bigwave marketing

Certified B Corporation

Impact report

2025/26

Our first year as a certified B Corp!

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Introduction

10 years ago Bigwave Marketing set it's current Mission: 'Make a Difference and Deliver Growth to Colleagues, Clients and Communities'. Back then we hadn't heard of B Corp. Our mission was born out of a collaborative event, with all staff being armed with post-it notes and a simple task to write down what we did well and what we could do better.

It was only a task, but it led us to set a mission that has guided us over the past 10 years, and will do so far into the future. The overriding thing that shone through from all those yellow sticky bits of paper was that we always try to make a difference, even if it is detrimental to the agency or to profits.

After a year, the mission was well and truly locked in. We began our first year of planning and actions being led by the mission (we have a vision that helped drive it too), and away we went.

Making a difference has become a well used phrase – 'does this make a difference', 'how can I make a difference', 'how did you make a difference last year' – you get the idea!

We continued for several years, building on this, without realizing how much it was shaping our agency. Then, in 2023 we came across B Corp and the B Corp standards and realised it explained, in a nutshell, the ethos we had internally created and were driven by. Here was a framework which could help give our ramble of ideas and actions a clearer structure and meaning, and alongside that was a way to explain what we were about without our (at the time) very waffly explanation of how we liked to operate. Fast forward to 2025 and we became B Corp certified. Since May 2025 we have spent the past year working on a whole range of initiatives that help us place society and environment alongside profit. B Corp has helped us articulate our approach much clearer - giving us new ways, and language, in how to talk with and engage our staff (Bigwavers), share with clients about why we are here, and pushed us towards ever improving goals.

We are proud of our first official B Corp year. Not because of a single initiative (and there have been some great ones), but because of the consistency of intent shown by all Bigwavers across the agency. We moved from intentions to clearer and accountable actions. This ranged from paying the Real Living Wage to introducing health plans, from reducing our environmental impact further to giving more of our time and expertise to organisations that matter to us.

2025 was great, but 2026 and beyond is going to see an even bigger wave of Making a Difference.

Simon Beer & Tom Gozna, Directors

Our philosophy: Pieconomics

Our mission to ‘Make a Difference and Deliver Growth’ is a simple belief that we can help, whether you are a colleague, a client or a member of our community.

Our colleagues, clients and communities are Bigwave’s key stakeholders. They are the three constituent parts of our agency, covering how we deliver, who we deliver to and within which setting.

We adopted a philosophy borrowed from the (excellent) book ‘Grow the Pie’ by Alex Edmans. We describe this internally as Pieconomics. It’s the idea that our stakeholders (colleagues, clients, community) and the agency itself all sit in the same pie. This means to grow we have to focus on each part of the pie. If one part grows at the expense of the others then the whole pie becomes unstable. If we consider all stakeholders together then we can create long-term value that creates good careers and supports staff, provides good services at fair prices for clients and enables us to have a positive impact in our communities.

This philosophy means that profit is not our sole measure of success. It’s just an outcome that sits in the centre of the Venn diagram of our pie that is grown by the whole pie growing, and can support the growth of the whole pie.

B Corp score and commitment to improvement

Bigwave achieved certification in April 2025.

You can view our impact score here ▸
bcorporation.net/en-us/find-a-b-corp/company/bigwave-marketing/

The median score for ordinary businesses who complete the assessment is currently 50.9.

Our B scores

20.1/25

Governance

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.

32.2/35

Workers

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.

14.1/35

Community

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.

10.7/35

Environment

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.

10.6/15

Customers

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 and media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

Colleagues

Clients

Community

Environment

Governance

Our impact by stakeholder

Our impact on...

Colleagues

During our first B Corp certified year we strengthened staff wellbeing, fairness and long-term support. We introduced a company-wide health scheme and the Real Living Wage, and maintained trust based flexible working.

What we set out to do

- Strengthen staff wellbeing and long-term support
- Ensure fair pay as a baseline
- Create a working environment that supports growth both in and out of work

What did we do?

Over the past year for colleagues...

We maintained flexible and trust-based working practices to support work-life balance

We invested time and budget into employee development, including an increased staff training budget and delivering

We maintained our flexible and hybrid work arrangements (despite a UK shift back towards more permanent office work and restricted work schedules)

74

To what our staff net promoter score (NPS) grew

13

New jobs created over the 12 months

1

Award Final we were shortlisted for, linked to staff output

3

Deep Dive sessions held to share internal knowledge

Simplyhealth

We introduced a company-wide health scheme, giving all colleagues access to additional wellbeing support

We committed to paying the Real Living Wage

We funded a democratically run 'Happiness Board' to put budget into staff socials and purchases that increase the happiness of colleagues across the agency

We held bi-monthly Town Hall meetings with all colleagues to update on business performance and progress against our B Corp aligned initiatives

What's next?

Over the next year for colleagues...

76

The score we aim to Increase our staff NPS score to

4

Deep Dive sessions we aim to deliver to share internal knowledge

We'll deepen wellbeing support and preventative health measures

Improve measurement of staff engagement and experience

Keepers

Set up an internal team to focus on Colleague impact

LIVING WAGE EMPLOYER

Become Real Living Wage accredited

Develop a People Strategy to ensure fairness, flexibility and transparency as our agency grows

Colleague spotlight

Health plans

In April 2025 we launched a health plan for all staff. We chose to partner with Simplyhealth, a fellow B Corp. Simplyhealth's purpose is **to improve access to healthcare for all in the UK**, reinvesting its profits to support customers, communities and colleagues rather than shareholders. As the UK's first B Corp certified health insurer, Simplyhealth has embedded this purpose into how it governs itself, measures impact and balances the needs of people, planet and profit. Its commitment to prevention, wellbeing and long-term social value closely aligns with B Corp principles and with Bigwave's own belief that businesses should be a force for good, delivering commercial success, whilst contributing positively to health, communities and society.

Find out more here ▸
bcorporation.net/en-us/find-a-b-corp/company/bigwave-marketing/

Happiness Board

Our Happiness Board was an independent group of employees, with representation from each department within the agency. Their remit was to increase happiness among colleagues and they have a ring-fenced budget to support their activities. Across the year their programmes included plant purchases, charity events, bake-off competitions, communal breakfasts and take-aways and the introduction of a staff praise system - with monthly prizes ranging from Google Nest Speakers to gift vouchers. The praise board is currently live in the Exeter Head Office and spreads a ripple of applause every time a colleague's nomination appears on screen.

Our impact on...

Clients

We prioritise partnerships that align with our values and create positive social outcomes. This year our Director, Tom Gozna, joined the UKactive Supplier Council and our Director Simon Beer, contributed to the Devon & Torbay Combined County Authority Business Advisory Board and the Torbay Creative Cluster Steering Group. Bigwave joined the Better Business Coalition. This allowed us to support and feedback into systems and organisations, as well as projects.

What we set out to do

We believe good client work is inseparable from impact. The clients we choose to work with, and how we support them, shapes the kind of agency Bigwave is.

We prioritise partnerships that:

- Align with our values around wellbeing, inclusion and sustainability
- Create positive social or community outcomes
- Treat marketing as a long-term investment rather than short-term extraction

We have also been clear where our values mean turning away work that conflicts with our B Corp commitments.

What did we do?

Over the past year for clients...

57.6%

Percentage of clients that are public sector, education, or charity (mission-driven activities)

40

We increased our net promoter score (NPS)

We gained Cyber Essentials Certification, demonstrating our commitment to client security and data protection

Tom Gozna (Director) joined the UKactive Supplier Council, helping shape conversations around standards, innovation and partnership in the leisure sector

Simon Beer (Director) was an active member of the Devon & Torbay Combined County Authority Business Advisory Board and founder member of the Torbay Creative Cluster, supporting regional economic development and creative sector growth

These voluntary roles allow us to influence systems, not just individual projects.

What's next?

Over the next year for clients...

We'll continue to support clients to improve their own social and environmental impact

We'll setup an internal team to focus on Client Impact

We'll use our platform to advocate for responsible marketing and ethical growth

We'll support Creative Sector Growth through championing the sector and industry advocacy

We'll share our learnings from our B Corp journey openly with partners

Client spotlight

Partnering purpose-led businesses

We increased the percentage of clients that operate in the third sector or deliver good things in their community to 57.6%. This includes a range of local authorities across the UK, education providers, and charitable trusts in the UK and Ireland. We are proud to now provide marketing to over 850 sport, leisure and culture facilities on a monthly basis, promoting activities and services that help people move, stimulate their senses, encourage creativity and help them live healthier and happier lives.

Image Source: Impulse Leisure

Image Source: Vision

Image Source: Vision

Image Source: St Boniface

Our impact on...

Community

We donated significant time and expertise to community and cultural initiatives, including Riviera Connect, Libraries Unlimited StoryFest, Torbay Airshow, and outreach to schools, colleges and universities. We also sponsored Community Leisure UK, the Chief Leisure Operators Association, client staff and sports awards across the country, and the Torbay Business Forum.

What we set out to do

We aimed to use our skills, time and platform to support community, cultural and educational initiatives — particularly those linked to wellbeing, creativity and access.

What did we do?

Over the past year for community...

23

Events we presented across the Southwest and Leisure industry

8

Talks and career fair attendance we delivered with local schools, colleges and universities

We prioritised ongoing relationships over one-off contributions

Over the year, Bigwave donated significant free staff time and expertise to projects including:

Torbay Airshow

Riviera Connect

Libraries Unlimited Storyfest

Torbay Bay of Lights

We provided sponsorship to organisations that align with our values, place, and sector focus, including:

Community Leisure UK (CLUK)

The Chief Leisure Operators Association (CLOA)

Client staff and sports awards across the UK

Torbay Business Forum

What's next?

Over the next year for community...

We'll better capture and evidence volunteered time and community outcomes

We'll focus community support where Bigwave skills can have the greatest impact

We'll continue reinvesting into the ecosystems we operate within

1,000

Free hours of support we'll donate to organisations and projects local to Bigwave

25

Events we'll present at across the Southwest and the Leisure industry

10

Talks we'll deliver or career fair attendances with local schools, colleges and universities

Community spotlight

Storyfest

We partnered with Libraries Unlimited and Aardman to promote Storyfest 2025, a family-focused festival celebrating storytelling across Devon. 40,000 children in Devon live in poverty – many have never owned a book. A child's literacy at age 5 predicts their lifelong success. The festival was about encouraging parents and guardians to bring children into the library in a way that engaged children. From providing free marketing support we developed a brand, various assets form landing pages to posters and managed targeted advertising across Meta – reaching 60,000 people across Exeter, Barnstable and Torbay. Our team enjoyed working directly with Aardman to progress and sign off artwork.

Find out more here ▸
librariesunlimited.org.uk/libraries-unlimited-launch-storyfest-in-association-with-aardman

Image Source: Community Leisure UK

Community Leisure UK

Community Leisure UK is the members' association that specialises in charitable trusts delivering public leisure and culture services across the UK. We have been a business partner to Community Leisure UK (CLUK) for nearly 20 years and value our relationship and the insight we gain from attending member meetings across the UK. In 2025 and 2026 we presented at regional meetings in Scotland, Wales and England, sharing insight on topics from AI to community focussed branding. In 2025 we also supported the marketing for Seriously Social week – a national campaign to showcase the amazing work of Charitable Trusts and Social Enterprises.

Find out more here ▸
communityleisureuk.org

Our impact on...

Environmental responsibility

We set up BKeepers to improve environmental accountability and reduced our CO_2 emissions through changes in how we operate. Next year, we will deepen measurement and continue embedding environmental responsibility into everyday decisions.

While our environmental footprint is relatively low as a service business, we recognise our responsibility to reduce it.

What did we do?

Over the past year for environmental responsibility...

8.1%

Percentage we further reduced our CO_2 emissions by, to 7,279kg, driven by changes to working practices

20,628

Number of trees we increased our tree planting initiative by since 2024

We do not offset our carbon footprint through this initiative

We prioritised reduction and better behaviour before offsetting

What's next?

Over the next year for environmental responsibility...

Keepers

We'll set up a BKeepers initiative to strengthen measurement and accountability, involving every member of staff across the agency

We'll continue to improve measurement and embedding environmental responsibility into everyday operational decisions

We'll plant more trees for clients–and NOT count these in our carbon reduction metrics

Environmental spotlight

Make it net Zero

We joined a government backed scheme in 2022 called ‘Make it Net Zero’, with the aim to reach net zero by 2050 and a 50% reduction by 2030. At a current reduction of 89% we have smashed our target but wouldn’t have got there if it wasn’t for the scheme. Delivered in the Southwest by the South West Manufacturing Advisory Service, we were able to accurately measure our carbon footprint and look at practical ways to reduce our emissions.

Find out more here ▸
communityleisureuk.org

Printing Trees

A highlight each year is our printing trees programme, where we plant a tree for every £50 spent on print. Reaching all parts of a community requires a diverse range of marketing methods and channels, and print still plays an important role in this. While we appreciate the need to sometimes print, our programme helps to offset the impact of print. Working with printers that use sustainable inks, paper and methods also supports this work. Our objective is to get to zero emissions before we count tree-planting towards our positive impact. As we say in the office - ‘offsetting is cheating! As of April 2025 we had planted trees via our partner through the Billion Trees Project and the Eden Reforestation project.

Find out more here ▸
eden-plus.org

Our impact on...

Governance

Over the past year we have grown our team, bringing more colleagues ('Bigwavers') into our culture, grown the number of clients we work with and developed more ways to support the communities we work in and serve. Our overall Governance has progressed in line with our B Corp values and continues to set out new initiatives and ideas to develop our impact further.

What we set out to do

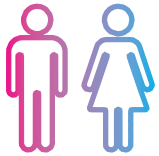
- Maintain our values and approach to governance of the agency
- Review ways to strengthen our governance and ways we operate

What did we do?

Over the past year for governance...

x2

x2 increase in the number of B Corp-certified suppliers we work with.



We maintained a near 50/50 split of females and males in the business

57.6%

Percentage of clients that are a public sector, education, or charity (mission-driven activities)

better business act

Bigwave joined the Better Business Act Coalition, reinforcing our commitment to advocacy and responsible businesses at a national level

What's next?

Over the next year for governance...

Keepers

We'll setup an internal team to focus on our Governance

2%

Percentage by which we'll increase the number of suppliers we work with that are B Corp certified

Governance spotlight

Better Business Act Coalition

The coalition is founded on a simple mission to amend UK law so that every company aligns the interests of shareholders with those of wider society and the environment. Over 3,000 businesses and organisations support the campaign and Bigwave joined the coalition in May 2025. Since we joined the coalition we have spoken about the Act at presentations across the UK, including Elevate UK and through podcasts with our partners. We supported the campaign through our social channels and engaged with Better Business Day 2026.

Find out more here ▸
betterbusinessact.org

Image Source: Better Business Act

Looking ahead

Our first B Corp year has been about progress, not perfection. We now have stronger systems, clearer accountability and a shared understanding of what responsible growth looks like for Bigwave. The challenge ahead is to deepen and evidence our impact as we continue balancing colleagues, clients and community within the same pie and putting society and environment alongside profit.

See you in 2027,
and be excellent to each other!

Simon & Tom

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Thank you for reading!

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