

Propellernet

Impact
Report

2025

Reporting on data from January 2025 - December 2025

Certified



Corporation

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Milestones on our journey...

February

Hosted 'Future of Charity Communications' event with Enviral



January:

Launched season 3 of the Digital PR Podcast



January:

Came 2nd at the Creative Shootout



March:

Won Best Use of Meta Ads at UK Paid Media Awards



March:

Won Best Digital PR Campaign of the Year at PR Moment Awards



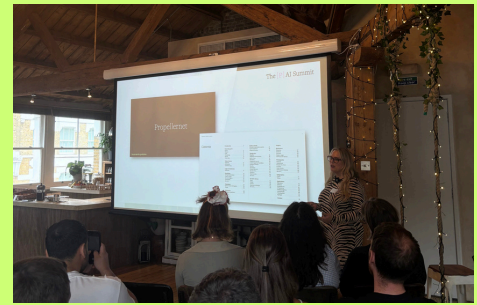
March:

Lino printing at our Spring social



April:

Sam (our CEO) did a TEDx talk about 'Generation Restoration'



May:

Hosted our first AI Summit

campaign
BEST
PLACES TO
WORK 2025

April:

Our first edition of the AI Pulse goes live – our quarterly report on how people are using AI

May:

Won top 100 in Best Workplaces



May:

Won 2 x awards at the EU Search Awards

June:

Won 4 awards at UK PR & Content Awards, including Best PR Agency of the Year

May:

Won Best Large Integrated Agency at the Global Agency Awards

June:

Funded 3 million bees





September:
Sponsored 'What in the World' photography exhibition with Sussex Bay



July:
Won 3 x awards at Travel Marketing Awards

July:
Hit #7 in the Marketing podcast charts

September:
Did Escape Rooms for our Summer social



December:
Produced 16 episodes of the Digital PR Podcast

November:
Published our first travel whitepaper

November:
Partnered with B Lab for 10 year party celebrating B Corps



November:
Launched our second AI Pulse report

December:
Celebrated our Christmas social at Rockwater in Hove



December:
Won 3 x awards at the UK Search Awards

People & Culture



2025 was about embedding growth into how we work by creating clearer progression, protected development time and real pathways for our team to shape their careers – inside and outside of work.



50% off group activities

If 4+ people want to do an activity, we'll cover 50% of the cost to encourage connection beyond work. This year some of us got our colours done.



Supporting the community

At Propellernet, we like getting creative. We collab with Cult Milk, who host creative workshops. This year we did lino printing and wreath making.



Flexible working

The team worked across Poland, Portugal, Norway and Spain this year. Magda, our Finance Manager, says: "I grew up in Poland and my Mum still lives there, so I'm grateful that I could spend time and walk with her after work."



We host Dad La Soul meetups, a men's mental health community, at our Brighton office every month.

Anchor days



Each team meets up every month to make sure we connect in person, away from screens.

Inclusion in Action

In 2025, we reshaped our approach to JEDI (Justice, Equality, Diversity & Inclusion) goals.

We also embedded a structured Inclusion Learning Plan across the agency, partnering with Edge of Difference to deliver two all-agency learning modules on Challenging Assumptions & Allyship.



2026 goals

● Undertake an external and impartial JEDI accreditation with Accredited UK

This will provide an independent assessment of our strengths and gaps across intersectional areas of JEDI, with clear, evidence-based actions to strengthen inclusion and impact.

● Integrate JEDI measures into Propellernet's agency Strategy and Reporting

Set up monthly internal updates, a dedicated JEDI induction module, annual transparent progress reports, and an annual data audit to inform B Corp reporting. This approach builds shared accountability, integrates inclusion into strategic planning, and ensures measurable, trackable progress.

● Create access routes into the digital marketing industry

Expand inclusive entry pathways, including offering salaried internships with inclusive talent partners, delivering school and community outreach and offering structured work experience placements. This will widen access to the industry to people from all backgrounds, and contribute towards inclusive growth across the B Corp and digital sectors.

JEDI Survey

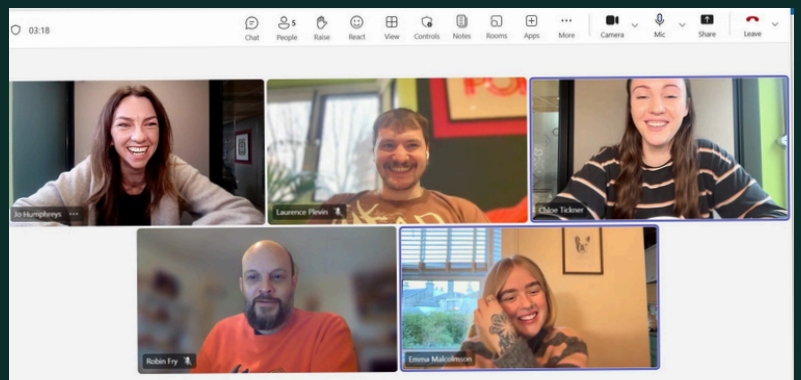
In 2025 we added a Diversity data tracking feature within our HR platform to ensure we have accurate and secure data to track progress against. While we've always strived to create an inclusive workplace, we also know that the saying "what gets measured gets managed" rings true. Now that we're tracking that data, we can measure and report on impact and progress more effectively.

We send out a quarterly, anonymised survey to our team to understand their views and suggestions around Justice, Equality, Diversity & Inclusion. Here's how our team self-identified in 2025:



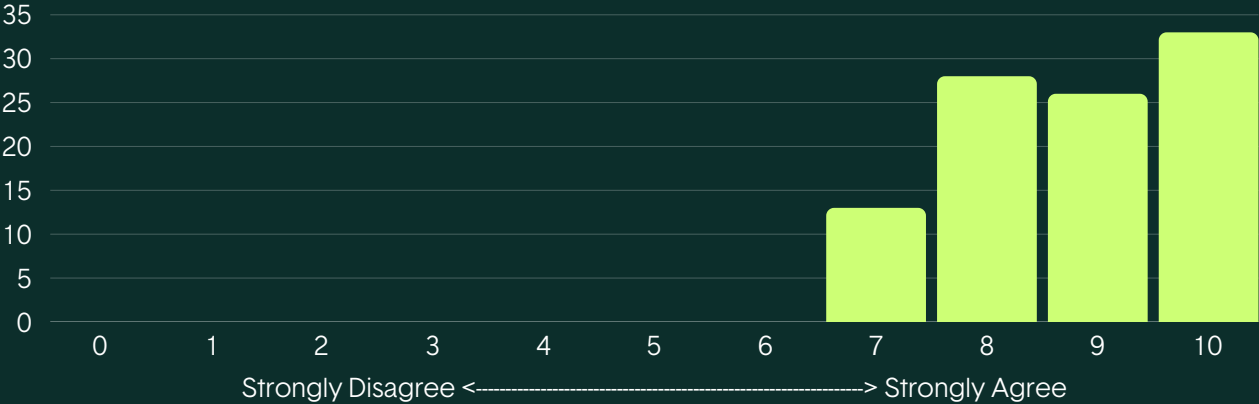
“What's one thing you think Propellernet should either start doing or stop doing to further improve our Justice, Equality, Diversity and Inclusion?”

Several employees asked for continued and focused learning sessions on more specific JEDI topics. Some employees see room for improvement in representation, calling for more ethnic diversity in senior leadership and more focus on taking active action to increase hiring from marginalised groups.



Our lovely JEDI board meets every month to focus on reaching our annual JEDI goals

Propellernet takes meaningful and consistent action to promote Justice, Equality, Diversity and Inclusion.



Learning & Development

There are several ways we invest in our people’s growth, wellbeing and long-term development.

All employees also have access to two confidential coaching sessions each year with our external coach, with additional sessions available where needed, ensuring personalised support through different career stages and challenges.

We also partnered with confidence trainer Kirsty Hulse, equipping the team to move beyond reporting outputs and instead deliver compelling, client-centred narratives that inspire buy-in and communicate ideas with clarity and impact.



Community & Pro Bono

Sussex Bay:

We supported 'What in the World', a photo exhibition led by John Pritchard celebrating our world explored through photography.

All profits from print sales went to our partners at Sussex Bay, helping restore and protect over 100 miles of our local coastline.



Pelican Parcels:

We supported Pelican Parcels, a Brighton-based charity which takes new and pre-loved donated items from families who no longer need them, and gifts them to families who do.

We took a bundle of donations down around Christmas and are looking to do more volunteering with them next year.



Dad La Soul:

We continue to host the monthly men's mental health community group Dad La Soul in our office. Here's what their Founder had to say on how we support them:

"We don't see Propellernet as a venue partner.
That would undersell it.

Their central, genuinely welcoming space changes who walks through the door. Dads who wouldn't normally show up do. It's comfortable, it's accessible, and it allows us to design sessions that feel inclusive from the moment you arrive, not as an afterthought.

But it doesn't stop at the space. They show up. Food and drinks are covered, which removes barriers for those in low-incomes straight away. Their CEO and team actively volunteer at our events, not for show, but because they believe in what we're building. That matters. You feel it in the room.

Behind the scenes, the support goes even deeper. We've had access to strategic guidance, honest conversations, and the kind of mentorship that most small organisations never get near. They've opened doors, challenged our thinking, and backed us properly. Tools like CoverageBook have been gifted and have completely changed how we track, measure, and communicate our impact.

Conservatively, we've benefited from over £50,000 in direct support, expertise, and resources. For a small not-for-profit, that kind of backing isn't just helpful. It's transformational. To know an organisation like Propellernet is in our corner, backing us properly, is massive. It gives us confidence to grow, take risks, and keep building something that genuinely matters."

Dan Flanagan,
Founder of Dad La Soul



Planet & Climate Action



We're continuing our commitment to protecting the one million trees we planted in 2023 by funding beehives to support long-term forest health.

Through our partnerships with veritree and EarthLungs, we've established hives in Kenya that are now home to around 7 million bees, supporting pollination across reforested land. We're on track to reach our target of 10 million bees by 2026.

This work strengthens biodiversity, improves ecosystem resilience and creates sustainable livelihoods within local communities.

Supply chain sustainability & ethical purchasing

At our office, we use Recorra as our trusted recycling partner and Fruitful office to supply our snacks and fruit every week with less packaging and less CO2 emissions.

We continue to prioritise 'buying B Corp' and continually improving our supply chain. The aim is to ensure it's socially responsible with the lowest impact on the planet as possible.



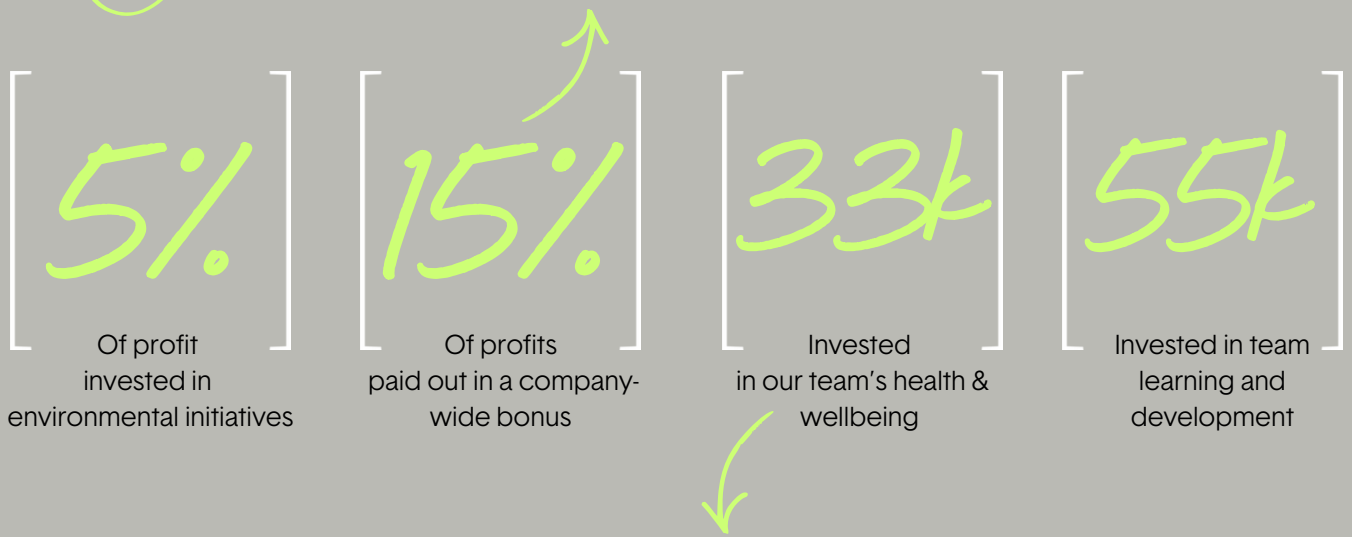
- Lemonaid
- TOTM
- Social Tap
- Trip
- Octopus
- Simply Washrooms
- Dash
- Who Gives a Crap
- Unbarred
- Abel & Cole
- Brighton Botanicals
- Hip Pop
- Red Inc.
- Ridgeview

We're working with an external sustainability consultant and C-Free to calculate our Carbon Footprint for 2025, and set targets for 2026, which we'll share in a separate Carbon Impact and Actions Report.

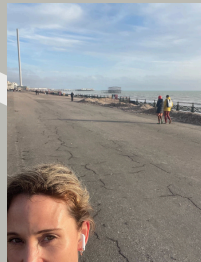
Profit and Investment



We exceeded our £4.8 million revenue goal this year, achieving over £5 million for the first time in our history. We also exceeded our operating profit target and were delighted to pay out 15% of that as a shared company-wide bonus. Bonuses are shared equally between our team, regardless of seniority or tenure.



Everyone gets an annual wellbeing and self care fund of £600 in their January pay, to spend in whatever way supports their mind and body best. This is because wellbeing isn't one-size-fits-all and doing great work starts with having the freedom to look after yourself in a way that actually works – from fitness to counselling and everything in between. Here's how some of the team spent theirs:



Client Work & Testimonials

Our average client NPS score is 8.7, with a client satisfaction score of 9.5.

Here's what some of our amazing clients had to say...



"We love working with Propellernet. The team is sharp, reactive and committed to delivering results. Whether it's thoughtful media outreach or creative campaign ideas, they've helped Autotrader elevate our brand presence and build meaningful connections with new target audiences across key media outlets. They are dependable and always bring a collaborative mindset to the table which is something we value highly too. Thank you for propelling us, Propellernet!"

Laura McNally, Autotrader

"Having worked with Propellernet for 10 years, I can't speak more highly of them. I look forward to working closely with them as we continue to work towards our ambitious growth targets."

Pete Brudenell, CV Villas

"Propellernet have been a fantastic partner for us, especially when it comes to paid media, strategy and analytics. They take the time to deeply understand our goals and challenges, and then deliver clear, data-driven solutions that deliver real impact. Their insight, collaboration, and proactive approach make them an invaluable extension of our team"

Krystelle Kubicki, Hotelplan

Looking Ahead

With two years until our next B Corp re-certification, we'll be reviewing our operations in line with the updated B Corp standards to ensure we're making the most impactful decisions.

People

We're strengthening our approach to Fair Work with a Growth Framework offering two clear routes for progression: Individual Contributor and People Mentorship. Building a workplace where everyone can develop by playing to their strengths matters to us. Alongside this we'll be introducing transparent salary bands for all roles within the agency.

Positioning

AI is shaping how we work and how our clients grow, and we're approaching both with the same intention: building genuine capability, not chasing noise. Internally, we're investing in training and custom tools tailored to our specific workflows and team needs. For clients, we've published ten core AI Search principles to guide our approach through 2026 and beyond. While all ten matter, one sits at the heart of them: 'Start with Humans'.

Purpose

Project Hope is our next step in bringing more structure and ambition to how we support our communities. We'll be creating a clearer framework for consistent contribution, with agency-wide and team-wide targets across pro-bono work, fundraising and volunteering, to make doing good a more visible, measurable part of how we operate.

Planet

Our primary focus is to complete our 10 million bees pledge, which we are on track to complete with our 2026 nature investment. We continue to offer staff support with carbon offsetting their lives outside of work, with a monthly match-funded salary contribution we call 'a Pension for The Planet'. We are currently working with an external partner to update our net zero pathway, having captured the latest data on our carbon impact which will be published mid-2026.

As we look ahead, what matters most to us isn't just what we've achieved, but how we've evolved the way we operate.

2025 has been a year of building more structure behind our intent. Our revenues have grown over £5m and our team is over 50 people, we continue to invest in what makes Propellernet a special place to work – our people and culture, our purpose and innovation. But growth, on its own, isn't the goal. It's what that growth enables us to do that counts.

This year, we've focused on embedding fairness and opportunity more deeply into the business. Our clearer JEDI goals and investment in JEDI training and internship programs is leading to measurable change in our demographic and impact.

At the same time, we've continued to strengthen our environmental and community impact. Supporting biodiversity through our work with veritree and EarthLungs, backing grassroots organisations like Dad La Soul, and laying the foundations for more structured, consistent community contribution through Project Hope. These are long-term commitments, and we're treating them that way.

AI is also changing the shape of our industry. Our focus has been on building real capability, not chasing noise. Utilising and learning alongside the growth of AI is creating space for better thinking, not replacing what we do or the team who do it.

As we move closer to our next B Corp recertification, we're conscious that the bar continues to rise, and that's a good thing. It pushes us to be more rigorous, transparent and accountable for the impact we're having. We're proud of the progress we've made, but we're under no illusion that we've done everything there is to do. The challenge now is consistency, to continue to demonstrate measurable impact over time in a rapidly evolving landscape.

Thank you to our team, clients, partners and community for continuing to challenge us, support us and hold us to account.



Sam, Gill & James

CEO, General Manager & COO

An aerial photograph of a turbulent ocean surface, showing dark blue water with white foam and churning waves. A large, white, serif-style letter 'P' is centered within a white square bracket, creating a logo-like element. The overall color palette is a range of blues and greys, with the white text providing high contrast.

[P]