



The Global Goodness Report 2024

A year of leading with purpose

Welcome to the 2024 Global Goodness Report, where we share updates on our progress and celebrate our achievements over the past 12 months.

Building on the strong foundations of our Global Goodness programme which has now been running for over 5 years, this year's report underscores our commitment to fostering positive change in our communities and for the environment, and illustrates the strides we've been making in sustainability, social impact, and ethical practices.

Our approach has never been about ticking boxes or meeting expectations – it's about going above and beyond to drive innovation and inspire others to join us in what we see as a vital mission.

With this in mind, our 2024 report highlights the ongoing benefits of our enhanced partnerships, the fruits of our community engagement efforts, and the measurable impact of our initiatives.

As we share these stories and show how collective effort leads to meaningful change, we also reaffirm our dedication to putting Goodness at the heart of all we do.

Thank you for being part of our journey. Together, we're building a brighter future for everyone.

Sally Cairns
Chief People Officer

Mike Gordon
Chief Commercial Officer

Suzanne Ryder-Richardson
Director, Global Goodness





Changing lives across the UK



Explore how Global's Make Some Noise has changed thousands of lives across the UK through small charities.

4 - 9

Delivering media for good



A look at the power of partnerships with Global, including the collaborations and award-winning campaigns that have delivered results this year.

10 - 13

Investing in bright young minds



How we're cultivating talent and shaping tomorrow's media industry through the Global Academy and our talent development initiatives.

14 - 16

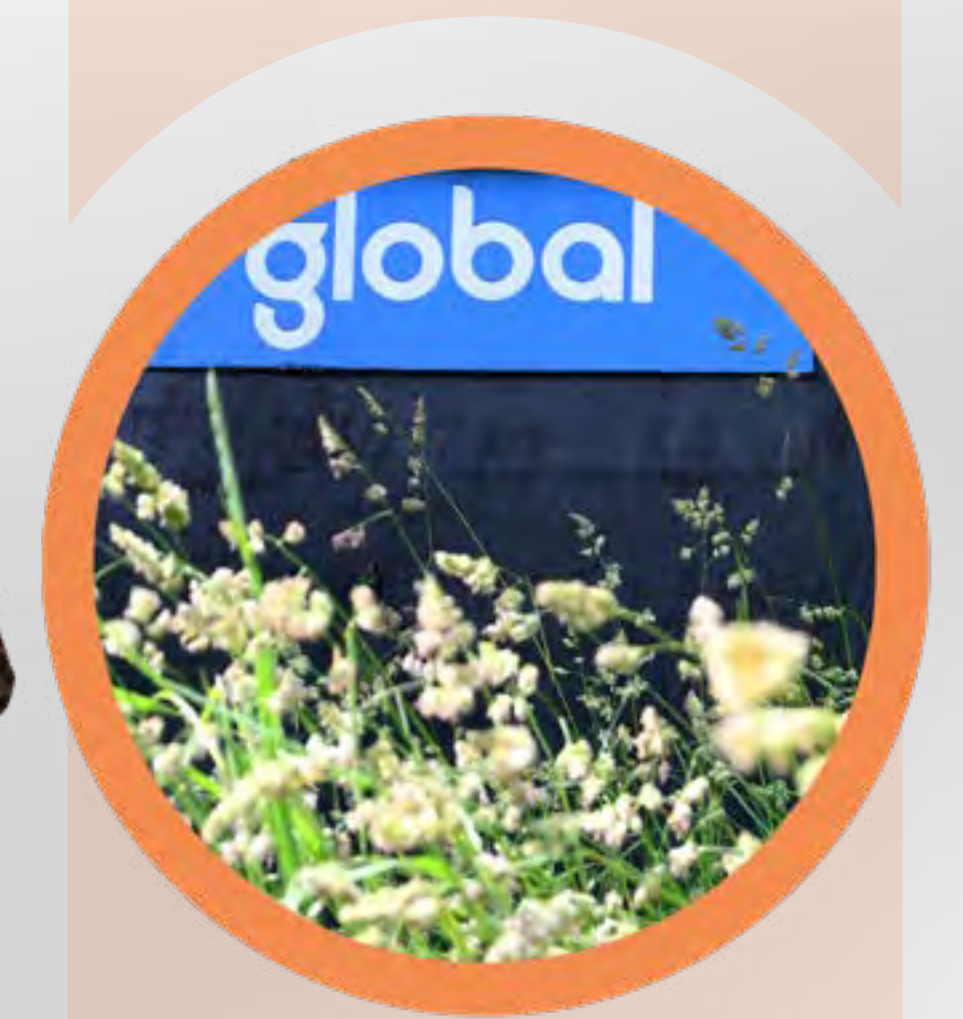
Creating a place where we all belong



All the ways we're championing diversity, equity and inclusion, supporting mental health and building a culture where every Globaller feels empowered.

17 - 22

Driving positive environmental change



What we're doing to reduce our carbon footprint and drive change across our business and the wider industry.

23 - 26

Changing lives across the UK



Global's Make Some Noise

Global's Make Some Noise is the official charity of Global. Since 2014, Make Some Noise has raised more than £38 million, positively impacted over 200,000 lives across the UK, supported over 480 community projects, and given a lifeline to hundreds of small, local charities delivering vital work.

The charity's vision is to make sure no one has to face life's toughest challenges alone. To achieve this, we run three programmes to support local communities and enhance the impact of small charities:

- A grants programme to fund key roles, services and equipment that help change lives
- An awareness programme to generate publicity and support for issues and projects through Global's powerful media platforms
- A learning programme to boost the skills of those working or volunteering in charities to support longer-term sustainability



“ We're very grateful to Global's Make Some Noise. Knowing we can offer our counselling service to young people means a great deal to us; we've been able to respond to increased demand and complexity and, ultimately, ensure young people have support when they need it. Their work is vital in our support of vulnerable young people

- Youth Concern



“ The support from Global has been truly transformative for our support projects. We've been able to try new groups and new ways of reaching people, supporting more families than ever. Having the funding for two years has given us the stability and longevity to plan and deliver our ambitions

- Tiny Tickers



Brightening more lives than ever

The 2024 fundraising appeal for Global's Make Some Noise raised an amazing £3.8 million for communities across the UK. Here are a few examples of just how life-changing this money can be for people facing some of life's toughest challenges.

[Click here to see an overview of the types of projects Global's Make Some Noise supports](#)

Global's Make Some Noise actively supports 100 local charities around the UK.

Providing shelter and safety

Home Starter boxes to over 1,000 families experiencing homelessness or fleeing domestic violence, equipping them with essentials including kettles, microwaves, cookware, crockery, utensils, and bedding.



Supporting physical and mental health

Vital respite support for 5,500 young carers, opening up safe spaces for them to share struggles, find support, and alleviate feelings of isolation.



Developing life skills

Over 15,500 employability sessions for young people facing barriers to employment.



Reducing isolation and improving inclusion

More than 5,400 friendship groups, bringing together individuals with dementia and their carers to socialise, reminisce, and access advice and information, promoting fuller, more independent lives.



£3.8 MILLION

Raised in 2024 campaign



Unrivalled reach and support

Partner with Global's Make Some Noise

As Global's official charity, Global's Make Some Noise has unique access to mass-media platforms that raise awareness, deepen connections, and engage audiences.

The charity provides organisations with the opportunity to create meaningful, purpose-driven campaigns that change lives in the heart of the UK's many communities. With a range of partnership options, we proudly help brands speak authentically on the issues that matter most.

This year, we've been thrilled to receive generous support from Furniture Village, Universal, Barclaycard, Domino's, Digby Brown, Quaker Oats and Viking.



Watch the appeal highlights [here](#)





Creating a sustainable future for our charity partners

Alongside grant funding, we've continued to enhance the sustainability of our charity partners through our learning and development and grants initiatives. Earlier this year, we partnered with the Directory of Social Change to create capacity-building development and learning opportunities in marketing, storytelling, business strategy and AI. We also brought together 60 charity partners for a full day of learning, networking and mutual knowledge sharing.

By creating an alumni network of charities we've partnered with over the years, we can give small charities the chance to learn from peers and build connections that enhance their impact.

GET INVOLVED

As we continue to expand our learning and development offerings, we're always seeking new ways to deliver meaningful change. If you're interested in a partnership, please get in touch at contactus@makesomenoise.com



The training was exactly what I needed for my 12-month strategy. I loved every aspect. I gained valuable knowledge that will help me improve our service, increase our reach, and offer exciting programmes.



- Pepper Pot Centre



It was a well-organised day with a brilliant, welcoming team. The sessions were really valuable. Thanks so much – can't wait to get involved further



- The Halo Project

global

GoppaFeel!
breast cancer awareness



This is your sign to
**CHECK
YOUR
CHEST**

110
HIGH HOLBORN

Delivering media for good





Media for Good

Global proudly supports key social impact with gifted advertising that promotes their important work. This year, we've been delighted to support some incredible initiatives with £1 million of donated media.

CoppaFeel!

The UK's only youth-focused breast cancer awareness charity is on a mission to get every 18-24 year old checking their chest.

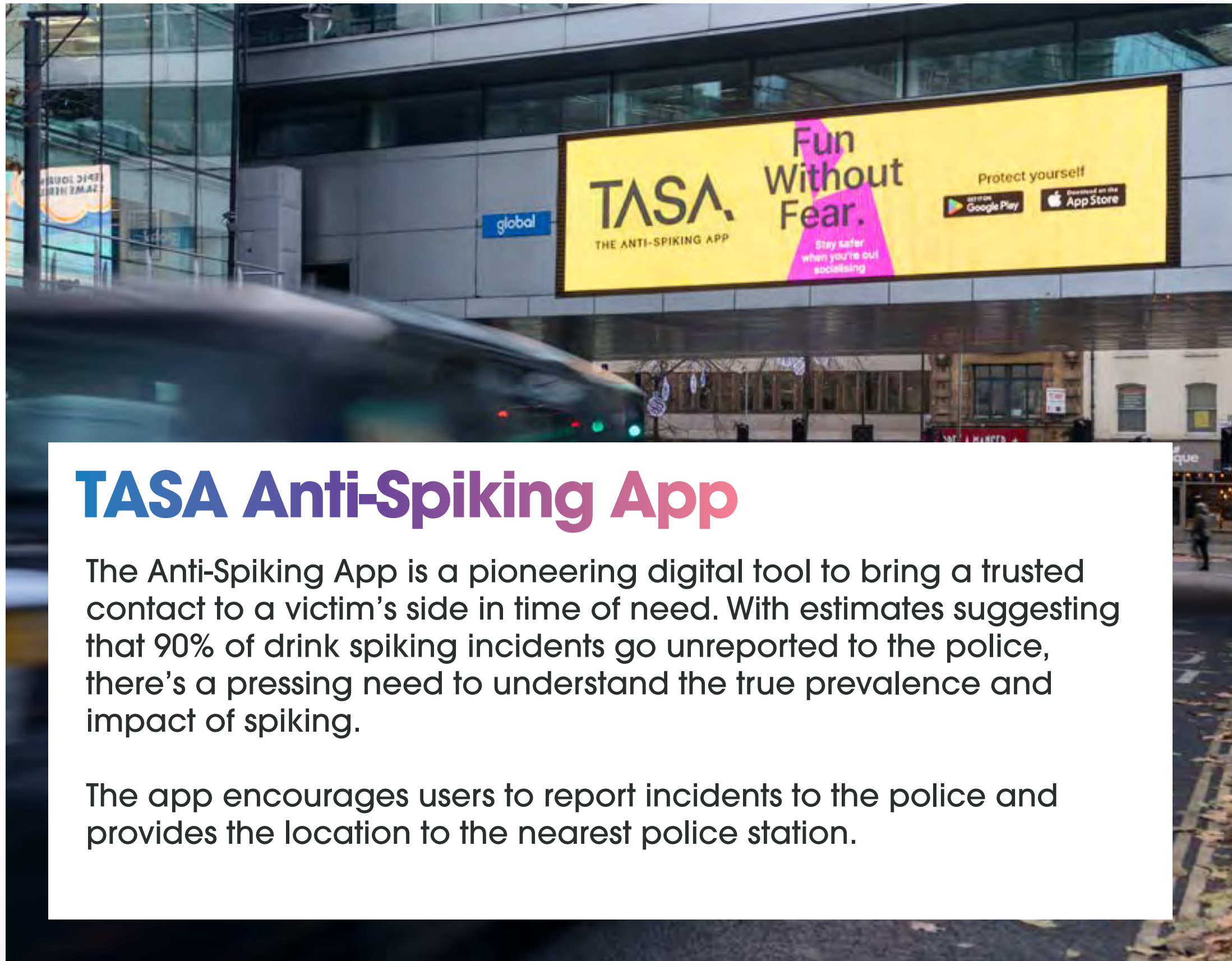
CoppaFeel! educates people on the signs of breast cancer, encouraging them to check their chests monthly and contact their GP to advocate for themselves if they notice something unusual.

Why? Because early detection saves lives – treatments are more effective and survival rates are higher.

  We're so grateful to Global's Media for Good initiative that has enabled us to run an OOH campaign that we wouldn't have otherwise afforded. Running across OOH sites has been instrumental in helping CoppaFeel! to achieve our objectives of driving brand awareness with a new brand and logo, as well as ensuring that young people view breast cancer awareness as relevant to them. 

- CoppaFeel





TASA Anti-Spiking App

The Anti-Spiking App is a pioneering digital tool to bring a trusted contact to a victim's side in time of need. With estimates suggesting that 90% of drink spiking incidents go unreported to the police, there's a pressing need to understand the true prevalence and impact of spiking.

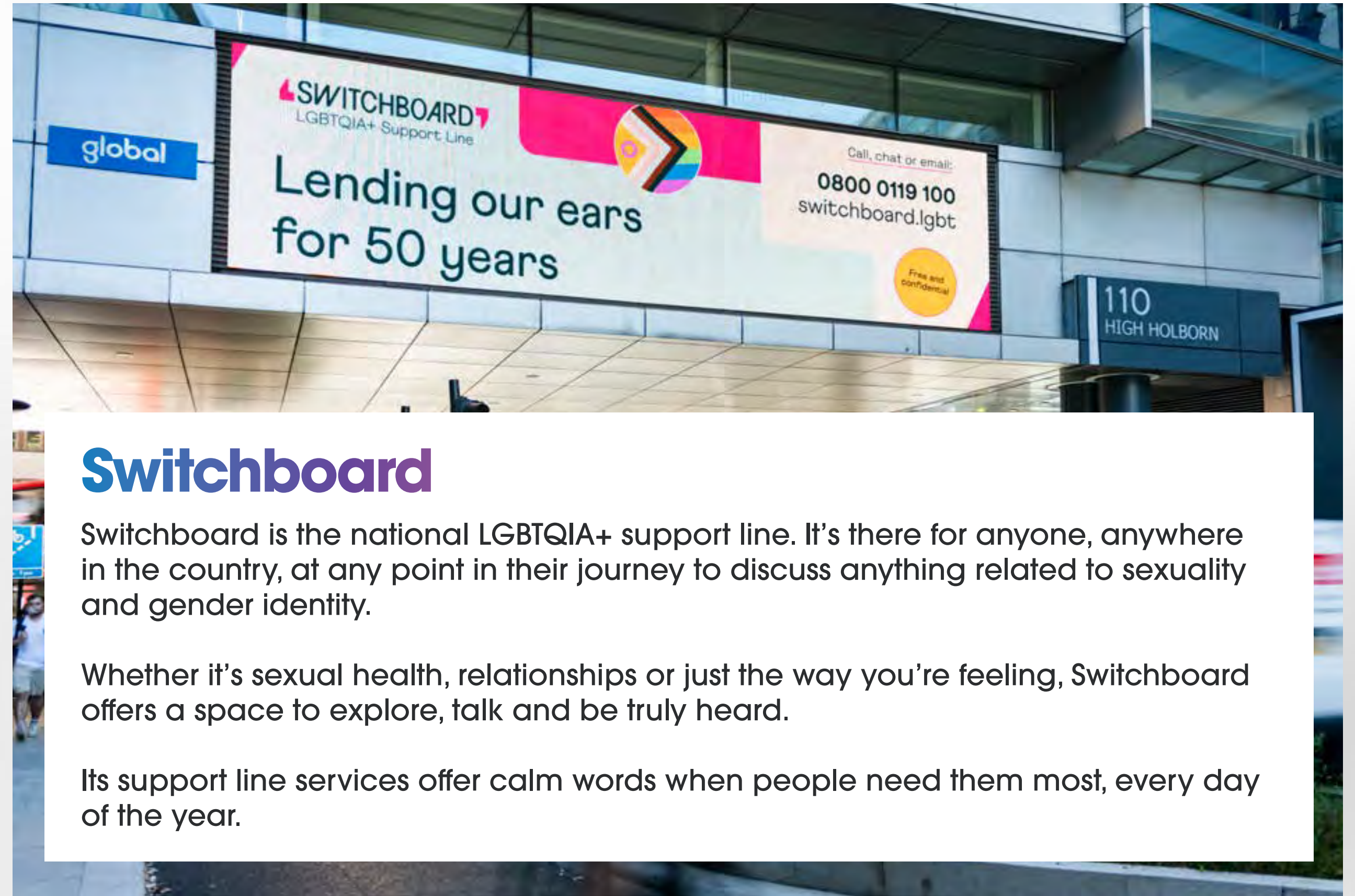
The app encourages users to report incidents to the police and provides the location to the nearest police station.



We are incredibly grateful to Global Media for recognising the importance of our mission and including us in their Media for Good programme. Their support will enable us to reach a wider audience, raise awareness about the dangers of drink spiking, and ultimately contribute to safer social experiences for everyone



- TASA



Switchboard

Switchboard is the national LGBTQIA+ support line. It's there for anyone, anywhere in the country, at any point in their journey to discuss anything related to sexuality and gender identity.

Whether it's sexual health, relationships or just the way you're feeling, Switchboard offers a space to explore, talk and be truly heard.

Its support line services offer calm words when people need them most, every day of the year.



This exposure has given us visibility that we could otherwise only dream of. When people see our ads, they might not immediately need our support line, but knowing that we're there—and knowing how to reach us—can make all the difference when they do. Thanks to this campaign, more people now know where to turn for a safe space to discuss their experiences or support their LGBTQIA+ loved ones



- Switchboard



Classic FM's Music Teacher of the Year

Classic FM and the Associate Board of the Royal Schools of Music partnered to recognise and celebrate all the amazing music teachers across the UK. After months of voting, a judging panel and a public vote stage, 5 winning teachers were announced by Dan Walker during his Classic FM show. The five winners were recognised for their exceptional work in supporting the future of musical education and all received £3,000 of musical instruments for their school thanks to Viking.



Celebrating our sporting heroes

With the success of TeamGB this summer, we helped listeners get closer to our sporting heroes. Thanks to our relationship with TeamGB and ParalympicsGB, we were able to create content with athletes, where they talked about their pre-game day prep.. From Jeremiah Azu's high-pitched sounds to Jessie Knight's must-have Cornish pasty, it was a great way for listeners to learn more about our amazing TeamGB athletes.



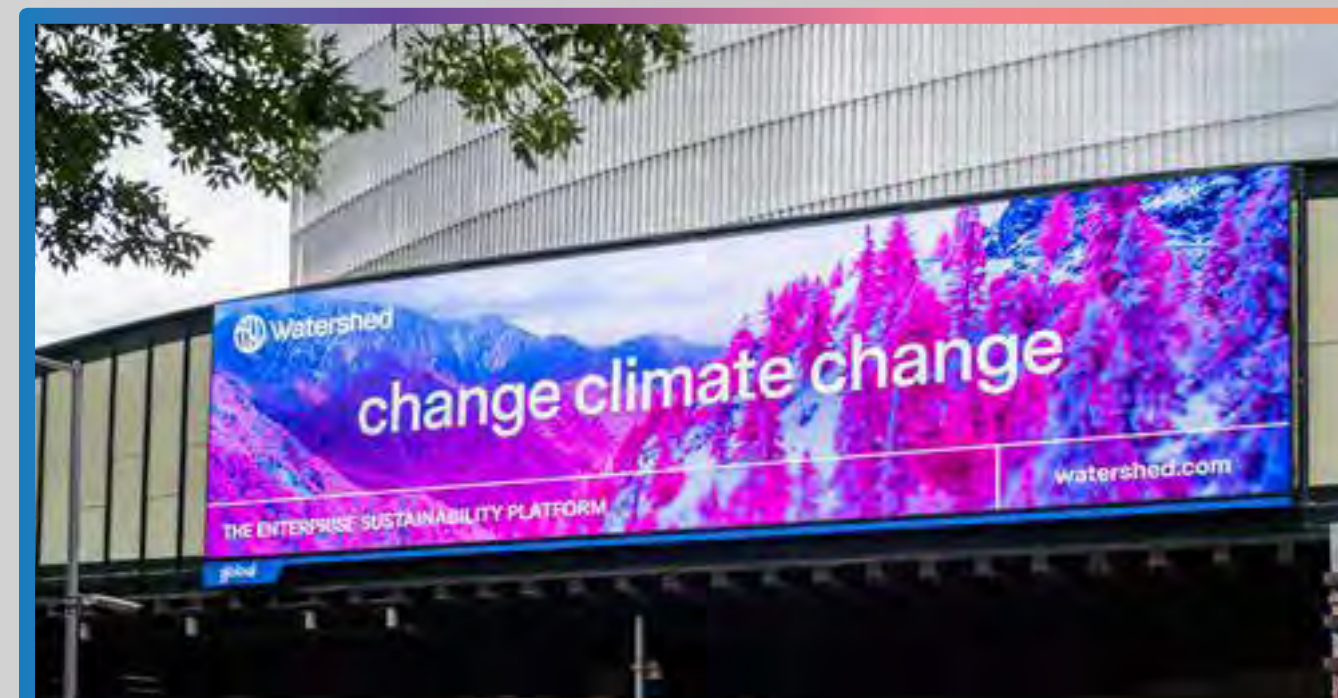
Menopause

Boots, in partnership with Macmillan, wanted to spotlight Menopause Awareness Month with a particular focus on early menopause brought on by cancer treatment. Heart's Zoe Hardman was introduced to Jess, a vibrant woman in her thirties currently facing breast cancer. In a powerful four-minute video, Zoe and Jess discuss the challenges of early menopause and cancer. Jess shares her journey, focusing on "glimmers" — the hopeful moments that bring light even during difficult times.

The full-length video is available on Global Player.

Drive Safely Campaign with Admiral

Global worked with Admiral Group on their powerful 'Drive Safely' campaign - empowering families to have meaningful conversations about driving safely. The campaign included live reads, idents across the Capital mid-morning show to target young drivers, and a co-branded content campaign to drive listeners online to find out more. We also collaborated with Headway (the brain injury association) to bring Nick's story to life in a 60-second advert, where he gave his very real and raw account of a driving accident which left him with a severe brain injury and a life-changing condition.



Watershed

Watershed's campaign was focused on climate change, with the simple tagline of 'change climate change'. Watershed is a platform to manage sustainability data, reporting, and decarbonisation. The eye-catching campaign shone a spotlight on the urgency of climate change and encourages companies to take action by signing up to the client platform.

Investing in bright young minds





Global Academy

Established in 2016, Global Academy has consistently pushed boundaries on its mission to diversify the talent pipeline for the UK's broadcast and creative industries, and to shape the future of media. This year, Global Academy has unveiled new T-Level courses in Creative Media Production and Digital, further expanding its curriculum to make sure students aren't just keeping up, but are staying ahead of a rapidly evolving field.

Alongside these new T-Level courses, the Academy's legacy courses in Media Business, Journalism, and Technical Broadcasting remain the cornerstones of a programme that prepares young talent from all backgrounds for long-lasting media and entertainment careers.

In November, we launched a Saturday school for students in Years 8 and 9 with an interest in media and content production. By giving younger people early exposure to skills and opportunities in the media world, this initiative will strengthen the pipeline into the Academy and, in future years, the industry.

Around the world, Global Academy graduates are leading teams and departments, and securing prestigious awards from the likes of BAFTA, New York Radio Festival, and the Young Audio Awards.





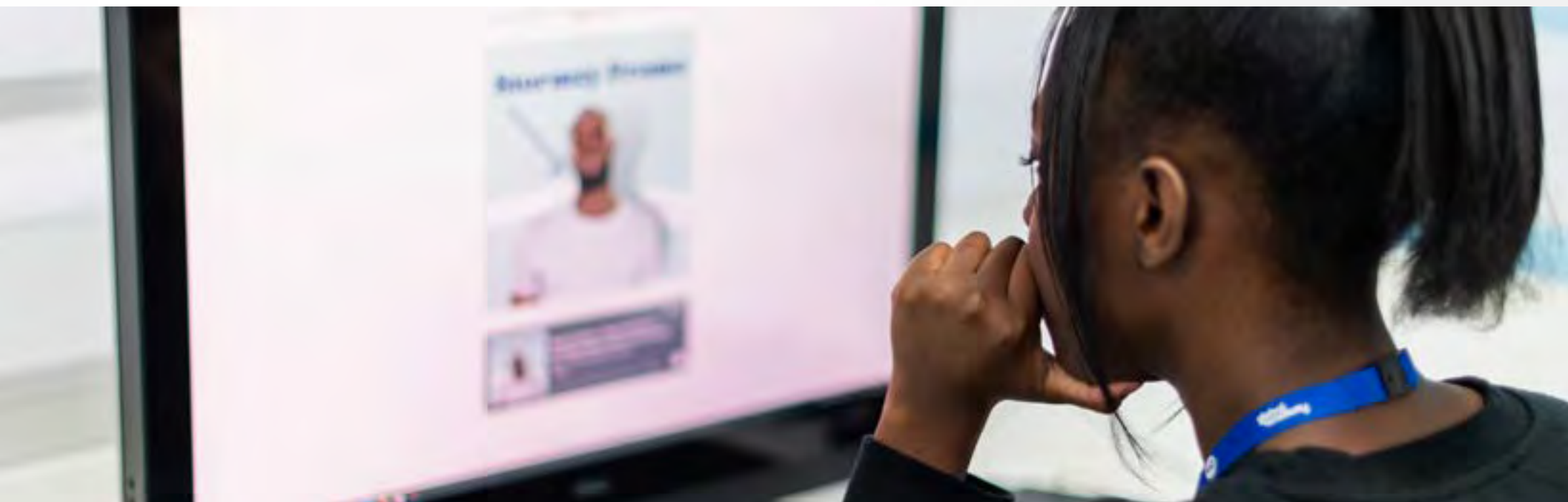
Supporting entry-level talent

Global helps entry-level talent into sought-after roles through a number of dedicated programmes.

Now in its 6th year, our Aim High Academy partnership has seen another 10 apprentices join our Broadcasting & Content, Communications, People & Culture, Marketing, Technology, and Commercial teams in 2024. To set them up for success, we hold frequent workshops on skills like effective communication, time management and goal setting. Of the 10 apprentices this year, six were part of our flagship mentoring programme.

Global also ran another 16-week mentoring scheme in partnership with Global Academy, this year. We matched 35 Globallers with 35 Year 12 Academy students using their career aspirations, personal goals and experience as starting points. Over four months, Globallers and students attended workshops on topics including presentation skills, building your personal brand, and networking.

Finally, we worked closely with Global Academy and other industry partners to trial T-Level students working within Global as part of their required placements. We've since hosted two students in our sound design and broadcast engineering teams, and have plans to scale up as enrolments increase at the Academy.



Creating a place where we all belong





Creating a place where we all belong

We want Global to be a place where different voices are represented, amplified and celebrated, and where everyone enjoys amazing opportunities to do the best work of their career.

We think it's important we recognise our achievements to date while staying mindful about the task still ahead of us. We've already done a lot, but change doesn't happen overnight, so we see our work around Diversity, Equity & Inclusion (DE&I) being a journey of learning, improvement and evolving for the long term. Ultimately, our purpose is to make everyone's day brighter, and our DE&I strategy is central to that.

This year we've updated our DE&I and health and wellbeing strategies and created a new, ambitious list of commitments to deliver and measure our progress against.





Creating a place where we all belong

We have a clear outline of what DE&I means at Global:

Celebrating difference so our workforce represents our audiences, our partners and our platforms.

Creating fair and equitable opportunities so everyone can do the best work of their career.

Everyday inclusion through representing, amplifying and celebrating different voices.

Our three focus areas for 2024/25:

- Gender equality at senior leadership level
- Increase retention of ethnically diverse Globallers
- Improve support for Globallers' health & wellbeing

Our board and senior leaders fully support our group-wide focus areas and have created their own departmental actions. These goals are reviewed on a quarterly basis to measure progress.

We'll continue to share DE&I updates and progress against our strategy as key business updates, cascaded through channels including our business-wide intranet, leadership calls and department-wide team meetings. Over the next year, we'll also explore ways to further drive accountability across different levels of our business, including role-specific measures for senior leaders, people managers, and all Globallers.





Our Networks

At the heart of Global's DE&I agenda are our networks: supportive, safe community spaces run for Globallers, by Globallers. Our networks advocate for change and help to amplify and develop our DE&I strategy by campaigning for, educating and celebrating Globallers.

In 2024, we've done more than ever to empower our networks, investing resources and time to better equip them to partner with our leaders and make positive and meaningful changes to our strategy and wider business. Keep reading for some key highlights from their work this year.



Accessibility

Advocating for those with disabilities, long term health and neurodivergent conditions so all Globallers can do the best work of their career.



Families

Setting Globallers up for success when it comes to balancing work and family life.



Pride

Championing LGBTQ+ Globallers through education, advocacy and celebration.



Thrive

Promoting the things that matter most when it comes to mental health and wellbeing at Global.



RISE

Advocating for representation, inclusion, Safe Spaces and Education to support Globallers from different ethnic, racial and cultural backgrounds.



Women

Creating equitable opportunities across Global to champion gender equality at all levels.





Our Impact

2% increase in representation of women at Global

25% increase in Globallers identifying their disability

31% increase in promotions to ethnically diverse Globallers

52% of senior role promotions (to 'Head of' or above) have been to women

62% of women at 'Manager' level (out of 242 in total) signed up to the new development series created, designed to inspire and empower Globallers to understand what progression at Global means to them.

Celebrating Global's South Asian women

During South Asian Heritage Month, RISE @ Global and Women @ Global teamed up to create their 'Free to Be Me' campaign, spotlighting South Asian women across the business. Globallers shared what 'Free to Be Me' means to them, who their role models are, and insights into their South Asian heritage and cultural background.

Our biggest Pride Month yet

The Pride @ Global network celebrates Pride Month every year, but this year went bigger, bolder and brighter than ever before. Network members flew the Global flag at more Pride parades than ever, platformed more Pride-filled moments on-air across our brands, and hosted an incredible line-up of events and activities for Globallers to get involved with, including a leadership panel which saw our trailblazing LGBTQ+ leaders share how they've got to where they are today.





New support for Globallers

Drawing on extensive Globaller feedback, Accessibility @ Global partnered with our People & Culture and wider Technology, Workspace and Health & Safety teams, internal support functions and Business Disability Forum experts to review and improve our offering for Globallers with disabilities, long-term health issues or neurodivergent conditions. New support includes:

- 'Supporting accessibility at work' guide
- Enhanced sick leave
- Assistive technology tips sheet
- Reasonable tailored adjustments plan



“ Reflecting on this year, we are proud of the strides we’ve made in fostering an inclusive workplace. We’ve worked tirelessly with the P&C Team to ensure everyone feels supported. Our focus on physical disabilities, neurodivergent conditions, and long-term health conditions has driven meaningful conversations and ultimately shaped company policy to focus on removing the barriers so Globallers can do their best work. Together with expert guidance from the Business Disability Forum, we’ve laid stronger foundations for a truly accessible environment, where every voice is heard and valued. ”

- Erin Watson & Kate Giannini, Co-chairs of Accessibility @ Global

global

**Driving
positive
environmental
change**



Driving positive environmental change

It's been another incredible year for advancing Global's sustainability initiatives.

Our Outdoor Sustainability Initiative has pushed forward our Scope 3 decarbonisation targets in the outdoor side of our business, while in radio we continue to work with brands who are leading in environmental messaging, and regularly host important discussions on climate change through our news platforms.

As the next few years will be vital in curbing human-caused greenhouse gas emissions, we're keen to make sure Global plays its part in the fight against climate change. We thank our partners, suppliers, and audiences for joining our journey to a more sustainable future.





Carbon Reduction

This year, we've improved our data quality when it comes to measuring our carbon footprint.

To learn more about Global's environmental initiatives, please read our [Environmental Impact Report here](#).

One way we make everyone's day brighter is by awarding prizes to listeners on-air. This year, we've given away 52% fewer tech bundles and brought in more nature-based experiences, offering listeners a chance to spend more time in nature without contributing to the emissions and materials associated with technology manufacture and logistics. We've also offered more stays in 'eco-hotels', and even more prizes using rail travel, like Eurostar trips to Paris and adventures to new parts of the UK.

Circular Economy

In Global warehouses dealing with end-of-life outdoor advertising materials, our recycling rate currently sits at 94%. This is up from 85% at the end of 2023, and is thanks to our Outdoor Sustainability Initiative (OSI), which has made more of our materials recyclable. Non-recyclable materials, meanwhile, are being sent to an energy-from-waste facility, helping us maintain our zero waste to landfill commitment.

Biodiversity

In Spring, we took part in #NoMowMay and stopped mowing areas around 1,668 of our outdoor advertising displays. This has allowed for the regenerative growth of up to 30,000 m² of grass and flowers, a process which helps pollinators find food, reduces urban heat, and encourages soil carbon storage.

Using our platforms as a force for good

We're working hard to improve our environmental credentials, but the biggest changes won't happen overnight. One way we continue to have ongoing, wide-reaching impact is by using our platforms to engage people outside our business.

- On Earth Day this year, Global ran a campaign with the World Land Trust on both the London Underground and LBC News.
- Steve Backshall, a WLT ambassador, joined us to talk about how climate change is affecting biodiversity.
- Global's political coverage continues on The News Agents podcast, where Emily Maitlis, Jon Sopel and Lewis Goodall often discuss the government's green policies.
- Global's outdoor and audio channels serve as a platform for brands helping to build a net zero economy.
- Advertising will continue to play a key role in consumer behaviour change as we tackle the climate emergency.
- Climate change is frequently discussed on LBC, the UK's largest commercial news talk brand, and we report on climate-related current affairs on our website.



In 2024, we were honoured with our seventh Green Apple Environment Award.

Organised by The Green Organisation - an international, independent, non-profit group dedicated to environmental excellence - the Green Apple Awards highlight and celebrate innovative efforts and best practices in environmental sustainability.

Our gold award-winning submission about the Outdoor Sustainability Initiative (OSI) for Bus focussed on the transformation of our bus boards from non-recyclable materials to fully recyclable alternatives, establishing a closed-loop recycling model.

Better together in 2025

Thanks again for taking the time to explore our 2024 Global Goodness Report. We'd like to extend our heartfelt gratitude to our colleagues, partners, suppliers, and audiences for supporting Global Goodness.

Only by working together can we create meaningful impact and better serve the communities we're part of. So, as we look ahead, we're excited to keep challenging the status quo and pushing the boundaries of creativity and innovation to drive positive change.

If you share this vision, why not explore Global's unrivalled sponsorship opportunities? We offer a chance to not only elevate your brand but contribute to real social good.

Simply email goodness@global.com and let's brighten more days in 2025!



A special thanks to...

We couldn't have done it without the dedication and hard work of some very special Globallers behind the creation of this report. Your commitment ensures that Global Goodness remains at the heart of everything we do. Thank you for making it all possible.

Lindsey Barrass
Justine Bower
Leah Banner
Cara O'Dwyer
Sophie Austin

Ali Laurie
Charli Johnston
Sophie Taylor
Kirsty Leith
Ruby Eastop

Aimee Barby
Andy Wood
Jasmine Morgan
Fiona Young

