



# **B Corp Annual impact Assessment**

**(December 2025)**

**Be found. Be famous. Be loved.**

# 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 operations, from how we treat our team to our impact on the environment and the communities we work with.

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 it. From implementing sustainable practices in the office to supporting community initiatives, they've proven that purpose really can drive performance.



# We're specialists

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

***“Be Found,  
“Be First,  
“Be Famous.”***

# We're nationally recognised

10 x UK Search Awards nominations (a company record!)



# We're values-driven

**W** - We, not I

**I** - Ideas people

**R** - Results focused

**E** - Excellence as standard

**D** - Do the right thing

Certified



Fair  
Payment  
Code

Gold  
Until 2026

# 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 fully independent, with founders Gary and Lee sharing responsibility for day-to-day operations.**

We have an established Senior Leadership Team, made up of colleagues from across the agency, that guides strategic decision-making.

In 2025, we undertook significant work on our Risk Register, including upgrading security systems, strengthening GDPR processes and policies with staff training, and improving health and safety through a new audit to ensure we stay on top of changes.

This work helps us proactively manage operational, legal, ethical, and environmental risks, supporting a culture of responsible decision-making and sustainable business practices.

**Our values are WIRED (We not I; Ideas People; Results-focused; Excellence as Standard; and Do the Right Thing).**

We ensure our team embody these values every day and 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 November 2025, No Brainer achieved this prestigious certification, reflecting an 89% employee satisfaction rate. High scores in areas like fairness (94%), camaraderie (96%), and community (93%) highlight our positive workplace culture.

**Employee Benefits Offering:** A key focus for 2025 was reviewing and enhancing our employee benefits. We overhauled our package, removing less effective elements and introducing new options such as electric vehicle leasing and cycle-to-work schemes. This work is ongoing as we continue to refine and strengthen our offering.

**Employee Development:** No Brainer provides a dedicated training budget for each employee and organises team-led learning opportunities. In 2025, sessions were shaped by the team's interests, including a pension workshop, stress awareness, and nutrition and wellbeing. We continue to encourage the team to suggest topics, ensuring our learning programme supports both professional growth and personal wellbeing.



# 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 continue to support the Taylor Bennett Foundation to help create opportunities for people from underrepresented backgrounds to experience working in our sector. In 2025, we built on this commitment by hosting a session for their programme and offering additional support across other workshops, and we're committed to continuing this into 2026.

In 2024, we identified work placements as an opportunity to increase our positive impact, and in 2025 we delivered on that commitment. We welcomed more work experience placements than ever before, supporting school-age students, sixth form and college learners, and recent graduates seeking practical industry experience.

Alongside this, we continued our commitment to supporting our wider community. We completed pro bono work to support TEDxWarrington and continued to support Cheshire Community Foundation, helping champion important causes in our region. Our volunteering programme also encourages the team to use their paid volunteer day to support charities and community organisations, further strengthening our social impact.



# 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.



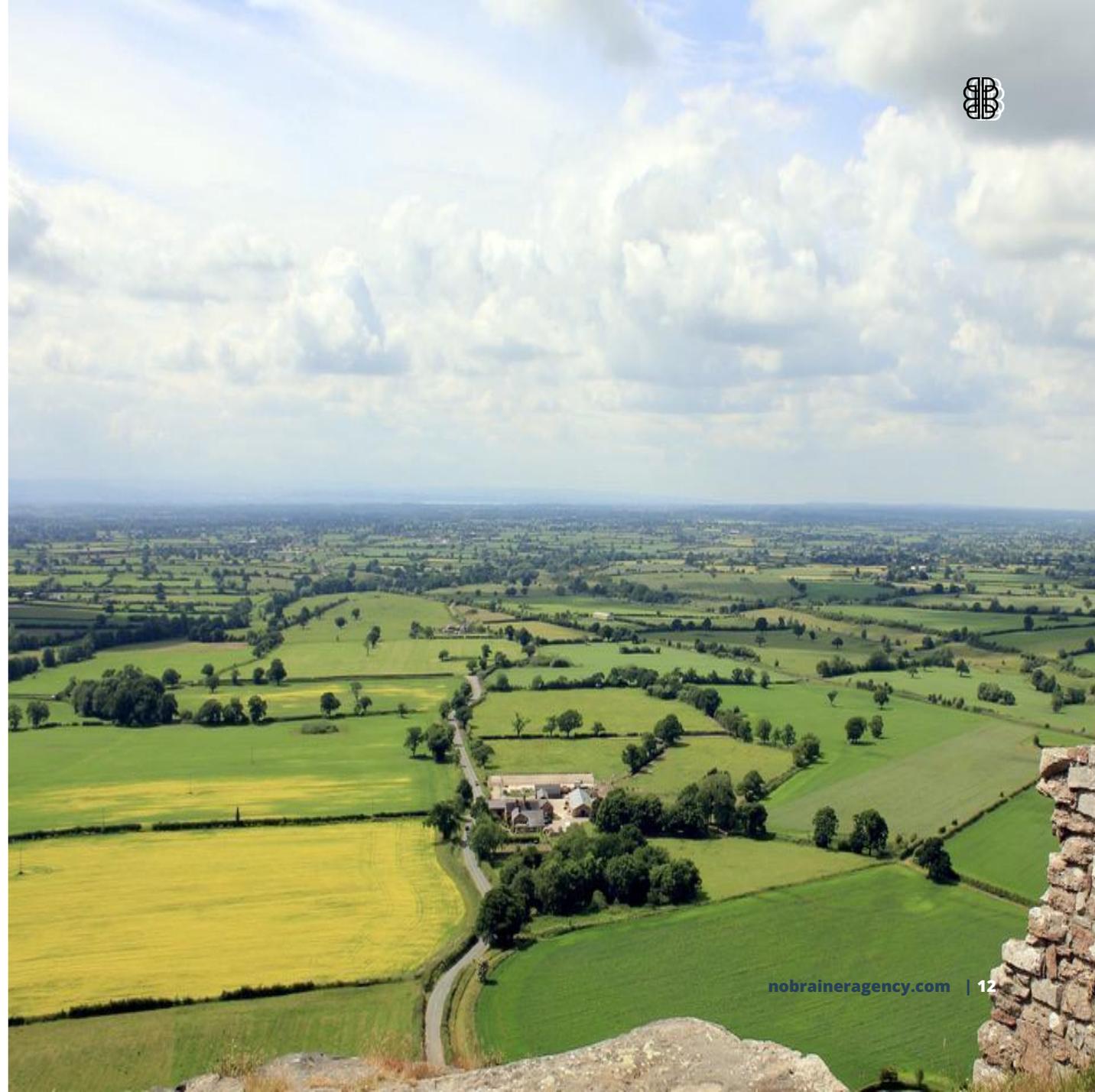
# Environment

**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 & EVs:** Car sharing is now a business-as-usual practice across the agency, helping reduce our carbon footprint. All company Senior Directors drive electric vehicles, and we're exploring EV leasing options to make low-emission travel more accessible for the wider team.

**Recycling scheme:** We improved our recycling systems in our office suite, and worked closely with our landlords Bruntwood, to ensure all of our waste is recycled in line with the recycling legislation that was updated in 2025.

**Environmental Awareness:** Increasing team awareness of environmental issues was a key focus for 2025. To mark Environment Day, we ran a fun 'grow your own sunflower' competition, encouraging engagement and reflection on nature and sustainability. We continue to explore ways to build awareness and embed environmentally conscious practices across the business.



# 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 2025 sits at 8.0 out of 10. And when asked how likely clients are to recommend us (Net Promoter Score) we finished 2025 with a score of 8.5.

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

## 2026

**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 2026 to continue driving positive change and ‘Making A Difference;’ in our world.

- **Diversity**- continue supporting initiatives like the Taylor Bennett Foundation, offering workshops and placements to help people from underrepresented backgrounds gain experience in our sector.
- **Community & Volunteering**- make better use of our community connections, encouraging the team to engage more with volunteering and charitable opportunities throughout 2026.
- **Work placements & Development**- develop our work experience programme to give attendees a richer, more meaningful experience, while continuing team-led learning sessions to support personal and professional growth.
- **Employee Benefits**- enhance our benefits offering, including the potential to introduce more salary sacrifice options such as EV vehicle leasing schemes and childcare support vouchers to better meet the needs of our team.
- **Environment & Office** – raise awareness of our environmental impact and explore new sustainability initiatives, while refreshing our office to create a more collaborative, comfortable, and productive space.
- **B Corp Engagement** – engage with other local B Corps to share ideas, learn from each other, and explore opportunities for collaboration.



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