



ZiaBia
EVENTS CONSULTANCY

Impact Report

November 2024 - October 2025

www.ziabia.com

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About us

In November 2024, ZiaBia entered our thirteenth year, powered by a team of eight. ZiaBia are dedicated to delivering exceptional events with a focus to make them as ethical and sustainable as we can.

This fiscal year was monumental for us as business as we officially certified as a B Corp in December 2024.

A primary focus for us this year has been on business development and attracting new clients. This strategy proved successful, leading to one of our busiest years yet, and we continue to experience growth!



Mission

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

Values

Express enthusiasm, energy, tenacity and competitiveness

Value reputation

Everyone is provided opportunity based on merit, no one is entitled to anything

Never stop being hungry for achievement

Treat everyone with respect

Support each other by working hard and by being committed

Governance



We continue to demonstrate transparency by sharing monthly finance updates with the team, allowing for clear quoting and goal setting.

We recruited two new team members in administrative support positions to assist with our growing workload.

As a fully remote organisation, we embedded our 'Working from Home' policy to support the team by way of practical arrangements, supplies, health and safety, wellbeing, waste and environmental management.

Governance



We were awarded Gold at the M&IT Awards in the second consecutive year for 'Best Intermediary Agency - up to 20 employees' category. These are the industry benchmark, voted for by our clients, so mean a great deal to us.

We were also shortlisted as a finalist in the Employer of the Year category at the Conference News Awards 2025.

We placed as a finalist at the Bristol Life Awards in the Business Services category against some exemplary local businesses.

Plans for next year

- Maintaining and working towards B Corp recertification
- Achieving Cyber Essentials certification

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:

- 23% are majority owned by women or underrepresented groups
- 62% are based locally
- 62% are independent and not associated with a parent company or franchise

ZiaBia continue as 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.

We are a proud sponsor in the 2025/2026 season to the Hornets U16's Girls team, a talented group of young rugby players who live in the local and surrounding area of Weston-Super-Mare.



Plans for next year

- Completing further team volunteering days
- Continue to work with local, independent and minority led businesses

Community

Every year, we strive to enhance our participation in volunteering and civic engagement. Over the past year, we have hosted and organised company service days, provided paid time off for community service and undertaken >200 volunteer hours with a variety of charities.

We have established community service and pro-bono targets for both the business and individuals to achieve. As a business we made charity donations totaling £1,311.85.



Beach Clean with Life's a Beach
April 2025



Farm Day with Brandon Trust
August 2025

Individual volunteering

- Three team members offered their professional skills at the BRACE Charity conference
- One team member assisted with a fundraiser for those affected by Hurricane Melissa in the Caribbean
- One team member offered pre-event and onsite support at the Rainbows Hospice for Children and Young People fundraising charity gala dinner

Workers

We value and celebrate diversity here at ZiaBia. We ask all staff to anonymously complete a Team Diversity Survey. This showed that:

- 37.5% of team member do not have a university degree
- 12.5% of the team identifies as being from a racial or ethnic minority
- 100% of non-managerial workers identify as women
- 50% of the team is either under the age of twenty four or over the age of fifty



We reinstated our bi-annual 360° surveys for all staff members to feedback anonymously on how the company operates, what we should keep doing and what we could improve on.

80% of existing team members undertook cross-skills training this year.

As a remote business we know how important connection is. We held 23 team days this year with three team dinners and two overnight stays.

Plans for next year

- DE&I training for all team members
- First aid training for an additional team member
- Mental Health First Aider certification

Environment

Our Sustainability Action Squad (Team SAS) continued to review our sustainability and eco-practices: [ZiaBia Sustainability Strategy](#).

Individually we continued to measure our waste and energy consumption and Co2 from business travel. We signed up with carbon offsetting platform [Ecologi](#) and support global projects. This goes towards counteracting our carbon production each month. For example:

- 🌱 Turning waste into clean energy in Turkey
- 🌱 Protecting forests in Paraguay
- 🌱 Fuel-efficient cookstoves in Uganda
- 🌱 Peatland restoration and conservation in Indonesia
- 🌱 Restoring Wildflowers, Wetlands and Wildlife in the UK

We retained our Greengage ECOsmart accreditation for the second year running. In the inaugural Greengage Awards our ZiaBia Sustainability Action Squad won Gold for Sustainability Team of the Year.



Environment

As a business, this fiscal year ZiaBia generated 10.30286957 metric tonnes of CO₂ through business travel, household waste, water and electricity usage.

All of this was offset using carbon offsetting partner Ecologi.

Carbon generated
50.7%



Carbon offset
49.3%

Team SAS



Plans for next year

- Retain our Greengage accreditation
- Measure and plan to reduce carbon emissions even further
- Complete review of supply chain and enhance sustainable options
- Select carbon measurement tool to start measuring events

Customers

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



98.3

How happy were you with the **pre-event service** ZiaBia provided?

98.3

How happy were you with the **onsite event management** team and service ZiaBia provided?

98.6

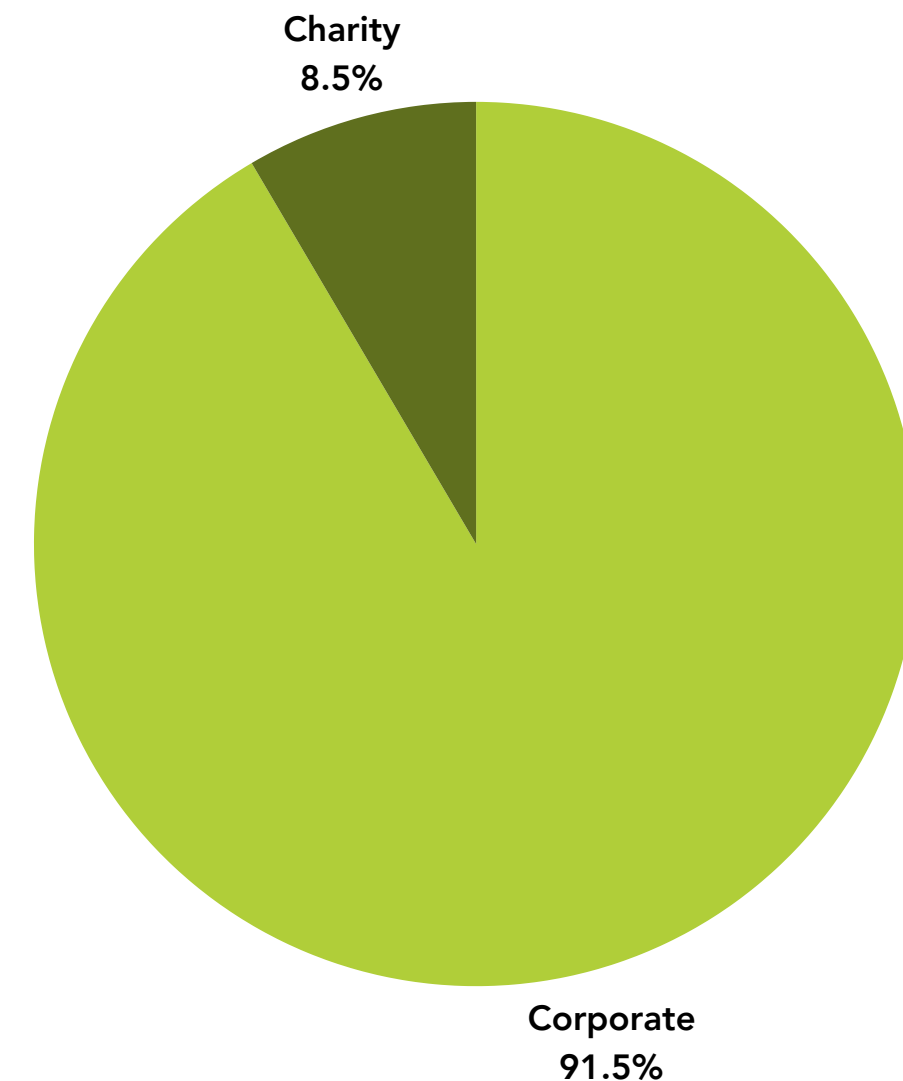
How happy were you with the **overall service** you received from ZiaBia?

97.1

How likely are you to **recommend** ZiaBia to a friend or colleague?

AVERAGE CLIENT
SATISFACTION
SCORES (%) /

NOVEMBER 2024 -
OCTOBER 2025

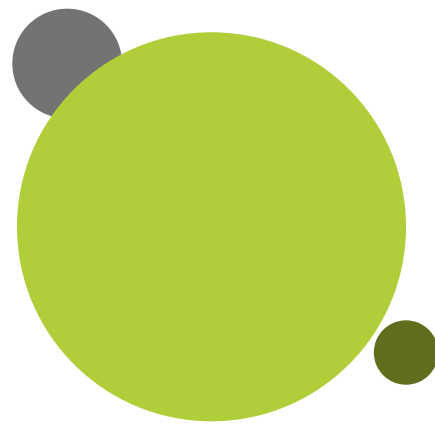


Out of 59 events delivered in the year, 5 of these were for charities who we provide discounted rates and extra support



Thank You

For Your Time!



Contact Information



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