



Boardwalk

Positive Impact Report 2024

Certified

Corporation



10
years
ago we set
up Boardwalk
with one really
clear mission; to
change the way people
felt about estate agents.
Part of that mission was to
hold a mirror up to the sub-
standard practices at play in our
industry and challenge the status
quo. As proud Bristolians we felt the
need to be a catalyst for positive change,
a force for good where our work could in
essence, ripple outwards to cause positive
outcomes and sustain better communities
within our city. The better the communities,
the better results we can achieve for our
clients, and the happier and more successful
our team are. This cycle completes with our
re-investment of 5% of profits back into the
communities we serve. While there is still
so much more to do, that little drop in
the ocean we made over 10 years ago,
is now causing the right kind of
ripples throughout our industry
and into this incredible
city we all call our
home.

Jack

CO-FOUNDER

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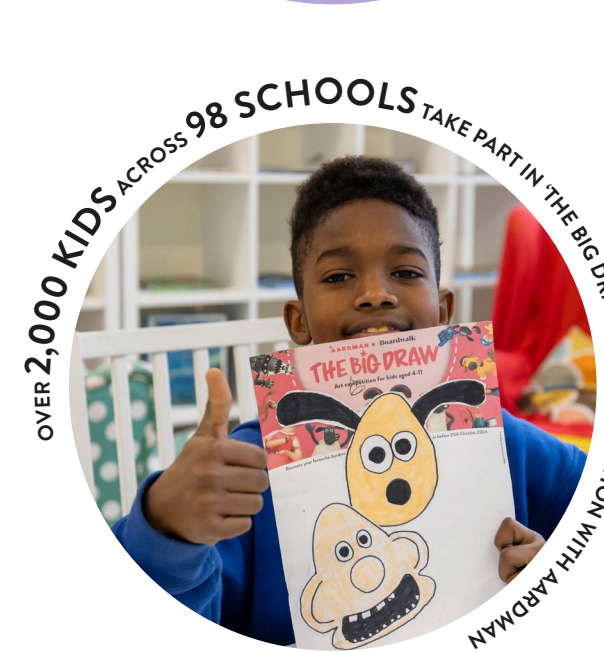
B Corp

Climate Action

Aiming for better

Boardwalk





A FORCE FOR CHANGE
SINCE 2014

We set out to transform an industry's reputation.

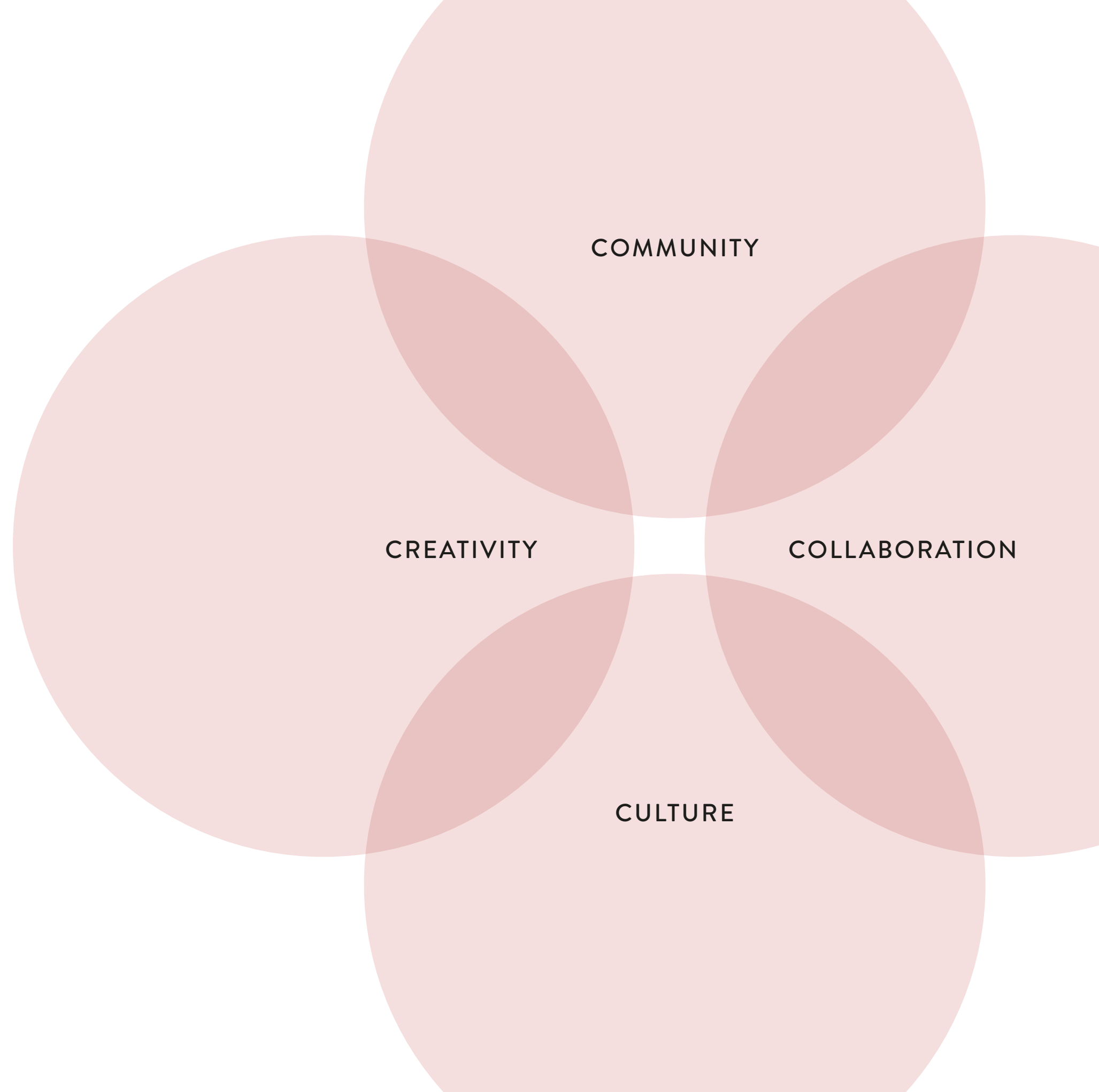
It wasn't going to be easy.

From day one, we zeroed in on four key areas that we believed would have the greatest positive impact - on our customers, our team, and ultimately, our business.

By staying laser-focused on these priorities, coupled with a challenger mindset that constantly asks, "Why not?" and a natural agility to explore bold ideas, we're making the meaningful change we set out to create.

While we're proud of the progress we've made, our pursuit of B Corp certification has added a level of rigour to our operations and decision-making, positioning us alongside the world's most socially responsible, future-focused companies.

Ten years in, we're just getting started.





COMMUNITY

“This year we’ve given 5% of our profits back to the communities we serve. Our aim is to be a catalyst for improvement to build better, more inspiring places for our clients to call home.”

MILLIE McCLURE, DIRECTOR OF SERVICE



Trailblazers

Community trails

In 2024, we’ve had the privilege of collaborating with four Community Arts Trails across Bristol. These vibrant events have attracted over 3,000 visitors and provided more than 500 artists with the opportunity to showcase and sell their work to new, engaged audiences.

Bristol is renowned as one of the world’s most creative cities, and while high-profile figures like Banksy contribute to this reputation, we firmly believe that community-driven arts trails are the true pioneers of the city’s dynamic creative scene. These grassroots initiatives are essential in shaping and nurturing the local arts landscape.

We are incredibly proud to have partnered with these community-led events, helping them grow both in scale and professionalism year after year. Our work together has enabled more artists and emerging creatives to share their talents with the public, fostering a richer, more inclusive cultural environment for all.

“A real celebration of Bristol talent in a hugely creative community.”

“Vibrant, buzzing weekend, full of interesting and interested people.”

FEEDBACK FROM 2024 PARTICIPANTS



“With Boardwalk’s support it’s felt like we’ve been able to really step it up a notch. The financial and marketing support has enabled us to reach a wider audience and increase the professionalism of our annual Arts Trail event.”

FIONA CLABON, SOUTH BRISTOL ARTS TRAIL

PHOTO CREDIT: LISA WHITTING

Green-fingered Gardening community

GOOD GARDEN AWARD 2024

This year we launched our own Good Garden Awards across North Bristol.

The awards were designed to encourage more people to turn their streets and communities into nature-filled spaces. Our team of volunteers awarded over 500 wonderful front gardens around Horfield, Bishopston, Ashley Down and St Andrews.

Each winner was entered into a draw to win £100 gardening voucher to encourage more green fingered endeavours in their streets.

£4086.71

Raised for local
garden projects

78%

10 out of 10
feedback score

The South Bristol Garden Trail returned in 2024 with great success, welcoming over 30 gardens to the public. After a two-year hiatus, the organisers of the Bedminster Secret Garden Trail approached us to help make this year's event bigger and more engaging than ever.

We worked closely with the team to bring new stories to light and raise awareness of this wonderful event. In addition to supporting the trail, one of our own green-fingered team members opened their garden in Ashton, adding to an already stunning collection of green spaces and potted patios.

And the Winner Is...

To encourage even more participation, we introduced a public vote this year. The winner received a professional photoshoot of their garden, plus a £100 voucher to spend at local favourite, Riverside Garden Centre.

The Garden Trail has become a beloved part of the local calendar, and we're already looking forward to helping inspire even more gardening enthusiasts in 2025.

‘It was really clear to us that Boardwalk really understood the community ethos of our event, and gave the perfect level of support, working hand in hand to help us deliver our most successful event to date.’

MATTHEW SYMONDS
BLOOMING BEDMINSTER



Local legends

Community champions

We’ve always believed in the power of community - not just in the homes we help people find, but in the neighbourhoods that make Bristol such a special place to live. That’s why we offer potential buyers a free coffee at a local café when they explore the area. It’s a simple gesture, but one that allows people to truly experience the neighbourhoods they’re considering, all while supporting local businesses.

Since launching this initiative, we’ve seen £1,000’s flow back into the local economy across Bristol. This is exactly what we set out to do: create a positive, mutually beneficial cycle that supports the people and places we work with.

When it comes to finding your next home, getting to know the area is just as important as the property itself. That’s why we’ve partnered with some of Bristol’s most beloved local figures to create guides to the city’s hidden gems. From the best spots for a quiet coffee to off-the-beaten-path places you won’t find in a tourist brochure, these guides offer an authentic snapshot of the neighbourhoods we serve.

These guides have proven invaluable for newcomers to an area, while also shining a spotlight on local businesses. It’s just one more way we’re committed to supporting the community in a meaningful, connected way.

£1,000
Worth of free coffees
for our buyers

+250
Local businesses
featured



CREATIVITY

“The backbone to our city, and the spirit that runs through our team. Our proudest initiative ‘Fuelling Bristol Creativity’, has enabled 100s of creative endeavours and inspired a new generation of creative thinkers.”

TOM LACK, CREATIVE DIRECTOR



Home is where the art is.

4
Commissioned
Artists

800
Pieces of art in
Bristol homes

One of our favourite projects in 2024 has been our commissioned moving-in gifts, created in partnership with some of Bristol’s most talented artists. Each quarter, we work directly with a local artist to produce an exclusive piece for our home buyers. These limited-edition giclée prints are printed by our friends at HelloBlue and are signed and numbered by the artist.

Not only does this help get more art into people’s homes (over 800 pieces this year alone) - making the spaces we live in even more vibrant and colourful - but it also gives incredible local talent a wider audience. It’s our way of saying thank you to clients who’ve trusted us with one of the most important moments of

their lives - buying or selling a home in Bristol. We believe it’s a more meaningful and distinctly ‘Bristol’ way to show our appreciation.

This year, we’ve had the pleasure of working with some of Bristol’s best: from the indomitable Zoe Power to the effervescent Carl Cozier, aka Holy Moly. One team favourite has to be Tozer’s Home Sweet AF Home, which brought our signature pink to life with pops of gold leaf and baby blue.

We’ve already got two incredible artists lined up for next year’s designs, and we can’t wait to see even more prints hanging in our clients’ new homes.

“Home to me is safety, it’s where your family is, it’s a whole heap of things. And I just tried to boil that down into two simple words - ‘Happy Place.’”

Holy Moly



‘Our Nature’
“This piece, titled, ‘Our Nature’ explores our rooted connection to the natural word and our place within it.”

ZOË POWER



‘Home Sweet (AF) Home’
“For this piece I wanted to balance softness, tradition, cheekiness and modernity - Bristol has so much of all this after all!”

TOZER

Pioneering spirit Forged in creativity

In 2024, our ‘Makers’ series has reached over 70,000 views across six interviews, helping Bristol’s talented artisans connect with more than 49,000 people on Instagram alone. We’re proud to have played a role in amplifying their stories and sharing their journeys with new audiences across the city.

When we first launched the series two years ago, our aim was to celebrate the creative spirit of Bristol and the individuals who have built careers from their passions. Since then, we’ve been fortunate enough to revisit many of them as they expand with new studios, shops, and product launches.

From handcrafted ceramics and bespoke jewellery to timeless furniture and sustainable fashion, we continue to be amazed by the diversity and talent that thrives in Bristol. The infectious, pioneering spirit of these makers, combined with their entrepreneurial drive, has struck a chord with our team and the wider community, and we look forward to telling more of their stories in the years ahead.

“Working with Boardwalk has been a fantastic experience from start to finish. From their support of low-impact, sustainable small businesses like mine, to their championing of handmade, intentionally made craft”

FLORENCE WILLIAMS
CERAMICIST





COLLABORATION

“If you want to go fast, go alone.
If you want to go far, go together.”
We’ve been collaborating with the
very best in other industries to be
more than a sum of our parts, to
learn, share and inspire change.”

JACK HEAD, FOUNDER



“We are thrilled to support Boardwalk on their initiative. As part of our ED&I commitment and outreach, we want to help inspire the next generation within our community by offering unique experiences such as these.”

EVA POLISZCZUK, AARDMAN
EQUALITY, DIVERSITY & INCLUSION

98
Primary Schools

+2000
4-11 year olds

The Big Draw with Aardman

We’re thrilled to have teamed up with our friends at Aardman to inspire the next generation of creatives in Bristol. Working alongside their inclusion and equality team, we encouraged primary school children across the city to pick up a pencil, crayon, or pen - and just have fun with their creativity.

In total, 98 primary schools and nearly 2,000 children took part in the competition. In addition to this, Boardwalk hosted two fun-filled ‘crafternoons’ during our partnered art trails, where over 400 children joined us over the weekends to recreate their favourite Aardman characters from the studio’s inspiring catalogue.

“We were overwhelmed by the response to the competition. Thousands of entries came in, each one bursting with imagination. What began as a small idea to encourage creativity in schools has grown into a city-wide inclusion and equality project, in collaboration with Aardman - one of the world’s most inspirational organisations. We’re incredibly proud of the results and can’t wait to explore more opportunities for collaborations like this in the future.”

TOM LACK, CREATIVE DIRECTOR



Tamir’s Big Draw Story

Tamir, a 10-year-old Sudanese refugee, uses drawing to express what words can’t. After just over a year in the country, his mentor, Matthew Norris of *Sporting Chance*, introduced him to The Big Draw.

Whether it’s superheroes, cars, or Wallace and Gromit, Tamir loves creating. *The Big Draw* gave him a chance to communicate and connect with others, all while feeling a sense of pride in his art.

“Drawing makes me happy,” explains Tamir “When it looks good, I feel proud inside.” Though he doesn’t speak much, Tamir finds comfort in creativity and expresses himself brilliantly.



Better together

A meeting of minds

Over the past year we've been lucky enough to collaborate with some industry-leaders across the worlds of interiors and architecture. Our 'Insiders' and 'Blueprints' series showcase creative individuals and explore some of their most inspiring projects. From local interior designer Sean Symington who transformed a derelict student house into a stunning family home, to Bristol-based architects and landscapers who are transforming our cityscape.

We also launched our 'Breathe' series, which saw us interview inspiring locals about their passion for Bristol's green spaces and how they take a breather from the day-to-day. From the founder of Bristol Girls Surf Club, Matilda Jackson, to expert forager Leah Apostolou, we loved hearing their stories of escapism and how nature can positively boost our wellbeing. Engaging and inspiring, our collaborations have shone a spotlight on a whole host of talented individuals who are challenging the norms of their respective industries. Together, we show what creativity and imagination can achieve, and encourage our audience to embrace these values in their own lives and homes.

18

Architects and Interiors experts

1.3m

Total plays on instagram



Boardwalk
×
Tash Bradley



CULTURE

“As well as building a brand that would force real change in our industry, it was also about building a great culture for talented people to thrive. We often recruit outside of industry to encourage a diverse perspective, keeping us, and the competition on their toes.”

NICK STOPARD, FOUNDER



“Our yearly ‘Walk&Talk’ gives our team the chance to get some physical and metaphorical perspective on the year, opening up about the challenges we’ve overcome, and those on the horizon”

JOSHUA CARTER,
DIRECTOR OF SALES



40%

Team growth
in 2024

175

Pro-bono hours
volunteered

73%

Retention rate
in 12 months

Team power

Our culture

In 2024, we’ve had the pleasure of welcoming eight new members to the Boardwalk team. As our team continues to grow, it’s vital that the inclusive culture we’ve spent the last 10 years shaping remains open to fresh ideas and diverse perspectives. We’ve always believed in hiring talent from outside the estate agency sector - this helps us challenge conventional thinking and refine our processes. This approach not only keeps us on our toes but also ensures we foster an environment where everyone feels valued and empowered to contribute to our collective journey.

As part of our commitment to making a positive impact, we set an annual goal to contribute 125 pro-bono volunteer hours to the communities we serve. This year, we exceeded that target, completing more than 175 hours. From supporting arts trails and community garden projects to assisting with charity events, we’re proud to play our part in creating stronger, more connected communities.

In addition to our community-focused initiatives, this year we’ve come together for a series of events that combine physical activity with meaningful conversation - opportunities to reflect on the year past and set intentions for the future. We kicked off with a ‘Walk & Talk’ hike up Crooks Peak in the Mendips, where we tackled physical challenges while gaining new perspectives. In August, we cycled the beautiful Strawberry Line from Yatton to Axbridge, soaking in the Bristol sunshine and participating in an inspiring workshop on empathy and confidence with Kate Shlugman from Confidence&Co.

Finally, inspired by our founder Nick’s passion for running, we launched the Boardwalk Run Club. Every Monday after work, the team is invited to join a group run, starting the week on the right foot.



Living our values

Ester's story

Ester is a client manager and a much loved member of our East Bristol team. Her journey to Boardwalk and into estate agency reflects the diverse perspectives we're fostering within our team and workplace culture.

For over a decade, Ester enjoyed a successful career as a clothing designer, initially with Animal Clothing and later with her own children's brand, Dinki Human. It was her playful yet stylish designs that first caught our attention, leading us to feature her in our lifestyle magazine, *Original Features*.

When she decided to make a career shift, we were eager to bring her on board. Ester quickly rose through the ranks from Client Manager Assistant to Client Manager, balancing her professional growth with raising a young family - a testament to how transferable skills can thrive in different roles.

Ester and her husband, Jack, share a passion for interiors, and their home was featured in our *Home, Made* campaign, which showcased couples across the city who've crafted beautiful living spaces. A very special appearance was made by Beetlejuice Biggie Ricky Bow Wow - their beloved french bulldog.

This summer, Ester teamed up with our marketing team to lead a brilliant creative workshop on two of our partnered arts trails. Drawing inspiration from her children, Winnie and Pearl, she applied her design expertise to engage hundreds of kids in crafting Gromits, Feathers McGraw, and Shaun the Sheep during Aardman-inspired crafters.

Her skills in interior design have reached such a high level that she now stages homes for viewings across the city alongside her client manager role.

Ester's story is a perfect example of how culture isn't something imposed from the top down; it's something that evolves through the thoughtful integration of diverse perspectives, all aligned around a shared mission.



“If you’d have told me 3 years ago that I would be an estate agent I would have told you where to shove it! I suppose you could say I’m living proof that we’re doing an OK job at making people think differently about estate agents.”

ESTER FORD

Making it count

Our B Corp journey

As a proud B Corp, we’ve undergone a rigorous, independent assessment to ensure we meet the highest standards for social and environmental performance, transparency, and accountability. To become certified, a company must score at least 80 points across several key impact areas - and we’ve gone even further by amending our Articles of Association to reflect these core commitments.

But being a B Corp isn’t just about getting a stamp of approval. Every three years, we must go through the re-certification process to prove we’re still ‘walking the talk’.

For us, that next review is in January 2027, and in true alignment with our mission, we’re constantly striving to improve our impact.



GOVERNANCE

19.1

COMMUNITY

39.3

CUSTOMERS

4.1

WORKERS

28.8

ENVIRONMENT

9.4



Boardwalk’s Overall B Impact Score



Qualifies for B Corp Certification



Median Score for Ordinary Businesses

Our flywheel model: Circular economy

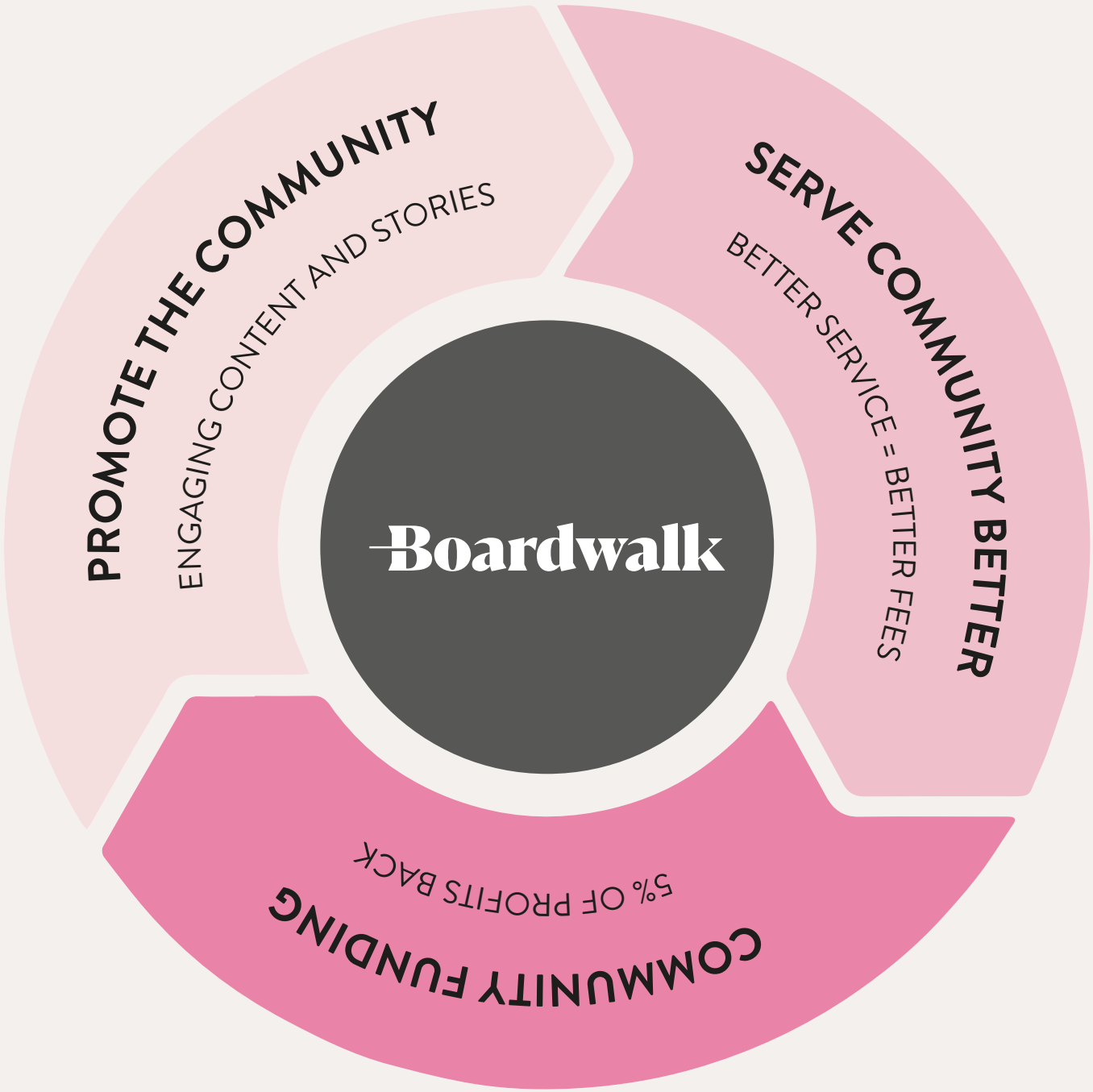
A flywheel model views a business as a self-sustaining system, where each element propels the next:

Community Focus
At the heart of Boardwalk is a commitment to strengthening the communities we serve. We believe that thriving, resilient neighbourhoods create better places to live and contribute to a higher quality of life. By embedding ourselves in local areas, we gain a deeper understanding of what makes each community special, from the local landmarks and businesses to the people who shape it.

We reinvest 5% of our profits into these communities, supporting projects and initiatives that promote sustainability, creativity, inclusivity, and growth. These reinvestments help make neighbourhoods stronger and more resilient, creating inspiring spaces where people want to live and work.

Business Impact
This deep community connection drives our business outcomes. By understanding the needs and values of the areas we operate in, we are able to market and sell homes in a way that resonates with buyers. Our authenticity and local knowledge give us a competitive edge, helping us build trust with clients and stakeholders.

The result is a cycle of mutual benefit: as we support and invest in communities, we see better business results in the form of increased sales, repeat clients, and positive referrals. The more successful we become, the more we are able to reinvest in the communities that make our business possible. This ongoing cycle of growth helps both the neighbourhoods and our business flourish, creating a win-win situation for all.



Our impact

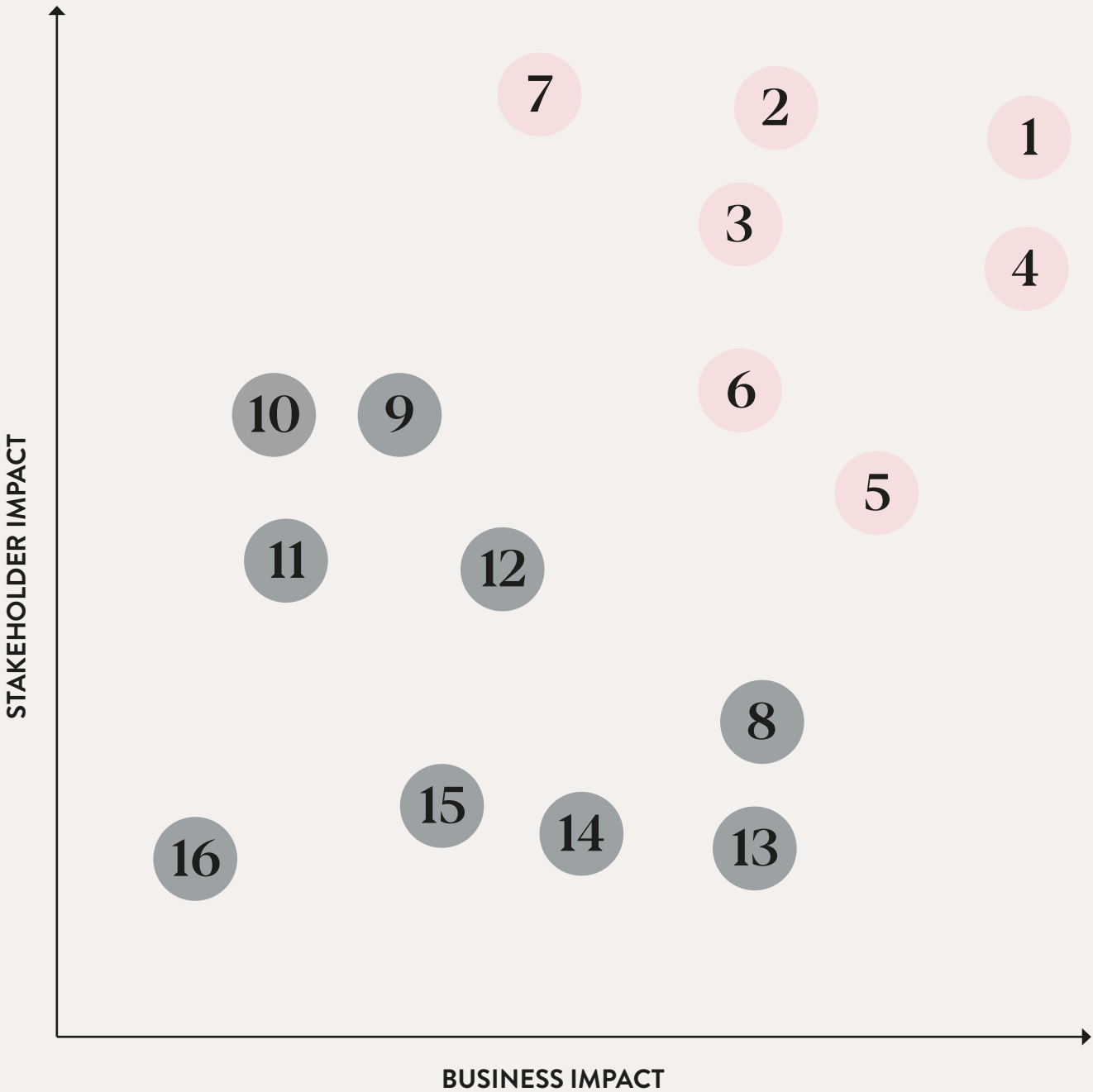
Materiality report

An impact map, or materiality matrix, is a valuable tool for examining and understanding our business’s impact on society, the economy, and the wider environment.

By understanding what matters most to our stakeholders, we’re able to focus on the initiatives that create real value, drive smarter business decisions, and support long-term success. This approach doesn’t just benefit our company, it strengthens relationships across the board and ensures we’re contributing to the health and vitality of the communities we call home. It’s all about making decisions that work for everyone and building a sustainable future together.

Boardwalk’s key stakeholders:

- SELLERS
- BUYERS
- OUR TEAM
- LOCAL COMMUNITIES
- THE ENVIRONMENT
- THE PROPERTY INDUSTRY



- The graph shows our impact map for 2023/24. Each circled number denotes an impact that Boardwalk has on our stakeholders and their position represents the importance of each impact to business/our stakeholders. We’ve highlighted 7 key areas to focus on.
- | | |
|-------------------------|---------------------------|
| 1 Quality Service | 9 Fairness |
| 2 Financial Success | 10 Re Investment |
| 3 Expertise | 11 Promotion / Coverage |
| 4 Pride of presentation | 12 Culture |
| 5 Innovation | 13 Reflecting community |
| 6 Feeling Valued | 14 Setting new benchmarks |
| 7 Honesty | 15 Integrity |
| 8 Vision | 16 Travel Efficiency |

Our 2023/4 footprint

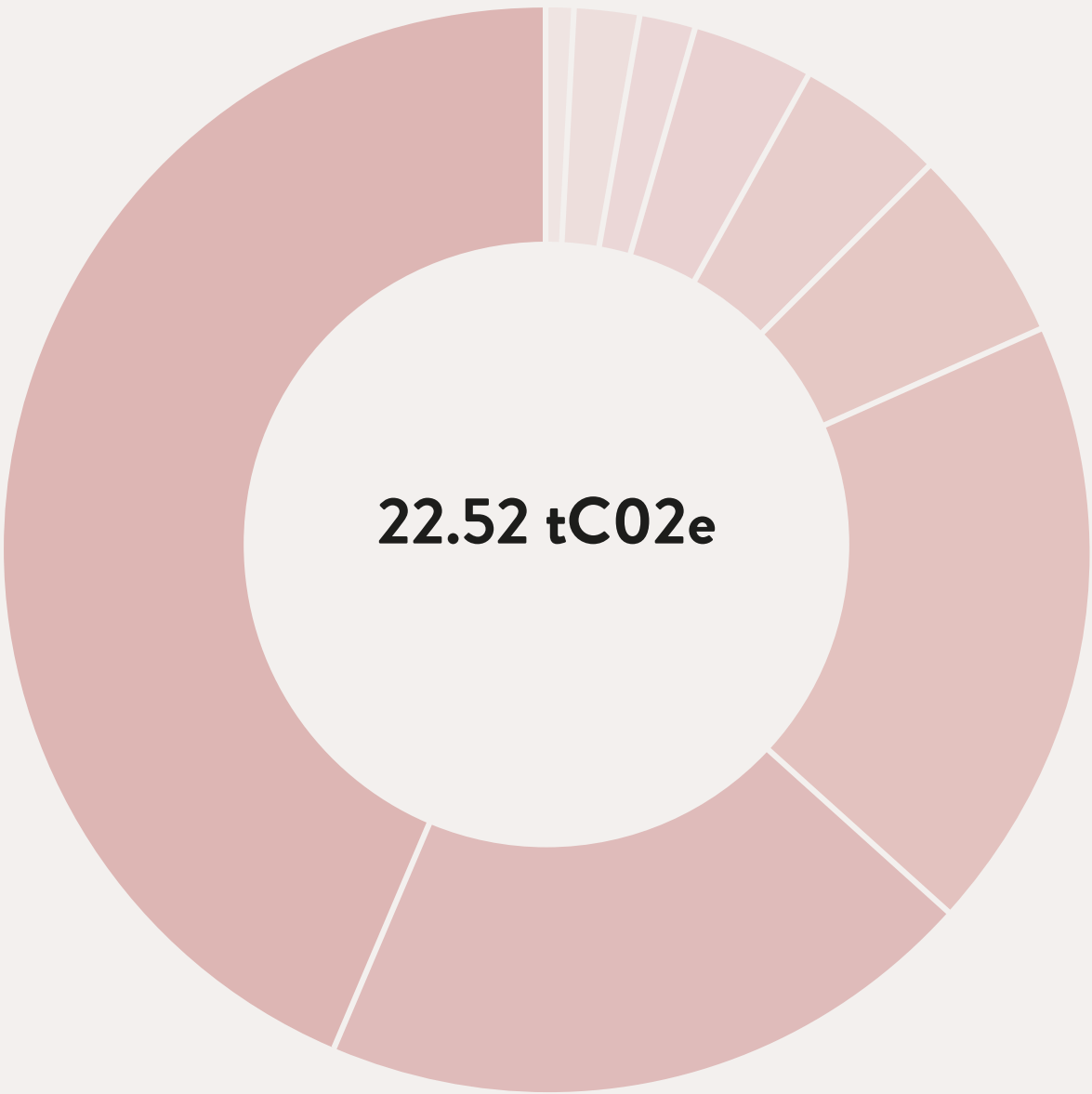
Carbon footprint

We know that the way we operate has an impact-not just on the planet but on the community we’re part of. That’s why, with the help of FutureShift, we’ve taken a closer look at our carbon footprint, measuring our greenhouse gas emissions for the 23/24 financial year.

Using the Greenhouse Gas Protocol Corporate Reporting Standard as our guide, we’ve assessed emissions across all 15 Scope 3 categories, applying a location-based methodology to get a clear picture of where we stand.

This report is a key step in understanding our environmental impact so we can make informed, meaningful changes for the future.

Shown on the opposite page is a pie chart demonstrating the emissions breakdown graphically of Boardwalk Property’s 23/24 emissions (22.52t. CO2e) according to the prescribed GHG protocol categories.



BOARDWALK PROPERTY SCOPE 1,2 & 3 EMISSIONS BREAKDOWN

- 1.1% Upstream Leased Assets
- 1.8% Waste
- 1.8% Upstream Transportation and Distribution
- 3.4% Fuels
- 4.6% Electricity
- 5.7% Working From Home
- 18.4% Purchase of Goods and Services
- 19.6% Employee Commuting
- 43.5% Business Travel



Climate action

Working with Ecologi

We’ve been working with Ecologi for the past 2 years, and during this time, we’ve been focused on actively reducing the environmental impact of our business, both locally and globally. As a Climate Action Workforce, we’ve helped to plant 1,280 trees, which contribute to carbon sequestration and biodiversity restoration. We’ve also avoided 140.04 tonnes of CO2 emissions - a significant step forward in our sustainability efforts. To put that into perspective, that’s the equivalent of 347,439 road miles or 107 long-haul flights. While we’re proud of this progress, we recognize there is still much more to be done.

Our goal moving forward is to continue scaling our efforts and work towards achieving a 10 percent reduction in our Carbon Emissions, as well as ensuring we continue to make a positive impact on both the environment and our community.



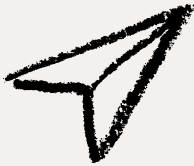
1,280
TREES FUNDED

- 502 Madagascar
- 374 Kenya
- 163 Ethiopia
- 79 Tanzania
- 8 Others



140.04 tC02e avoided

Is the equivalent to one of the following:



107

LONG HAUL FLIGHTS



420_{m2}

POLAR ICE SAVED



347,439

ROAD MILES

Ecologi
climate
action
workforce

Aiming for better

Our targets for 2025

Our success is not going to be measured on one year’s performance. As part of our commitment to improvement we have set out some ambitious but achievable environmental, social and cultural targets.

Improvement is built into our culture at Boardwalk, but with our B Corp certification we are now hold accountable for these targets.

