



# GLADIATOR EVENTS

**IMPACT REPORT**  
**2023 - 2024**



Gladiator Events Event Team at The Teach First Great Ambassador Gathering

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# WELCOME

**We are delighted to be publishing our second B Corp Impact Report, after a busy but successful 2023. We are celebrating our 10<sup>th</sup> year in business this year and it's set to be a big one!**

Our second year of Certification kicked off in style, with Gladiator Events featured on a huge billboard across the front of fellow B Corp Coutt's on the Strand, celebrating International Women's Day with female-founded B Corps.

This year has seen some significant growth in our small business, with our team doubling in size from 4 to 8. We are really delighted to have made some huge progress in our Workers pillar, creating opportunities and prioritising wellbeing across our wonderful permanent and freelancer teams, such as introducing bonus days off and pay days, introducing more flexible core hours and offering wellbeing and career coaching sessions to all staff.

The year has certainly had its challenges too, and we have structured this report a little differently this year, with a really clear focus on what we haven't managed to do, and what ambitions we have set for this coming year. However I'm pleased to say that we also have so many highlights – too many to mention here so I do hope you enjoy reading this report to get a taste of what we've been doing alongside our busy event work!

There are two things that I am immensely proud and grateful for that I would like to personally recognise, thank and congratulate.

Firstly, our wonderful charity partners, who have worked hard to raise in excess of £1.5 Million this year through our events, a figure which we are so proud and thrilled to see. We are more motivated than ever to continue developing innovative, sector-leading and environmentally conscious events in our third year of B Corp Certification.

Secondly, our incredible team of staff, who have made Gladiator Events what it is today. Every day I am amazed and full of gratitude for the dedication, enthusiasm and hard work that our epic team produce, and I will never cease in efforts to make their work here at Gladiator Events truly rewarding.



Gladiator Events featured on Coutt's on the Strand, 2023, London,



# OUR JOURNEY TO CERTIFICATION

## *Certified in February 2022*



**Gladiator Events became a Certified B Corp in February 2022** after a two-year assessment process, spent upskilling and developing our policies and practices.

B Corps are businesses which meet the highest standards of social and environmental performance, transparency and accountability. Being an outdoor events company working with charities, we feel a responsibility to look after our environment and it has been our mission to deliver events that do no harm and build better futures, for both people and the planet, since the early days.

Spending two years working on a B Impact Assessment allowed us to analyse in detail every element of our business and event operations and start to make tweaks across each area to ensure a maximum positive impact.

As we move into our third year of B Corp membership, we are even more determined and motivated to continue challenging ourselves and our charity partners to increase our positive impact. Our report captures what we have done and what we will do to be the best versions of ourselves and to consider people, planet and society in all our decision making.

Our rectification journey begins this year. We are working hard to implement more positive change as the team grows, to better our score before re-certifying in February 2025.

# OUR VALUES

## Who we are as a Business



### Carefree Play

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

### Infectious Passion

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

### 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.

### 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.

### Everlasting Planet

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



Muddy Dog Challenge for Battersea Dogs & Cats Home, Leeds, 2023

### **Volunteer Opportunities**

We had hoped to partner with a charity for the year to offer HQ staff volunteer days. Due to resource limitations, we were not able to meet our ambition in 2023; however our team did still take part in volunteer days for various different charities. Following our Employee Engagement Survey and with our new team in place, our goal is to collectively reach out to a charity in 2024 that is close to the hearts of us as an organisation and our employees.

### **Net Zero Roadmap**

We intended to develop a roadmap of decarbonisation activities, which we could undertake to help us achieve net zero but, whilst we have sought ways to reduce our carbon footprint, we have not been able to formalise the activities we wish to take into a long-term plan.

### **Collaborating for Sustainability**

We are not alone in driving sustainable change in the events industry but we are aware that significant change can only happen with collaboration. We were not able to initiate the knowledge sharing and collaborative practices we would like to have in 2023.



**OUR CUSTOMERS**

**OUR COMMUNITY**



**OUR ENVIRONMENT**



# Overall B Impact Score

- Gladiator Events Ltd. earned an overall B Impact score of 100.3. (Feb 2022)
- 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

**We are looking forward to recertifying this year and have strong ambitions towards increasing our overall Impact Score.**



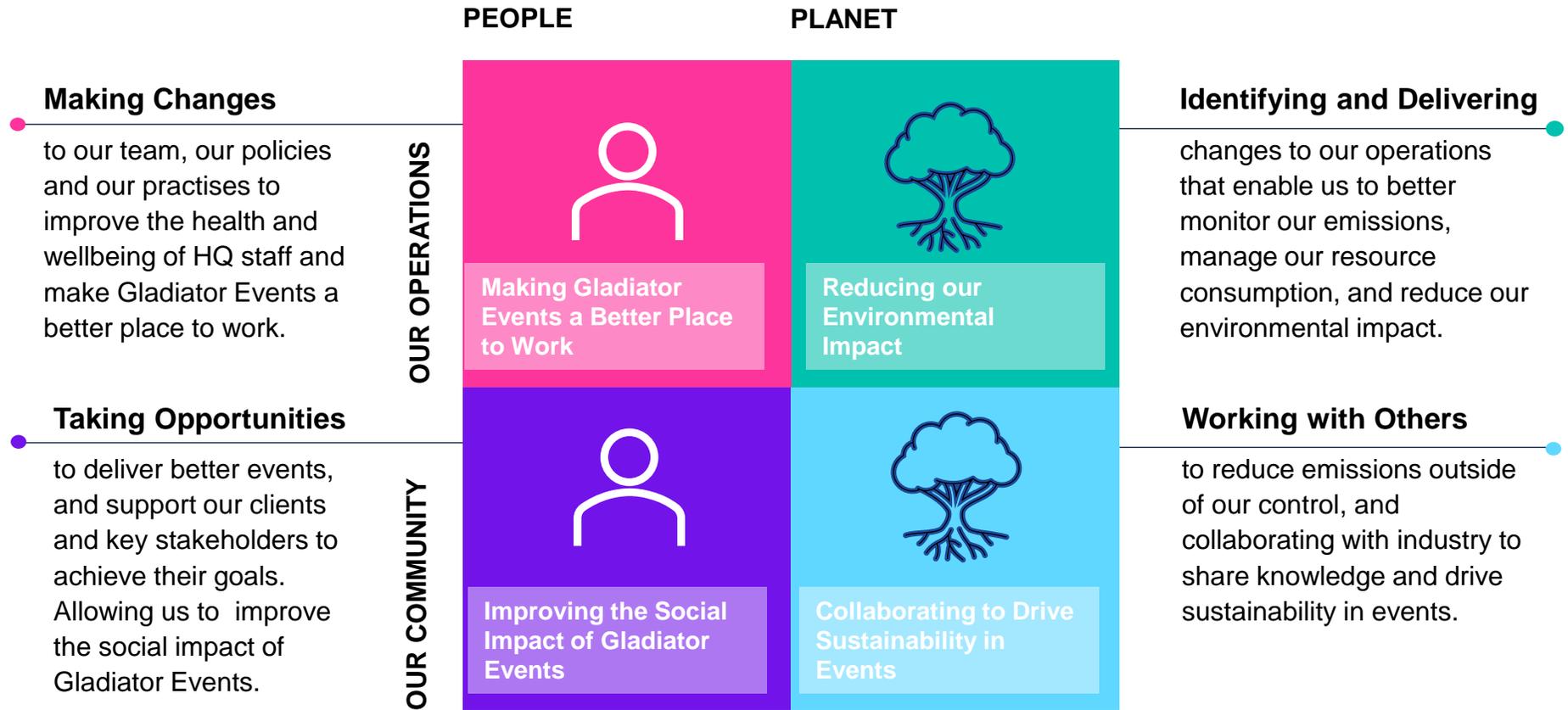
**OUR WORKERS**



**OUR GOVERNANCE**

# OUR THEMES

*Having a Positive Impact on People & the Planet*





# THE HIGHLIGHTS

## From the Past Twelve Months and Looking Forward



### OUR OPERATIONS: PEOPLE

### OUR COMMUNITY: PEOPLE

### OUR OPERATIONS: PLANET

### OUR COMMUNITY: PLANET

**We have** invested in our teams' wellbeing, introducing 121 coaching sessions from a certified wellbeing coach.

**We have** innovated and developed our clients' Kick-Off meetings to maximise the opportunities

**We have** collected all on site fuel run times

**We have** encouraged our clients to look at sustainable options at the very start of projects.

**We aim to** host team vision afternoons to collaboratively develop our team objectives against our company goals.

**We aim to** expand our local supplier network in order to provide more opportunities to local businesses

**We aim to** work alongside our clients and the events industry in order to have a bigger impact on positive sustainable change.

**We aim to** develop a template and collaborate with clients to produce an annual Impact Report for their event / event series





### Improving by Doing

- We have introduced 360 reviews and are working to re-frame feedback and ensure that what comes from this is constructive and positive. We want to challenge the negative stigma of feedback and be able to provide each other with reflections that empower each other.
- For the first time, we have scheduled personal development sessions, individually and as a team. With staff being encouraged to seek new and different learning opportunities.

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### The Day to Day

- We have implemented core working hours, providing staff with autonomy and agency in how they structure their work-day.
- We have a hybrid approach to work, supporting a work/life balance. We have frequent check-ins during the week, including a coffee every morning and an open-door policy. The weekly beer team calls are a great way to end the week. Twice a month we congregate in London Bridge for team brainstorms, friendly competitive lunch challenges and check ins.

### Celebrate Good Times

- Our annual team away trip encouraged learning, play and relaxation for all. We invited [Special Sauce Training](#) to facilitate an amazing problem-solving workshop and we ended our trip with a focus on relaxation and celebration across our HQ team and extended freelance team.
- We celebrated all our extended team birthdays while on site across the UK, keeping caterpillar cakes across the country in good rotation!
- We ensured teams were well relaxed through the season with various team activities including bowling and team quizzes.

“Gladiator Events recognise the importance of work-life balance and have put some great systems in place to ensure we have space to learn and develop’

*Fliss, Senior Operations Manager*



Team Away Trip, Cambridge 2023



### Wellbeing of our Team

- Rested staff equals rested minds. To improve wellbeing and recognise the effort required to work at weekends, every fourth non-contracted day that staff are required to work they can receive an additional lieu day or a paid day.
- During weekly catch ups between staff and their Line Manager, we have sought to emphasise wellbeing. This is intended to both support the staff member and encourage them to look for and identify the importance of wellbeing in their everyday conversations.
- We now offer Wellbeing sessions with a career and life coach, that staff are able to book as and when suits them. These sessions enable staff to discuss any thoughts or challenges they might be having, or simply what is on their mind, with someone who is outside of the HQ team but has the knowledge of the industry and our business.
- We have worked hard to ensure staff keep within their capacity in their work, calculating working days and allocating across the team. We have aimed to allocate each team member work to 90% of their capacity, allowing time for the unexpected, and for personal and professional development.

“An ideal team is one that supports each other, has regular meetings and are friends.”

*Employee Engagement Survey, 2023*



### Playing to our Strengths

- This year we have introduced project teams for events / series. This has been a game changer and has enabled the significant workload of an event to be split across numerous members of staff. This has proven incredibly successful in sharing the responsibility, reducing the pressure on event managers and enabling the team to use each person's distinct skillset and experience most appropriately.

### Forward Thinking

- Event Manager Schedules. We recognised that our events schedule can put a strain on event managers, with the potential for back-to-back weekends affecting their wellbeing. To support our managers, we have worked to finalise our event schedule earlier and built a pool of freelance delivery managers. This means that we can better plan and allocate event managers to reduce burnout and facilitate this with the deployment of freelance managers that we can rely on.
- Off-site buddies. We have created a 'buddy' system whereby on-site event managers have someone from the team who is not on-site who they can call to work through challenges or ideas, and also a separate escalation route should any significant incidents occur. This helps ease the decision-making process for event managers, giving them a sounding-board for taking appropriate action.



“After the initial weeks at Gladiator Events, I had a good understanding of the company, its goals, processes and had begun to take on project work. It was clear that the team had gone to effort not to overwhelm with information and the induction plan was gradual with some elements waiting a number of months before picking up. My experience of the induction process was overall positive, taking on additional information when there was a relatable task in progress I found to be more suited to my own learning style.

At the time I joined the team, my line manager was not able to take on management duties straight away, there was a plan in place for this and the wider team went to the effort to give me support during this period.”

*Elle, Event Manager*

### Creating more employment opportunities

- This year has seen five new team members joining Gladiator Events, bringing our steadily growing team to a small but mighty eight!
  - Becca, Elle, Fred, Harriet and Stu have brought fresh perspectives and strengths, joining our dynamic and impact driven Gladiator Events team – below are some of the additional strengths they are bringing to the team.



**Leadership**



**Spirituality**



**Fairness**



**Forgiveness**



**Prudence**

- As well as bringing in new skills and ideas, this has enabled GE to continue to develop its values, principles, and ways of working.
- We have learned that the dynamic and highly organised work we do can be overwhelming for new starters. With this in mind, we have reviewed our induction process and built an on-boarding model that enables new colleagues to build up their skills and understanding of how we work systematically, rather than overwhelming them with events, people and processes from the start.



Team Dinner



Teamwork is the dream work



End of 2023 celebrations



Gladiator Events Stores refresh



### **Staff policies and processes**

- We have created a Lone Working Policy to look after our staff when they are visiting some of our amazing event routes alone. This way we continue to look out for one another and provide peace of mind to those on the ground.
- We have implemented a childcare policy, whereby Gladiator Events covers the cost of childcare for any non-contracted work-days.
- We have appointed an external HR contractor who is carrying out a review all of our staff contracts and worker contract to ensure that they are fair for all.

“When I undertake my first site visit, I will feel confident that my team are there to support me, even when they are not with me in person”

*Employee B Corp Survey, 2023*

Beautiful scenes at Trek26 Snowdonia Site Visit, 2023



### **REVIEW STAFF HANDBOOK**

We aim to complete a full review of our internal onboarding and Staff Handbook.

### **TEAM VISION**

We aim to host a minimum of two Team Vision Afternoons to collaboratively develop our team objectives against our Company Goals.

### **INDUSTRY**

We aim to provide digestible industry updates to the team.

### **KNOW THE TEAM**

We aim to create team profiles to help the team get to know one another and support new starters

### **HEALTH INSURANCE**

We aim to provide staff with private health insurance

### **REVIEW AND IMPROVE**

We aim to review our casual workers agreements and make necessary improvements.

### **WELLBEING**

We aim to continue emphasis on wellbeing both within HQ Team and our freelancers.

### **CONTINUALLY CONNECTING**

We have planned a sports day mid-way through our events calendar. This is chance to celebrate what we have achieved together and provides the team with a milestone to work towards in the early part of the year.



Events	Participants	Funds raised for Charity
32	10,600	>£1.5million

### Inclusivity

- We have continued to train Mental Health First Aiders within the HQ team; this supports the team in breaking down the stigma of discussion of mental health within the office but also at events.
- We now require all of our contracted staff to have basic DBS to ensure the safety of our event staff, participants and volunteers.

### Online Connection

- This year we have embraced the use of online platforms to more effectively build our communities. This has enabled us to reach out to a greater diversity of workers, charities and suppliers, and to discover new courses, training and memberships to be a part of. In this way we are building and being part of a more diverse community, seeking opportunities to learn and understand as well as finding solutions and collaborations with others.



### Freelance Event Staff

- We have grown our freelance staff pool considerably over the past year. To facilitate this growth and ensure the suitability of our staff, their wellbeing, and to learn from their experiences, we have revised our entire new staff process. This includes an extended on-boarding, post-event check ins with each new individual and reaching out to all freelancers, old and new, after their first event on a new series. Our freelance team are vital to delivering successful events and this approach enables us to better understand their needs and learn from their experiences.

“It’s seamless and far better than other event onboarding I’ve come across, so all good so far.”

*Garry, GE Event Operations Staff*

### Focusing on our Expertise

- As a growing team we have been able to encourage staff members to pursue areas of expertise where relevant to work. Enabling us to better delineate staff roles, responsibilities and specialisms to have a greater impact delivering our values, both with the client and through our internal initiatives. The new role of Head of Operations demonstrates this and shows our determination to further grow and develop our processes.





## Outreach

- We have emphasised the value of mentoring and supported staff to develop their skills and knowledge through mentoring schemes such as [Elevate](#)
  - Four of our colleagues are looking forward to their latest programme which starts in March, becoming both mentors and mentees.
- We have continued our partnership with [Routes](#):
  - Felicity became a voluntary mentor to a refugee woman in 2024 and Sarah was a voluntary mentor in 2023.
  - We provided work experience opportunities to Sarah's mentee, who was keen to get experience of charity work in the UK.
- We provided outreach and engagement work to a [Teach First Academy](#) in North London, offering an insight into outdoor sports events, B Corp and the charity sector to sixty GCSE students.

## Delivering Accessible Events

- In 2023 we partnered with Parkinson's to deliver 15 [Walk for Parkinson's](#). Walking is of real benefit to many people living with Parkinson's, and we were able to welcome those with all accessible needs through our fully accessible routes. The spirit of community and inclusivity at these events has been really special.



### Peace of Mind and Giving Back

- We completed a review of all of our internal and onsite Health and Safety documents and policies to ensure they are accurate, appropriate and aligned with best practise.
- We now require all of our contracted staff to have basic DBS to ensure the safety of our event staff, participants and volunteers.
- Allocating pro-bono consultancy work to smaller charities in order to help out where we can. Charities that we have worked with this year include
  - Bistol After Stroke
  - Royal Hospital for Neuro-Disability

“The day was a fantastic success, we had around 92 walkers and the event made around £9,000, largely from participants sponsorship. More than we ever could have imagined!

Thank you so much for all your help and guidance, you really helped to guide and reassure me, so thank you!”

*Jenny, Bristol After Stroke*



### **CONTINUALLY REVIEWING**

We aim to undertake an annual review in our H&S practises.

### **SAFEGUARDING**

As a team we aim to undertake Safeguarding Training to ensure that Children and Vulnerable Adults welfare is maintained as paramount across all our events.

### **EXPAND ENGAGEMENT**

We aim to expand our engagement with local suppliers to enable our events to support the local community and reduce vehicle mileage and subsequent carbon emissions.

### **DIVERSITY, EQUITY & INCLUSION**

We aim to provide HQ and freelance teams training and educational opportunities in DEI in order to achieve better inclusivity across all our events.

### **EXPAND NETWORKS**

We aim to expand our local supplier network in order to provide more opportunities to local businesses

### **COLLABORATE AND VOLUNTEER WITH A CHARITY NOMINATED BY OUR TEAM**

We would love to donate and provide a positive impact to a charity that we are not currently working with during our volunteer days.



### Data Collection

- This year we have implemented our emissions tracker for our company vehicles, to help us accurately report for one of our key emission sources.
- We have introduced mandatory collection of generator run timings, this enables us to verify our fuel consumption emissions calculations for our generators and to ensure that all generators are calibrated correctly and working efficiently.

### On-Site

- We have continued to work with charities to reduce the use of single plastic onsite and introduced this as a key aspect of our site management during events.

### Our Personal Footprints

- Aligned with our team values, our team share tools they use to reduce carbon footprints in their personal lives and in the outdoors. This has prompted us to share tips and ideas to reduce our personal impacts as well as that of Gladiator Events.

When rating the extent to which they felt motivated by the values and mission of Gladiator Events, the average response of our HQ team was 8.5/10.



## Set Targets

- Set science-based targets to lower our emissions and help be part of limiting global warming by 1.5c
- Better understand our Scope 3 emissions
  - Expand our carbon footprint measure to all elements of the event chain, including the services we use at events, within our warehouse and to event participant travel.
  - Suppliers to provide mileage and type of fuel on invoices to inform our Scope 3 emissions calculator
  - Obtain data from our waste management services to understand what happens to our waste once it leaves site and the emissions that it caused in order to remove it.

## Teamwork makes the Dream work

- Our aim is to create amazing events for our clients and their supporters. In order to do this responsibly it is essential that we reduce the carbon footprint of our events. As a Company we want to keep on learning and be able to provide expertise in sustainable outdoor events to advise and motivate our clients to make positive changes.



Walk for Parkinson's for Parkinson's UK 2023



### **PUSH BOUNDARIES**

We aim to work with clients and motivate them to push boundaries in the sustainable events industry.

### **CAPTURE DATA**

We will continue to increase our network of freelancers and aim to create a Staff Location Heat map to understand the location boundaries and recruit operations staff who are close to event venues in order to decrease our emissions in Scope 2.

### **MAKE COMMITMENTS**

We aim to set a net zero commitment and develop our roadmap, identifying the key decarbonisation levers to help achieve our objective.

### **CALCULATE**

We aim to standardise our process for calculating event emissions.

### **MONITOR AND MANAGE**

We aim to capture supplier travel data relative to our events, so that we can monitor and manage this in future years.

### **COLLABORATE WITH OUR SUPPLY CHAIN**

We will continue to engage and collaborate with our national suppliers in order to help make change across our supply chain. We want our suppliers to feel motivated to help improve the impact that our events have on the environment.

### **INTRODUCE NEW ROLES**

We aim to introduce a litter picker role to our events.



### Putting Sustainability on the Agenda

- We have added 'Sustainability' as a key topic in our proposal and kick-off meetings with clients. This ensures that sustainability is considered early in the planning and delivery of events.

"2023 was the first year to be working with Gladiator Events to professionally deliver our Walk for Parkinson's series. The team was accessible and really open to work in partnership with, there was no them and us, at any time. They have offered support and new ideas to make our walks more environmentally friendly too."

*Alyson Smith, Parkinson's UK*

### Driving up ambition

- We started working with a WWF on a flagship new walking event series that seeks to be leading the way in the way in sustainable charity challenge events. We are looking to maximise this opportunity to gain further insights into how to improve the environmental sustainability and share best practice across the industry.





### **PROCUREMENT**

Develop a procurement charter to ensure that the values of prospective suppliers align with ours, supporting us to prioritise suppliers and to ensure that suppliers' sustainability performance is properly considered in the procurement process.

### **PRODUCING REPORTS**

We will develop an Impact Report template for our charities to produce following their event. The report will highlight the environmental and social impact of their event and provide data for reporting and marketing.

### **NETWORKING WITHIN INDUSTRY**

We aim to create and maintain a networking group within the Charity sector to understand change required and to share knowledge and insight on sustainable events. This will help to lead the way for change across the Industry.

### **AWARENESS**

This year we will be seeking speaking opportunities in relation to sustainability to drive industry awareness.



## THANK YOU FOR READING OUR REPORT

Thank you for reading our  
second B Corp Impact Report.

Please get in touch if you'd like  
to connect with us  
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