



**NO BRAINER<sup>®</sup>**

B Corp

Annual Impact Assessment

DECEMBER 2024

# A word from our founders

At No Brainer, becoming a certified B Corp wasn't just a milestone; it was a reflection of who we are as a business. From day one, we've built our agency on a foundation of values that prioritise people, planet, and purpose alongside profit. For us, it's about proving that you don't have to choose between running a successful business and doing the right thing—those two goals can, and should, go hand in hand.

The B Corp journey challenged us to re-examine every aspect of our operation, from how we treat our team to our impact on the environment and the communities we work with. It wasn't easy, but it was worth it. Our certification isn't just a badge—it's a promise to keep pushing ourselves to do better, be better, and inspire others to do the same.

One of the proudest moments in this process has been seeing how our team has embraced this mission. From implementing sustainable practices in the office to supporting community initiatives, they've proven that purpose truly drives performance. As co-founders, we're proud to lead a business that doesn't just talk about making a difference but actively works to make it happen every day.



# We're specialists

- Digital PR
- PR & Media Relations
- Content
- SEO
- Social

***"Be Found,  
"Be First,  
"Be Famous."***

# We're award-winning

3 x UK Search Awards  
2 x UK Digital PR Awards  
2 x UK Content Award  
Finalists

WINNER  
UK DIGITAL  
PR AWARDS  
2024



# We're values-driven

**W** - We, not I  
**I** - Ideas people  
**R** - Results focused  
**E** - Excellence as standard  
**D** - Do the right thing



# Our 2023 Certified Score



Based on the B Impact assessment, No Brainer Agency earned an overall score of 87.4. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 87.4 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

# Governance

## 16.2

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 through their corporate structure (e.g. benefit corporation) or corporate governing documents.

# Governance

Our business is completely independent and our founders Gary and Lee share responsibility for the agency's day-to-day running. We have an established Senior Leadership Team in the business that helps guide strategic decision meeting, and this is made up of different people from across the agency.

Our purpose is to '**Make A Difference**' and we work hard to ensure we bring this to life in everything we do - from our people agenda right through to the clients we work with.

Our values are **WIRED** (We not I; Ideas People; Results-focused; Excellence as Standard and Do the Right Thing). We ensure that our team embody these values every day and we reward and recognise actions on the back of them. Every week we send out an internal message highlighting standout moments aligned to these values, and each quarter we present employees with awards to celebrate these.



# Workers

**34.2**

Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.

# Workers

At No Brainer we have always been committed to employee wellbeing and development. This has been evident through several key activities:

**Great Place to Work Certification:** In December 2023, No Brainer achieved this prestigious certification, reflecting a 95% employee satisfaction rate. High scores in areas like support (98%), respect (97%), and collaboration (97%) highlight our positive workplace culture.

**Culture and Wellbeing Steering Group:** This was established to prioritise employee welfare and the group focuses on seven core areas, including Wellbeing, People, Training, Social, Community, Diversity, and Communication. Initiatives such as wellness activities, comprehensive health insurance, and flexible working models are part of our strategy.

**Employee Development:** No Brainer offers a dedicated training budget per employee for personal development and organises team training sessions. Regular 'lunch and learn' sessions and external training opportunities are provided to enhance professional growth.





# Community

## 25.8

Community evaluates a company's engagement with 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. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

# Community

Support for our local community is something we work hard to prioritise at No Brainer.

We encourage social responsibility by giving each team member a paid day to support charitable causes. In the past 12 months we have collaborated with organisations like ReEngage and Warrington Food Bank, fostering a sense of community involvement. We have also worked closely with Cheshire Community Foundation on a pro bono campaign to champion their work with several charities in our region.

We have also worked hard to build stronger connections with our local community and support great causes. An example of this is the B Local Cheshire movement, which has started to gather momentum in 2024. As an agency, we look forward to playing an active role in this new group as it evolves further in 2025.



# Environment

## 6.3

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 and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

# Environment

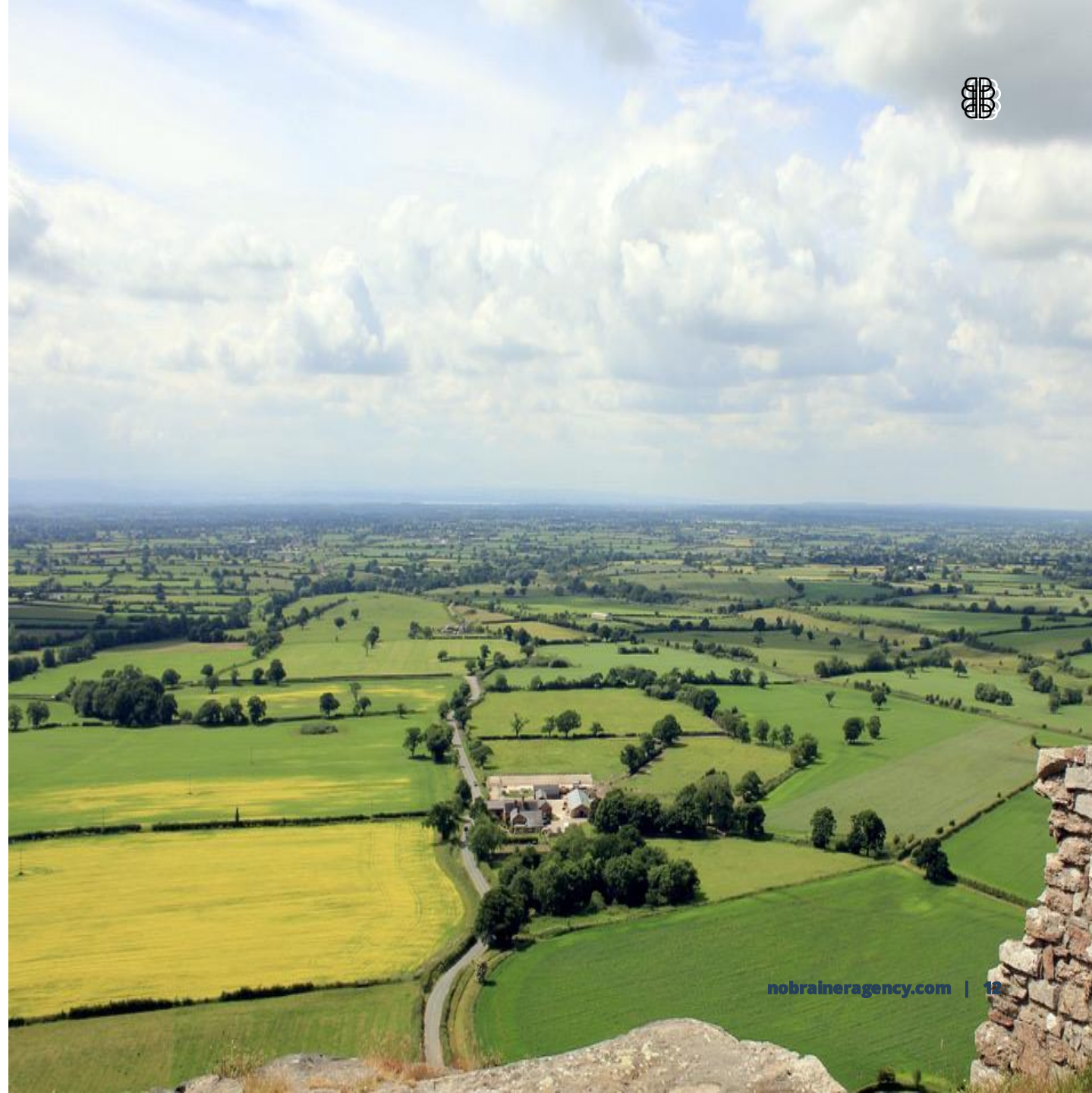
We understand the importance of protecting our environment and focusing on sustainability across our business. Here are some of the areas we have prioritised:

**Car sharing:** Across the agency we have established this as a business as usual process. Both our founders also drive electric vehicles, helping to reduce No Brainer's carbon footprint.

**Remote working:** We operate a hybrid working policy, allowing our team to work remotely 3 days per week. This has resulted in a significant reduction of travel time and Co2 emissions.

**Recycling scheme:** We work closely with our landlords, Bruntwood, to ensure all of our waste is recycled in line with their site-wide schemes wherever possible.

**Digital first:** We have also reduced our reliance on printed materials and operate on a digital-first basis, ensuring that things like meeting agendas and monthly reports are not printed as much as possible.



# Customers

## 4.7

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. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.



# Customers

We have always focused on working with clients that match our values - both culturally and morally – and that has been even more of a focus over the past 12 months. We have actively turned away potential business that has not aligned with our status as a B Corp.

Over the last year we have also completed multiple client satisfaction surveys to evaluate what we do well and where we could improve. Our average client satisfaction score at the end of 2024 sits at 8.14 out of 10. And when asked how likely clients are to recommend us (Net Promoter Score) we finished 2024 with a score of 8.57.

In line with this, we have also worked hard to streamline our supplier list and ensure that all partners and supporters are aligned with our B Corp status. This has included a revised supplier agreement that we have shared with key strategic partners to ensure they are aware of B Corp and agree to follow the same guidelines and principles.



# Action Areas

# Focus Areas

## 2025

In addition to the successes highlighted in this report, we know there is more we can do to improve our B Corp score and be seen as a leader in our field.

On this page are some of the key areas we plan to focus on in 2025 to continue driving positive change and ‘making A Difference;’ in our world.

- **Recycling scheme**- we feel as if there is more we can do individually and as a collective to become more sustainable. Encouraging employees to recycle clothing is one concept we are keen on implementing next year
- **Work placements**- we have had a handful of students and young people spend time with us on work experience in 2024, however we know we can do more. We plan to increase this in 2025 and support more people.
- **Diversity**- we have previously supported the Taylor Bennett Foundation, who provide people from BAME backgrounds with opportunities to experience working in our sector. We plan to run more workshops in 2025.
- **Volunteering**- we have supported some amazing causes in 2024 but there are still plenty of unused team volunteer hours for this year. We plan to track these better and provide more opportunities for team members to get involved with them.
- **Employee benefits**- we plan to undertake some wider industry research in 2025 to look at best practice examples from across our industry and further afield. This may result in us revising and enhancing our benefits package.
- **Supplier lists** – we are planning to build out our list of suppliers, partners and supporters in 2025 so we will work hard to ensure that these relationships align with our values and that B Corp is front and centre of any initial conversations.



**Thank you**

