



Impact Report

Growth on purpose: Our results & actions



A note from our Founder and CEO, Jonny



Since Ticket Tailor launched in 2010, the most surprising lesson I've learnt is that growth is a choice. The second most surprising lesson is that growth isn't entirely positive.

When I realised these two things I had to ask myself: What negative side effects am I willing to be responsible for? Am I even aware of what they are?

For a while this lived as a contradictory ball of guilt in my stomach. Why are we celebrating growth but brushing the negative aspects under the carpet?

The cost of growth is real and we can't ignore it. We have all seen tech startups mature into global mega corps where they have clearly forgotten a lot of their responsibilities along the way. Whether it's the carbon output, looking after customers' data, the extra level of service that more vulnerable customers need, the wellbeing of workers, or the fair share of tax that needs to be paid, just to name a few.



At the end of the day, what's growth for if we leave a trail of destruction behind us? For me, all my motivation for growth falls away if it doesn't start from a premise of positive impact and the bigger picture.

That's why at Ticket Tailor we always talk about "Growth on Purpose". No one is forcing us to grow. It would be a perfectly healthy business staying as it is. But we want to grow. We recognise that we have a huge opportunity and we don't intend to waste it.

And we are not compromising. We want to embrace all of our impact, both good and bad.



Not only that, but we want to be an example. We want to show that there is room for businesses to think this way. Growth doesn't need to be a contradiction. It can still be efficient, incentivising, and lucrative, but it doesn't need to be so willfully blind. It's not wishy-washy or fluffy to think beyond immediate stakeholders. It's more real. It's taking a longer term, broader view. And I think entrepreneurs and business leaders are up for the challenge, we just need to change the narrative about what good looks like.

For me, this is what the B Corp movement is all about and in 2022 we proudly achieved our certification. It's a privilege to be one of the 6,000 companies forging a path to a better way to do business across all industries in a very real way, and we are grateful for all the groundwork that is already in place.

2022 was also our biggest year ever in so many ways. We sold tickets for 240,000 events all over the world, we donated over £140,000 to various charities, our profit share scheme gave many of the team a bonus of over 50% of their salary, we continued to invest in high quality offsets for our carbon footprint, and we massively improved our product. What a result! I'm so proud of what the team has accomplished, and this report aims to celebrate that.

But it's not all great and we will always be on a journey striving to do better. There are areas we fell short, and we want to make sure our report reflects those aspects too so we can aim higher in the future.

Grab a cup of coffee and enjoy reading our lookback of 2022. We're really excited about what this unlocks for our mission of Growth on Purpose.



Contents

What is Ticket Tailor?	1
Our story	2-3
What we stand for	4
Our first year as a B Corp	5
2022 highlights	6

Industry

Juicy stats from 2022	8
A whopping 95 product releases!	10

People

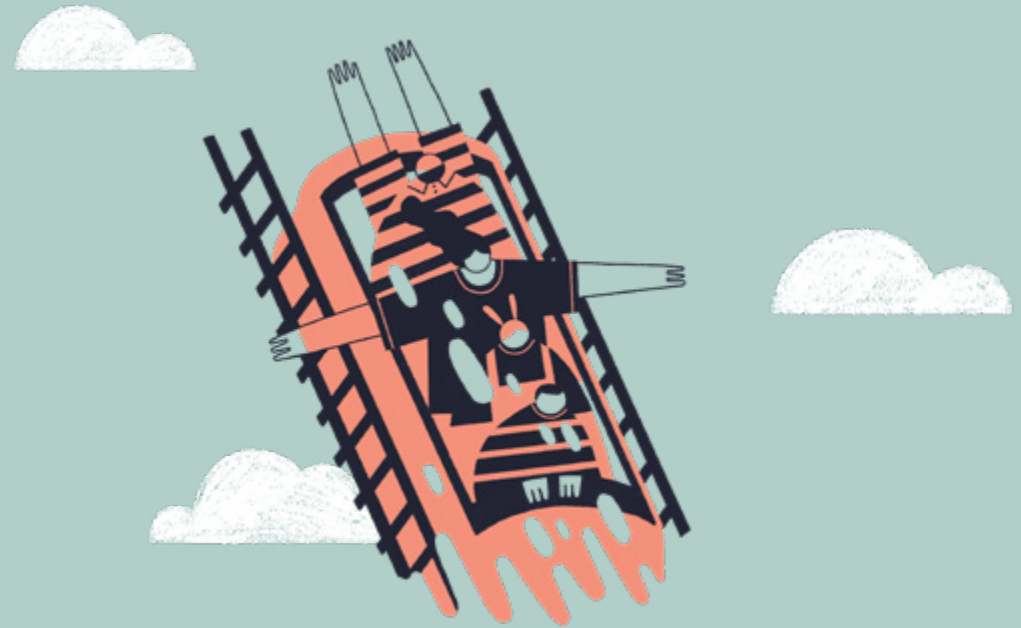
Putting event creators first	12
Our creators	13
Supporting charities and non-profits	16
Powering B Corps	20
Our team	18

Planet

Our commitment to the planet	20
Meet the Giving back committee	21
Meet our three climate charity partners	22
Operating sustainably	27
Our carbon footprint	28

Beyond

Reflections and looking forward!	30
----------------------------------	----



What is Ticket Tailor?

We're a self-serve, white-labelled ticketing platform that empowers a diverse range of event creators by making it easy and affordable to sell tickets online.

What makes us different?



Flexible and fair pricing helps your event budget go further. There are no contracts or tiers. Just the same great service and support for everyone. We're free for free events, and as low as 19p per ticket for paid events.



Everything you need. Our feature-rich platform is simple, yet powerful. Think: seating charts, recurring events, add-ons, a free check-in app, automated emails, and so much more.



Support from real humans is always on hand - day or night. In 2022 our average response time was under 2 minutes!



More than ticketing. Whether it's our B Corp certification, the fact we're 100% independent, or our climate charity donations, we go above and beyond for people and the planet.



Built for all shapes and sizes. Over 80,000 event organisers around the world have sold tickets with us, from yoga teachers to music festivals, conferences to water parks!

Our story

2010: Where it all began

- Ticket Tailor was born... as a side-project (!)
- Our first ever customer was The Brickhouse cabaret club

2011: A full-time (award-winning) gig

- Ticket Tailor became Jonny's full-time focus!
- Won a Smarta100 award



2013: Putting in the groundwork

- Jonny continued to build Ticket Tailor with TimeOut

2012: TimeOut takeover

- Sold to global magazine TimeOut
- Reached a milestone of 100,000 tickets sold since launching

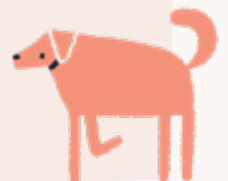
2014: Ticket Tailor take back!

- Jonny bought Ticket Tailor back from TimeOut and we continue to be 100% independent to this day
- Lorant joined and founded our customer care team
- Launched charity discount, embeddable widgets, Stripe integration and more!



2015 - 2017: Focusing on tech

- Office puppy Alfie was hired
- Launched voucher codes
- Integrated with Zapier
- Launched multi-access box offices
- Introduced donation feature
- Rebrand - we went purple
- Jamie, Director of Tech, joined the team



2018 – 2019: Doubling down

- Our team doubled in size from 6 to 12 people
- Set up our leadership team
- We sold 4 million tickets in 2018
- Launched: ApplePay Integration, our free check-in app, Broadcasts and much more
- A record number of charities created events
- New dashboard launched



2020: Adapting to the pandemic

- Another rebrand with new colour palette and illustrations
- Started ChurchTicketing.com initiative
- Offered free ticketing for virtual events
- Launched: Seating charts, recurring events, and much more
- 5 million tickets sold in 2020 after a rocky start

2022: Becoming a B Corp

- We were the first ticketing platform in the world to become B Corp certified
- Team trip to visit Ocean Conservation Trust in Plymouth
- Launched our API, free website builder Flyah, and 95 new and improved features
- October was our first-ever one-million-ticket month
- Over £140k donated to our charity partners



2021: Redefined our stance on growth

- Became carbon neutral, offsetting our entire history of trading emissions
- Moved into our sustainable office in Hackney
- Formalised our climate charity donations - giving 1p (1.3c) for every ticket sold
- £66k donated to climate charities
- 10 million tickets processed



What we stand for



Our mission

To empower a diverse range of event creators around the world.

Our values

- ✓ Keep it simple
- ✓ Focused on impact
- ✓ Driven by feedback
- ✓ Human after all



Our vision



Growth on purpose. So that every event ticket sold has a positive impact on the people and planet around us.

Our values set out the type of business we aim to be. They inform how we make decisions and how we work on a day-to-day basis. Overarching these values is a desire to be a small team with a big impact and to grow better, not just bigger.



The more tickets we sell, the more impact we can have!





Our first year as a certified B Corp!

We became a B Corp in May 2022, certifying with a score of 86.3. We're really proud to be the first independent ticketing platform to achieve B Corp status and how that reflects the way we do business. What does this actually mean though?

In a nutshell, B Corps are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. This means we exist for the benefit of people and planet, rather than just for making money for shareholders.

There are now over 6,000 B Corps, with one common goal: using business as a force for good. We're all on the same journey – contributing to building an inclusive, equitable and regenerative economic system for all people and the planet. Keep reading our report to learn more about how we're contributing to this and our goals for the future!

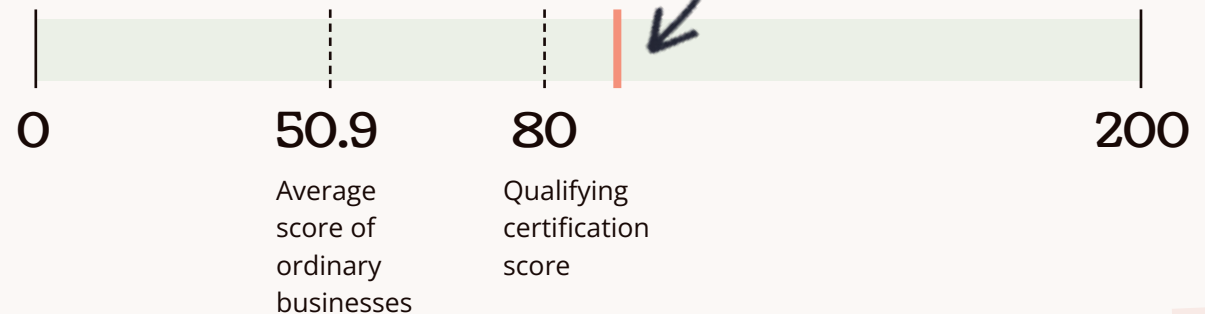
You can learn more about B Corp and view our full B Impact Score at bcorporation.net

B Corps are measured against five key areas, which make up their B Impact score.

- ✓ Governance
- ✓ Workers
- ✓ Community
- ✓ Environment
- ✓ Customers

Our B Impact Score

86.3



2022 highlights



9.5m tickets sold

through our platform (plus 4.2m free tickets processed)



We became
a certified
B Corp!



Charities saved £82,000

on ticketing their fundraising events



3,133 Trees planted

Our customers helped fund the planting of 3,133 trees through Ecologi (in our forest of 4,309 trees)



Visited the Ocean Conservation Trust

Built relationships with our charity partners, and visited the Ocean Conversation Trust



Raised £23,378

for local charity Hackney Night Shelter through a match funding campaign, supporting their expansion



£141,000

donated to charities



95 product releases

to keep improving our platform for our event creators

Deeper dive

We've broken our report into four easily digestible sections. Keep reading for more on our Industry, People, Planet and Beyond!



Industry

These pages are dedicated to fun stats, pretty pie charts and product updates.

Pages 8 – 11



People

Ticket Tailor wouldn't be what it is today without the people who power it, so we're shining the spotlight on our customers and team in this section.

Pages 12 – 19



Planet

Here you'll find our charity update, carbon commitment, and more details on how we operate sustainably.

Pages 20 – 29



Beyond

B Corp certification is an ongoing commitment. Find out what we're planning for 2023 and beyond.

Pages 30 – 32



Juicy stats from 2022



42%

Growth in ticket sales



24,762

Event creators used the platform



9.5m

Tickets sold



4.2m

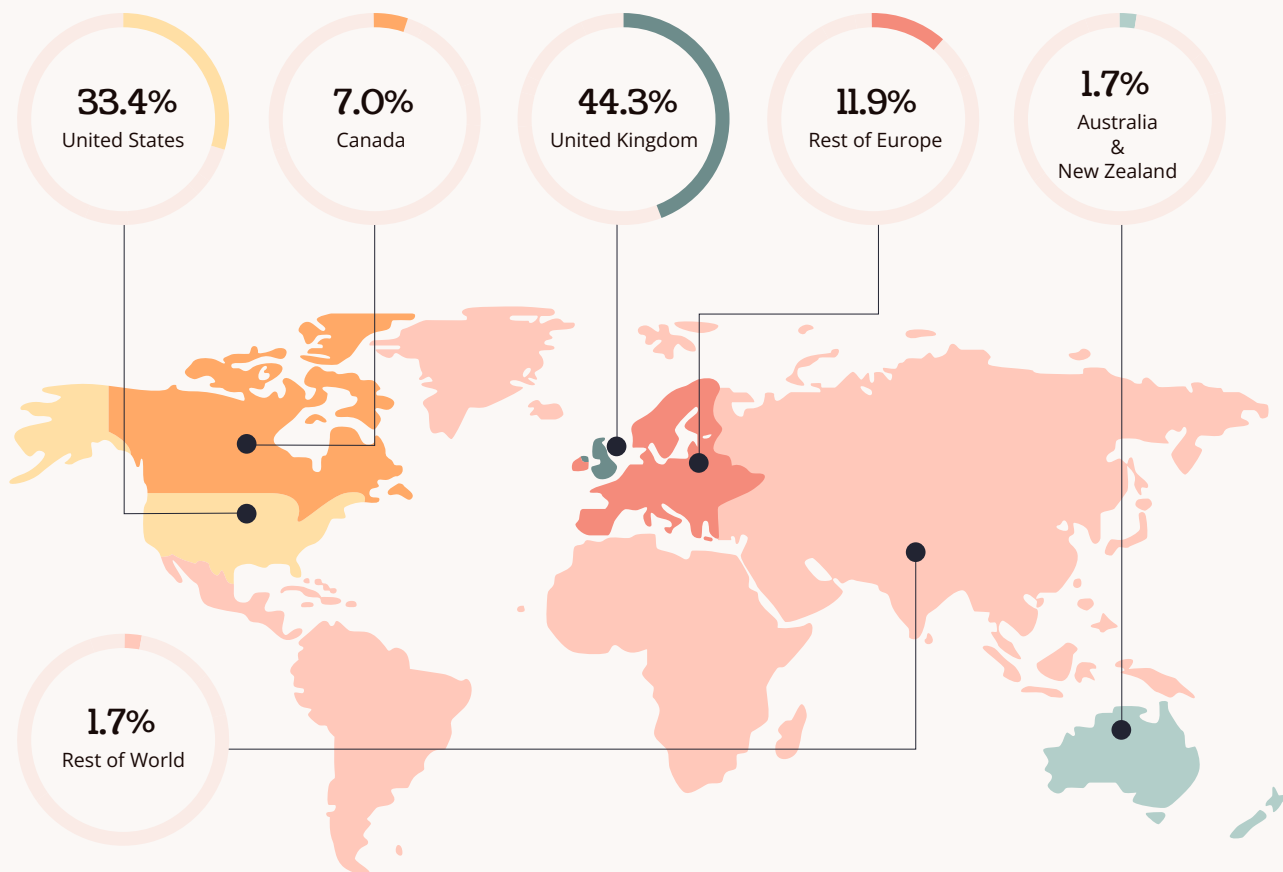
Free tickets issued



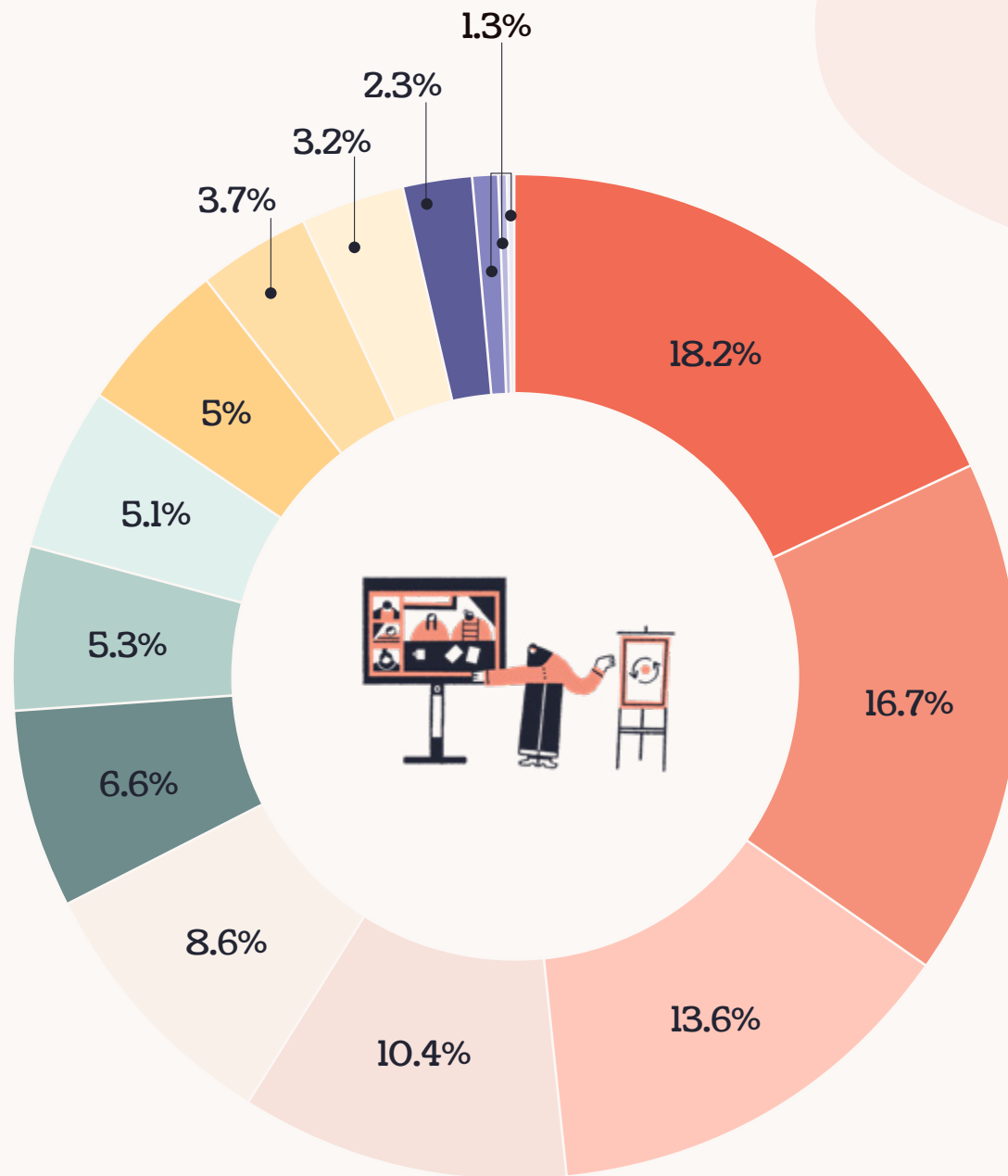
13.7m

Tickets processed!

Where tickets were sold



Ticket sales by event type



A whopping 95 product releases!

2022 was a big year of tech wins: from launching our powerful API, to releasing a free website-builder tool: Flyah. In fact, our tech team released more new and improved features than ever before (95 to be precise!) each making selling tickets online that bit easier.

No-one knows our product like the event creators using it day-in-day-out, so we always make sure our product roadmap reflects common customer feedback. Please keep it coming.



Jamie
Director of Technology

Top 6 feature releases from 2022

1. Products

Products allow event creators to upsell merch as well as tickets, boosting their revenue and helping them to create unmissable experiences.

2. Ticket bundles

Bundles allow you to specify a price for a combination of tickets bought together, which is an easy and effective marketing tool to boost sales.

3. API

Our open API gives event creators the ability to build powerful integrations with their own products or other third-party tools, making ticketing possibilities endless!

4. Custom domains

Organisers can now opt for custom domains to boost their brand and deliver a seamless selling experience.

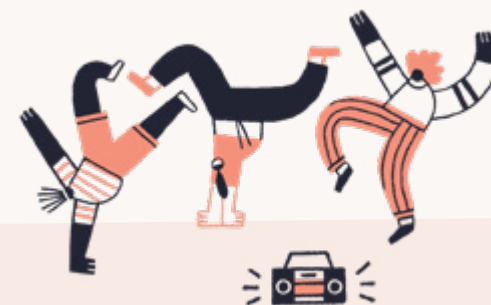
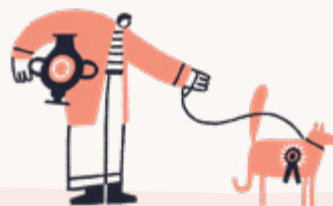
5. Improved timeslot reporting

Timeslot reporting gives organisers a quick breakdown of ticket sales across all their event occurrences to easily spot which ones are selling fast, helping marketing and ops teams optimise their event sales and staffing.

6. Gift Aid

For UK charities, there's a custom question which helps them collect a Gift Aid declaration - bumping their funds for each donation they get!

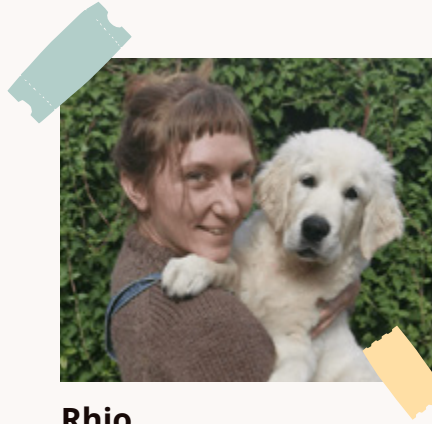
→ You can view a full list of our features at tickettailor.com/features





Putting event creators first

Our customer-first mindset means we take pride in providing world class customer support 24/7, and we genuinely listen to feedback to help inform the development of our platform. We've challenged the industry standard by offering high quality support to all of our users, no matter what they spend or the size of their events.



Rhio

Head of Customer Experience

But don't just take our word for it...



Literally the best customer service I've ever experienced. Fast, easy to understand, and helpful. 11/10.



Easy to use and importantly, as a non-profit, lower fees than Eventbrite.



Professional, concise, and prompt response! I appreciate you making it so easy to organize an event - thank you!



Ah, what amazing service, Cy was patient... and took me through every stage of what I needed to do, which for me felt quite complicated, and gave me clear instructions every step of the way...I felt soooooo relieved by the end of it!

Capterra	★ ★ ★ ★ ★	4.9
Trustpilot	★ ★ ★ ★ ★	4.6
G2	★ ★ ★ ★ ★	4.9
Facebook	★ ★ ★ ★ ★	4.9
Google	★ ★ ★ ★ ★	4.8



28,927

Support conversations with customers in 2022



1.23 minutes

Median response time to support conversations



97.2%

Customer satisfaction rating

Our creators

We supported over **24,000** event creators in 2022, waterparks to calligraphy classes, U-pick pumpkin patches to music festivals. We're proud to provide accessible tools for events of all shapes and sizes. Here are some of our faves from the year.



Thorington Theatre

A sustainable outdoor theatre nestled in Suffolk woodland, UK.

Hosted **49** events.



We use Ticket Tailor for many reasons! But above all else, like us, they're a green company. Our theatre was constructed from timber sourced on the farm; all our bar offerings are local; and we keep our emissions to a minimum. Ticket Tailor shares these values and we love that they're a British B Corp. It's also very user friendly tech, and so easy to contact and speak with a person.



Our creators continued



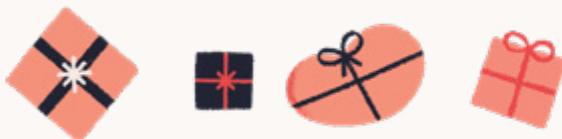
Dasher's Lightshow

A Pennsylvania-based Christmas lights drive thru.

Ran events in **6** locations.



After an extensive amount of research on various event management software programs, Dasher's Lightshow chose to use Ticket Tailor for each of our Christmas Drive Thru locations. The Ticket Tailor platform was fully customizable to our show branding, worked well with our tech integrations and they have exceptional support! Throughout our season, their development team strived to improve the platform with prototypes specific to our needs. The no contract, flat free pricing model, and check-in app is what won us over in the end.



Pure Land Farm

An organic U-pick farm in Dallas, Texas.

5,508 tickets processed in 2022

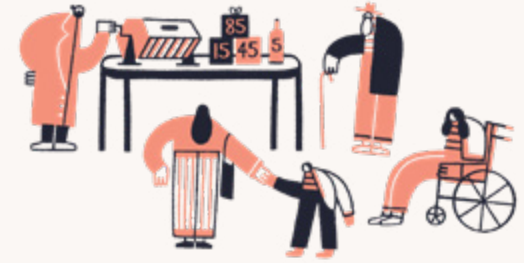


My business is unique, and I really struggled to find a ticketing app that met all my needs. Ticket Tailor was the closest I found out of the box, and they've worked with me not only on how to use the current features function for my business, but developing new features that will take me to the next level. They really listen, and their commitment to creating a product that really works for me is amazing!





Supporting charities and non-profits



Even before we started our B Corp journey, we knew we wanted to support other businesses, charities and non-profits who are doing great things for people and the planet.

We're proud to be the ticketing partner of choice for a growing number of B Corps, like Walden Local Butcher Shop who have been running sausage making classes! And we hope that our 20% discount for B Corps (and charities) will help encourage more to use our platform.

In 2022...



1,207

Active box offices had our charity discount enabled



1,583,462

Tickets issued



£82,211

Total savings due to our charity discount



879

Average tickets sold per box office



522,135

Tickets were free (so incurred no fees!)



£26.3m

Ticket revenue generated for charities using our platform

Charities



B Corps





Our team

2022 was a big year for us on the team front! We increased our employee headcount by over 60%. We're really proud of the relaxed, yet motivating working culture that we've maintained during this growth. Our staff policies and perks are all designed to make sure our team are well-looked after and feel part of an organisation that truly cares.

Some of the new policies, perks and improvements we've rolled out this year include:

Living wage employer

We're now officially a Living Wage certified employer! This means we're committed to paying anyone that we work with, including our contractors, the real Living Wage. This is a wage which is based on the true cost of living, and is updated annually according to what people need and how much things costs.



Career framework

We built out a detailed career framework for our Tech team in 2022, to empower them to grow in their careers at Ticket Tailor. We plan to roll it out to the rest of the company in 2023, so that everyone has a clear path for progression and understands their key areas for development.



Work from anywhere

Our team love travelling, and quite a few of us have families abroad, so we added a new policy to provide some flexibility for working remotely from alternative locations. We now offer two weeks a year to work from a different place – so if you want to work from a beach for a couple of weeks you can (providing there's wifi, of course!).

Increased holiday time

We know that a rested team is a happy and productive team. We often saw that people would run out of holiday before the end of the year, meaning they couldn't take a proper reset break between Christmas and the new year starting. So we now close up shop for our main London team at the end of the year, meaning three extra days of holiday annually.

Alongside our new policies, we also supported our team in 2022 by continuing to offer:

Annual profit share

At the end of each year, if growth targets have been met, we share a percentage of our profit across all team members. There is no bias to seniority or role type – the pot is carved up equally based only on tenure. This means everyone's input is recognised equally. We also share a portion of this with our Customer Support contractors who do amazing work day in and day out for all Ticket Tailor users.



A wellness budget

Team members have £300 to spend annually on all things health-related, from gym classes to massages. This is all about encouraging self-care from both a fitness and mindfulness perspective.



Private healthcare cover

We offer healthcare insurance through Vitality, meaning our team have access to private care for their health as well as dental and optical appointments. The app also incentivizes keeping your step-count up through a rewards programme, so it's a win win.



Personal development budget

We encourage learning and personal development through a £500 annual budget which can be spent on courses, books, conferences and anything else to help team members grow in their roles.



Quarterly performance reviews

Four times a year may sound like a lot, but we make sure our team are growing, developing and practising the art of giving and receiving feedback by committing to four light-weight review cycles each year. It helps us keep on track with our goals and progression.





Our commitment to the planet

What does event ticketing have to do with combating climate change? At a glance, you might think not a lot. But here at Ticket Tailor we disagree. For every seagrass seedling planted, bog restored, and illegal logging reported, the world becomes a better place. And if we can use the power of events to support these activities, then we're achieving our purpose to be more than just a ticketing platform.

There's no denying that year after year we face more pressing climate and humanitarian catastrophes. And 2022 was a year of struggle for many with the devastating Ukraine war, one third of Pakistan under water, and widespread wildfires to name a few. Here in London we even experienced record-breaking 40°C (100°F) temperatures in July putting strains on our vulnerable citizens and emergency services.

We honestly believe that businesses play a crucial role in helping to tackle these issues. And that if every business gave back to the planet we'd be in a much healthier position. That's why we have a number of initiatives in place to ensure we're doing our bit, from donating to climate causes, to offsetting our carbon output since day one.



Meet the Giving back committee

Our Giving back committee is made up of five team members with a passion for solving the climate emergency. Their role is to embed giving back and climate advocacy into the company culture, governance and product.

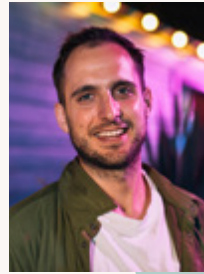


Jonny

Giving back committee, 2022



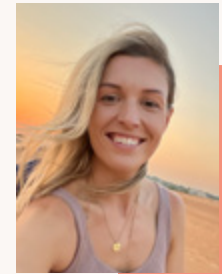
Emily



George



Rhio



Olivia

Every ticket sold makes a difference

It's in our DNA to give back – for every ticket sold through our platform, we donate 1p (1.3c) to climate causes. It may sound like a small amount per ticket, but multiply it by 10m tickets and we can start making a real difference to important causes!



In 2022 we gave

£141,000 to charity

Taking our all time total to over

£235,000

Meet our three climate charity partners



Rainforests play a vital role in the planet's water and carbon cycles and in regulating climate. Yet today, rainforest destruction releases more CO2 than all the world's cars, planes and ships put together.

The Rainforest Foundation UK (RFUK) promotes the establishment of community rights over rainforest lands, tackling the root of the problems related to deforestation and paving the way for local people to benefit fairly from the use and protection of forest resources.



Peatlands offer a natural solution to climate change, as they're an excellent carbon store. Lack of care means peatlands are currently leaking carbon that's been locked away for thousands of years back into our warming atmosphere.



Cumbria Wildlife Trust works to protect and enhance the habitat at a group of nature reserves at Witherslack Mosses in the Lake District.

The restoration project our donations help to fund, involves maintenance to keep the bogs wet; removal of species growing in the wrong places; planting sphagnum moss to speed up bog regeneration, and much more.





Our planet's seagrasses are diminishing rapidly, with some studies estimating that around 92% of those surrounding the UK have disappeared over the last couple of centuries or so.

Thankfully there are amazing organisations working hard to restore and protect them. The Ocean Conservation Trust is one of them, and we're proud to say that we support the work they do with regular donations.

Last year's donations helped to fund the Ocean Conservation Trust's pioneering Blue Meadows project, which focuses on a holistic approach to protect and restore the UK's seagrass meadows for the health of our oceans and beyond.

Not only are seagrasses one of the most biodiverse habitats on the planet (a single hectare can support 80,000 fish), they also store carbon on a huge scale (up to 35 times more efficiently than a rainforest of the same size) – making them a true warrior in the fight against climate change.

And that's only scratching the seabed; these lush, watery meadows also support local economies (by keeping commercially important fish thriving), remove harmful nitrogen from the sea, and reduce the indirect effect of coastal erosion.

Our team trip to Plymouth

Day 1

The Ticket Tailor team meets the Ocean Conservation Trust (OCT) team and we're taken on a two-hour snorkelling safari to explore the coastline and all the incredible local species we have on our shores – from Pollock to thong seaweed!

Hats off to the OCT guys – this really gave us an appreciation for the fragile ecosystem and biodiversity that exists in the oceans that are right on our doorstep.

That evening we enjoyed a team dinner, cocktails and a (competitive) game of Mölkky, eager for the next day.

Day 2 early morning

We kick things off with a tour of the National Marine Aquarium, which is the largest Aquarium in the UK (and the deepest tank in Europe!). The aquarium is home to over 100 sharks and rays!

As well as getting to watch a rather animated behind-the-scenes feeding time, we were also educated on the OCT's Blue Meadows seagrass project throughout our tour – including the important role it plays and how our donations are making much of this research possible.



Day 2 mid-morning

Following our visit to the National Marine Aquarium, the 12 of us set out on an hour-long beach clean, collecting 8.4kg of litter in total! This included 2.9kg of plastic waste – which was later processed by the OCT team who are dab hands at making sure beach litter is correctly recycled or disposed of.

Through repeating this process regularly, the OCT are able to categorise beach litter to work out where it's coming from – for example, tourists, businesses, or fishermen.

Day 2 lunchtime

Naturally, the big clean up was followed by a big lunch of fish and chips (all sustainably sourced, of course!) and an afternoon at the 1935 Art Deco natural Lido before the Ticket Tailor team headed off back to London.

We loved our visit and couldn't be prouder to support the amazing work this team of inspiring, ocean-saving heroes do. 'Til next time!



The Ticket Tailor team after the snorkelling safari!





Other causes we supported

While we have a commitment to our three climate charities, every so often we feel the need to support humanitarian crises. In 2022 that included:



The D.E.C Ukraine Humanitarian Appeal

Donated: £19,000

In response to the ongoing crisis in Ukraine, we doubled our 1p (1.3c) per ticket commitment in Q1 of 2022 and sent the money to help relief efforts in the region.

The D.E.C Pakistan Floods Appeal

Donated: £5,000

Every so often we see our changing climate cause immediate catastrophes around the world and we want to support those communities in their time of need. So in September we gave £5,000 to the D.E.C in support of their Pakistan Floods Appeal.



Hackney Night Shelter

Donated: £24,147

Hackney Night Shelter has provided temporary accommodation and support across the borough of Hackney since 1996, helping individuals to find a lasting route out of homelessness. It's a cause that's not only right on our doorstep, but one that's close to the hearts of our team who see homelessness day-in day-out.

In January, our Founder Jonny started a promotion on LinkedIn. Instead of spending our marketing budget on Google or Facebook, we donated to Hackney Night Shelter for every share or like the post received, which came to £769 (\$1,000).

We teamed up with them again in December to double all donations for their Christmas Appeal to help them raise £50,000 for the relocation of their shelter. We were honoured to help them reach their target.

Operating sustainably

We are committed to being a responsible business and adopting the triple bottom line approach – for the ‘Planet’ part of this framework, we ensure that we make sustainable choices in all of our business operations. This includes where we work, how we work and of course, being aware of, and taking action, on our carbon emissions.

Our office

At the end of 2021, we moved into a shiny new office in Hackney. The building we’re located in has BREEAM Excellent Sustainability Award. Everything is designed to have minimum impact on the environment, from a focus on recycling, to energy saving light designs in the bathrooms. We can rest assured that our time in the office is as low impact as possible on the carbon front.

Environmental + supplier policies

We have company policies and training for how we work, this includes things like advice on energy efficiency while working from home, and fixing instead of replacing hardware. We also have a preference for sourcing local suppliers to reduce impact on the planet and support our local economy.

Planting trees

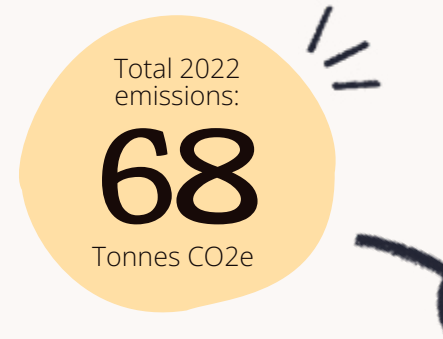
When customers answer our user surveys, we plant a tree for them in our Ecologi forest to say thank you and give something back to the planet. In 2022 over 2,000 trees were planted!



Our carbon footprint

In 2022 we worked again with the very knowledgeable team at Supercritical to help us calculate our carbon footprint, educate us on how to reduce our emissions, and responsibly offset the ones that were unavoidable.

This year our carbon footprint was 68 tonnes CO₂e, which is a 74% increase from last year. Now that sounds like a big jump, but it's all down to having a larger team, using more software as we grow and increasing our spend on consultants and marketing.



Offsetting

To responsibly remove the 68 tonnes of CO₂ that we emitted in 2022, we opted to purchase Biochar as our removal method. This is a charcoal-like substance which is extremely efficient at storing carbon and is great for improving soil quality.

Reduction


It's super important that we take steps to actively reduce our emissions, this is the only way to achieve net zero. In 2022, due to our team increase, we did not manage to reduce our emissions overall, but we did implement new policies which put us in a stronger position to improve year on year. Things like reusing hardware, supplier policies and eating less meat as a team will all help us on our path to net zero.












Offset Zero

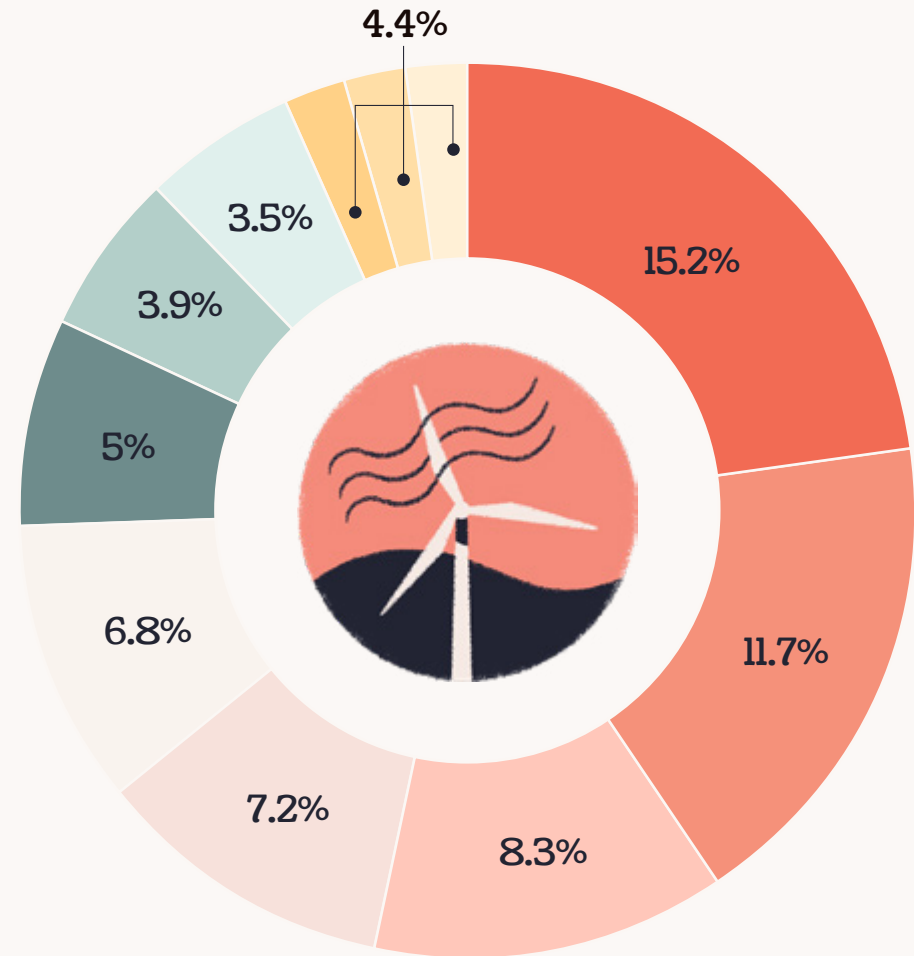
Although there's still a lot of progress to be made, we're proud to be able to say that we are Offset Zero. This means we're taking active steps to reduce our emissions, and have purchased a high quality carbon removal option.



A breakdown of our total emissions for 2022



	Category	Scope	Footprint (t CO ₂ e)
	Software	3	15.2
	Marketing & advertising	3	11.7
	Consultants	3	8.3
	Food & drink	3	7.2
	Employee remote working	3	6.8
	Employee commuting	3	5
	Hardware	3	3.9
	Office utilities	3	3.5
	Business travel	3	1.6
	Training	3	1.5
	Insurance & finance	3	1.3



We had a 56% increase in emissions from software! Most of this was down to increased usage as a result of a larger team size.



Our marketing and advertising emissions went up by 52%, we invested more in this area as part of our growth strategy, but it's important to have awareness of the impact this has.



Emissions from team commuting increased by 84% – we adopted a hybrid model coming out of the pandemic, and although none of us drive, it's interesting to see the impact here.



Reflections and looking forward!

We're incredibly proud of everything that we achieved in 2022, but we also want to acknowledge that there were some areas where we fell short. One of our values is "Human after all". It's about remembering that we're not machines, and we can't always do everything we set out to do. Another one of our values is "Driven by feedback". We think it's important to reflect on what could have gone better, so we know where we can keep improving. Here are our areas where we wish we'd had more time to go beyond:

Team volunteering

We said that we wanted to give back 1.5% of our time to volunteering (2.5 days a year), but we only managed one day (with Ocean Conservation Trust). In 2023 we plan to find more volunteering opportunities as a group, and empower the team to source their own as well.



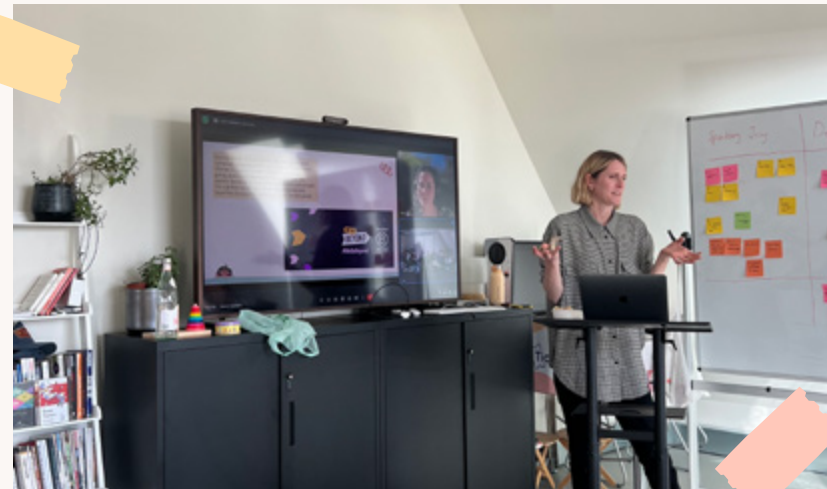


Diversity, equity and inclusion

We're really happy to say that we've increased the diversity of our team with hires we've made in 2022, and early 2023. We also invested in inclusion training for our Leadership team, with further training on the cards for the wider team this year. There's so much more we can do in this space though, and we have a roadmap we'll be executing on in 2023, including reporting on and addressing our gender pay gap.

Carbon footprint reduction

As reflected in our footprint report, our emissions have grown due to our team size. We've hired more heads already in early 2023, so this is only going to increase unless we double down even more on the potential areas for reduction.





Other things we hope to achieve in 2023

Expanding our giving back

Last year we committed to donating a penny for every ticket sold to climate causes, but we found that we also wanted to donate to other pressing causes (e.g. The war in Ukraine) without reducing the climate fund. This year we're setting up a side fund focussed on social and community issues where we'll add a penny for everything else that we charge for (e.g. seating plan usage, ticket imports). We're aiming to donate over £150k this year.

Enhance our Parental Leave policy

We updated our parental leave policy in 2020, with a focus on making it equal for both parents and encouraging the use of Shared Parental Leave (offering up to 10 weeks of full pay). This year, we want to explore the next steps of how our policy could evolve to support new parents even further.

Continue to invest in our team

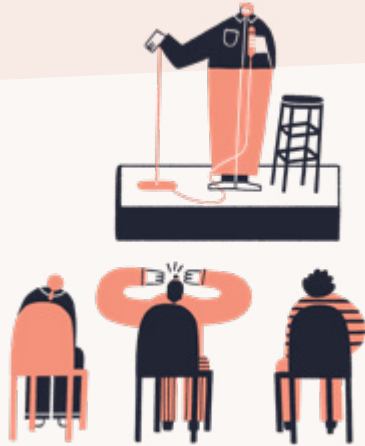
We'll be rolling out a career framework for the whole company, and also investing in more workshops and training to ensure we're aligned on our values and important topics like inclusion and giving feedback.

Share our learnings about business for good

We've learnt so much on our growth journey – and the importance of purpose, becoming a B Corp, about what matters and what doesn't – we want to share our experience and inspire others to think about business as a force for good. We'll be telling our story at conferences and on panels as much as possible.



Love Ticket Tailor?



Want us to speak at your event?

As part of our mission we want to promote and share ideas about business for good. A number of our team are willing and ready to speak at your event or contribute to your publication.

Get in touch with olivia@tickettailor.com



Refer and earn

Join the Ticket Tailor affiliate program and enjoy generous commissions on your referrals for as long as they use Ticket Tailor!

Learn more at tickettailor.com/referandearn



We're driven by feedback.

Got questions, suggestions or just fancy a chat?

Send us an email hi@tickettailor.com



Follow our progress on socials @tickettailor