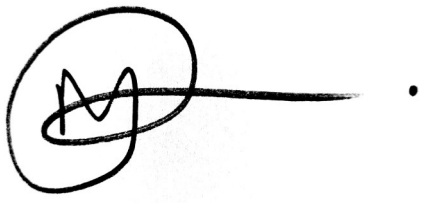
swaypr.

IMPACT REPORT 2024

Our impact

We are a small, but perfectly formed, team of highly skilled and highly motivated PR professionals who want to improve the lives of others by sharing the news of companies, charities and individuals who themselves operate ethically and are looking to make the world a better place.

This is the first year we have officially reported on our ESG progress as a business as we look to track and monitor our environmental, social and governance markers to plan and create even more positive impact as a business.



We're on a mission

To give brands and business doing good the voice they deserve.

Sustainable Development Goals

We have decided to focus on the UN's Sustainable Development Goals throughout our approach which includes 17 key business, social and environmental goals (https://sdgs.un.org/goals).

We are on a mission of continual self-improvement. We may never be perfect, but we strive to be the best business we can possibly be. And we think we do a pretty good job of it.

Working with The Better Business Network (BBN) we meet with similarly minded businesses once a week to continually monitor and review the way we operate, and what we can do better.

Would you sign up to the Sway charter of values?

- RESPECTFUL – we respect each other, our clients, and the world around us
- COLLABORATIVE – the team is stronger than any individual
- DETERMINED – we are driven to go the extra mile to deliver
- FLEXIBLE – we adapt as the world around us changes
- ORIGINAL THINKING – we're leaders, not followers
- INTEGRITY – we're trustworthy, always working with honesty
- OWNERSHIP – we take accountability for our successes and failures

Our impact highlights

The Better Business Network (BBN):

Sway has joined the Better Business Network (BBN), a group of like minded businesses who want to make a positive social and environmental impact. Although this is a relatively new addition to the business, we are excited to see how this will help guide and shape Sway PR into an even better member of the business community.

Volunteering:

Although we do not have a formal policy associated with volunteering, team members have given up their time to pass on skills and advice to young people in Manchester through EY Foundation, an independent charity supporting young people from a low-income background to thrive in the workplace. In 2024, the Sway team supported the charity at two events – and we are working with the charity to give more time in 2025, with expert talks and mentoring already booked.

More giving back:

This year, our founder took on the challenge of running the 26.2 mile Manchester Marathon to raise money for two charities, Peace In Mind UK and Muddy Miles for Megs on behalf of Bipolar UK).

In 2025, he's taking the plunge into Lake Windermere to take on the 2 mile Great North Swim, also for charity.

We have also re engaged with charitable giving site "Lend with Care" where Sway, and it's team, will match fund any charity challenges the team undertake in 2025.

Charity work:

We have a charity day rate in 2024, something we are planning to continue into 2025.

Over the course of 2024 we have worked **84.5 days** at our discounted charity rate, reducing costs for charities by **£16,900.**

Although it is not something we have officially tracked, it is estimated that the team has also undertaken **over 20 days of pro bono work** for good causes in 2024.

Credentials and industry recognition:

Our founder has been awarded the honour of Fellow of the Chartered Institute of Marketing (FCIM) for his contribution to the industry. This is in recognition of decades of service to the sector. However, in 2025, Mark intends to better engage with, and support other members of, the organisation.

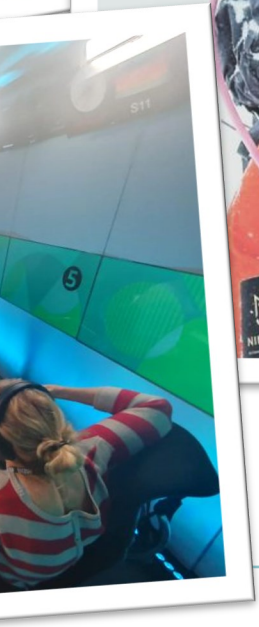
The business has a history of winning industry awards including recognition from the CIPR< Drum Awards and Creative Pool awards. Due to resource constraints, Sway didn't enter any awards in 2024 – something we want to rectify in 2025.

BETTER BUSINESS NETWORK EY Foundation lendwithcare

Impact through the media in 2024

BBC
BREAKFAST

autoscript
autoscript



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Team

People work best when they're happy, healthy and feel part of something.

We value people. We value our people's time with family. We want our people to be happy and thrive.

Governance:

Although Sway is solely owned and run by its founder, Mark Hayward, each and every member of the team is given accountability.

We listen to our team – gathering input from across the company to inform our decision making .

We do this through virtual team meetings three times a week, and quarterly in person company updates (which have happened less frequently in 2024, something we endeavour to rectify in 2025).

We are looking into options for an EMI Share Scheme which will once again be considered and evaluated by the business over the next financial year.

Gender:

Sway PR does not recruit based on gender with HR and senior team members assessing candidates based on competency and cultural fit. Although we have had a number of staff changes and a key member of staff on maternity leave, we end 2024 with an even gender split.

Diversity and Inclusion:

Although we have invited people from a wide range of ethnic backgrounds to interview, the team is White British, or White British with dual nationality. 100% of the team is heterosexual.

We have members of the team with diagnosed neurodiversity and mental illness including ADHD and Bipolar. As a business, putting in place systems and processes to support our entire team is key.

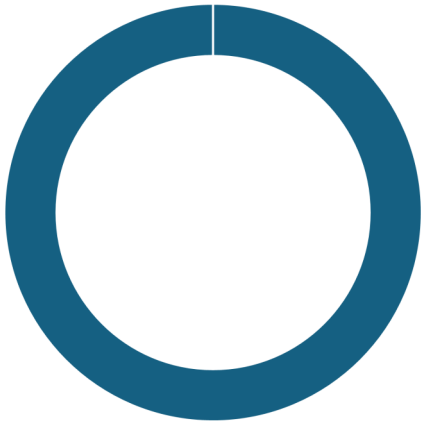
We may not always be perfect, but we always take a "people first" approach to support our team through flexibility, resource planning, training, meditation and mindfulness, contact and check-ins – and much more.

Age:

Our team ranges in age across the business from 25 to 66 years, with an average age of 43.75 years old.

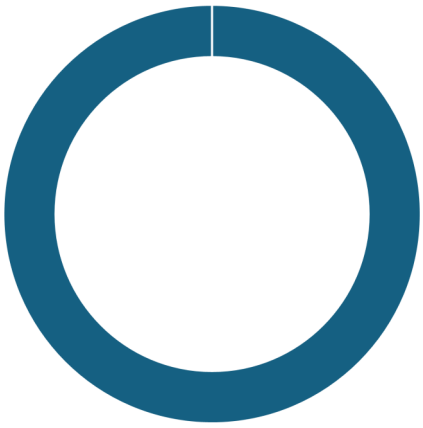
Satisfaction:

In 2024, when surveyed, **100%** of the team said they were "very satisfied" with their experience working with the company and the recognition they get for their work. Although we work hard to ensure we look after and build ways to encourage, support and build satisfaction – we will always strive to improve.



Wellbeing:

The wellbeing of our staff is key, and has been central to a range of policies and approaches we have taken as a business including flexibility around working hours and working location; events, training and support. However, wellbeing is also considered on an individual basis allowing us to put in place personalised support for anyone needing it.



Work hard, play harder:

Fundamental to our culture is the ability to work flexibly, not only from home, but around the country; and even internationally.

When asked, 100% of the staff at Sway PR said that the company supports flexible working arrangements effectively, saying they were "very satisfied" with their ability to balance work and personal life.

Culture:

Sway has worked hard to foster an open, supportive and inclusive culture. When asked 100% of employees were "very satisfied" with the company culture; with 66% believing that Sway is "very effective" at fostering a positive and inclusive workplace culture, and the remaining 33% believing we are "somewhat effective". This is something we will

HR and support and training:

We have a dedicated HR team through People Matters HR to provide regular and ongoing support for our whole team. Each member of the team has a regular appraisal meeting to set goals and identify areas of training. We have not invested in as much external training in 2024 as we would like due to financial and resource constraints – however this is something we aim to address moving into 2025.

people matters hr

Our footprint

The start of a journey:

Although we have not measured our environmental impact, we do encourage environmentally sound practices to reduce our impact.

Moving into 2025 we are now a member of the Better Business Network, a collective of companies and business people who are each driven by a desire to build a socially and environmentally conscious business.

A model that supports energy reduction:

Although we maintain a base in Manchester, we operate a remote business model with the option to work full or part time from home, and offering each member of the team the option to work from a shared office space.

This significantly reduces the impact of unnecessary travel and the impact of maintaining a part used office space.

Travel and transport:

Inevitably travel is required in our work, however we encourage travel by train and only rely on driving if logistics don't allow, or when car sharing. No flights were taken in 2024 for work.

When locating remote office space, "distance from home" is a key consideration. The two office spaces we plan to engage in 2025 are central and walking distance from members of staff who use it most often.

Training :

In 2025 everyone will undertake Carbon literacy training through betternotstop.com.

This is a two day virtual workshop to understand more about Climate Science; to understand Scope 1, 2 and 3 emissions; to become confident talking about the issue to others; to learn what individual and collective action can do; and to gain actionable skills to help tackle the Climate Crisis.

Clients

Client satisfaction:

Based on an anonymous survey of all our clients and projects in 2024, we are proud to say that **100%** said they were "very satisfied" with the overall experience; with 92% saying that our service was "excellent" at meeting our clients expectations and goals, with the remaining 8% agreeing that it was "good".

All our clients also noted the highest level of satisfaction around our professionalism.

Impact:

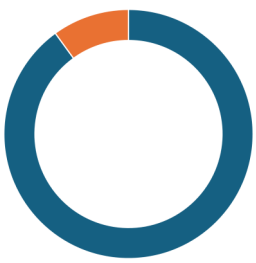
Overall **92%** of clients recognised a positive impact, with **75%** of our clients noting that we had "definitely" had a measurable impact for their business.

A full report is available on request.

Sector breakdown:

As of December 2024, Sway's clients were split 60% consumer and 40% B2B; with 54.3% of time allocated to consumer projects and 45.7% of time allocated to B2B projects.

20% of our work was supporting a registered charity or good cause.



Supporting the UN's Sustainable Development Goals:

A massive **90%** of the client work undertaken contributed to one of the 17 UN's Sustainable Development Goals.

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