



Purpose Statement

2026

Owner: Impact Lead, Lucy Nugent

Approved by: Managing Director, Mike Pye

To build a marketing consultancy that leads with transparency, measures what matters, and champions positive impact—social, environmental, and economic—for ourselves, clients we serve, and our local communities.

Our Shared Impact Model was built strategically to support a small number of high-impact, values-led projects each year at reduced or pro bono rates. We achieve this by reinvesting a portion of our profit, time and talent to help charities and non-profits. It works as follows:

- We commit to a limited number of subsidised projects annually, focused on charities, nonprofits, or community organisations working in areas such as sustainability, social equity, education or health.
- These projects are carefully selected based on strategic alignment and impact potential, not every mission-led organisation qualifies.
- Commercial clients can nominate a cause for us to consider as part of this programme, linking to their own ESG strategy.
- At year-end, we produce a clear, branded impact snapshot that clients can reference in ESG and sustainability reports (linked to B Corp pillars and UN SDGs).
- Where possible, we offer joint volunteering opportunities to strengthen shared impact across our network. This isn't charity, it's a structured, intentional way of doing business that reflects who we are and how we believe marketing can be a force for good.