

# Impact Report

BeaconHouse Events 2024



## Sustainable change

At BeaconHouse Events, we are on a mission to drive sustainable change within the events sector, contributing to a net-zero future.

We believe that success extends beyond profit and our ESG principles prioritising Environmental, Social, and Governance impact – are deeply ingrained in our business philosophy.

Why it matters

We are committed to delivering high-quality events while minimising our environmental impact and supporting our local communities.

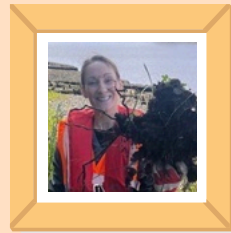
This report outlines our progress towards these goals, demonstrating how we are integrating sustainability into every aspect of our operations, from internal practices to the services we provide for our clients.



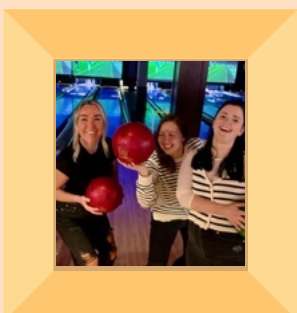
# Key highlights

This was always going to be a journey, we knew we would discover things about ourselves, the industry and our business along the way. We remained open-minded and transparent in our communications throughout, we hit a few roadblocks and we touch on these in the report, but we'll open with our highlights.

- 01** Including sustainability and ESG as one of our 3 core business goals from 2024.
- 02** Developing our first supplier code of conduct, in partnership with our supply chain, to be signed up to by January 2025.
- 03** Co-founding the Hoults Yard good business meet up where we are based, to encourage conversations with other businesses in the 150 strong business park and engage in purpose driven activities such as community litter picks.
- 04** Ethically offsetting our business carbon and 10% of our annual event carbon. We calculate the equivalent carbon credit cost and donate to Groundwork NE and Cumbria's nature based solutions programme.



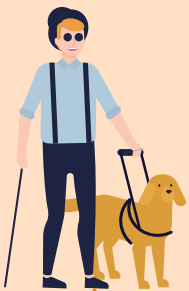
- 05** Developing a partnership with The Children's Foundation including allotment planting, fundraising events and we donated to their 'Fuzzy Projects' mental health for kids programme.
- 06** Creating our '10 for 10 initiative' supporting ten North East based charities through monetary donations, profile and volunteering time.
- 07** Team training to enable us as mental health first aiders.
- 08** Over 50% of our profile and marketing content produced and published, including blogs, social media, web content, press and other profile and commentary is focused on our purpose driven activity with the aim of sharing and influencing others.



# Our industry impact

An agent for change

Aside from running our business in a purposeful, ethical way choosing to do the right things for the right reasons, we have a keen focus and ambition to drive industry change in the events sector. To make an impact in the events industry we needed to bring others along with us, or combine forces with those already on the journey. Identifying collaboration as a key contributor to success enabled us to learn faster, share progress and focus our priorities to make impactful and lasting changes in our practices as an event delivery service industry. We focus on ethical partnerships with suppliers who share our commitment to a better future.



We set up a North East events industry sustainability supply chain roundtable, bringing together our key suppliers in the North East to discuss and share ideas, and drive action to make positive impact in the sector.

We created the **Good Festival Ambition** for a new tech festival for the region (TechNExt) and reported on our performance both for event sustainability, and event impact. Which has since been recognised and contributed to our recognition as 'one of the UK's top sustainable event agencies' (Micebook and event decision 2025).

We introduced an access and inclusion audit as part of our event planning process.

We attracted international interest for our vegetarian by default initiative on events from **Greener by Default**.

We have spoken on several panels about sustainable events and business at the Hospitality Food and Drink Expo May 2023, for the Entrepreneur's Forum June 2024 and at Event Sustainability Live in London 2024.

We were invited to be part of the Regenerative Tourism and Events Taskforce 2024 and we spoke on a panel for the framework launch.

We supported the development and delivery of a new event management bootcamp with Gateshead College, free for attendees, supporting the upskilling of North East people, to enter our industry.



# Beyond BeaconHouse

## Supply chain roundtable

We set up a North East events industry sustainability supply chain roundtable, bringing together key event suppliers in the North East to discuss and share ideas, and drive action to make positive impact in the sector. These are continuing into 2025.

Suppliers include, venues, audio visual providers, hotels, large and small format printers, our regional convention bureau, regional further education institutions, photographers and caterers.





# Our community impact

We are dedicated to minimising our environmental impact while simultaneously contributing to the well-being of our communities.

We believe that sustainable event management extends beyond our own operations and encompasses the positive impact we have on the external environment. We actively support local charities aligned with the **United Nations' 17 Sustainable Development Goals**.

By prioritising environmental responsibility, social impact, and ethical practices in all aspects of our business, we strive to leave a positive legacy for our clients, our community, and the planet.

Beyond events



The team dedicate time throughout the year to support community projects including Christmas wrapping for **The Children's Foundation**, preservation and monitoring of Tyne estuary and tree planting for **Groundwork NE & Cumbria**, charitable challenge hikes for **Mind**, 'Surplus Supper Club' for **Fareshare North East**.

**Our team supported local primary school, Hotspur Primary** with event consultancy to deliver their ambitious educational celebration event of the Ouseburn Valley.

The whole team took part in a 'mental health first aid training' course with **Life Saving Training**, alongside the upkeep of our first aid training.

As part of our **tenth year in business celebrations**, the team chose ten charitable causes for the business to partner with and support through fund raising, donation and volunteering. Each charity gets marketing profile as part of our support package. The ten causes are:

Rise Children's Society	Groundwork NE & Cumbria
NE Rewilding Network	Fareshare North East
Newcastle Food Bank	Ouseburn Farm
North Tyneside Arts Studio	Curious Arts Studio
Stepney Bank Stables	Rainbow Trust

Examples: Our people and community



# Good business

## Ten for ten

In May 2024 BeaconHouse Events turned ten years old. To mark a decade in business we selected ten local charities and community initiatives to support, chosen by the team. We're used 'ten for ten' as a name for this project and we presented each of the ten causes across our socials to highlight the incredible work each of them do and why we chose to support them.



## Newcastle West End Food Bank

**Newcastle West End Food Bank** was one of our 'ten for ten' charities and projects. We asked each of the causes how we could best support them, whether it be a monetary donation, time through volunteering or anything else such as a skills share. For Newcastle Food Bank we carried out a 'supplies shop' and donated the items directly to their warehouse.

"As event organisers in Newcastle, we're committed to reducing waste and making a positive impact on our community. Seeing firsthand the amount of food that can go unused, we're determined to do our part by reducing food waste at each event. Furthermore by supporting the local foodbank, we hope this donation will help those facing food insecurity, feeding those in need across the region." Sophie Flanagan, Senior Event Manager.

# Our carbon journey

Our vision has always been to deliver brilliant events through clever thinking, sustainable solutions and exceptional customer service. Moreover, since 2023 we have been focused on driving sustainable change in the events sector.

## Our ambition

Carbon is just one of the ways in which we track our impact, accrediting annually with The Planet Mark helps us to track, measure and report our organisation's carbon and ethically offset that carbon to a local environmental charity annually. We found it useful as part of our growth in reducing our carbon impact to reflect on our journey to date, the initiatives we created, the drives for behaviour change at our events, the encouragement for uptake of lower carbon, more sustainable options regarding food and travel, promoting and encouraging energy use reduction, circular economy initiatives and sustainability certifications.



## Setting the scene

In October 2022 we first met with Katrina Appleyard (strategy and sustainability expert) to talk about developing our Sustainability ESG strategy. We held our first team workshop in January 2023 to create our ESG strategy and action plan with the mission to 'drive sustainable change in the events industry'. We split our strategy into our internal operations and external services - ultimately where we can create positive and reduce negative impact. As part of the strategy we identified our aligned Global Goals (3, 4, 8, 12 and 13).

## Getting on board

In March 2023 we established an internal sustainability team to track action and drive impact through our activities. Which would lead to our series of team workshops:  
October 2023 | supplier engagement  
January 2024 | processes and procedures  
May 2024 | client engagement



We continued our membership of Planet Mark and have reported on our 3rd year with them, reducing our carbon year on year – 2019, 2022 and 2023 (gap for Covid).

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Profile

Throughout 2023 and 2024 we have extended our profile and impact in the NE events sector, engaging suppliers and staff. We are cementing our position as events sustainability leaders within the UK. We have been invited to speak at national event industry events on sustainability including Event Sustainability Live, isla stage in London.

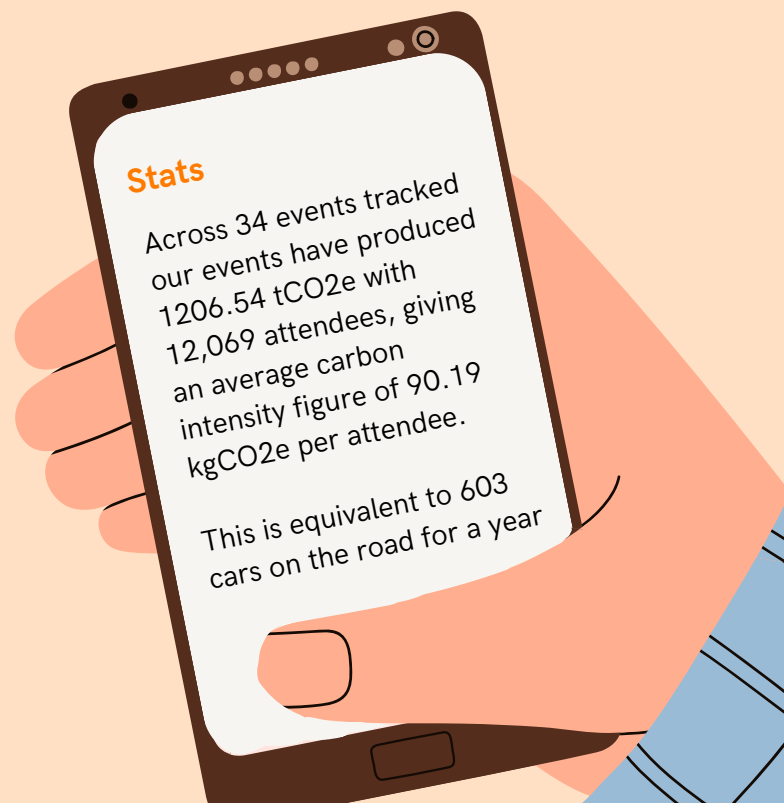
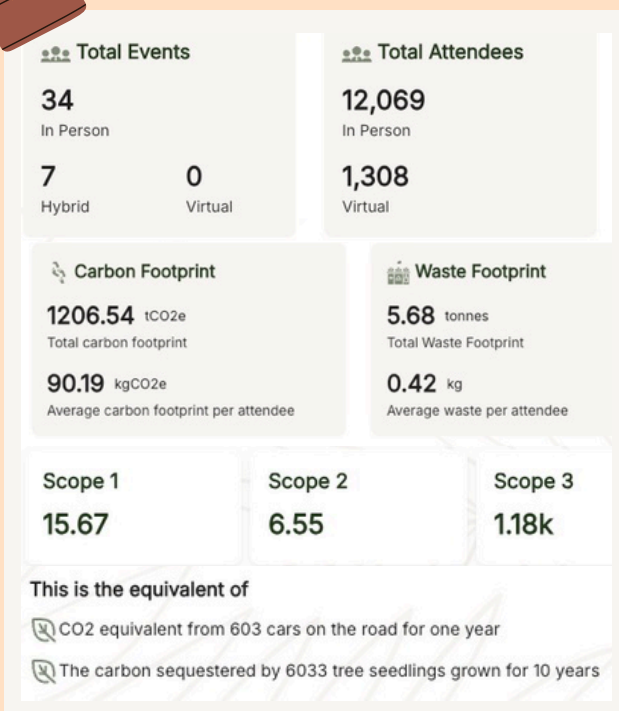
In October 2023 one of our founders was named on the Power 50 Green Champions list. A UK initiative led by Micebook and Isla.

Acknowledgements

In June 2024 the TechNExt festival became highly commended at the Micebook awards 2024 in the 'Best Sustainable Event' category.

In December 2024 BeaconHouse were selected as one of the top scoring small agencies in the 'Most Sustainable UK Event Agencies' list, powered by Micebook and Event Decision. We also committed to an annual isla membership.

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### Stats

Across 34 events tracked our events have produced 1206.54 tCO2e with 12,069 attendees, giving an average carbon intensity figure of 90.19 kgCO2e per attendee.

This is equivalent to 603 cars on the road for a year



# Measurement

Keeping on track

Measuring and tracking our progress towards sustainability is crucial to ensure continuous improvement. We have embedded sustainability into our core business strategy with associated goals, and each team member plays a role in achieving these objectives. We utilise robust carbon tracking tools, promote sustainable food choices, and implement responsible waste management practices across all our operations.

This data-driven approach, combined with regular employee training and a commitment to continuous learning, allows us to monitor our impact, identify areas for improvement, and refine our strategies to drive sustainable change within the events sector and contribute to a net-zero future.



We have been tracking and reporting our business operational carbon since 2019 with the Planet Mark (with a 2 year hiatus during the pandemic). This covers scopes 1 and 2, and limited scope 3 (business travel, commuting).

**Planet Mark** empower their member businesses to reduce carbon emissions and set **net zero targets**, inspiring us all to take meaningful action and generate long-term business value.

In 2024 we are reporting on our scope 3 carbon for the first time. This will enable us to create a benchmark and set our net zero targets.

Certification

# What others say

What I like is that when I have ideas that maybe aren't sustainable, they push back and they are very innovative in how they approach sustainability. We re-use everything year after year so we limit the amount of waste, we have moved away from printed materials in favour of digital information and most recently our catering has been fully vegetarian. The team is always challenging what can be done and coming up with new ideas but it never feels like a gimmick – it's just a core part of how they operate as a business.

**Rob Charlton**  
**\_shift event series**

When I first started thinking about sustainable events, Sarah and BeaconHouse Events came up in a lot of conversations I was having. After speaking to Sarah it quickly became clear I (and most people) could learn a lot from her. They are a force for sustainability change within the North East events industry - guiding clients and suppliers in best practice through sharing knowledge and providing examples for us to learn from.

At NewcastleGateshead Convention Bureau we focus on attracting national and international events. We were looking to create a sustainability and impact toolkit for our clients and are really pleased to have appointed BeaconHouse to help us deliver that. They have a wealth of knowledge and passion for sustainability which we're keen to pass on to people hosting events in region.

**Newcastle Gateshead Initiative**

**On our BeaconHouse supplier code of conduct:**

Great code to adhere to! Things like this are very much the reason I love working with BeaconHouse!

And it has absolutely prompted me to get my finger out and work on our carbon calculator.

**Supermax Creative**



# Profile and recognition



## GREENER BY DEFAULT

"We believe that great events don't have to cost the earth...Serving veg meals by default allowed us to do better for our planet during the week-long festival while still providing a delicious dinner for the guests to enjoy."

Sarah Thackray, Co-Founder and Director of BeaconHouse Events



**Sarah Thackray** • 6:38 pm

Ah thanks! V proud to have our sustainability efforts recognised in the industry. Always more to do but great to have made a decent start and one of those leading the way.  
Hope all's well with you!



WEDNESDAY



**Herb Kim** • 8:46 am

Great to see your progress and more importantly that you're raising awareness of the issues and putting them into practice. Turns out people can actually survive eating a vegetarian meal instead of chicken! 🍄😄



# Learnings so far

## Live and learn

We aim for continuous improvement and review our ESG strategy and action plan annually, reviewing and re-setting our KPIs. This Impact Report is the first of what will be an annual means to track and share our progress with our wider stakeholders. We are transparent and open to share our challenges, learn from others, and adjust our plans should something not have the impact as anticipated.



It takes time to make change. Be patient, collaborate, but don't give up. Small actions are better than no action at all.

Create a community of like-minded businesses around you – and suppliers – to support you achieve your goals.

Within your ESG strategy, ensure you have one overall objective per area, Environmental, Social and Governance; each must be measurable and help progress deliverables.

We need to bring people on the journey with us – it takes time to demonstrate the value in making these changes and finding ways that sit right with clients' objectives.

Forced measures do not always 'land' and have the desired impact. If we provide guidance, make small changes, measure and report on impact, we hope to get buy in from clients, suppliers and attendees to help them to adopt sustainable practices.

In regards to tracking progress, make sure you are measuring the same factors each year.

Don't be shy to trial initiatives but always reflect on their effectiveness. We trialled solar energy generators at an outdoor event, it worked fantastically but wouldn't be suitable for every event. Food waste recycling to make clean energy was another successful initiative which got great press, on the flip-side one 'veg by default' menu resulted in what is familiarly referred to as 'lentil gate' within our team and received some constructive criticism.

Travel is a key polluter, we reflect on this regarding communicating alternate means of transport, encouraging hybrid elements, choosing regional and national keynote speakers.





# What's next?

## As a North East business

We have embedded sustainability into our core business strategy with associated goals, and each team member chooses a sustainability objective aligned to our strategy as part of their six monthly appraisal. Staff will receive regular training on the policy and their responsibilities as well as opportunities to make positive impacts.

We will continue on this journey, after reporting on our scope 3 carbon for the first time in 2024, in 2025 we will set measurable targets for net zero and our roadmap to make reductions year on year to get there.



Review and refresh our ESG strategy and action plan and set clearer, measurable objectives in early 2025.

Continue to be engaged in wider regional Impact networks and Purpose driven business activity.

Continue to support community groups and charities in the north east through our volunteering time and monetary donations.

Work to build our employee satisfaction and drive inclusive and supportive leadership to help our team feel motivated and fulfilled.

Communicate more with our clients on importance of sustainability at their events.

Work to improve our messaging around how we work, what we deliver as a team and how we can deliver sustainable, purpose driven and impactful events.

Set out our net zero roadmap – (90% reduction before offsetting final 10%). A plan with target reductions per year, and an action plan to back that up i.e. data and measures in place that will help us get there by reducing certain elements.



# What's next?

## Driving change in the events sector

Following our sustainability policy statement and our guiding principle to 'Do the right thing' will help us to deliver on our mission to drive sustainable change within the events sector, and take positive steps towards a net zero future.



Sharing our net zero events roadmap, linked to our BeaconHouse roadmap.

Concrete our position as leaders in event sustainability – achieve more industry recognition and take part in events to share our learnings and experiences.

Further our engagement in the events industry sustainability space and networks.

Consider and focus on what can be done to drive behaviour change around travel choices and 2025 focus on "Project Food"

Reduce single use printing further, and take a look at future use/circular economy/recycled products.

Regarding badges, print on fully sustainable stock using only less sustainable stock for last minute and onsite badges.

Achieve Green Tourism accreditation.

Delve more into the wider societal impact of our events – engage with more community groups to deliver impact at our events and leave a lasting legacy.

Continue to grow our regional event industry future talent pool through collaboration with stakeholders such as colleges and universities, we will continue in our support of the **Gateshead College Events Management Bootcamps**.



# Appendix

Leading sustainable change  
within the events sector



The Global Goals we are  
aligned with



Our sustainability  
accreditations

