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Why be a B Corp?

As a creative studio, we want to deliver original, effective client work and support meaningful careers. We want to forge strong productive relationships with brand partners, suppliers, and our local community, having a positive impact on the world where we can.

We want to do *great* things,
whilst doing the *right* things.



founders message

A commitment built over time.

For a creative agency based in Bristol UK, Halo's positive impact on purpose driven creative and meaningful careers has had international reach.

Since we started Halo, way back when, 18 long years ago, we've always strived to do things the right way.

Our *clients* know how partnering with Halo can transform their value, support their mission, and develop their employees' skill sets.

Our *employees* join us knowing that their experience will be creative, supported, and celebrated. And that they will be financially secure.

Our work within the local community has improved welfare and communications and supported policy reform, and our suppliers are increasingly made up of local, independent businesses.

Our investment within the industry has shaped opportunities for underrepresented young people and provided training and insight for career development.

It's how we have always operated, everything we have believed in and everything we know is right about doing business. We are proud of what we have achieved in the last 18 years and excited about what we will achieve in the future.

Nick Ellis and Vern Edmonds
Co-founders, Halo



making a
difference



Intro

This year, like every year before, we've been holding ourselves accountable; making sure we're having a positive impact on our People, Community, Customers, Governance, and the Environment.

Our Impact Statement for 2022 will outline what we've strived to accomplish and what we've achieved.



people



People

We invest in our team because they are our business.

We have implemented many ways to engage and support our employees, ensuring their time with us is supportive, meaningful and celebrated

Training

Last year we invested in some serious training and development, the biggest chunk of that being on leadership training for all managers plus training on Diversity, Equity and Inclusion, Sustainability, Working with Young People, and Wellbeing (and we also learnt about recycling silver jewellery!)

Our emerging stars formed our very first BLT (Baby Leadership Team) who went on to work on improving key areas of our business specifically wellbeing, onboarding, and growth plans. Ideas come from everywhere and opening up our decision making to more of the team helps to connect individual goals to the goals of the company.

Rewards

Last year we reviewed our total reward packages and ensured 100% of people in the business received a bonus regardless of when they joined the team. We continue to have a performance related bonus but this change means all our team get to share in the success of the business.

We also improved the financial security of our lowest paid staff by ensuring that they receive at least the Real Living Wage.

We continued to give everyone extra holiday on their birthday as well as Friday afternoons off.



People (cont.)

We listen to our team, value their input, and action improvements.

Feedback

We ran two anonymous Employee Surveys over the year and achieved our highest score of 74. The most important information is the comments that our people make and that we action areas we can improve on. We still have some way to go to ensure we get 100% take up of the survey so that we can get the true full picture but it's great that people are sharing loads of ideas and that they are really noticing their ideas and concerns are listened to, valued and actioned.

We also ran anonymous, quarterly Wellbeing Surveys that fed in to a wellbeing deep dive by our BLT across the agency.

Quarterly we conduct peer feedback cycles that feed into our 1-2-1 sessions and leave our annual appraisals without surprises. We are proud of the feedback culture that we have developed.

Diversity

- Over the past year we improved our age diversity with 28% of our people being below 25 or over 49.
- 64% of our team identify as female, 36% as male and 0% as trans or non-binary
- 19% identify as neuro diverse and have been sharing ideas and informing our working practices through our huddle groups
- 54% of our leaders are female

Jobs

- During the year we increased the number of permanent staff who had previously been interns, to 4.
- We increased the number of part time jobs by 3 in our strategy, studio and operations departments
- 16% of our talented team were promoted internally during the year



People (cont.)

What our people said:



"Halo is such an engaging workplace where everyone is invested in producing great work, taking pride in our purpose and making a real impact with our local community."

"It's important to us that we have transparency in the company's challenges, successes and daily operations."

"The company is willing to change and evolve."

"It's reassuring to know that we are financially stable at a time like this."


"The whole employee journey is supportive and open. Halo cares about its employees. It's a great place to develop your career."



Our People


Founders





Leap takers. Fate tempters. Mad Men.



Client Partnerships

Brand champions. Trusted friends. Patience of saints.








Hannah Williams
Client Partnerships Director

Holly Fletcher
Client Director

Lisa Carter
Client Director

Stephanie Burnham
Client Partner



Tom Swain
Client Partner

Ria Buachie
Client partner

Katrina Teobald
Client Partner



community



Community

We invest in our local community because it's home. We are surrounded by amazing organisations, whose reach goes far beyond our city. And we can help them achieve their missions.

Work to support our local industry

We have been integral in shaping an internship programme with local creative agencies, Bristol Creative Industries (a not-for-profit community interest company supporting the creative sector to learn and grow) and Babbasa (a local organisation that inspires and supports young people to pursue their ambitions) to give young people from underrepresented backgrounds paid six month internship placements, within the creative industry, in Bristol. Our first intern from this programme joined us in April 2023.

"Increased diversity can only make our industry stronger and initiatives like these are an essential part of the journey to bring talented young people, from all walks of life, through our doors."

Donations

Since 2020 we have stopped sending gifts to clients at Christmas and instead used that money, as cash donations, to local charities such as Bankuet (a food bank charity) and Bristol Refugee Rights. Last year we also designed a range of T-shirts and donated the profits.

Supplier spend

44% of Halo's entire spend (excluding salary costs) in this financial year is from local suppliers, supporting our goal to increase our financial impact on our local community and reduce environmental impact caused by burning fuels to transport goods and people.



Community (cont.)

Working together makes a real difference.

Volunteering time and skills

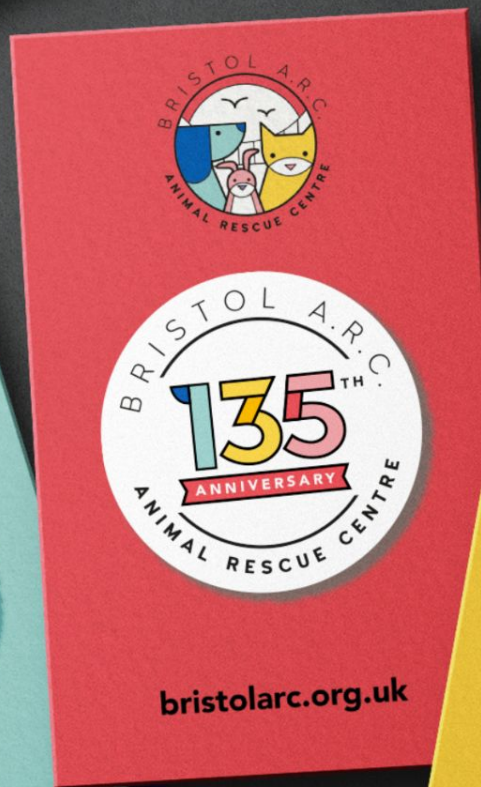
We want to make meaningful connections within our local community through donations, volunteering, sponsorship and undertaking discounted and pro bono advisory work for charities and not-for-profit organisations. Last year our team chose our local animal rescue centre, with incredible results (not least the Friday afternoons spent cat cuddling!)

Bristol Animal Rescue Centre is an animals welfare charity, caring for Bristol city's pets and animals since 1887. Each year it heals, helps and re-homes over 14,000 vulnerable animals and is the largest, longest standing, local animal charity. Bristol Animal Rescue Centre relies on local support within the community to fund its vital work. Its outreach programme aims to support owners, who are at risk of homelessness, with veterinary care.

2022 marked Bristol Animal Rescue Centre's 135th Anniversary. To mark the occasion the charity wanted a marketing campaign to drive brand awareness to new audiences who wouldn't normally engage with the charity, to help bring in new donations. We wanted to create a campaign that would create a buzz, bringing Bristol businesses and the wider community together in an engaging and fun way... so we created Parkers Adventure. An interactive trail that ran during the summer.

Huge amounts of work went in to creating animated films for the trail and assets for the campaign. More than 95% of our people volunteered, during work time, to help this partnership have impact.











Bristol A.R.C. Parker's Adventure
135th Anniversary campaign.



customers



Customers

We invest in our customers because by engaging and educating our entire network, **we can inspire and empower changes to the way business is done.**

The triple bottom line (people, profits, planet) approach to business aligns with the changing shift in what our clients are looking for in their business partners. We want to hear what they have to say, which is why we run two anonymous Client Satisfaction surveys every year, drawing specific feedback so that we focus on progress not perfection.*

We listen and learn so that we are better partners and maintain relevance; actioning ideas and improving processes to ensure that good is not good enough and that our clients can achieve their mission.

**Although being close to perfection is always nice.*



Customers (cont.)

Our services address particular social problems for our clients.

We continue to work with our clients to deliver projects that deliver true impact. What we do for them means their social impact is improved.

Flair

Flair is a unique business, fighting to end racial bias and create racial equity, through tech enabled employee engagement. Flair is the only analytics company in the market focused on racial equity. They show the humanity in the numbers. The people behind the statistics. And the way forward to meaningful change. Halo were appointed to help them develop their strategic positioning and visual identity.

Beyond Equality

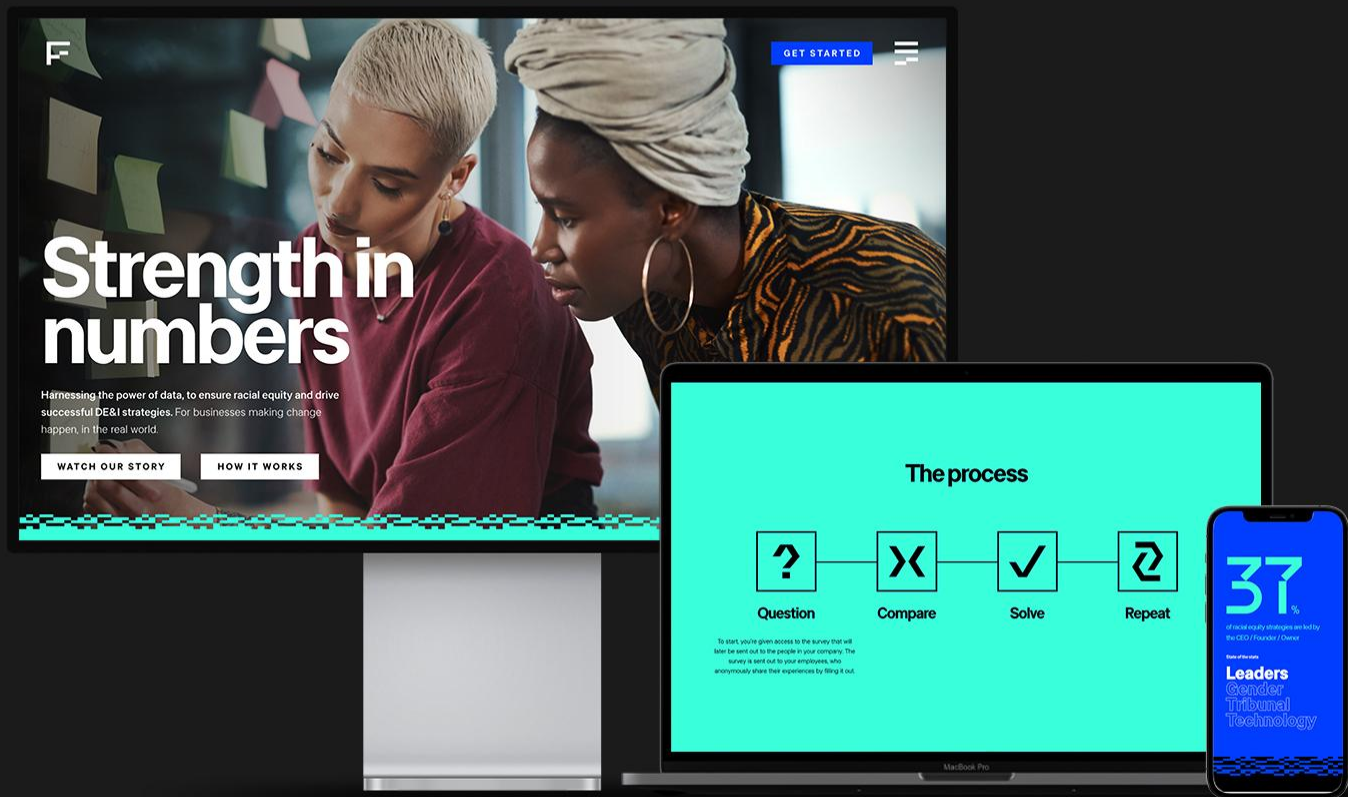
Beyond Equality work with men and boys – in education and the workplace – giving them the chance to explore who they would like to be, discovering how they can help create safer and equitable communities, combating toxic masculinity and challenging the cultural conditioning that supports and breeds it, through safe space workshops and interactive conversations.

Halo were appointed to help them transition to a refreshed, focused and unified brand, delivering a new name and helping to define and refine their proposition, extending their offer.



FLAIR





B Y O N D

RETHINK MASCULINITIES



B **UNIVERSITY** **YOND**



B **THE WORKPLACE** **YOND**

Beyond Equality: Originally 'Good Lad Project'
Strategy, naming & branding



B **SCHOOL** **YOND**



Brand Tribe: The pillars of positive inspiration.

Show people that they don't need to be restricted by negative social norms and expectations, and allow them to choose who they want to be. Create safe, communal physical and emotional spaces where men can learn, share, and evolve their role and identity. Change is possible.

B EQUALITY YOND

Brand Tribe: The pillars of positive inspiration.

It's difficult to relate to someone who is compassionate and empathetic. Empathy not accusation.

BRAND PLATFORM LOGO COLOUR PHOTOGRAPHY VIDEO WEBSITE

Reason to Exist: The why & the how

Through education and positive support, we challenge and encourage men to rethink their gender role and identity – in thought, word, and deed.

B EQUALITY YOND

Reason to Believe: How we help men understand, reflect, and act on their gender role – creating healthier environmental behaviours and relationships.

Impact Statement | 2022

role of the brand

We're a confident brand

We're an accepting brand

We're a challenging brand

We're a leadership brand

Positive Inspiration

Compassionate Allies

Sole Protagonist

Epitaphian Future

B EQUALITY YOND

Brand Role: Distilled for simplicity.

rethink masculinities

B EQUALITY YOND

B EQUALITY YOND

B EQUALITY YOND

RETHINK MASCULINITIES

MAIN LOGO

B EQUALITY YOND

SCHOOLS

governance



Governance

We invest in our Governance because **accountability, transparency and ethics** are the foundations of our business.

During the year we've set a goal to appoint a non-executive director, something that is still in progress.

We've started sharing quarterly financial information across the whole team to ensure we all know the direction we are heading.

We have also added a human rights policy to our employee handbook.



Image: 'Preach': Agency Companion for staff



environment



Environment

We work in a service with a minor environmental footprint, but that doesn't mean we can't tread lighter on this planet in a variety of ways.

We've always tried to limit our environmental impact and last year we moved to a local, independent, greener supplier for all of our paper and stationery needs and, with online presentations, there is far less printing all round!

Our travel is minimised by video calls and working from home. 97% of our team work within 40 miles of our office in Bristol and 75% of our team work from home two days a week.

The shared office space that we work in recycles waste and some of the water supply. The property managers source local independent suppliers for the food offering and there are plenty of bike racks, electric car charge points and a gym for our team.

→ In the last 4 years we've set targets and monitored our electricity usage



Environment (cont.)

We consider our client's impact carefully and are pleased to report the % of revenues generated by our clients in high carbon producing sectors:

Oil and gas	0%	Logistics	0%
Electricity and heat	0%	Residential	3%
Aviation	0%	Agriculture*	15%
Road transport	0%	Forestry and land management	0%

* Cranswick plc leads the industry in the UK with it's Second Nature sustainability programme for food producers
www.thisissecondnature.co.uk



plans



Today & Tomorrow

What we're doing now and what we're planning next.
Making progress will *never* be finished.

Underway:

- Officially appointing a new charity partner for the next financial year
- Continually improving the experience and training of our interns
- Investing in the next intern in partnership with Bristol Creative Industries and Babbasa
- Finalising an agency wide employee benefits overhaul with a focus on wellbeing and healthcare insurance

- Provided JEDI (Justice, Diversity, Equity and Inclusion) training for the whole team
- Rolling out a programme of Mental Health & Wellbeing training
- Appointing a non-executive director to provide some independent oversight to the board

Planning:

- We want to change our banking providers to a more ethical alternative. We've encountered problems with availability and functionality but we'll keep persevering until we find the right solution.
- We know to improve diversity we need to set hard targets and to recruit in a different way and we've been engaging with local organisations and the creative sector to look to drive this forward in the best way possible.
- Whilst our footprint is light there is still work we can do to be at net zero so we are looking into the right ways to get us there



accreditation



B Corp Accreditation

At Halo we have been making sure our people, our practices and our profits are here to make a positive impact, to do better, to make our business a force for economic change. A business where we build trust with clients, communities and suppliers and attract and retain the best talent. A business focused on continuous improvement.

B Corp Certification is a worldwide designation that a business is meeting those high standards. Standards of verified performance, accountability, and transparency on all those factors from employee benefits and charitable giving to local spend and corporate governance. And the process to achieve and maintain certification is rigorous and requires engaging the whole agency.

We are so proud to have now achieved this certification in 2022 and can celebrate the fact that Halo is a certified B Corporation. We are the 31st creative agency of our size to join in the UK; one of the first UK 1,000 businesses.

On accreditation, our B Corp score was 85.5 over all key B Corp assessment areas (the median score for ordinary businesses who complete the assessment is 50.9)! Our highest score was in the area of Workers (33.6) This is hugely important for Halo as our people are our business from which all our creative impact arises.

The assessment shows us where we need to step up our game. Because we're not perfect – and there's always room for improvement.

We are proud to be using business as a force for good.

“We are the 31st creative agency of our size to join in the UK, one of the first 1,000 UK businesses.”



A full-page photograph of a Stormtrooper from Star Wars standing in a hallway. The trooper is holding a large bouquet of pink and yellow roses. The hallway has a patterned floor, a clock on the wall, and sconces. The text 'final words' is overlaid in a white, gothic-style font across the center of the image.

final words

Conclusion

Change. Meaningful, sustainable change, doesn't happen overnight. Like all things that truly matter, change takes time. B Corp helps to keep us on track. Committed and accountable on the journey, and for every step we take along the way.

We're proud to be part of a movement that believes profound change is possible so, let's keep going. There's still a very long way to go.



