

POSITIVE IMPACT REPORT 2024



Broadsword Impact Report 2024

A MESSAGE FROM OUR MD

I feel incredibly proud reflecting back on Broadsword's success as a leading events and communications agency and the remarkable team we have built. Becoming B Corp certified in 2024 was a stand-out moment in our 18-year history. It has been a transformational process, wonderful to find a way to hold ourselves accountable to positive change in the world and to find like-minded organisations and friends in the wider B Corp network.

This is our first Impact Report, capturing what we have achieved for our planet, our people and our communities. It is a great reminder of how far we've come, and how determined we are to do more.

Anna Green
Managing Director



A snapshot of Broadsword's 2024

We became a
B Corp!



Contributed
561
community hours, a
60% increase from 2023

Our team
grew by
11%

23%
of the team enrolled
on apprenticeship
programmes.

177
events
delivered

Won the
EVCOM award
for Agency of
The Year

Worked in
12
countries

Planted trees in The Great
Rift Valley, Kenya, to
renew our carbon neutral
status, offsetting 100% of
our carbon emissions
annually.

Enrolled on the YuLife app
to provide a turn-key
wellbeing and support
programme, taken up by
94% of team members.

Had a record breaking
sales year achieving 45%
revenue growth from
2023 to 2024

Welcomed over 100
guests to four B. inspired
events; our new series of
thought leadership
events.

130
suppliers
onboarded

Calculated all event
related carbon emissions
and identified 'print' as an
area to focus on
eliminating waste.

OUR MISSION

Broadsword exists to empower the right to speak and be heard, creating events and experiences that inspire positive change.

Speech is fundamental to what we do as an agency, and we believe one speech, conversation, or connection can make a difference.

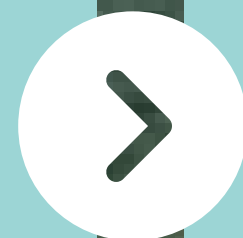
OUR VALUES

At our core, we are **authentic, brave, and committed**. We believe in the power of collaboration and the strength it brings, allowing us to take on new challenges and defy the ordinary. With a clear purpose and a bold, forward-thinking approach, we're carving a unique path in our industry. As we move forward, we stand committed to using our business as a force for good, driving lasting, positive change in the world.

Committed to society and the environment

Our mission at Broadsword is to empower the right to speak and be heard, creating compelling experiences that enrich our world. We are a carbon neutral business, championing sustainability within the events industry. Giving back to our community and protecting our planet is hugely important to us as an organisation and collection of individuals.

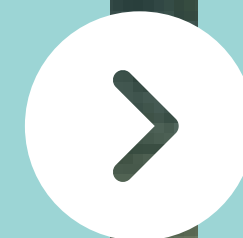
Each team member is required to set a development goal with a social or environmental focus.



Leadership, support, and objectives

We promote a shared accountability culture, ensuring all team members work together to incorporate social and environmental goals into their day-to-day work routines and planning.

This is pioneered by our Sustainability and DE&I Working Groups and achieved through embedding these objectives into our internal operational processes and engaging staff in the development of future objectives.



Training, practice, and integration

To support our core values, we take a collaborative and ongoing approach, having joined isla in 2021, we continue to benefit from the knowledge sharing, training workshops and suggested approach to policies and KPIs. Employees are encouraged to attend industry events to discover best practice, and share their own externally as well as internally. For every project, we ask our customers to evaluate and rate our approach to sustainability to enable continuous improvement.

Our B Corp impact score

Broadsword officially became a certified B Corporation in June 2024. With an overall impact score of 90.6, we surpassed the 80 points needed to qualify and the current median score for the average business (50.9).

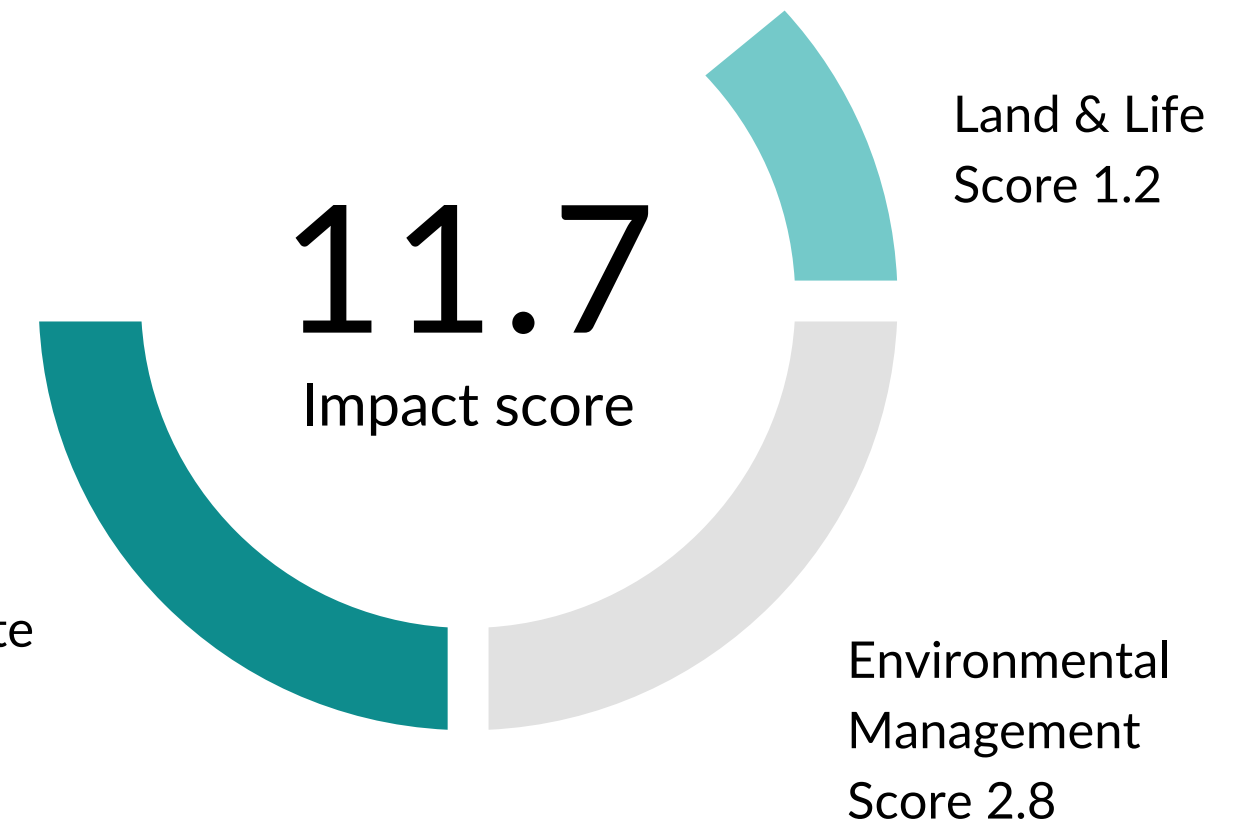
The B Corp certification holds us accountable to having a positive impact across 5 pillars; environment, workers, community, governance, and customers.



Environment	11.7
Workers	32.3
Community	21.9
Governance	20.3
Customers	4.2

Environment

Photograph of our team volunteering on Earth Day at a local heritage site



Environment

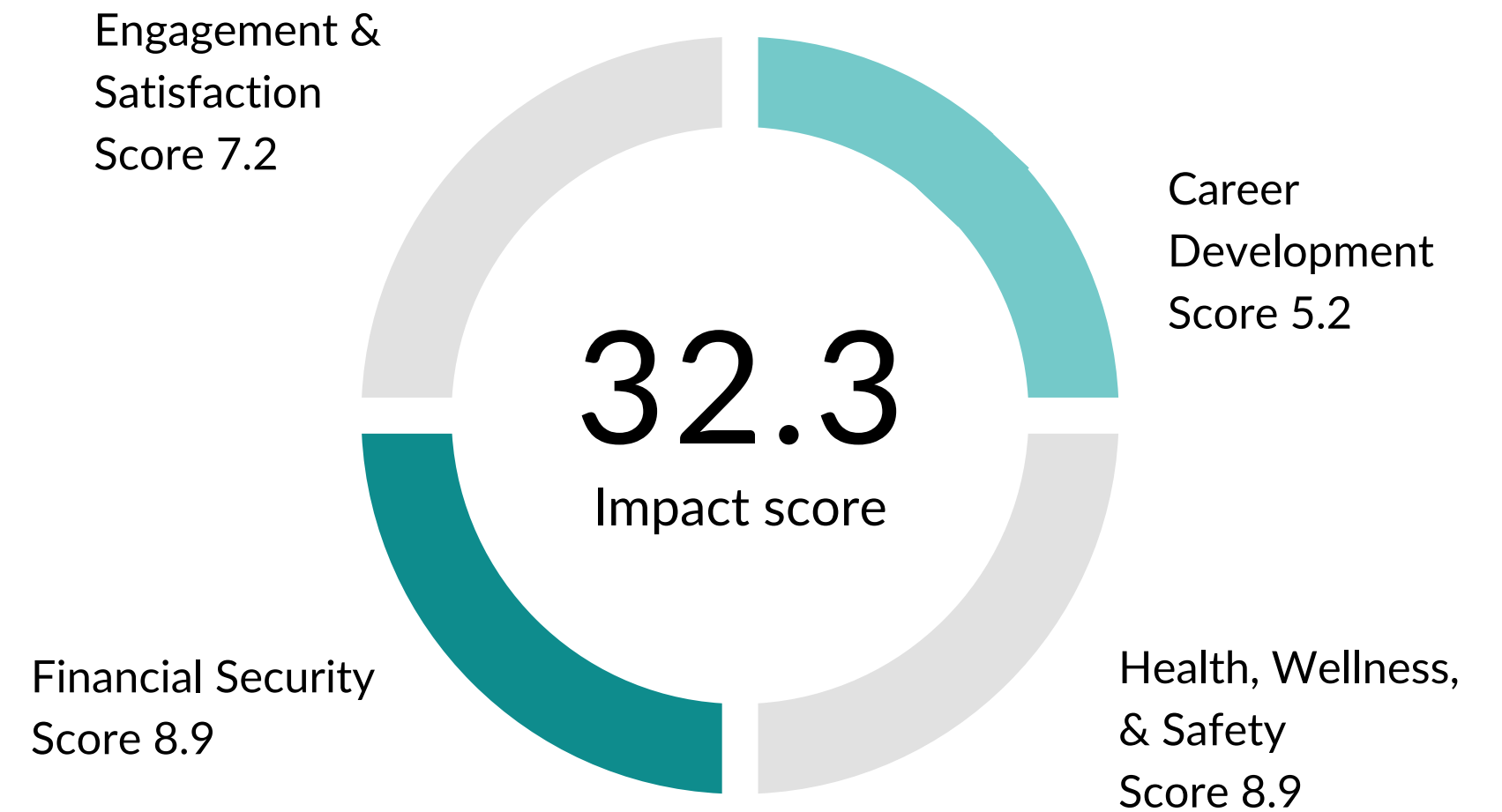
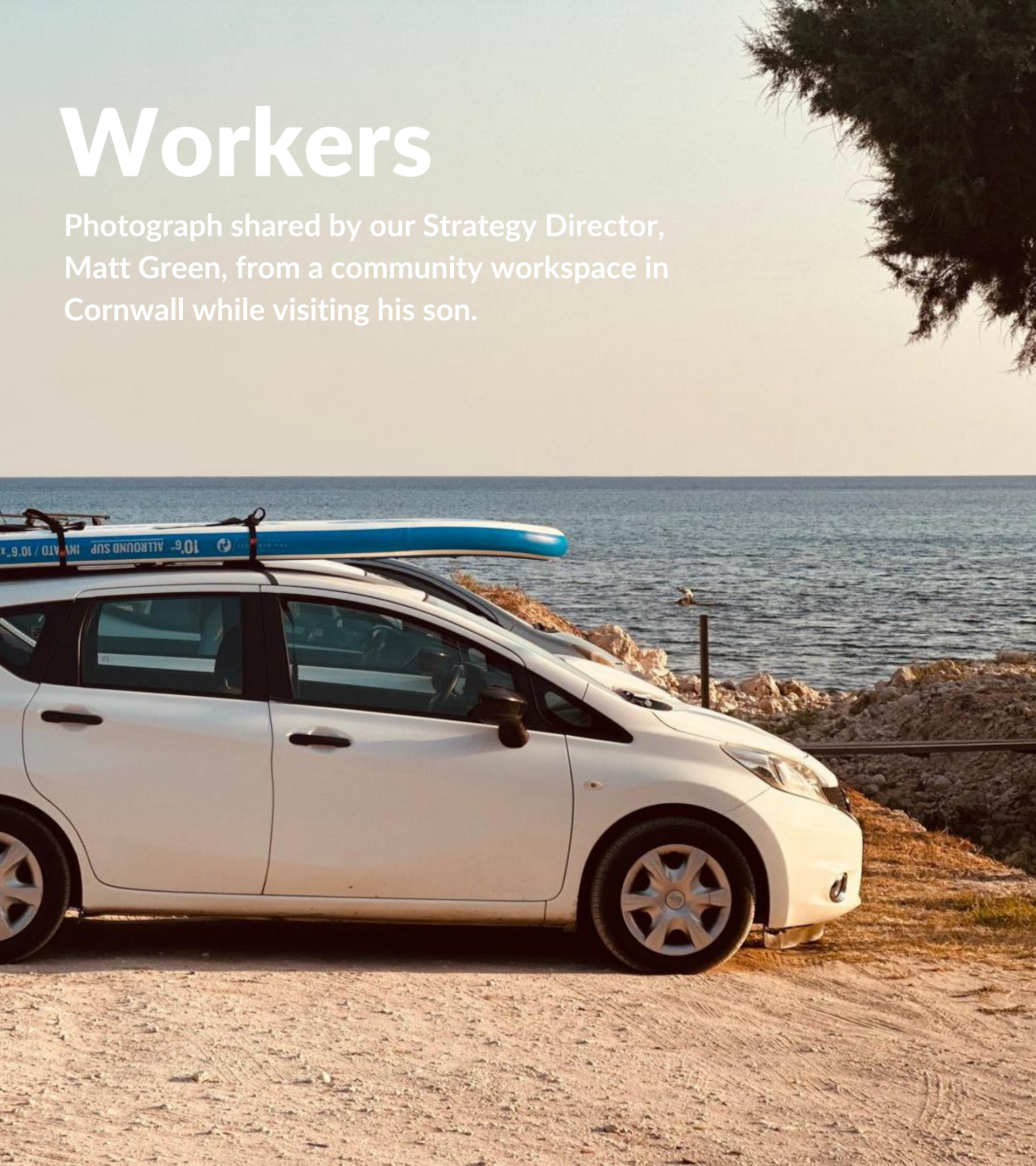
OF OUR CARBON
FOOTPRINT IS OFFSET
EACH YEAR

100%

- We encourage employees to take public transport, cycle or walk to meetings and we offer the Bike to Work and an electric car scheme; train rather than air travel is recommended for journeys within the UK.
- We are a remote and digital first working team. We encourage greener living, both at the business premises and at home – switching to a green energy supplier, switching off devices, lights when not in use, saving water, reducing the amount of plastic used – including using our Broadsword water bottles when we're out and about.
- We aim to build sustainable thinking into our ideas, concepts and proposals for events, creating a compelling narrative for clients to encourage their buy-in.
- We track and offset our CO2E; we are independently certified as a net zero business and recipients of the carbon footprint standard, planting trees in the Great Rift Valley Kenya.
- To reduce waste through sending unwanted presents, all staff Christmas gifts are given as either a charity donation or an item from a B Corp brand and a charity donation is made on behalf of all clients at Christmas in lieu of a gift .
- We host regular sustainability team meetings and we are active members of isla, working to best practice sustainable policies, minimising the impact of our events and aiming to eliminate single use assets.
- We produced our first downloadable resource on sustainable events in 2024 and we interviewed two sustainability experts for our podcast series.
- We aim to contract relevant and capable suppliers closest to the delivery location, minimising travel and transport required by staff, suppliers and equipment; we hold our suppliers accountable, aiming to work exclusively with sustainable suppliers.
- 100% of employees completed sustainability awareness training to strengthen knowledge on waste management related issues.

Workers

Photograph shared by our Strategy Director, Matt Green, from a community workspace in Cornwall while visiting his son.



Workers



- As a remote team, our mental health first aiders have run virtual water cooler sessions over Zoom for team members to catch up on non-work topics.
- We held our annual company offsite on the theme of B. Yourself keynotes, workshops and a practical team building activity building prosthetic hands for a community in Tanzania.
- Four female team members attended an annual International Women's Day event and we hosted a virtual menopause drop in session. Male team members were invited to attend a walking Zoom for Movember to talk about mental health.
- We added YuLife (a wellbeing app that rewards you for daily healthy activities) to our benefits package to staff. 94% have enrolled since its introduction. This year 71% of eligible team members enrolled on our BUPA healthcare offering.
- We hosted our first family day at Stratford Olympic Park for team members, inviting children and partners.
- We share an internal newsletter monthly with a round up of industry, team, as well as social and environmental impact news and tips.
- We introduced a birthday policy, giving all team members an additional day of annual leave on their birthday.
- We arranged four group volunteering days.
- 100% of staff surveyed felt a sense of belonging and we achieved a 95% employee satisfaction rate in 2024.
- Attrition rate was at 6.3% in 2024 and absence was at 0.2% across the company in 2024.
- 100% of the team completed training on mental health and conflict management.

Don't just take it from us. We asked our team what they value about working at Broadsword in our bi-annual survey:



"I am fully relied on and trusted to complete my work, using my industry knowledge and experience and that makes for a refreshing change within an agency"

"The support from my managers is invaluable and I feel that I have a very honest relationship with them. I really do enjoy my work and the flexibility really suits my work style"



"I enjoy the togetherness, the fact I can easily reach out to others when needed and connecting with my colleagues in person. I also appreciate the responsibility and opportunities for development as well as the care and thought given to each member of staff"



"I love that my work improves the lives of my clients. I enjoy being constantly challenged and learning new things. Every day is different!"

"Staff are treated like human beings, and there is always help if needed without being micromanaged."

"I have autonomy and am trusted to do my work"

"Open door policy and the ability to approach any member of the team directly"



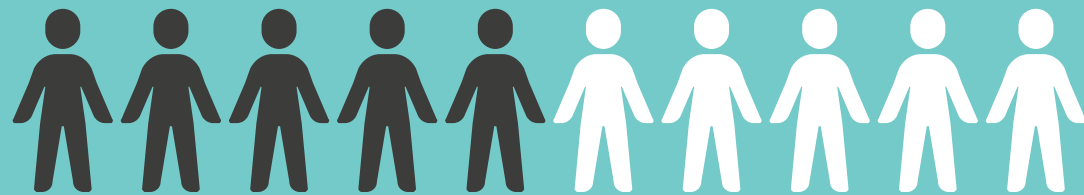
"Community, shared vision, innovation, opportunities, teamwork. There is never any stagnation and always an eye on the future which keeps things exciting"

"Broadsword is collaborative, and the company values and culture really align with my own."

"The support given by everyone across the organisation - you truly feel part of not just a team but a family"

Diversity, Equity, and Inclusion

- We have a Diversity, Equity and Inclusion working group who research and share best practice for the industry. In 2024, they created a downloadable resource acting as a guide to accessible events for our team.
- 46% of our senior leadership team are women.
- 12.5% of our team members are ethnically diverse.
- 100% of the team completed training on bullying and harassment in the workplace.



52% OF THE TEAM ARE WOMEN

Training & Development

- We introduced a non-job related training fund to encourage development of skills outside of work.
- Nine members of our team completed communication and confidence training with RADA - many describing it as life-changing.
- Seven members of the team were enrolled on apprenticeship programmes in 2024.
- In 2024, the company completed 807 training hours, and we aim to increase this in 2025. This varied across cyber training, environmental awareness training, DEI, mental health, coaching and mentoring, and role specific training as well as time spent at industry events attending education, thought leadership sessions and workshops.
- Separately, our apprentices have spent 20% of their working hours training, in line with course requirements.
- 100% of employees have a personal development plan.

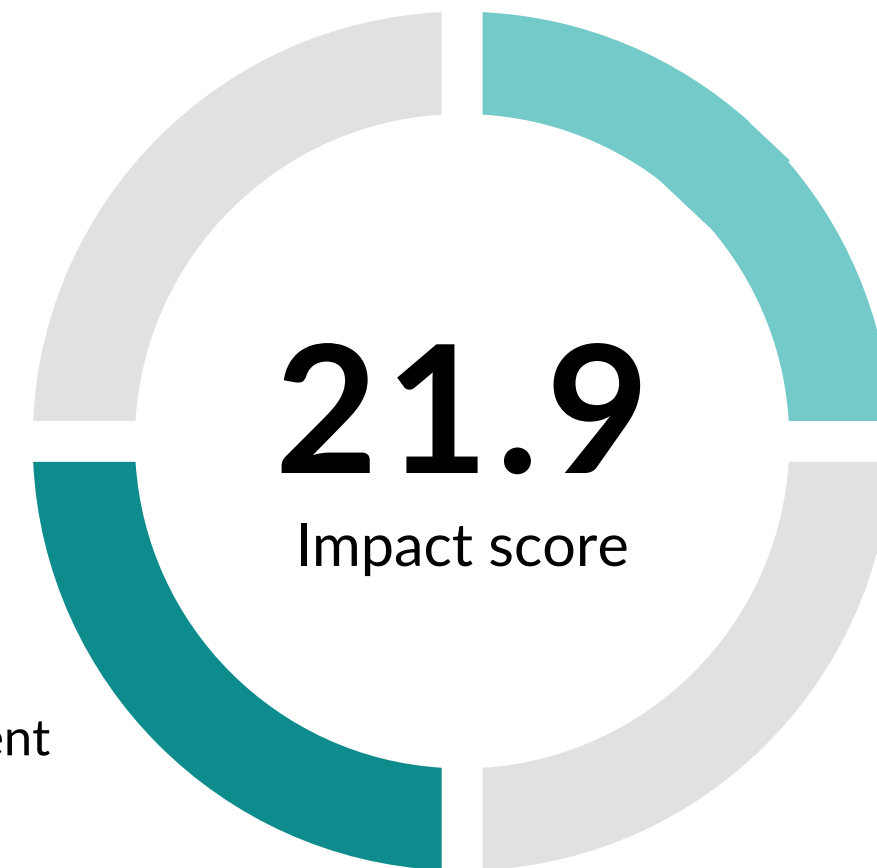


Community

Photograph taken at our company day where we took part in Helping Hands - a charity making prosthetic hands for those in need.

Diversity, Equity, & Inclusion
Score 7.2

Civic Engagement
& Giving
Score 2.6



Economic Impact
Score 6.3

Supply Chain
Management
Score 5.6



Community

- We introduced our 2024 charity commitment to donate 1% of our overall profit, after tax.
- Employee paid volunteering days increased from one to two days per year.
- We introduced a charity matching policy for employees' charitable donations.
- In 2024, we contributed 561 community hours, a 60% increase from 2023 surpassing our 5% increase target. We've seen a wider pool of staff contributing with volunteering activities outside of work and our culture of giving back is growing, with a 55% staff participation rate in initiatives offered.
- We joined the B Corp community and have already utilised this network to develop impactful partnerships, aiming to work with more B Corps in 2025.

This year we have partnered with the following charities:

- Fundraising for the Movember Foundation and Macmillan
- Supporting Events Apprenticeships
- Making donations to Alzheimer's Society
- Volunteering with The Friends of Tower Hamlets Cemetery Park
- Volunteering with The Children's Book Project
- Regularly volunteering with Charity Begins At Home
- Volunteering with Kentish Town City Farm
- Team building activity for The Hand Project - for which we made prosthetic hands which were sent to those in need at a hospital in Kilimanjaro, Tanzania

COMMUNITY

Apprenticeships

Broadsword is a business that is committed to helping develop recognised routes into the events industry, aiming to break down barriers to entry and progression and attract a broader pipeline of potential talent. We are hugely invested in providing a gateway for future generations to an industry that commonly lacks clear pathways.

We have several team members currently enrolled on apprenticeship programmes such as digital marketing, content design and management. We also offer work experience placements and speak at careers fairs at local schools. Our apprentices are encouraged to take part in these events and share their experiences. Several members of the team mentor individuals outside of our organisation, sharing their knowledge and experience and helping with CV writing and portfolio design.

We hope to extend our work experience programme, to include insight days and skills bootcamps in the future. We even have a vision to work with a team of students to create their own event, with our help and resources!

Our MD sits on the board for Events Apprenticeships and regularly promotes apprenticeships through webinars, industry events, and advisory meetings with other business leaders. This year she was invited to consult with Baroness Alison Wolfe to influence a paper proposing changes to the government's approach to apprenticeships.



23% OF OUR TEAM ARE
ENROLLED ON
APPRENTICESHIP PROGRAMMES





Governance

Mission & Engagement
Score 5.2

Ethics &
Transparency
Score 5.1



20.3
Impact score

Mission Locked
Score 10

Governance



- We achieved Cyber Essentials Plus Accreditation.
- All team members complete annual training on GDPR, Cyber Security, and Fraud.
- We survey our staff bi-annually to gauge overall satisfaction.
- We survey our clients post project to continually improve our service level.
- From undertaking a CDP Report, we received an average performance rating - C, meaning 'Knowledge of impacts on, and of, climate issues'. We aim to improve this in 2025.
- We undertook an ecovadis assessment and achieved a silver sustainability rating, scoring an average of 67/100 across environment, labour rights, ethics and sustainable procurement - putting us in the 85th percentile.
- We measure business performance quarterly against a set of KPIs in line with our annual company targets including ESG related targets.
- Line Managers undertake regular 121s and performance reviews for all staff to ensure continuous professional development.
- We work with an external HR professional to ensure all of our policies are compliant and up to date. Our policies are reviewed annually.
- We are committed to equal opportunities for all staff and candidates going through our recruitment process. This year we have become a disability confident committed employer.
- We are a Living Wage Employer.
- 100% of employees complete health and safety training as part of their induction training and complete home risk assessments.

Customers

Photograph taken on the red carpet of the British Independent Film Awards.



Customer
stewardship
score





Customers

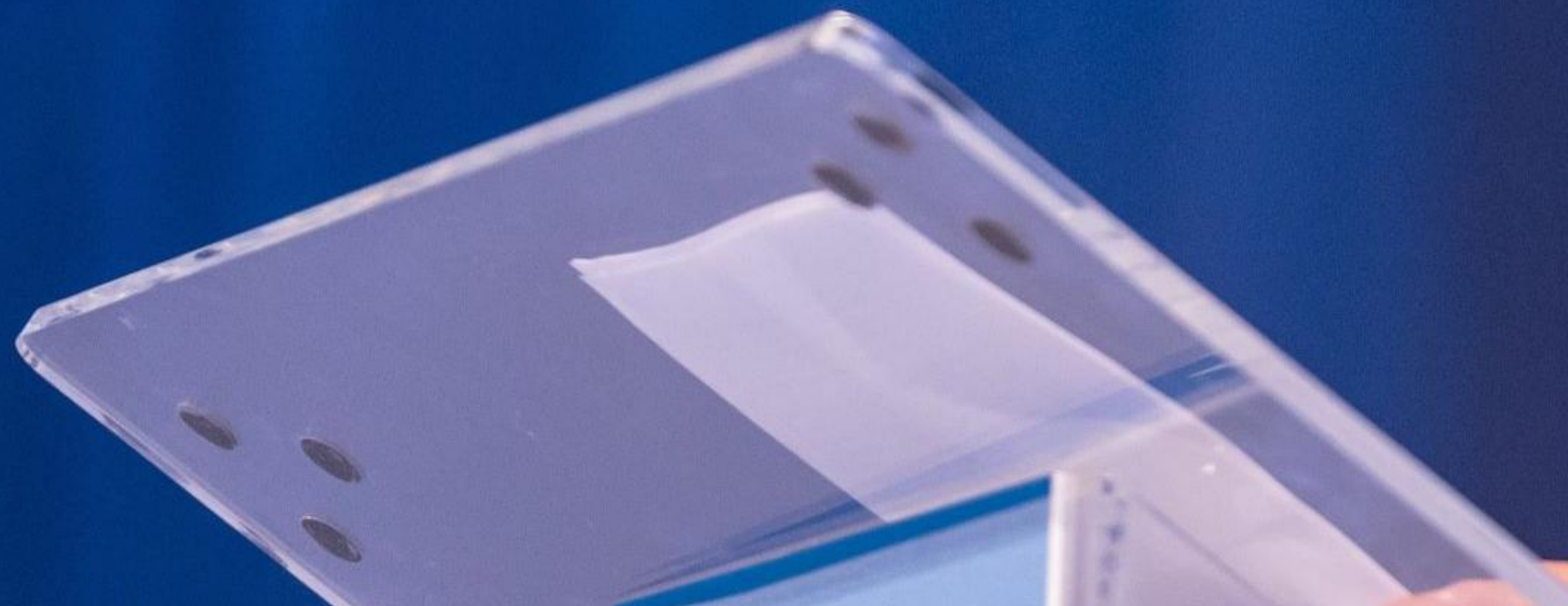
Average
feedback
score of

89%

- We're firm believers that events can contribute to positive change. In 2024 we've produced events including Women of The Future Programme, Moody's Green Tech Summit and Thomson Reuters Foundation's Trust Conference - a global forum dedicated to tackling critical issues at the intersection of media, the law, and responsible business.
- We have a dedicated accounts team that works to exceed our client's expectations as well as meeting their ESG goals and making carbon-conscious recommendations from the pitch stage to post-production.
- To ensure maximum value for our clients, we have implemented a continuous feedback process. For every project we ask our customers to evaluate and rate our approach to project delivery including sustainability.
- We regularly create ESG resources for our clients including blogs, podcasts, thought leadership events, and downloadable guides.
- Many of our client relationships span 10+ years. In 2024 we retained 100% of our clients and have acquired four new clients.
- We have an ethical marketing policy to ensure our marketing practices respect the rights and interests of all stakeholders.
- Forming part of our materiality assessment, customer surveys and interviews were conducted to identify this stakeholder group's key priorities and needs, so that these findings could be built into our business strategy and plan for 2025.

THOUGHT LEADERSHIP

“Events have the power to inspire audiences, nurture talent and provide the stage for celebration, conversations and global connection. They are a catalyst for change.”



—BROADSWORD—

ADVOCACY

We're part of the conversation

In 2024 we joined a number of events to contribute and learn from our industry and other businesses such as the CN Sustainability Summit, Event Sustainability Live, and The Event Sustainability Show. We spoke at EVCOMference and Confex about apprenticeships.

Our MD sits on the board for Events Apprenticeships and EVCOM, and is also part of micebook's agency leaders' group, nineteen. She regularly promotes apprenticeships and ESG initiatives through participation in industry events, leadership forums, and advisory meetings with other business leaders, mentorship and as a judge for industry awards.



ADVOCACY

B. Inspired and B. Listening

In 2024 we introduced B. Inspired, a thought leadership event series for events, communications, and marketing professionals to provide a forum for knowledge exchange and networking. Each quarter we have brought together small groups to connect and discuss the themes and challenges across a range of topics including gamification, behavioural science, the political landscape, B2B marketing, and unlocking future trends.

We have been hosting our podcast, B. Listening, for three years now and teamed up with a range of small businesses, advocates, and industry experts to present an online hub of ideas and inspiration for those in the events industry. It's a fun, collaborative, and informative project that strives to give a platform to voices across the industry. This is another way we can contribute to our mission and facilitate voices to speak and be heard. The goal is that it has the impact on our listeners that they can make small changes to their events and businesses to make them better for people and planet.

We have so far interviewed guests on topics including B Corp, sustainability in events, social impact, sober inclusivity, making events accessible, women in leadership, men's mental health, careers and apprenticeships, attendee wellbeing, and carbon measurement. We are proud that the podcast has 928 downloads so far.



What's Next in 2025?



Supply Chain

Increase % of total third party vendor spend with suppliers who meet the highest levels of social and environmental performance and conduct a modern slavery audit.



Community

We aim to partner with and purchase from more B Corps in 2025 as well as partner with a social enterprise as part of an event lifecycle for example catering, give aways, and recycling of event materials.

Feedback

Have quarterly company updates to share our performance and strategy and allow for more direct feedback.

We will be implementing accessibility survey questions for clients and aim to achieve a rating of over 80% from client feedback on our quality of knowledge and approach to sustainable thinking for events.

Volunteering

We will aim to achieve an average 60% staff participation rate in volunteering initiatives offered.

Charity

We will introduce an exclusive discount to registered charities on our events services.

We will continue to uphold our charity commitment, to spend 1% of our overall profits for the year on charity donations.

We will be sponsoring a school in our local community to have an impact on the next generation, widen diversity in our industry, improve social mobility, and bridge the gap between careers education and the world of work.

Planet

In 2025 we will launch 'Vision Print' aiming to significantly reduce the volume of print waste going directly to landfill.

We will also aim to reduce metric tons C02e per employee working within Broadsword premises of scope 1 and 2 emissions by at least 25%.

DEI

We will be partnering with a DEI consultant to develop a strategy with the working group and provide specialist training for the whole team.

Certified



Corporation