

2024 Impact Update

What's covered

2024 topline

- Some great results & things we found tough

Impact updates

- People
- Planet
- Work
- Community

Appendix

- Resources & accreditations
- Carbon footprint

Head to our [2023 full report](#) to read about how we're structured for impact and oversight, as well as our overarching commitments. We're keeping this year's update light so we can spend more time on doing rather than talking about it.



2024 topline



Some great results

Our biggest 'AdUnlocked' & 'Open Day' yet

Both bigger and better than ever,
with more North Devon students
gaining insights to our industry,
supporting social mobility

Awarded IPA 'People First Promise'

In recognition of our commitment
to our people's mental health
and wellbeing

Consolidating Plans

Re-working our 'responsibility'
plans in Q3 to focus maximum
resource on Client work

Equity in some Wellness initiatives

Discovering that not everyone
was benefitting from key initiatives,
such as Wellness Wednesday

New Learning Calendar

Introduced our first learning
calendar, hosting all training
& cultural opportunities
in one place

BRiM Production Audit

Undertook an audit of three
years of productions, to benchmark
and advance diversity and
inclusion in our work

Not overservicing pro bono work

When you come up with a BIG
idea for a great community group
it's hard not to get carried away

Rolling out environmental training

It was a busy year and with
everyone flat out we found it hard
to roll out our bespoke climate
crisis training

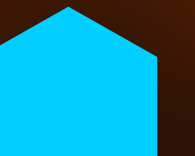




Impact updates



People



Support the wellbeing of our people

(structured around the NHS' five pillars of wellbeing)



What we did

'Connect with other people'

- 3 qualified Mental Health First-Aiders & BHSF Employee Assistance Programme. Topical support comms.
- A cooking program with local Chef, Graham.
- Ran a feedback survey on Wellness Team initiatives.

'Be physically active'

- Weekly fitness classes 'Work it with a circuit' (WIWAC) during Spring/Summer months'.
- Ad hoc activities i.e. Sports Day (via Social Club).
- Monthly 'Wellness Wednesdays' (half day off).

'Learn new skills'

- Cooking with Chef Graham.
- A breath workshop with Blakey.

'Give to others'

- See 'Community' section for fundraising and pro bono work.

'Pay attention to the present moment'

- Daily 'no meeting, we're eating'. One hour blocked out in people's diaries to safeguard lunch breaks from meetings.
- 25/55 minute meetings introduced to encourage brain breaks.

Key successes (>) & learnings (<)

People First Promise

- > Awarded the inaugural IPA People First Promise for our commitment to employee mental health and wellbeing.

Wellness Team survey

- > Useful feedback to guide 2025 (the majority good, but a few voices questioning meaningfulness of some initiatives).

WIWAC

- >< Weekly fitness considered brilliant amongst a relatively small-sized regular group, we'll reassess for 2025 in context of the needs of the full business.

Wellness Wednesdays

- >< Really well received by those who take it. Feedback survey suggested there are some barriers to uptake, so we'll review if this should evolve.

Happiness & wellbeing surveys

- < CultureAmp conducted end 2023. Need to review survey (Group level) to measure outcomes of this work.

Attrition rate

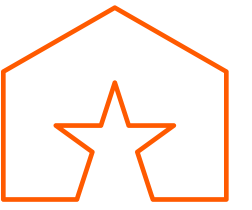
- > Whilst lots of things have a bearing on this, attrition was lower than industry average (12.2% vs industry average of 16.5%, reported by IPA for integrated Agencies).

What's next (2025)

- Review Wellness Team activity in line with feedback survey, evolving longstanding initiatives to ensure they're offering the right support and are equitable.
- Continue signposting mental health support and creating an open culture around mental health awareness.
- Assess new wellbeing survey (Group-level).



Create a culture whereby people feel inspired, motivated and rewarded to learn and develop



Brilliance
Employee
Led Initiatives

What we did

Learning (training)

- CPD Platinum status retained based on 2023 activities.
- 8,148 hours of training were recorded (averaging 63 hours per person).
- Launched first learning calendar.

Professional development

- Delivered training on new 'Room To Grow' review process.
- Six new roles created within business; 14 new starters; Six internal promotions.

Key successes (>) & learnings (<)

Learning (training)

- > Level (quantity, quality, variety) of training given, including 52 IPA qualifications being held.
- > New calendar housing all great learning opportunities and cultural inspiration in one place.

Professional development

- > Six internal promotions, including into three newly created Senior Account Director roles.

What's next (2025)

Learning (training)

- Continue to offer a rich and varied learning programme, via IPA, LinkedIn learning, in house training and via MISSION Group.
- Aim to retain CPD Platinum standard.

Professional development

- Continue to drive the adoption of Radical Candor as part of our 'Room To Grow' review process supporting ongoing development.
- Work with MISSION team to ensure everyone has a clear job description and career path mapped.



Create and support a more diverse team



Open House
Employee
Led Initiatives

What we did

Socio-economic diversity

- Expanded our local schools and colleges engagement programme, offering 14-18 year olds insights into our industry through both IPA AdUnlocked, and our own Open Day.
- Worked with TechFrontier to support social mobility and close the tech gap in the South West – see community.

EDI training

- Series of sessions run by MISSION Group team. All Agency attendance was encouraged by 'Open House' team.

Supported talent across all diversity groups set out in the industry's 'All In' action plan

Key successes (>) & learnings (<)

Socio-economic diversity

- > Our Agency-run 'Open Day' was bigger and better than ever with over 40 students attending from local schools/colleges and new sessions added including career clinics.
- > During our IPA AdUnlocked day we hosted 55 students (vs 50 in 2023) making it our biggest so far. We also put in place a criteria that at least 20% of students were eligible for free school meals.

EDI training

- > Informative sessions, brilliantly delivered.
- < No participation data on Bray Leino people. Block out time in future to ensure more people can attend the sessions, or organise group play-backs.

What's next (2025)

Ethnic diversity

- Work with a partner organisation to offer an internship/ work placement in our Bristol office to support Black, Asian and minority ethnic talent.

Socio-economic diversity

- Continue to support local schools and colleges in gaining access to the industry. Widen approach by participating in school careers fairs.

Ethnic diversity

- Run a series of 'sofa sessions' playing recordings of the MISSION Group 2024 EDI training sessions to increase attendance.

Ethnic diversity

- Encourage everyone to complete the 'All In' Census; the data from this survey is critical to us.

Ethnic diversity

- See 'Work' for how we plan to champion diversity in our work.

“I was one of the students that visited you today for the workshops and look around, and I just wanted to say thank you so much for hosting us, it was an incredible opportunity and offered a real insight into the world of marketing...”

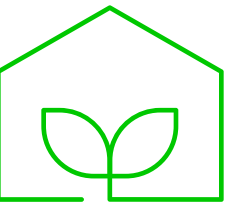
Open Day student



Planet

The home of brand growth





Green
Employee
Led Initiatives

Reduce our carbon footprint

What we did

Measurement

- You can see our carbon footprint (2019-2024) [here](#).

Setting reduction goals

- Group level reduction targets verified by SBTi.
- Group-level Carbon Transition Plan [here](#).

Reduction in action

- Two EV charging points installed at Filleigh.
- Streamlined and standardised recycling practices in line with new Defra regs.
- Deletion of emails and files over seven years old (ongoing).

Environmental Management System (EMS)

- Implemented an EMS using AvISO platform.

Key successes (>) & learnings (<)

Footprint

- > 2024 footprint has reduced 24% from 2023 to 2024, equating to a decrease of 114 tCO₂e.
- > 2024 footprint has reduced vs 2019 benchmark by 48%.
- < Most of the reductions we've seen since 2019 have been driven by changes in how we work following Covid-19 (such as increased virtual meetings). Reducing travel much further will impact our service delivery and so we need to consider ways we can continue on a positive path without impacting our Clients and business.

Transition Plan

- < Need to develop an Agency-level reduction plan, due to specific challenges we face relating to rural location (commuting) & our building

Specific reduction actions

- < Struggled to implement more EV charging points at North Devon Head Office (Filleigh) due to limited electrical infrastructure.
- < Travel Guidance has not affected a reduction in business travel (carbon emissions).

What's next (2025)

Carbon Transition Plan

- Review Agency carbon hot spots based on 2024 data.
- Develop an Agency-specific roadmap for carbon reductions.

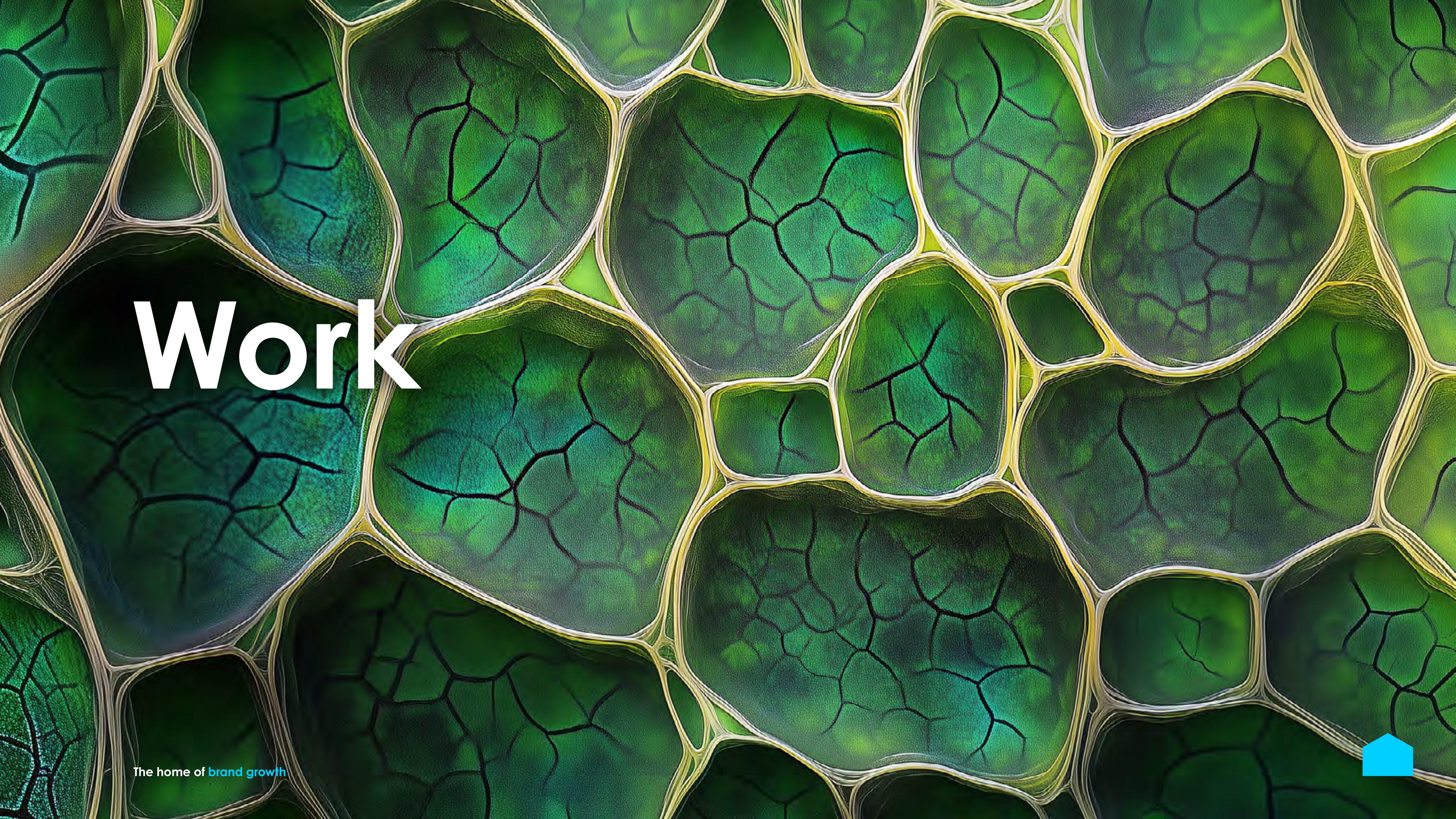
Specific reduction actions

- Work with MISSION to explore more attractive EV schemes for our people.
- Scope costs, timelines and what's required to implement a renewable energy alternative to current gas supply at Filleigh (rented, off-grid location).

Internal communications

- Continue to encourage behaviours required to reduce our emissions (travel, recycling, energy use, reducing archives).



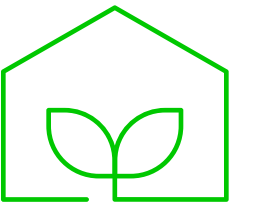


Work

The home of brand growth



Measure and reduce the environmental impact of our work



Green
Employee
Led Initiatives

What we did

TV & Stills productions

- AdGreen carbon calculator used on all TV & stills productions & levies collected to support their work.

Print production & Packaging

- Attended packaging & print shows to stay up-to-date with latest best practice and lower impact materials.
- Continued to scope print-specific carbon calculator.

Media

- Continued support of the IPA Media Climate Charter.

Industry

- On the IPA Media Climate Charter 'Resource Hub' working group (Emma Blake, Media).
- On the IPA Sustainability Action Group, and part of working group launching industry decarbonisation toolkit '**Agents of Change**' (Grace Reith).

Key successes (>) & learnings (<)

TV & Stills productions

- > AdGreen principles and tools now embedded into the way we work.

Industry

- > Time invested in supporting industry-wide decarbonisation initiatives.

What's next (2025)

Training

- Roll out a customised version of Change The Brief training to 50 people in business. (This was delayed in 2024).
- Run Green Claims training to whole Agency.
- Attend training for new media carbon calculator.



Champion diversity in our work



Open House
Employee
Led Initiatives

What we did

Representation on and off camera (BRiM audit)

- Audited three years of stills and TV work using the BRiM framework to assess representation of Black, Asian and minority ethnic talent on and off camera. The resulting '37%' will be our benchmark moving forward.

Accessibility

- Created an accessibility map of our Filleigh office.
- Created an accessibility checklist for events.
- Pete Edmondson set up a working group on UX, digital design and dev on accessibility best practice.

Work ethics process

- Continued to drive awareness of our Work Ethics Process (introduced in 2022) which includes guidance on questions to ask to guide positive, inclusive representation. Our Work Ethics team includes Edd Southerden, the Chair of our EDI team, Open House.

AI & bias

- Published guidance – and held sessions – on use of generative AI, including driving awareness of biases in AI training data.

Key successes (>) & learnings (<)

Representation on and off camera

- > The audit was an insightful process and the production audit spreadsheet will be used going forward to track and monitor Black, Asian and minority ethnic diversity in all our productions.
- < Need training and a process to ensure the importance of this is discussed with Clients during early-stage campaign planning.
- < Need to set 'targets' for % of work featuring Black, Asian and minority ethnic talent.

What's next (2025)

Wider application of BRiM audit

- Use the 2024 audit as a basis to look at how we advance diversity & inclusion in our work beyond TV & stills, and for other underrepresented groups.
- Set improvement targets.

Accessibility in TV productions

- Review and implement improvements to accessibility options in our TV productions.



Community

The home of brand growth





Pro bono work

What we did

North Devon World Surfing Reserve

- £25,000 worth of pro bono time allocated for 2024.
- Developed an exciting fundraising campaign big idea for the charity.

North Devon Hospice

- £30,000 worth of pro bono time offered every year.
- 2024 saw the completion and launch of their new website.

Tech Frontier

- Ad hoc pro bono work.
- Created a logo and light touch ID for Tech Frontier, part of the South West Social Mobility Commission, helping to bridge the tech gap in the South West.

Key successes (>) & learnings (<)

Impact

- > This year's work will enable some great fundraising efforts and, hopefully, become a blueprint for other orgs.

Time investment

- > We stuck to our time guardrails; whilst this meant we weren't able to deliver the technical element required to bring our concept to life this year we were transparent, and supported the NDSR team in exploring additional partnerships to turn our idea into reality.

Partnership

- > We're proud to have supported the hospice for over 30 years, with our CEO being a trustee.
- > Their new website will offer a measurable impact.

Fundraising

- > Alongside pro bono work our teams fundraise for the Hospice throughout the year through auctions and events.
- > Supporting a key objective of our Open House team – advancing social mobility in the South West.
- > Positive Client feedback.

What's next (2025)

Big fundraising campaign

- Continue to work with NDSR, and partners, to bring our big concept to life and maximise opportunities for them to drive revenue to support their initiatives

Partnership

- Continue to support the Hospice wherever needed to ensure maximum benefit for them

See 'People – Open House' initiatives for our local schools & colleges work to improve access to our industry.



Appendix



Resources & accreditations



Employee Resource Group

Commitments, accreditations, resources

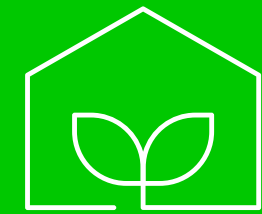


Wellness

MENTAL
HEALTH
AT WORK



Pitch
Positive
Pledge



Green

ADGREEN
where low impact counts

IPA Media
Climate Charter

Green
Element



Brilliance

IPA

LinkedIn Learning

MISSION
DISCOVERY

IPA
cpd
CONTINUOUS
PROFESSIONAL
DEVELOPMENT
PLATINUM



Open House

ALL IN
CHAMPION

BRiM

disability
confident
COMMITTED



Community



North Devon
Hospice

ADVERTISING
UNLOCKED OTT



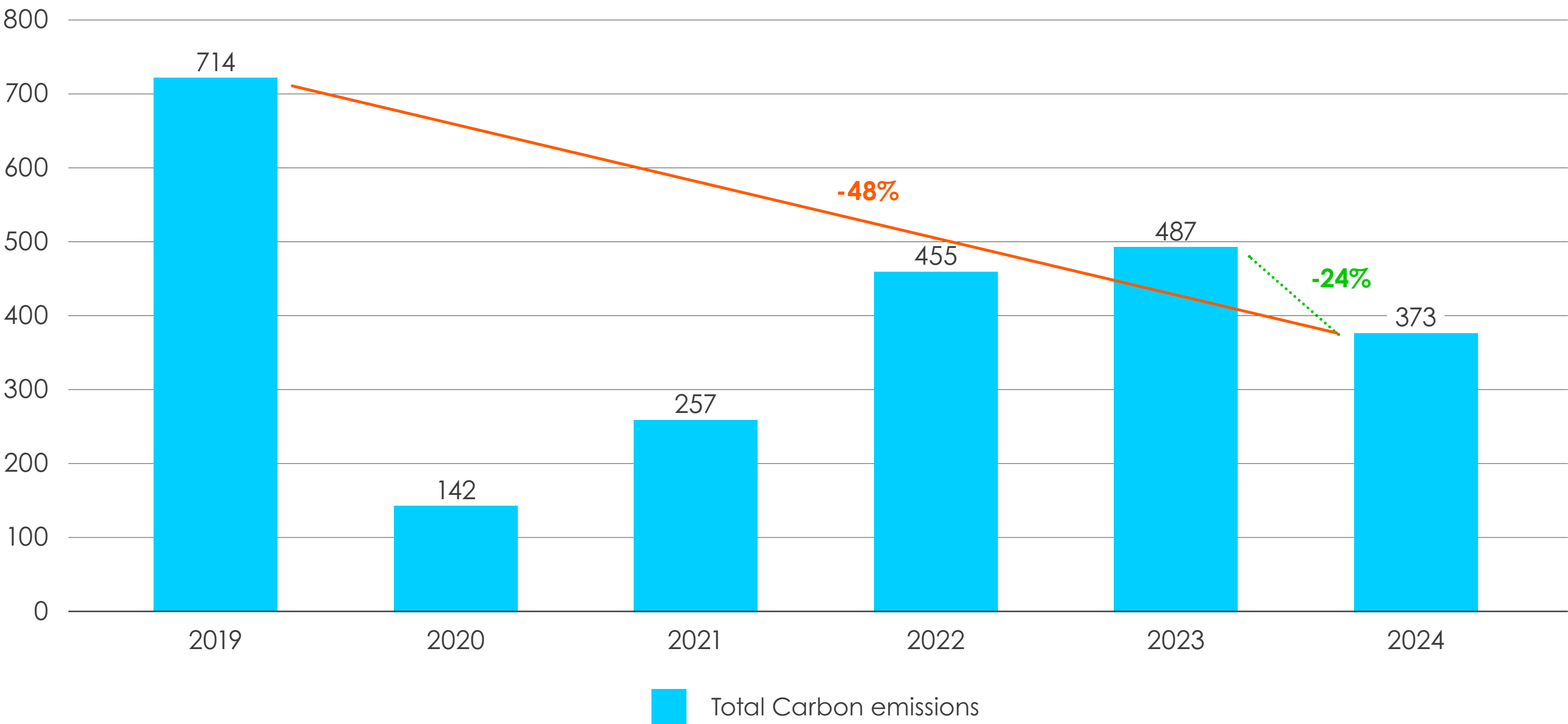
Carbon footprint



Data: Agency carbon emissions

Like-for-like* overall carbon emissions, 2019-2024

Following 2023's increase, like-for-like emissions decreased 24% in 2024 and were 48% lower than our 2019 benchmark



- 2019 is our benchmark year (SBTi approved)
- 2020 and 2021 figures are anomalous due to Covid-19
- 2022 was our first real test of progress and 2023 shows how we are progressing now that pandemic behaviour is fully behind us

*2023 emissions figure adjusted from the 2023 report due to data updates and to remove emissions from the closure of our Malaysia and Singapore offices.





Thank you for reading.
Any questions?
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