

# Impact Report

2023/24

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Clockwork  
Marketing®

# Why B Corp?

## Welcome to our first B Corp Impact Report

# Why B Corp?

For those of you who don't know us, Clockwork Marketing is a specialist hotel and hospitality marketing agency. With experience, technology and creativity we bring guest experience to life, setting our clients' businesses at the heart of desirable travel.

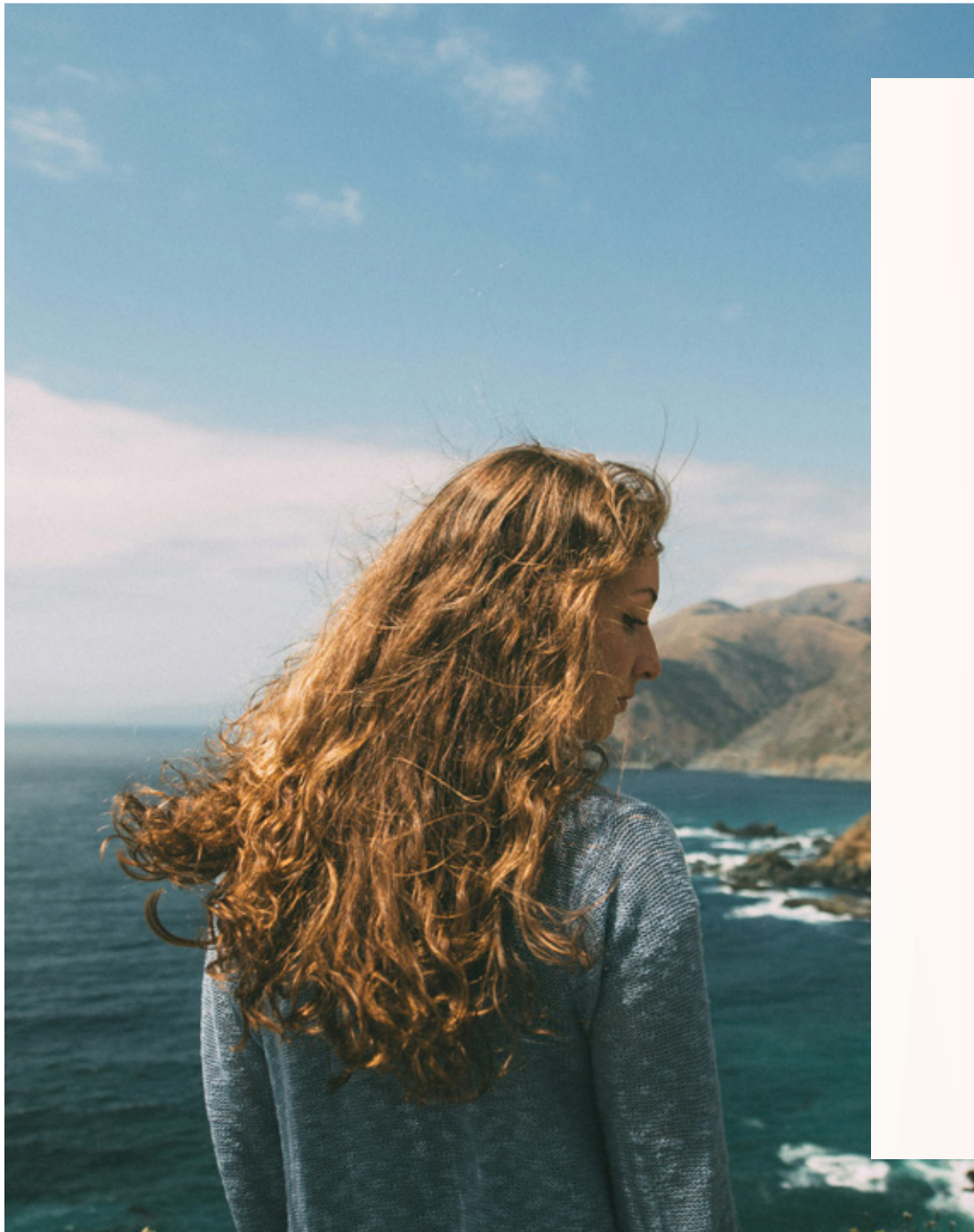
We understand hospitality businesses in a way only insiders can and believe tourism is at a crossroads. Climate breakdown and Artificial Intelligence (AI) will revolutionise the sector, in ways we can't imagine yet. Excessive travel may be prohibited and tourist taxes more commonplace but regenerative breakthroughs and new technologies can change travel and all our lives for the better.

We understand the part we play in marketing destinations and it's why we started our journey to B Corp certification in 2023 - to inspire a more sustainable and regenerative tourism sector for a brighter tomorrow. We also know it's what new guests expect from hospitality providers now and in the future, as standard.



# Our Just Cause





**Business Growth for  
a Brighter Future**

# Our Just Cause

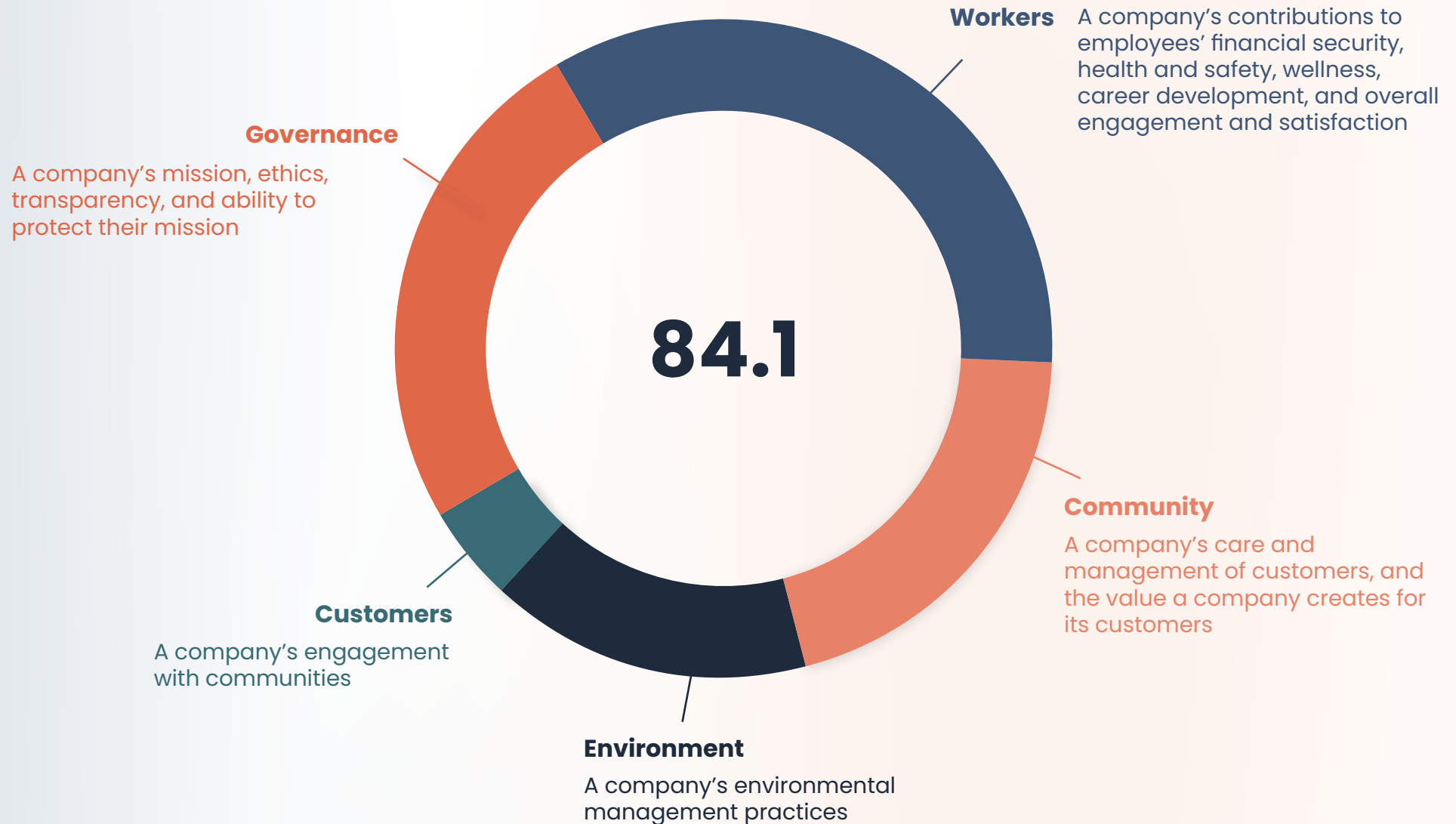
We want to inspire a more sustainable and regenerative tourism sector to protect the planet for future generations, using marketing with purpose.

We know this may never be achieved but we believe we have a responsibility to aim high and inspire others to do the same. We are aware of the impact our actions have on the environment, for better or worse.

We are driven to do things better and use our business as a force for good. We are far from perfect but becoming a B Corp business will hold us to account and help us go further.

# Our B Corp Impact Score

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# Company Highlights

# Company Highlights



**60+ hours pro  
bono work**



**£6 million in  
online bookings  
generated**



**Hive energy  
monitoring**



**Eco-friendly products**



**24% reduction in  
energy use**



**74,996 gift  
vouchers sold**



**Client total uplift  
in revenue of 128%**



**Ecologi benchmarked**



**24.9% Water  
consumption reduction**



**37 websites designed  
& created**



**£4,474,879.24  
gift voucher online  
client sales value**



# Governance

## Governance

# Purpose-driven Profitability

**Monthly leadership meetings**

**Delivered twice yearly team big picture updates on financials and B Corp certification**

**Included B Corp reporting into company processes**

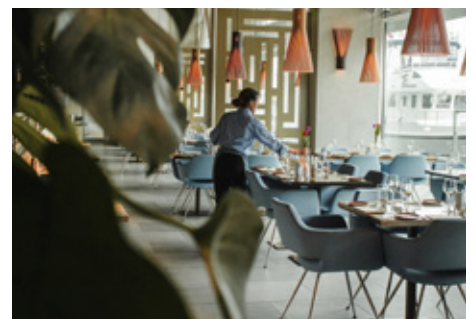
**Ethical Stakeholder Pension option for all employees**

**Drafted stakeholder plan for B Corp journey**

**Designed and produced B Corp Impact Report**

**Prioritised top 25 suppliers**

**B Corp introduction presentations and rollout**



# Team

**Putting Our People First**

# Team Highlights

- ✦ Stakeholder pension with ethical fund option
- ✦ Nine day fortnight introduced across business teams
- ✦ Duvet day as additional holiday option
- ✦ Flexible working options
- ✦ Home working introduced to reduce carbon emissions
- ✦ Wellness Wednesday for walking screen break
- ✦ Staff Satisfaction Survey completed with score of 8/10
- ✦ Staff handbook breastfeeding policy added



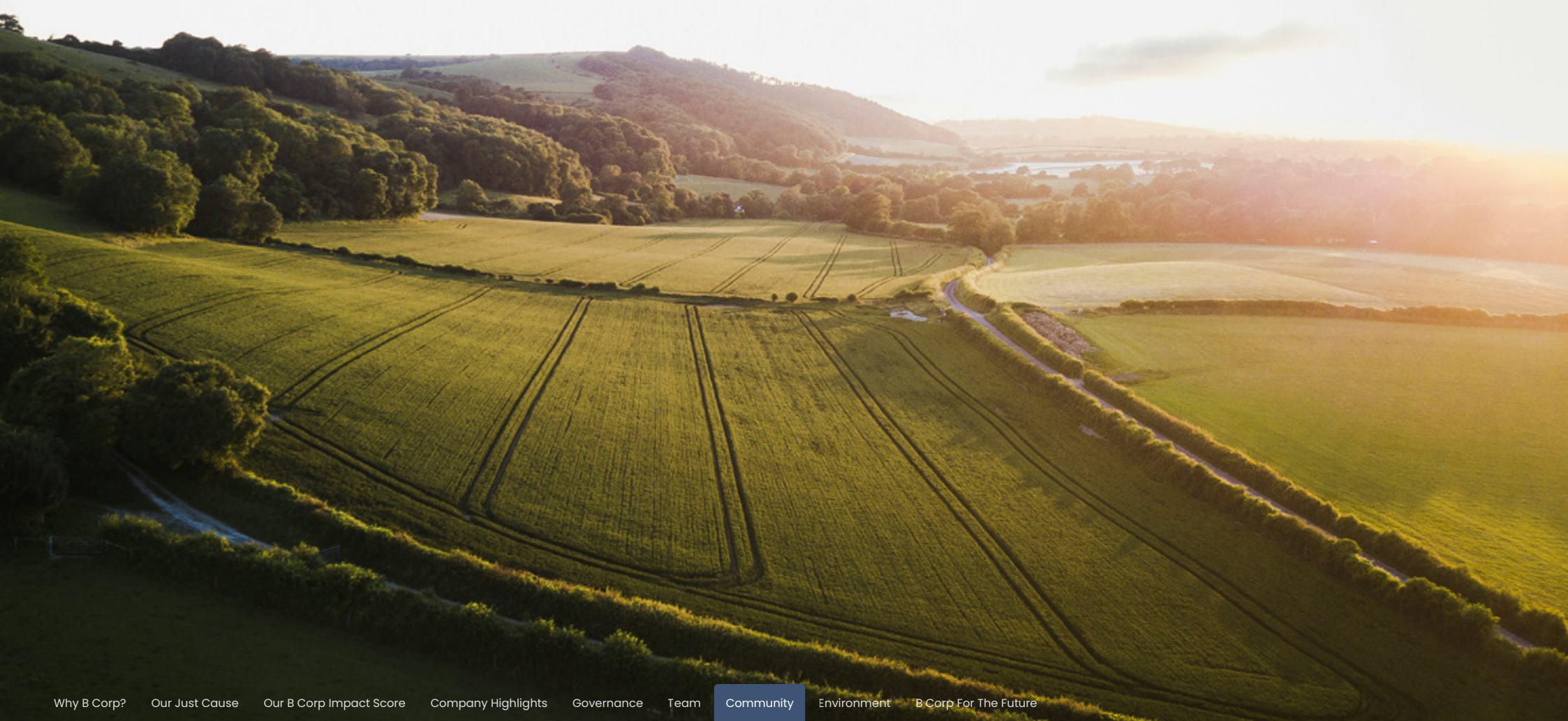


# Community

Doing Our Bit Locally

# Community Highlights

- ✦ Devon Wildlife Trust membership annual contribution
- ✦ Local suppliers prioritised with new purchasing policy
- ✦ Organised and delivered second Tourism Summit – “Tourism for Good” event for the South West



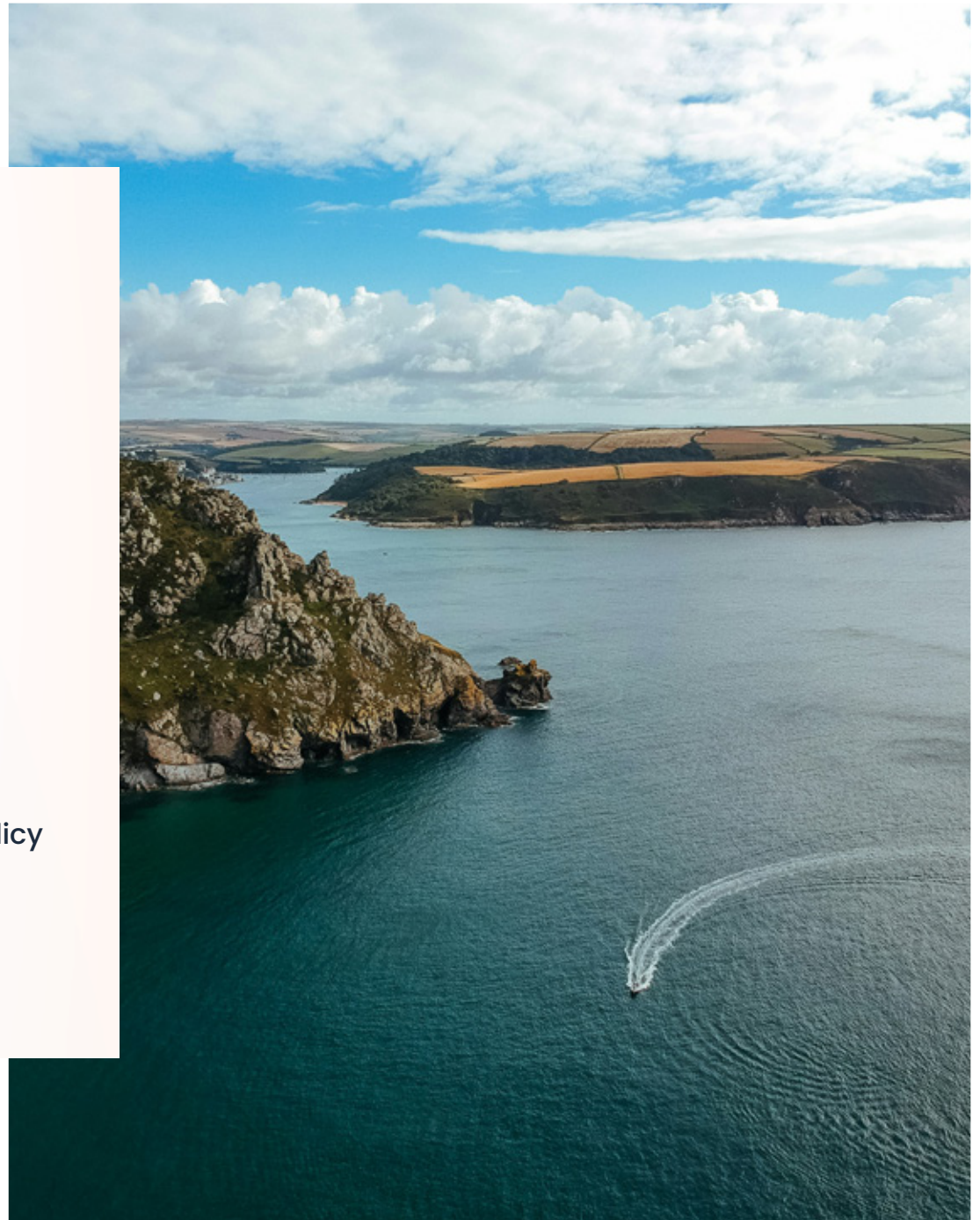
# Environment



## Company-wide Energy Reduction

# Environment Highlights

- ✦ Ecologi company energy monitoring
- ✦ Water saving and energy saving tools in the office
- ✦ New eco-friendly office products and purchasing policy
- ✦ Hive energy monitoring introduced



# B Corp For The Future



**B Corp For The Future**

# Over The Next Year

**We aim to:**

- ✦ Do even better in supporting our team with improved processes, support and benefits, providing everyone with a brighter tomorrow
- ✦ Improve our social and environmental monitoring and metrics of our impact on the local community and environment
- ✦ Enhance sustainable B Corp practices throughout our business



# Future Activities For 24/25

Improved B Corp team onboarding

Introduced optional two days paid volunteer work for all

Introduced an Employee Assistance Programme

Delivered second “Tourism for Good” South West Event

Set achievable carbon reduction targets

Submitted environmentally-friendly office extension plans



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