office - negotiate in new lease - water measurement, renewable energy, accredited green building program if we looked at other premises
- Review investing in EMS





# Customers.

**Score 2023: 4.5**

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.

- ✓ Continued to invest in better equipment and device management to keep data secure
- ✓ Add sustainability rules to any events we run/hold
  - Written policies in place for ethical marketing, advertisement
  - Achieve NPS 60+ score of satisfaction
  - Achieve CE+ for the 3rd time

OUR B CORP CLIENTS:

COAT FENTON

*"Our aim is simple - to be the best for our customers, our team, and the planet. The B Corp certification has not only helped us become a trusted company in our industry but also signals to customers who prioritise sustainability, responsible sourcing, and quality products."*

*Additionally, partnering with a marketing agency that shares our B Corp certification is a reflection of our commitment to upholding ethical standards. It allows us to work seamlessly together, aligning our values and reinforcing the principles that define both of our businesses."*

FENTON



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**We are thrilled to be part of the B Corp Community and look forward to growing and developing the business creating positive change along the way.**