

ZiaBia

EVENTS CONSULTANCY

# Impact Report

November 2023 - October 2024

[www.ziabia.com](http://www.ziabia.com)



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# About us

ZiaBia began our twelfth year of business in November 2023 as a strong team of 10 like-minded individuals with a passion for creating exceptional events delivered in an ethical and sustainable way.

This year saw us embark on our B Corp certification journey and we began the application process in January 2024.

A focus for us this year forming and training new internal teams with a specific focus on sustainability, wellbeing, marketing and business development.



# Mission

*Dedicated to creating exceptional event experiences -  
our team bring your vision to life every time*

# Values

**E**xpress enthusiasm, energy, tenacity and competitiveness

**V**alue reputation

**E**veryone is provided opportunity based on merit, no one is entitled to anything

**N**ever stop being hungry for achievement

**T**reat everyone with respect

**S**upport each other by working hard and by being committed







# Governance

We spent a lot of time identifying our stakeholders and implemented a robust stakeholder engagement plan which we will review annually.

We demonstrate transparency by sharing monthly finance updates with the team.

As the team grew, we took the opportunity to restructure, resulting in awarding promotions to five team members.

As a primarily remote organisation, we developed and launched our 'Working from Home' policy. This supports the team when working remotely by way of practical arrangements, supplies, health and safety, wellbeing, waste and environmental situations.

We were awarded GOLD at the M&IT Awards for 'Best Intermediary Agency - Small, up to 20 employees'. These awards are the industry benchmark as it is voted for by our clients.

We were also shortlisted in the service category at Bristol Life Awards.

## Plans for next year

- Certify with Cyber Essentials
- Reinstate anonymous 360° surveys for all staff members
- Retaining at least Silver at the M&IT Awards 2025

# Community

ZiaBia is committed to operating its business in a manner that is both sensitive and responsible with proper regard to its legal obligations and according to relevant directives, regulations and code of practice.

The Top 80% of our business suppliers were surveyed and we found of those who responded:

- 50% are majority owned by women or underrepresented groups
- 83.33% are based locally
- 62.5% are independent and not associated with a parent company or franchise

Some charity events and volunteering the team have been involved in this year include:

- Primary school co-opted governor – December 2020 – current
- Text support work with Shout for people in crisis – December 2022 – October 2024
- Annual participation in the Race for Life and fundraising for Cancer Research UK
- 'Befriender' for Rushcliffe Community Volunteer Service – March 2021 - current

# Community



**COMMUNITY  
PARTNER**  
2023-24 SEASON

We launched company volunteering policy in August 2024 where we are given paid time off up to 16 hours a calendar year for charitable volunteering activities of our choice.

- The team have undertaken >200 volunteer hours across the year with a variety of charities
- In September 2024 we were scheduled to take part in a company beach clean but sadly this was scuppered by a yellow weather warning! ZiaBia gave a monetary donation in lieu of our time instead
- As a business we made charity donations of £1,100

In February 2024 ZiaBia became a charity partner with [Meeting Needs](#), a foundation that awards life-changing grants to small charities with funds raised from within the meetings and events industry.

In April 2024 ZiaBia became a [Community Partner](#) as part of the Bristol City Community Partnership programme, joining a community of local small to medium enterprises.

## Plans for next year

- Embedding the volunteering policy
- Undertaking a team beach clean
- Surveying our event suppliers to better improve our service

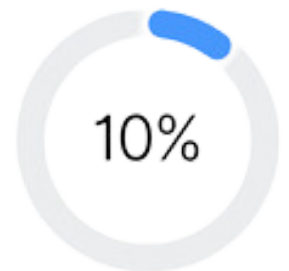
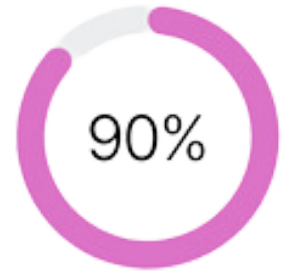


# Workers

We value and celebrate diversity here at ZiaBia and we implemented a Diversity Staff Survey this year. This showed that:

- 55.6% of team member do not have a college degree
- 11.1% of the team identifies as being from a racial or ethnic minority
- 100% of non-managerial workers identify as women
- 44.4% of the team is either under the age of twenty four or over the age of fifty

November 2023



October 2024





# Workers

## Team Culture Video

We caught up with our friends at Life Media UK to discuss what it means to be a member of Team ZiaBia. Our team is that the very heart of what we do, so we hope you enjoy this little glimpse into life at ZiaBia.



We overhauled the training plan to show a clear progression from our entry-level Event Support Consultant through to a Senior Project Manager role.

### **Plans for next year**

- Give the team the opportunity to provide anonymous 360 feedback on ZiaBia as a business
- As the team changes, revisit our D&I surveys

# Environment

Three team members set up our Sustainability Action Squad (Team SAS) with the aim of reviewing our actions to improve our sustainability and eco-practices:

[ZiaBia Sustainability Strategy](#).

Individually we measured our waste and energy consumption, our Co2 from travel and instigated our Single Plastic Use policy.

We engaged the team with a 'Greenshift for Mindshift' challenge which encouraged us to change our daily practices to be more ecologically minded.

As a result of all our activities, we achieved Greengage ECOsmart accreditation.

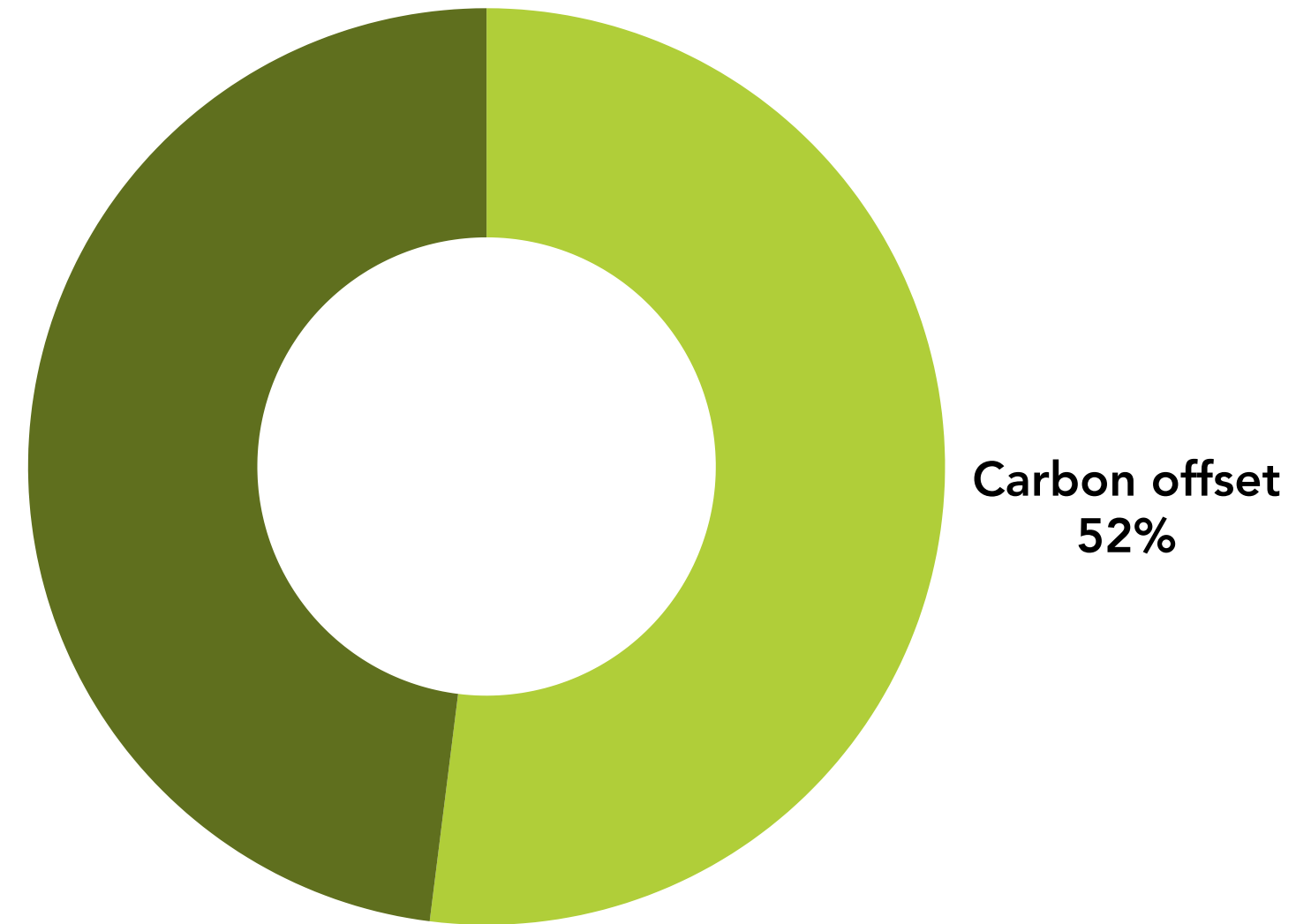


# Environment

When travelling by air, ZiaBia generated 6.426 tonnes of CO<sub>2</sub>

By using carbon offsetting suppliers, ZiaBia managed to offset 6.495 tonnes, coinciding with our Sustainability Strategy and Net Zero goals

Carbon generated  
48%



## Plans for next year

- Sign up to Ecologi to offset our monthly carbon emissions
- Retain our Greengage accreditation and better our score
- Measure and plan to reduce carbon emissions and plan for Net Zero
- Complete review of supply chain and enhance sustainable options

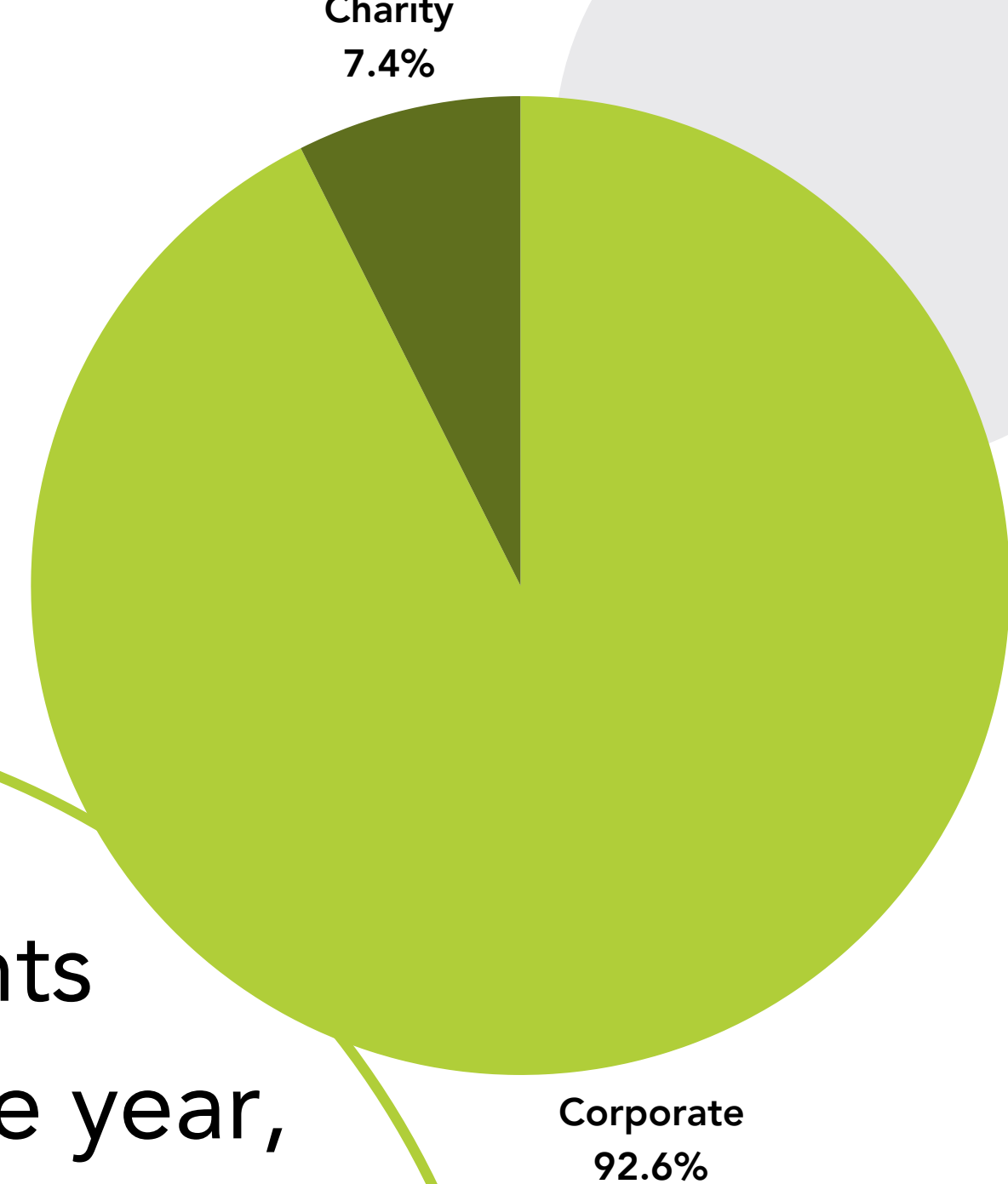


# Customers

Of the clients who completed our feedback survey for events delivered within the year, the feedback was as follows:



Out of 54 events delivered in the year, 4 of these were for charities who we provide discounted rates and extra support



# Customers

## **Customer feedback**

Following each event we deliver we hold a debrief meeting with the client to run through the logistical elements of the event - what went well/less well/change for next time.

Up until July 2024 all team members involved in the delivery of events had a KPI related to client feedback scores - all scores were targeted as being of 8 or higher. This is no longer a KPI as it is now a standard across the business and embedded as 'business as usual'.

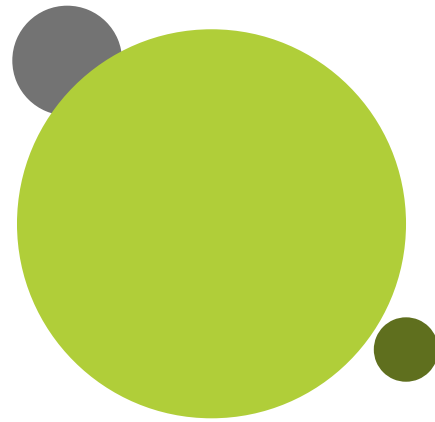
## **GDPR & Privacy**

We launched a new privacy and data protection policy to safeguard our clients' data and we introduced ROPA systems (Record of Processing Activities). All of which led to secure removal of delegate data within our mandated timeframes.



# Thank You

For Your Time!



## Contact Information



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