RUMPUS

Impact Report 25/26.

Shaping narratives that matter.

Positive Change.

RUMPUS

We are committed to levraging our business as a force for good.

OUR MISSION: We're the force behind ethical businesses that lead with purpose. We champion bold, honest communications that drive profound impact and shape the future. We are committed to helpingethical businesses with purpose stand out and grow.

While we understand profit is a fundamental part of how most businesses operate, we think that it shouldn't be the sole focus. We believe that optimised performance is achieved by investing in our people, community, and the planet. The Manchester Arena attack in 2017 had a profound impact on us, prompting a shift in perspective towards focusing on what really matters to Rumpus as a business. Simply delivering the required amount of social value as an agency for our employees, community and environment doesn't cut it. We are therefore actively reshaping everyaspect of our business to enable us to make a real tangible impact.

We started recording our impact in October 2022 and achieved our B Corporation certification in June 2023. This report provides an overview of our aims, objectives and progress, helping ushold ourselves accountable for meaningful and measurable goals.

PAUL EVANS & GARETH CLEMENTS
OWNERS OF RUMPUS

Certified B Corporation
Learn more at bcorp.com

We recognise that the Sustainable Development Goals set out a collective benchmark for us to measure ourselves against. From the 17 SDGs, we have selected four that we feel align most closely to our business activities.

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GOOD HEALTH AND WELLBEING

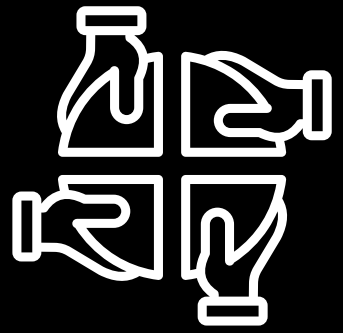
Ensure healthy lives and promote wellbeing for all at all ages.

We are committed to the health and wellbeing of our staff, clients, and stakeholders. We have therefore developed a health and wellbeing strategy that implements, measures and enhances health and wellbeing initiatives.

DECENT WORK AND ECONOMIC GROWTH

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

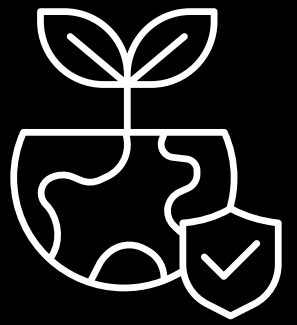
We are committed to providing our staff with fair wages, reflective of the cost-of-living crisis and ensuring equal access to career progression. Additionally, we will continue to support businesses to use their communications to achieve sustained growth.



REDUCED INEQUALITIES

Reduce inequality within and among countries.

While we do not have a global influence, we are actively working to reduce inequalities within our workforce and among our clients and stakeholders. We aim to achieve this through our EDI strategy, known as BLONG.



CLIMATE ACTION

Take urgent action to combat climate change.

As an agency, we are holding ourselves fully accountable for our impact on the environment, including implementing policies on travel, waste management and procurement practices. With the urgency to reverse the effects of climate change becoming increasingly apparent, we are taking decisive action to mitigate our contribution.

Impact Monitoring

RUMPUS

TOTAL 2025
CO2 EMISSIONS WERE **22.7** **TONNES CO_2E**

OUR 2026 TARGET IS
A 10% REDUCTION TO **20.4** **TONNES CO_2E**

TOTAL 2025 WASTE
AMOUNTED TO **168** **BLACK BAGS**

OUR 2026 TARGET IS **150** **BLACK BAGS**

TOTAL AMOUNT RAISED
LASTYEARFORCHARITY **£ 1,535**

OUR 2026 TARGET IS **£ 2,000**

LAST YEAR'S TOTAL DEDICATED
HOURS TIME TO VOLUNTEER WORK **200** **HOURS**

WHICH EQUATES TO **£4,104** **IN SOCIAL VALUE**

OUR 2026 TARGET
OF VOLUNTEERING **200** **HOURS**

TIME SPENT IN THE
LASTYEAR COLLECTIVELY
IN EDI TRAINING **72+** **HOURS**

OUR 2026 TARGET IS **50** **HOURS**

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Community Volunteering.

Investing in our community is a priority for Rumpus.

Our workforce is committed to 25 hours of volunteering work each throughout the next 12-month period.

25 **HOURS**

VOLUNTEERING COMMITMENT PER PERSON

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Volunteering in action.

RUMPUS

How our people are using their time to create impact in the communities around us.

GARETH
OWNER & DIRECTOR

Wellington school

Governing-body support focused on school strategy, committees and helping every member of the school community flourish.

2023 →

PAUL
OWNER & DIRECTOR

B Local Cheshire

Co-chairing local B Corp activity, sharing insight and helping businesses engage with balancing profit and purpose.

B CORP

KAT
ACCOUNT DIRECTOR

Pride in Leadership

Used volunteering hours to support LGBTQ+ leadership research and communications, helping a workplace barriers survey reach 1,000 responses.

1,000

GEORGIE
ACCOUNT EXECUTIVE

Alzheimer's Society

Volunteers as a companion caller, creating regular connection and conversation for people affected by Alzheimer's and loneliness.

CARE

LAURA
ACCOUNT MANAGER

Every Month

Supports a Manchester period-poverty charity with social strategy, fundraising communications and accessible messaging around period stigma.

IMPACT

SAM
SENIOR ACCOUNT EXECUTIVE

Wood Street Mission

Gives time to community projects and children's charities, supporting causes across Manchester through practical volunteering.

GIVE BACK

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Charity.

Wood Street Mission

We're proud to support Wood Street Mission and the work it does with families across Manchester and Salford. Over the past year, we've donated books and toys, helping support the charity's efforts to provide children with the essentials they need.

In 2027, we want to build on that support by finding new ways for the team to get involved and make an even greater contribution to the charity's work.

Every Month charity run

We teamed up with Slow Run Club to bring more than 100 people together in support of our charity partner, Every Month, helping raise awareness of period poverty and encourage donations of sanitary products.
The event also brought together fellow B Corp Grind, who provided coffees for attendees, while the Rumpus team created branded biscuits and signs to help make the day feel special. Alongside a strong turnout, the run generated a fantastic response in donations and sparked meaningful conversations about period poverty, with several attendees expressing an interest in supporting or volunteering with Every Month in the future.

Charity.

Community litter picking

We give our time to help look after the community around us, including regular litter picks in our local area. It's a simple way for the Rumpus team to get out of the office, take responsibility for the space we share and make an immediate, visible difference to our surroundings.
By volunteering our time, we're helping keep our neighbourhood cleaner while making community action part of how we work.

Pro Bono work

We provided pro bono PR support to Paige, helping amplify her experience of endometriosis and menstrual health and give greater visibility to an important issue. We developed her personal story around the challenges she had faced and how they inspired her to retrain and build a career in health and fitness, securing coverage in both national and regional media, including the Daily Mirror and Manchester Evening News. It was a strong example of how we can use our skills and time to help meaningful stories reach a wider audience.

Events.

10 Year B Lab Anniversary

We hosted Take 10 at Campfield in Manchester to celebrate ten years of the B Corp movement in the UK. The sold-out event brought together B Corps and B Curious businesses from across the North West for an afternoon of panel discussions, talks, networking and shared learning. With voices from across the B Corp community, the event explored the future of responsible business, the role of the movement and how organisations can continue to create meaningful impact.

Engaging with the issues shaping our city

We regularly attend pro-manchester events focused on some of the biggest issues affecting Greater Manchester's business community, from social mobility and inclusion to sustainability and responsible growth. These events give our team the opportunity to learn from others, share ideas and take part in meaningful conversations about how businesses can contribute to positive change across the city.

Client Highlights.

Better Business Network

We supported the Better Business Summit with a dedicated press campaign to amplify awareness of this key event, which brings together sustainable business leaders to drive positive change. We also helped share the inspiring story of Better Business Network director Hannah Cox and her extraordinary 110 marathons in 110 days challenge, raising £1 million for climate action charity 1% for the Planet. Strategic media outreach helped spotlight both the summit's mission and the fundraising effort.

Green Earth Developments Group

We partnered with fellow B Corp Green Earth Developments Group, supporting a business focused on regenerating land and creating long-term environmental value. Working with another certified B Corp gave us the opportunity to collaborate with a team that shares our commitment to responsible business and positive impact.

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Environment.

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Lower impacts.
Better Habits.

We embrace low-carbon methods of transport for meetings or events when there is the option. Our default mode of commute: walking. If that's not on the map, we encourage our team to use public transport, cutting carbon on every corner.

10% **2026 CO_2 REDUCTION TARGET**

Transport commitment
Walking first. Public transport where possible. Lower-carbon travel for meetings and events.

Working from home
All employees are entitled to work from home up to two days a week, reducing unnecessary commuting while supporting flexible working.

The measure
Our environmental progress is measured against the 2024 emissions benchmark, with reduction — not activity — as the goal.

ENVIRONMENTAL COMMITMENT
Reduce avoidable travel. Make lower-carbon choices routine. Measure the change in our footprint.

Environment.

RUMPUS

Turning environmental commitments into everyday business practice.

Verified B Corp stories
We use our verified B Corp scores as an external benchmark for our environmental and wider impact performance.

Stakeholders and clients
We inform stakeholders and clients about the benefits of the B Corp framework, and share our experience to encourage more businesses to become a force for good.

Sustainable procurement
Our procurement policies require sustainable cleaning and toiletry products, embedding environmental considerations into day-to-day operations.

Our environmental commitments

B CORP
VERIFIED

External accountability for the way we operate.

INFORM

Share B Corp benefits with stakeholders and clients.

PROCURE

Choose sustainable cleaning and toiletry products.

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SHAPING NARRATIVES THAT MATTER.

Governance.

Accountability that turns purpose into practice.
Over the past 3 years Rumpus has introduced measures to increase accountability and help us move forward with our mission.

ETHICS

NEW ETHICS POLICY

Introduced October 2022

ENVIRONMENT

ENVIRONMENTAL MANAGEMENT POLICY

Introduced December 2023

CLIENTS

CLIENT SATISFACTION SURVEYS

Administered after every project

PEOPLE

90% EMPLOYEE SATISFACTION

2025 survey | 2026 target: 95%

DEVELOPMENT

100 HOURS OF TRAINING

Training guideline for2026

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Workers.

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COLLABORATION

Team building

In our dynamic industry, collaboration is central to how we work. Inclusive team-building helps create a supportive workplace where people feel accepted, valued and comfortable contributing their best.

SUPPORT

Wellbeing

As a B Corp, we continue to evolve employee benefits around the diverse needs and wellbeing of our team. Flexible working, personal development support and wellbeing initiatives help people balance work, home life and long-term growth.

DEVELOPMENT

Skills sharing

Continuous self-development strengthens both our people and our client work. Team members are encouraged to build sector-specific expertise, share learning and invest time in training that deepens confidence and capability.

People who shape that narrative.

Certified
Corporation
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bcorp.com

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Thank You.

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