

Impact report

2024



Midnight

A NOTE FROM OUR JOINT MDS



FLO POWELL

ALEX HANKINSON

2024 was a milestone year for Midnight. Becoming a certified B Corporation™ was the result of months of thoughtful work across the team, reflecting our dedication to doing business responsibly.

We made a legal commitment to balance profit with purpose and hold ourselves accountable to all stakeholders – our people, our clients, our community and the planet.

From publishing our first Impact Report to deepening our community work, improving policies and reducing our carbon footprint by 28.5%, we took tangible steps to embed sustainability and equity into every part of our business.

We've invested in our team, supported brilliant causes and worked with clients and partners who share our values — all while laying the groundwork for long-term impact.

Our mission remains clear: to help our clients grow their business and reputation responsibly.

Becoming a B Corp isn't the finish line. It's the framework for continuous improvement and meaningful impact – for the benefit of all our stakeholders.

Alex + Flo

GOVERNANCE

We kicked off the year with a bold ambition – to become a Certified B Corporation™ (B Corp). By September we had achieved it, joining a global movement of businesses committed to using their influence as a force for good.

Verification and certification took nine months and every member of the Midnight team was engaged in the process.

The B Corp assessment, administered by the not-for-profit B Lab™, examined Midnight's governance and how our operations impact and add value to our stakeholders - our employees, clients, community and the environment.

We're proud to have achieved a score of 90.5 against the minimum 80 (showcasing high standards of social and environmental impact, accountability and transparency).

Overall B Impact Score

Based on the B Impact assessment, Midnight earned an overall score of 90.5. The median score for ordinary businesses who complete the assessment is currently 50.9.



Throughout our path to B Corp and following certification, we have continued to champion the B Corp movement among our clients, stakeholders and contacts in our network.

In addition, last year we:

- Continued reviewing our quarterly KPI trackers across the business.
- Achieved DMARC accreditation to boost email delivery and security.
- Launched our first survey to assess suppliers' ESG commitments; as part of this we switched to an insurer with stronger ESG credentials.
- Partnered with CreditSafe to support financial due diligence and monitor the credit status of suppliers, clients and prospects.
- Published our first Impact Report, reporting on our progress in 2023.

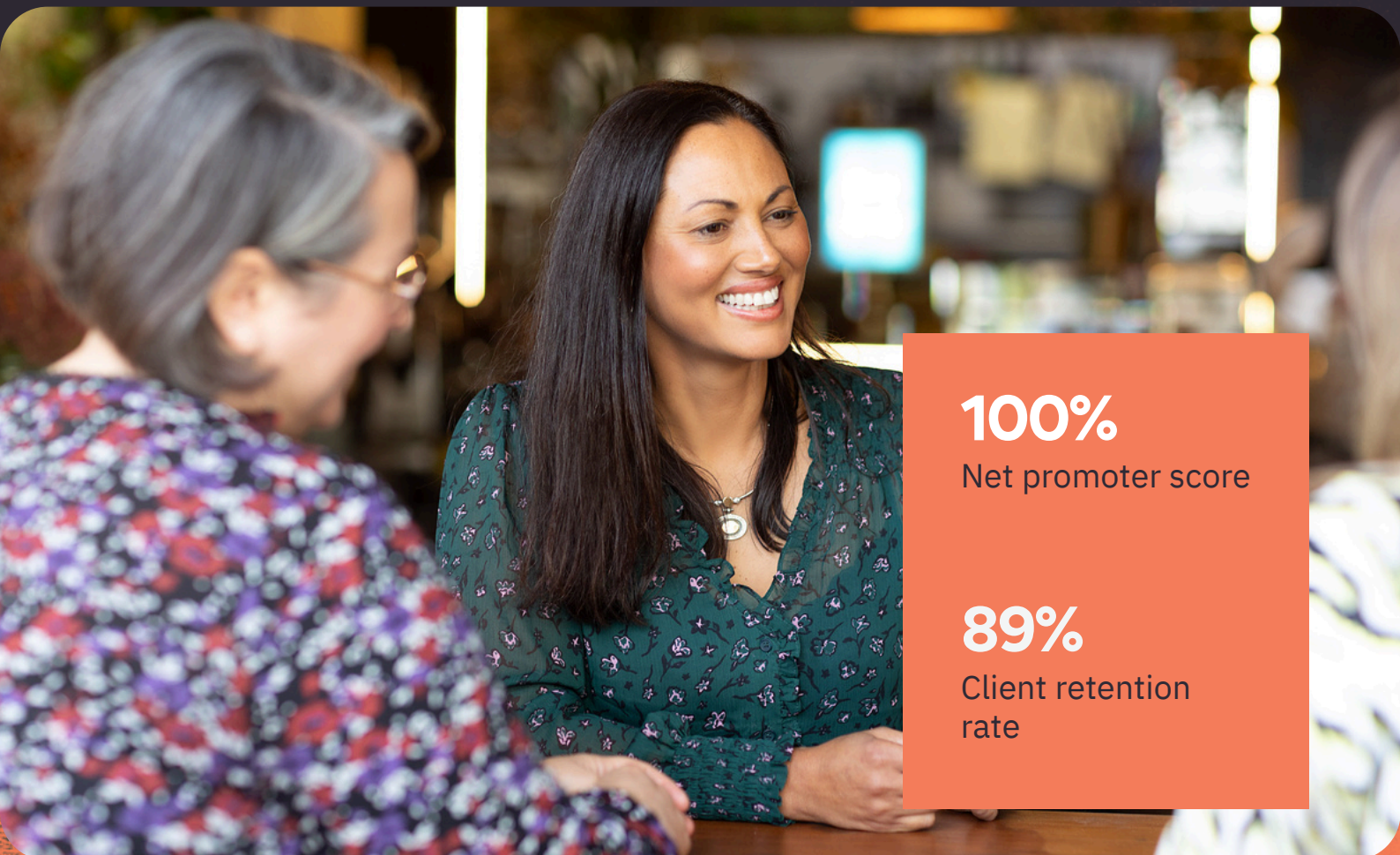
OUR CLIENTS

As part of our commitment to high standards of social and environmental impact, we continued to prioritise new clients who are a force for good for people and planet, such as the workplace health benefits provider [Health Shield Friendly Society](#).

To help our clients grow their business and reputation responsibly, we provided consultancy to inform their ESG strategies and encouraged them to consider exploring B Corp certification.

To show clients we are reputable, we gained verification as an [Alcumus SafeSupplier](#), demonstrating our commitment to quality practices and processes, from financial management to health and safety.

We issued our biannual satisfaction survey to all clients and acted on their feedback – achieving a 100% net promoter score, 89% client retention and four client referrals.



100%

Net promoter score

89%

Client retention
rate

COMMUNITY



VOLUNTEERING
31 hours

Our team remained actively involved in the Brighton & Hove and Sussex communities, supporting charities in three ways: donations, volunteering and pro bono or discounted PR, while acting as ambassadors for our clients and stakeholders.

We partnered with Karuna Trust, which supports gender equality, girls' education and women-led enterprises in the global south.

Closer to home, our joint MDs became mentors for The Girls' Network, helping local girls from disadvantaged backgrounds set goals and build confidence.



PRO BONO WORK
£6,800

To drive progress in our industry, we continued leading the Sussex PR Diversity Group, launched by Midnight in 2023. We organised inclusive recruitment training with Watch This Sp_ce and worked with other agencies to improve sector diversity.

To evaluate our DEI progress, we completed the Inclusion Journey tracker by Watch This Sp_ce, scoring 100%, and ran our first team DEI survey.



MONEY DONATED
£3,835

Our joint MD Flo joined Watch This Sp_ce co-founder Mo Kanjilal to deliver a talk on inclusive communication at a Gatwick Diamond Business event, highlighting the importance of diversity in marketing.

COMMUNITY



THE
Lucy Rayner
FOUNDATION

MAKE
(GOOD)
TROUBLE



KARUNA



ENVIRONMENT

PROTECTING OUR LOCAL ENVIRONMENT

We joined Sussex Wildlife Trust as an approved business member and volunteered time to support the [Sussex Kelp Recovery Project](#), an important project to rewild our Sussex seabed.

NEW POLICIES

As part of the B Corp process we created our first [environmental policy](#) and worked towards certification with SME sustainability consultancy Green Small Business, successfully achieving certification. This was awarded in recognition of our commitment to managing our environmental impact, supported by a clear policy and action plan.

As part of this, we pledged to avoid non-essential air travel and adopted a responsible use of transport policy plus a responsible purchasing policy.

To encourage staff to implement sustainable practices in their home offices, we introduced a new virtual office stewardship policy with tips on using heating efficiently and links for sustainable suppliers.

We also ran a staff survey on home energy providers and met with our team to explore carbon reduction tactics.

REDUCING WASTE AND CARBON EMISSIONS

We reduced paper waste by printing only when necessary and expanded our recycling to include Tetra Paks (alongside paper, card, aluminium, plastics and batteries), saving 330kg of CO2e in total through recycling.

We tracked emissions throughout the year, and with support from Green Small Business, we created an action plan which helped us cut CO2e by 28.5% compared with 2023. Actions included banning single-use plastics, switching off equipment when not in use and adopting a client selection policy.

Green Small Business also helped us review our 2023 emissions, updating our total to 46.03 tonnes CO2e using the latest methodology.



TOTAL CARBON EMISSIONS



↘ 32.93

↘ -28.5%

Total emissions
tonnes CO₂e

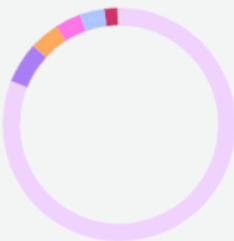
12 months



Emissions by scope

Scope categories

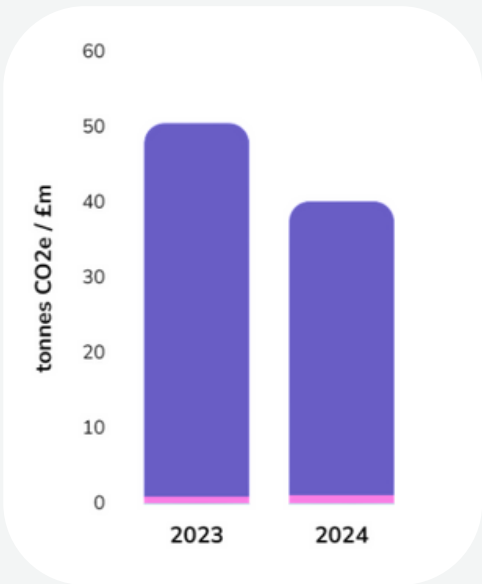
- Scope 1 0%
- Scope 2 2.7%
- Scope 3 97.3%



Emissions by category

Top 3 categories

- Other products & services 81.1%
- Homeworking 5.7%
- Employee commuting 4.1%





OUR PEOPLE

TRAINING AND DEVELOPMENT

We provided 356 hours of training for our team in total, including internal and external sessions and on-the-job training. Training included sessions on:

- SEO
- Inclusive communication
- Writing and pitching tips
- Generative AI
- Financial literacy, with one member of the team receiving one-to-one coaching.

To support ongoing progression, we offered year-round access to LinkedIn Learning.

We explored ways to support leadership development, with each team member supporting one of the six head office functions.

Beyond individual job roles, we provided opportunities for holistic learning and inspiration, with members of the team attending TEDx Brighton and Brighton Summit.

Alex and Flo became qualified mental health first aiders.

POLICIES, WELLBEING AND BENEFITS

We introduced enhanced maternity and paternity policies for our team, as well as an adoption policy and policies for parental leave and shared parental leave.

In addition to full private medical cover and health cash plan benefits, we renewed our wellbeing programme With Juno, where staff can spend points they accumulate on services and products to support their wellbeing.

We also launched a new financial wellbeing benefit with Octopus Money.

RECRUITMENT

We enhanced our inclusive recruitment practices, using gender decoders to improve our job adverts and make the process more equitable. To remove unconscious bias we introduced phone screening for interviewees, and started sharing interview questions in advance to support neurodivergent candidates.



GET IN TOUCH



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GREEN
SMALL
BUSINESS
CERTIFIED

