

B Impact Report

2023

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Leadership letter

Following a challenging 18-month journey, Hallam proudly achieved official B Corp status in July 2022. Since then, we've contributed substantially to local charities, divested from clients conflicting with climate interests and doubled the representation of ethnic minorities in our workforce. Reflecting our core values, we've also turned down lucrative opportunities, raised our minimum salaries to £25,000 and shifted our focus to serve more charities and nonprofits.

While I'm genuinely proud of the progress we've made, I am under no illusions about the journey ahead. We face specific challenges, such as decreasing our carbon footprint which has unfortunately grown since our first measurement during the pandemic. Moreover, running a value-based business presents its own pitfalls - the shadow of hypocrisy and greenwashing is always lurking.

We are far from perfect. We've made, and will undoubtedly continue to make, mistakes. However, our leadership team is 100% committed to the journey of incremental improvement. We take pride in being part of a vibrant community of organisations undertaking the same journey, striving each day to redefine what it means to run a successful yet ethical business.



J Third

Jake Third

*Managing Director,
Hallam*



Who we are

Hallam



Who we are

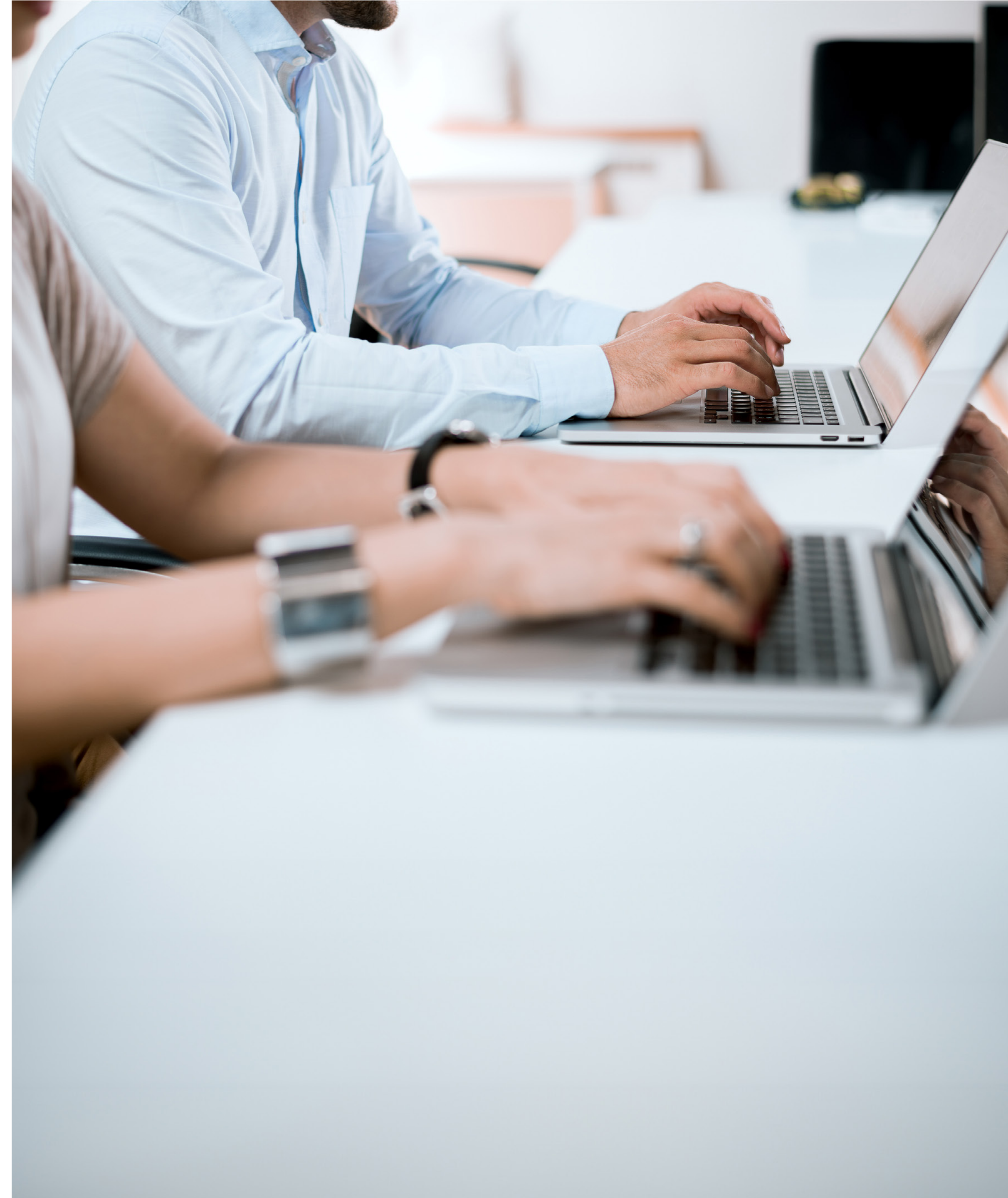
Performance with purpose

With over 22 years in the digital industry and 60 experts around the UK and Europe, Hallam is more than just a digital marketing agency. We bring strategy, creativity and technology together to drive sales, improve experiences and convert prospects into retained customers.

Guided by purpose, not just profit, we exist to help good brands grow. We want to have a positive impact on the planet and people, proving there is a better way to do business.

Our vision

To be a European leader renowned for strategic marketing and innovative technology. To have a positive impact on the planet and its people, proving there is a better way to do business through ethical capitalism.



Our capabilities

Strategy and transformation

Brand strategy
Marketing data audit
Market research
X-Ray strategic audit

Organic and content

Content marketing
Email marketing
Digital PR
Newsjacking
Ecommerce SEO
Local SEO
International SEO
SEO audits
SEO website migration
Technical SEO

Experience and brand

Brand audit
Brand identity
Brand campaigns
Copywriting
CRO
Experience audit
User research
User testing
Website design and build

Data and technology

Google Analytics audit
Google Analytics set-up
LCV & profit-based bidding
Forecasting
CRM
Automation & integrations

Paid media

Paid search
Marketplaces
Paid social
Programmatic advertising
Audio advertising
eCommerce advertising

Training and in-housing

Paid media training
SEO training
Google Analytics training
Social media training
WordPress training
Digital PR training
Consultancy





Our journey to certification

Becoming a B Corp

Amid the disorientation caused by the pandemic in 2020, it became clear that this global event would be a turning point in society. Hallam's new leadership team turned the challenges we were facing into a new mandate to build a company that worked for everyone – employees, clients, the wider community and the planet.

In 2021, we started our journey towards certifying as a B Corp and in the summer of 2022 we gained our accreditation. It was such a proud moment and one the entire agency celebrated.

We chose B Corp because the values of transparency, collective action and having a positive impact aligned with our vision, and the five-part framework gave us a clear starting point to assess our current performance and how to improve.



Doing business better

Working through the B Impact Assessment highlighted clear opportunities to do better, but it was also heartening to see how many things we were doing right. As we made changes to employee policies, business practices and even the types of clients we choose to work with, the excitement and enthusiasm of our staff was immediately evident. It's helped with talent recruitment too.

We've also had a positive response from our client base and new business prospects – people want to work with Hallam because we've demonstrated that we're willing to put our values into practice.



Helping good brands grow

For us, becoming B Corp certified is just the first step on the journey to doing business better for the wider good. We're committed to working with organisations making a positive difference in the world.

It's still about working hard to get the results our clients are looking for, but for us, now it's about delivering performance with purpose.

We're excited about what's next!



B Impact Assessment

B Corp verified score, benchmarking progress
and goals for recertification



B Impact Assessment

87.8

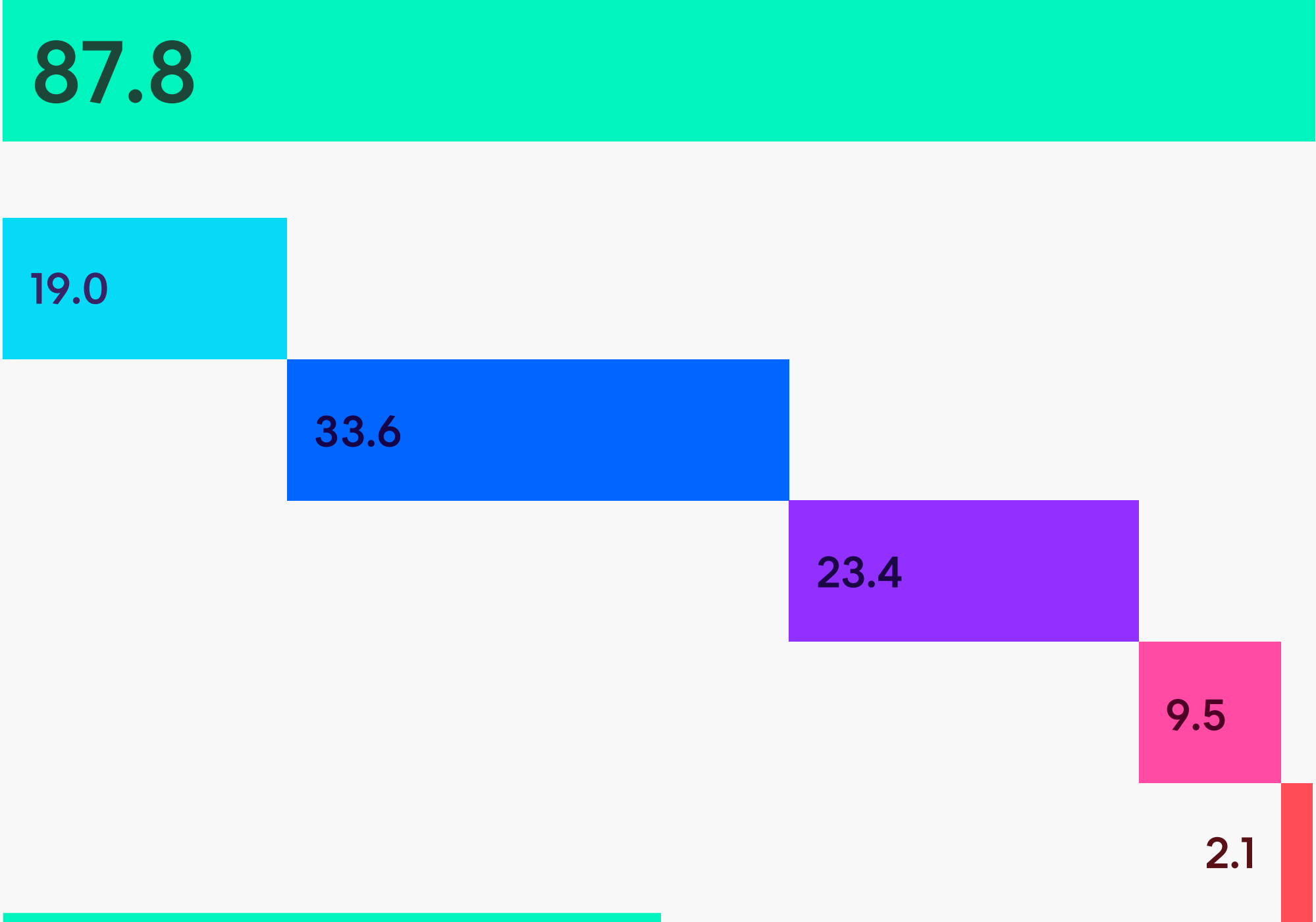
Hallam's B Impact Assessment score when first certified

50.9

The median score for ordinary businesses who complete the assessment

90

Our goal for recertification in 2025



Overall	87.8
Governance	19.0
Workers	33.6
Community	23.4
Environment	9.5
Customers	2.1



Impact Area 1

Governance

The Governance Impact Area evaluates a company's overall mission, engagement around its social and environmental impact, ethics and transparency.

What was the plan?

To ensure that the ethos and values of being a B Corp are incorporated into every aspect of our decision making.

To craft an agency proposition that puts “doing business better” at the heart of what we do.

How did we do?



What we did

New agency proposition

We changed our strap line from “Thrive Online” to “Performance with Purpose” – highlighting the fact that, while we still want to deliver results for our clients, the way we’ll go about it needs to align with our values.

Clarity around target sectors

Starting from the desire to “help good brands grow”, we worked with our Sales team to clarify the sectors we won’t work with and the ones in the grey zone that require additional conversation about whether they would be the right fit for the agency .

Published a client disclosure report

To provide transparency around where our revenue comes from, we published a client disclosure report outlining the sectors our clients work across and the ten largest client briefs by income.

Goals for next year

- Integrate B Corp compliance and statistics into our financial reporting and compliance register.
- Formally create an ethics panel who vet new business opportunities to ensure they align with our values.



Impact Area 2

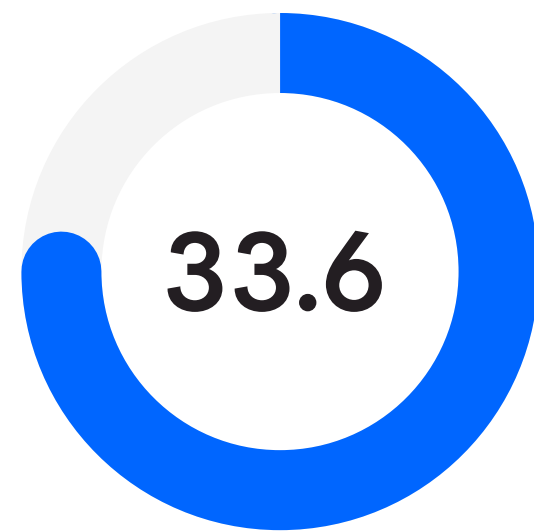
Workers

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

What was the plan?

To make Hallam the best place to work, believing that work should exist to make our lives better, not the other way around.

How did we do?



What we did

An engaged workforce

Employee engagement is measured via quarterly and fortnightly surveys, meaning we can react to any dips in engagement or response trends.

New employee policies

Along with a revised code of ethics, a number of policies were created or updated, including those related to gender-neutral parental leave, D&I, travel, breastfeeding and miscarriage support.

Training and development

Despite the economic situation, we were able to protect our staff development budget – investing ££ in training.

Work from anywhere

We formalised our remote-first policy, enabling staff to work from anywhere in the country and even internationally if they choose.

Goals for next year

- Roll out a more robust training programme around mental wellbeing, diversity and inclusion, sustainability and more.
- Put career progression plans in place for all employees.



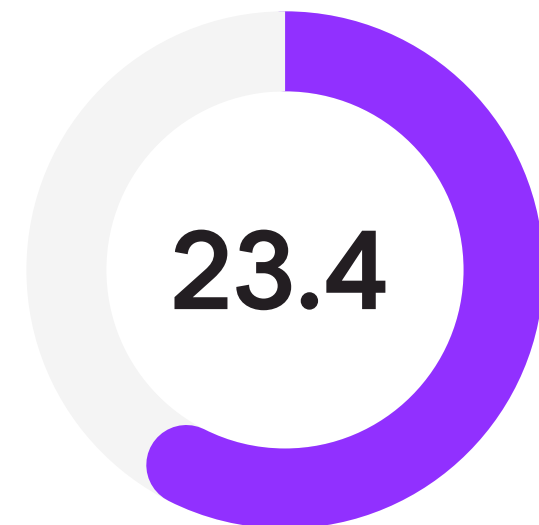
Impact Area 3 Community

The Community Impact Area 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.

What was the plan?

To be a good corporate citizen in our community.

How did we do?



What we did

Community events

We co-hosted a Doing Business Better event with the Nottingham Contemporary art gallery for local businesses.

We participated in B Corp events in the Midlands and London to connect with like-minded organisations.

Donated to charity

All proceeds from our annual digital marketing summit were donated to the Nottingham and Nottinghamshire Refugee Forum – £17,000 in all.

DE&I in agencies

We partnered with The Agency Collective to research diversity levels in the marketing industry, publishing a report with results from a wide-reaching survey of digital agencies

We included a statement on all job postings with a commitment to diversity, equity and inclusion.

Goals for next year

- Re-energise our employee volunteering initiative.
- Partner with the Emmanuel House Support Centre as our charity of the year.



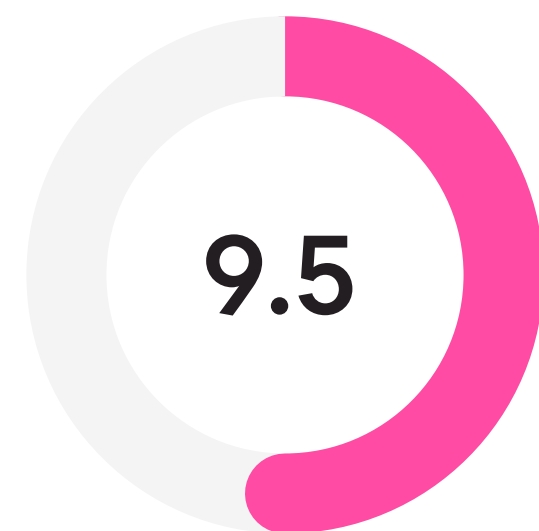
Impact Area 4 Environment

The Environment Impact Area 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.

What was the plan?

To identify what areas we could positively impact our Environment score as this was the most difficult section for us to address.

How did we do?



What we did

Carbon footprint

We did an initial carbon footprint report and set out a framework for measuring this each year.

Carbon offsetting

We set up a Hallam Forest through Ecologi, planting 10 trees a month for all our employees and funding climate projects around the world.

Environmental Management plan

We worked with Green Small Business to create an Environmental Management plan, covering running the main office, cleaning and waste management, providing food and drink, bidding for work and delivering projects and company administration.

Goals for next year

- Implement the actions from the Environmental Management plan.
- Work with the new landlord to identify sustainable improvements to the existing office space or consider moving office space.



Impact Area 5

Customers

The Customers Impact Area 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.

What was the plan?

We want to deliver high quality work and excellent customer service for our clients, helping them achieve their business goals while incorporating more of our B Corp ethos into our everyday working practices.

How did we do?



What we did

Planted trees

Working with Ecologi, we planted trees on behalf of our clients for completing the customer satisfaction survey.

Customer listening tour

We sat down with several of our clients to understand what constitutes great agency leadership, what would make them refer an agency partner on and what are the stand-out moments they take away from the relationship

Client services team

We've worked hard to recruit the right people into our client services team of both account managers and project managers and give them the training and support they need – they are the first point of call for clients and it's important they have what they need to deliver.

Goals for next year

- Replace our NPS survey with a customer temperature check for customer satisfying tracking.
- Create a client-centric culture with a client representative in every meeting.
- Introduce a programme to incorporate customer feedback into product and service development.



Client disclosure report

Overall income

Type of organisation	2020	2021	2022
Business	98%	94%	93%
Foundation	0%	0%	0%
NGO/Charity	2%	6%	7%
Government	0%	0%	0%
Total	100%	100%	100%

Climate conflicts

Sector	2020	2021	2022
Aviation	0%	0%	0%
Plastics	0%	0%	0%
Trucking & shipping	0%	0%	0%
Non-renewables (coal, oil, natural gas)	3.5%	2.3%	4%
Iron, aluminium & steel manufacturing	1%	0%	1%
Chemicals and petrochemicals	0%	0%	0%
Other	0%	0%	0%
Total	4.5%	2.3%	5%

Business revenue by sector

Sector	2020	2021	2022
Healthcare	2%	15%	16%
Finance & banking	8%	0%	0%
Manufacturing	20%	14%	7%
Energy	3%	10%	13%
Professional services	2%	2%	2%
Online retail	35%	20%	9%
Technology (incl. software)	12%	11%	31%
B2B (other)	8%	10%	4%
B2C (other)	10%	10%	9%
Total	100%	100%	100%

Controversial clients

Business	2020	2021	2022
Arms	0%	0%	0%
Tobacco	0%	0%	0%
Religion	0%	0%	0%
Gambling	0%	0%	0%
Debt	0%	0%	0%
Pornography	0%	0%	0%
Total	0%	0%	0%



A final word

Thank you to each of our clients, partners and wonderful team – we wouldn't be where we are today without your support.

If you're interested in the initiatives we've mentioned, or would like to hear more about our services, please get in touch.

J Third

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