



GLADIATOR EVENTS

IMPACT REPORT 2022 - 2023



Pier to Pier Walk for Each Anglia's Children's Hospices, June 2022



**Our Mission is to
produce the Safest and
most Exhilarating Events
to create Unbreakable
Bonds between Charities
and Supporters, at no
cost to our Planet**



WELCOME FROM OUR FOUNDER

Welcome to our first Impact Report.

We certified as a B Corp in February 2022, after two years of preparation. As a business that is passionate about making a positive change to the World, and with 100% of our clients being charitable organisations, becoming a B Corp was an obvious step for us.



We are delighted to be part of a global movement of like-minded businesses looking to pave the way for a new way of doing business.

Our industry is an exciting one to be part of, but can be wasteful and have a negative effect on the environment. It also is known for being an industry that is hugely demanding, physically and mentally, with an unspoken knowledge that burn out is inevitable.

We are determined to be an organisation that breaks these norms. We want to run events that have no negative impact on the environment, that positively enhance local communities, foster inclusivity and that put mental and physical wellbeing of people at their heart.

Becoming certified as a B Corp is just the start of this journey for us. In this Impact Report, you will see what we have done so far to step up and take responsibility. We are looking forward to continually stretching ourselves further with this work and in doing so, rewriting the rulebook for doing business putting people, planet and society first.



OUR JOURNEY TO CERTIFICATION



Our B Corp Certification came in February 2022, almost two years after starting our assessment process.

Having a positive impact on people, society and the environment has always been important to us, but spending two years working on a B Impact Assessment has allowed us to analyse in microscopic detail every element of our business and event operations, and start to make many tweaks across each area to ensure a maximum positive impact.

We have found this process incredibly rewarding and it has fuelled us with even more motivation to continue improving.

As we move into our second year of B Corp membership, we will continue to challenge ourselves, and our charity partners, to be the best versions of ourselves, and to consider people, planet and society in all our decisions.

OUR VALUES

CAREFREE PLAY

Participants get to feel like kids again. We worry about the adulting – safety is at the heart of what we do.

EVERLASTING PLANET

Breathtaking views are part of our events. But we want to keep them stunning, not shattered.

INFECTIOUS PASSION

Everyone we work with love our team because passion permeates and they feel looked after, energised and supported.

TRANSPARENT PARTNERSHIPS

We have deep and honest relationships with our charity clients. We represent our charities authentically in front of supporters and volunteers, creating stronger connections

PRACTICAL POSITIVITY

We don't believe in setbacks. They are just a stepping stone to pushing the boundaries of what is possible in exhilarating, risk-free events.



OUR CUSTOMERS

OUR COMMUNITY




OUR ENVIRONMENT



Overall B Impact Score

- Gladiator Events Ltd earned an overall B Impact score of 100.3.
- The qualifying score for B Corp Certification.
- The median score for an ordinary business is currently 50.9.



Our Score Breakdown

- Our Community— 18.8
- Our Customers— 28.2
- Our Environment— 10.0
- Our Workers— 24.7
- Our Governance— 17.7



OUR WORKERS



OUR GOVERNANCE

OUR COMMUNITY



OUR COMMUNITY

Donating our time

We understand the importance of **volunteers** to every charity. That's why we have donated 60 hours of our time to help local causes that mean a lot to our team.

Working with the locals

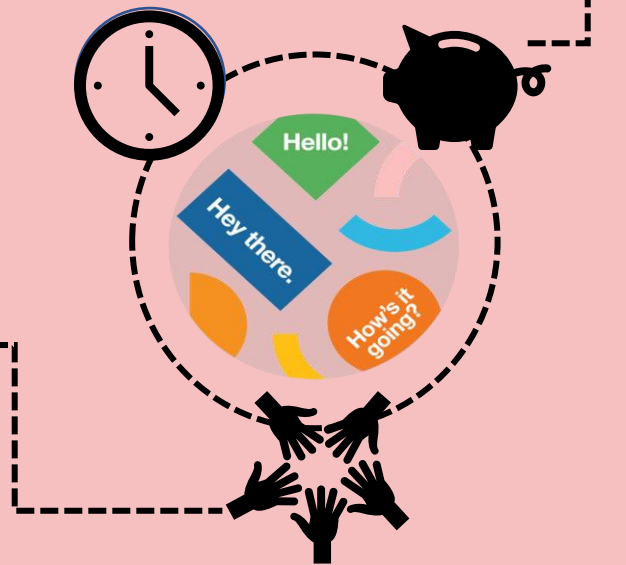
The show would not go on without our amazing event volunteers. At every event our charities reach out to their network of supporters who live locally to the venue. Our team work alongside the volunteers showing them the ropes and introducing them to new skills, whilst learning more about the incredible work our charities do.

WORKING TOGETHER TO BENEFIT GREAT COMMUNITIES AND CAUSES

Donating our profits

Together we decide which charities and causes to donate to as a company.

In the past year we have donated over 10% of our profits to Breast Cancer Now, Ukrainian Embassy, Wilderness Foundation and Plan International. In 2023 we will to donate at least 10% of our profits to charities.



OUR ENVIRONMENT

ENVIRONMENTAL RESPONSIBILITY UNDERPINS EVERY DECISION WE MAKE.

Waste

We reduce our use of disposable products by working to minimise the use of all our disposable products across events e.g. reusable cable ties saving c.15,000 disposable cable ties going to landfill in 2022.

We minimise landfill waste by working with amazing local contractors to find the best solution for our waste. All our events have recycling facilities and lots have green compost bins too!

From 2021 we made sure that all of the delicious catering suppliers at our events used compostable packaging and utensils.

Energy

We monitor our emissions from on-site power generation so we can commit to reducing the carbon footprint of all our events. We monitor the consumption of our generators and make sure we are minimising emissions through engine idling.

We are seeking ways to improve the efficiency and exploring greener alternatives.

Travel

Location, location, location...

We have relocated our storage unit to provide better access to our beautiful venues saving us at least 4000 miles on the road and preventing over 1500 tonnes of GHG emissions.

Going local: where possible we staff our events with people living local to the area, reducing their travel and increasing the feel good factor.



OUR CUSTOMERS

Your cause, our mission

Getting to know you, before working with a charity we take the time to understand the cause they're committed to, the impacts they are looking to make and the amazing event they want to deliver.

Working side by side, our team are often found at our charities' offices integrating into their team, learning more about them, delivering value and bringing more smiles to events.

Getting our boots muddy

Putting ourselves in their shoes, each year we take part in other challenge events to really get to know what it feels like to be a participant.

Going beyond the map, whilst receiving our events we are always on the look out for ways to improve the experience. We work with councils and local stakeholders to ensure our routes are considerate of the local community, the environment and as exciting as possible for our participants.

WE CONTINUE TO WORK ONLY WITH CHARITIES WITH A PURPOSE-DRIVEN MISSION.

Peace of mind

We are honest and transparent when it comes to contracts, absorbing additional management costs where possible.

Giving back

In 2022 we provided 5% of our management time pro bono for each event, always going above and beyond to ensure the very best event.

Events that deliver results

The events we have delivered for our amazing charities have raised over £1.1 million in 2022.



OUR CUSTOMERS

**SUPPORT FOR
PURPOSE-DRIVEN
ENTERPRISES**

Our business model is specifically designed to create a positive impact for charities. Here are some of the ways we have had a positive impact on charities in 2022 - 2023



**Our events raised over
£1.1 million for charity**



**We volunteered 60 hours of
our time for charity & non
profit organisations**



**We donated over 10% of
our 2021 profits to charity**



OUR WORKERS



OUR WORKERS

**OUR TEAM HAVE A PASSION FOR THE CHARITY
SECTOR AND OUTDOOR ADVENTURE.**

**WE HAVE A PASSION TO BE THE BEST
EMPLOYER.**

Improving together

Teaching old dogs new tricks... pun intended. At Gladiator Events we want to ensure our staff are experts in the outdoor events and charity sector. That's why we are always encouraging shared learning through resources and recommendations. We have an amazing platform where we share podcast episodes, learnings from webinars and training courses and of course thermal legging recommendations!



Listening and actioning feedback

Our freelancers are our community, we ask our freelance team for their feedback every year, whether its an amazing new dog obstacle idea or ways to improve onsite wellbeing, especially on those inevitably rainy days. We listen and take action. We review our day rates every year and pay our freelance team at least 30% over the living wage.

Hiring and retaining the best freelancers in the industry is so important to us. In 2022 we introduced a senior freelance role, motivating our wonderfully knowledgeable and loyal freelancers.

Celebrate good times

Uniting the team, we hosted an away trip for our HQ team with a focus on celebrating our achievements, goal making for 2023 & beyond and learning each others' strengths all with the help of the amazing Jo Dew from Life Coaching Café. By the end of the trip we felt energised and ready for the exciting year ahead...the hot tub and delicious food helped as well!

Freelance get together

Every year we bring our freelance team and HQ staff together to celebrate our successes from the busy event season. It's a great chance for everyone to reminisce and relax.



Wellbeing of our team

Happy staff, happy events: We are challenging the industry norm that 'burn out' is a given. With the help of a coach we are looking at practical tools for the team to use in high pressure and stressful environments.

Limiting event working hours: Our team is onsite between 8-11 hours per day. We are extremely proud of this as in the events industry staff often work 12-18 hours on site. We know a rested team is a happier team.

Our event family: After every event we like to celebrate the day by congregating the whole team for dinner, whether it's pizza and beers in the event village or for those colder days a pub dinner at a cosy local.

The Perks for our Salaried Staff

- 20 days' annual leave, plus all days off between Christmas and New Year (additional 3 days)
- Time off in lieu for all weekend days worked
- Paid spots to other challenge events
- Company bonus scheme
- Pension Scheme
- Flexible working and use of our national co working office membership
- Paid time off for voluntary service
- Regular travel opportunities to discover beautiful parts of the UK
- Annual Company Away Day and Christmas Party

OUR GOVERNANCE

WE ARE PROUD TO BE PART OF THE BETTER BUSINESS ACT COALITION

Commitments

Success isn't measured on one great event, but on many great relationships. That's why every year we ask our clients for their 360° review. In 2023 we are delivering more accessible events and providing our advice and expertise to reduce their environmental impact.

Forward thinkers: Environmental responsibility underpins every decision we make. That's why all our HQ team have sustainability and environmental objectives incorporated into our employee review process.

Financial Transparency: We share our financial information with all employees, and ensure that the whole team benefits from the Company profits through a Company-wide bonus scheme.



Government change is necessary, that's why we have joined the Better Business Act Coalition. As part of our support, we joined a lobby event on Better Business Day to campaign to change the UK law to ensure every company in the UK aligns their interest with those of wider society and the environment.

WHAT'S NEXT?

We have many goals that we are yet to achieve. Below are our key targets for the coming year.

NET ZERO BY 2030 & 2040

We aim to be net zero by 2030 using carbon offsetting, and net zero by 2040 without carbon offsetting. Within the next year we plan to continue developing our action plan and investigating new technologies that will help us achieve this target.

SHARING KNOWLEDGE

We aim to learn and share knowledge and best practice amongst our industry in running sustainable events that consider people, society and planet in all decisions.

TEAM SUPPORT

We aim to improve the working environment for our team even further, including wellbeing coaching and reviewing our support for pregnancy and families. We would like to challenge the accepted industry norm that burnout is inevitable.

DIVERSITY

We aim to nurture under represented talent and provide opportunities for young people from lower socio-economic backgrounds, who may not have considered a career in our industry.

DRIVE INDUSTRY CHANGE

We aim to support and enable our charity clients to operate their events with environmental and social impact in mind by providing them with tools to measure, publish and improve their impact

CHARITY SUPPORT

We aim to increase our contribution to charity by nominating a charity of the year, donating 10% of our profits and collaborating as a team to contribute by volunteering and other support throughout the year.



THANK YOU FOR READING OUR REPORT

If you're interested in chatting to us
about this or any of our events, reach
out to us at
info@gladiatorevents.co.uk

