

SOCIAL IMPACT REPORT 2025

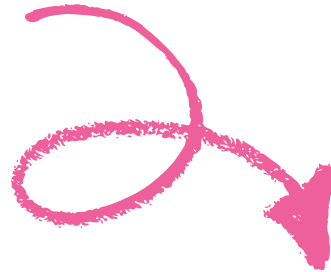
THE WELLSPRINGS

The Bolton News



**HAPPY HEALTHY
BUSINESSES START
WITH HAPPY
HEALTHY PEOPLE**

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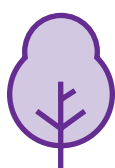
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HELLO

For pretty much all of us, 2025 was a year of navigating change, pressure, competing demands, global misery and the explosion of AI. The antidote to all of this is human connection. This is something we at Boo are very good at - it's also something that is starting to become a luxury in our society. When we present our numbers in this impact report, it's important to remember that behind every statistic is a human, and a moment of connection.

In 2025 we delivered over 300 coaching, wellbeing and leadership sessions. 300 Sessions means thousands of participants. Thousands of people impacted by our learning, in just one year.

THIS MEANT:



Creating space for reflection in busy environments



Supporting leaders to work with clarity and care



Encouraging honest conversations about capacity, wellbeing, and responsibility

In this report you will see that much of our work has focused on supporting people to stay connected to what matters, even under pressure – especially under pressure.

Where possible, we've included reflections and examples that show the human experience behind our activity.



WELCOME FROM BECCI

In another challenging year, Boo helped people stay connected to what matters.

What we noticed this year was that many of our customers were facing competing pressures, uncertainty and change; people were being asked to navigate increasing complexity whilst continuing to support those around them.



Coaching and good leadership matter now more than ever because they remind us of the value of human connection in an increasingly automated world.



“The work we’re most proud of isn’t measured by the number of sessions we’ve delivered. It’s measured in the moments when someone leaves feeling lighter, braver or more hopeful than when they arrived”.

Becci

WHAT WE DID IN 2025

Isn't really what matters.

You'll see our headline areas throughout this report – coaching, leadership and wellbeing.

We love them. But those things aren't really the product. The real work is helping people navigate whatever they are facing with greater clarity, confidence and purpose. Helping people have better conversations, make meaningful decisions and become even more exceptional humans.



"We flourish when we pay attention to the things that bring us joy"

Team Boo

boo
coaching & consulting

"Our ambition has never been to become the biggest consultancy. It's to make the biggest difference we can. If more people leave work feeling valued, more leaders have the confidence to lead with compassion, and more organisations choose to put people first, we'll know we've spent our time well."

BECCI MARTIN

FOUNDER & DIRECTOR, BOO COACHING & CONSULTING

THE HEADLINE STATISTICS

300+

COACHING, LEADERSHIP
AND WELLBEING SESSIONS
DELIVERED ACROSS **34**
ORGANISATIONS



4 MEMBERS OF
#TEAM BOO



12 MONTHS OF
AWESOMENESS

CMI

60
CMI QUALIFICATION
PASSES



**BLOGS
PUBLISHED 34**

Read more blogs
from Team Boo here



THIS MEANS THOUSANDS OF PEOPLE
DIRECTLY SUPPORTED WITH COACHING,
LEADERSHIP AND WELLBEING
INTERVENTIONS - AND A RIPPLE EFFECT
OF TENS OF THOUSANDS.

boo
coaching &
consulting

LET'S BREAK IT DOWN



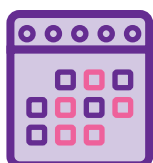
72

1:1 COACHING
CONVERSATIONS



52

WELLBEING SESSIONS
& DROP-INS



29

LEADERSHIP PROGRAMME
DELIVERY DAYS



37

COACHING SUPERVISION
SESSIONS



26

COACHING CPD
SESSIONS DELIVERED



38

GROUP COACHING
SESSIONS

SOCIAL IMPACT



10

CHARITY AND COMMUNITY
ORGANISATIONS SUPPORTED



7

CAMPAIGN MOMENTS
(WHERE WE SHOWED UP,
CONTRIBUTED OR LED)



6

REGULAR GOVERNANCE
AND TRUSTEE ROLES HELD

INSIGHT AND REACH



13 NEW CUSTOMERS
WELCOMED



34 INDIVIDUAL ORGANISATIONS
SUPPORTED



34 BLOGS PUBLISHED SHARING
LEARNING AND INSIGHT

TOP 5 PARTNERS BY FREQUENCY OF ENGAGEMENT IN 2025



1.
NORTH WEST AMBULANCE
SERVICE (NWS)



2.
WIGAN WRIGHTINGTON AND
LEIGH (WWL) NHS TRUST



3.
NHS
ENGLAND



4.
BACKUP NORTH
WEST



5.
LANCASHIRE
MIND

BEHIND EVERY NUMBER IS A
CONVERSATION, A MOMENT OF
CONNECTION, OR A SPARK OF CHANGE.



OUR VALUES IN ACTION IN 2025

Warmly professional, Values-led, **BOLD** and **BRAVE** and **ROOTED IN SOCIAL IMPACT**. Our values are not just words on the wall. We let them guide us, and never more so than in times of hardship or uncertainty.

OUR VALUES GUIDE



The work we
choose to take on



The way we partner
with customers
and associates



How we look after
ourselves and
others

In 2025, these values helped us stay grounded when navigating complexity or change.

What strikes me is how well we balance caring for our team, our customers and our community. Those three things can easily have competing interests and we nail it."

AMY



EXAMPLES OF HOW OUR VALUES PLAYED OUT IN 2025:

the
wellsprings

Moving into **The Wellsprings innovation hub** – collaboration, community and our continued commitment to Bolton.

amazon

Punched above our weight in the **Amazon Innovation Accelerator** – being bold and brave and taking opportunities.



We gave our time to create social value through our work with the **Living Wage Foundation, Good Employment Charter** and through sitting on boards and panels – showing up in public conversations and using a small business voice to influence bigger systems on issues that matter.

“I have really welcomed some stretchy challenge and new learning. This has really supported me to reflect as a coach, leader and facilitator and enriched my growth and practice.”

CATH



OUR CMI CENTRE 2025

WHAT OUR LEARNERS ENJOYED...



INFORMATIVE



**ROLE PLAY AND
INTERACTION**



**GREAT LEARNING
ENVIRONMENT**



**THE LEARNING
AND CONTENT**



**LEARNING NEW WAYS TO
COACH COLLEAGUES**



**THE CHANCE TO BE WITH
LIKE-MINDED**



**PEOPLE IN A SAFE AND
SUPPORTIVE ENVIRONMENT**

WHAT OUR LEARNERS WOULD LIKE TO IMPROVE...



**Option for an annual
1 day session to keep
up to date / refresher /
expand on skills**



**A network to improve
people's opportunities
for getting their coaching
hours**



**More examples of how
to coach in particular
situations**

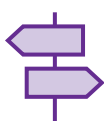
WHAT OUR LEARNERS PLAN TO DO AFTER GAINING THEIR CMI QUALIFICATION...



**Start my own private
coaching practice**



**Utilise the skills
learnt within the
workplace**



**Continue
my coaching
journey**



**Start to implement
coaching
techniques**

NUMBER OF CMI TRAINING SESSIONS



**Open
Cohorts**



**Face to Face
Cohorts**



**Virtual Group
Check In
sessions**



**Full Day
Training
Sessions**

NUMBER OF NEW LEARNERS 2025:

7

**LEVEL 5
CERTIFICATE**
Professional
coaching
practice



30

**LEVEL 5
AWARD**
Professional
coaching
practice



27

**LEVEL 7
CERTIFICATE**
Leadership
coaching and
mentoring

TOTAL 54

NUMBER QUALIFICATIONS GAINED IN 2025:

34

**LEVEL 5
AWARD**
Professional
coaching
practice



6

**LEVEL 5
CERTIFICATE**
Professional
coaching
practice



14

**LEVEL 7
CERTIFICATE**
Leadership
coaching and
mentoring

TOTAL 54

OVERALL RATINGS FROM OUR 2025 CMI LEARNERS

Virtual and
Face to Face
workshops rated

4.7/5

Opportunity to
interact with
colleagues during
the programme rated

4.7/5

Support from Team
Boo rated

4.8/5

Balance between
facilitator input, Q&A,
group work and self-
reflection rated

4.7/5

100%

Would be likely or extremely likely
to recommend Boo Coaching and
Consulting to a friend or a colleague

LEARNER FEEDBACK

"I have already started implementing using the style with my student nurses. When I am completing their assessments, I find I get more out of the meeting doing it a different way to that I am used to. And the students have all said they like the way it makes them think rather than just asking questions and getting answers. They seem to remember things better, were the first comments I received."

"I have been able to take on a number of new clients through CMI and looking to make some strategic changes and build a framework within my work place which I wouldn't have been able to do without having the structure of the course and shaping my approach to identify and deliver the need for changes, I would like to give back and be able to support in training to expand on the NHS experience of the learners/students."

"Thanks for your help throughout this. I've enjoyed the workshop days and the skills I gained and the skills I didn't know I had. I will certainly look to develop my coaching skills further when the opportunity arises."

COACHING

COACHING IMPACT 2025

Coaching remained a core part of our work in 2025 with

173 COACHING SESSIONS DELIVERED:



72

**1:1
COACHING
CONVERSATIONS**



37

**COACHING
SUPERVISION
SESSIONS**



26

**COACHING
CPD
SESSIONS**



38

**GROUP
COACHING
SESSIONS**

90%

**OF CMI PARTICIPANTS
WOULD RECOMMEND THE
PROGRAMME**

97.5%

**OF ALL PROGRAMME RATINGS
WERE 4/5 OR ABOVE**

"Facilitating coaching CPD sessions offers me as much learning as I hope I give to our customers. Working alongside coaches is a magic space of learning."

CATH



MOST OF OUR COACHING IN 2025 WAS AROUND...



Compassionate Leadership



Wellbeing and Self-Care in High-Pressure Environments



Building Resilience and Navigating Change



Strengthening Clarity and Decision-Making



Developing Internal Coaching Capability



Dialling back the inner critic

REFLECTIONS FROM GPS AFTER 1:1 COACHING WITH CATH:



"Exploring these strengths through coaching sessions helped me better understand how I naturally think, make decisions and take action in my clinical and professional roles."

"The coaching experience enhanced my self-awareness, confidence and intentional use of strengths, supporting my development as a reflective, resilient and proactive GP."

Read our
blog here



**DIAL BACK
YOUR INNER
CRITIC**

#TEAMBOO

boo

COACHING DEVELOPMENT

TOPICS DELIVERED IN 2025:

- ✓ Coping with Setbacks
- ✓ Imposter Syndrome
- ✓ Handling uncertainty
- ✓ Trauma-informed Coaching



We launched a new CPD programme with **The South West Leadership Academy**

One of our most popular CPD sessions is **'Failing Forwards'**. This includes ideas like:

- Failure is natural
- Reframe setbacks
- Self-care first
- Gather the learning
- Reconnect with courage
- Focus on what's within your control

Rather than rushing to solutions, we explore how compassion, reflection and practical action can help people move forwards after failure.

"I really enjoyed this CPD session and found it highly beneficial. It provided practical strategies that I can confidently apply in my role. The content was engaging and clearly delivered, making it easy to understand and reflect on my own practice. Overall, it was a worthwhile experience that has positively contributed to my professional development"

PRIMARY EDUCATION LECTURER.



**IMPOSTER SYNDROME
CPD FEEDBACK**

100% SATISFIED

**Read: A week
in the life of a
coach**



COACHING SUPERVISION

WHY SUPERVISION MATTERS

“Supervision isn’t about policing coaches. It’s about helping them continue to work with confidence, creativity and integrity.”

At Boo, we believe coaching supervision is about much more than quality assurance. Coaches spend their time holding space for others, we provided coaches with protected space of their own: to reflect on their practice, continue developing professionally and – vitally - ensure they are looking after themselves as well as the people they support.

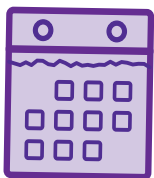
WE DELIVERED **37** COACHING SUPERVISION SESSIONS



Group supervision



1:1, and a mix of **virtual** and **face-to-face**.



Supervision activity was present in **10 out of 12 months**.



WHAT COACHES TOLD US THEY VALUED FROM OUR SUPERVISION

- Protected space to reflect
- Fresh perspectives from fellow coaches
- Support for their own wellbeing
- Learning alongside their peers
- Growing in confidence in their coaching practice
- Practical ideas they could immediately take back into their work

“Coaching supervision isn’t about ticking a box. It’s about holding up a mirror to the work we do as coaches – the conversations, the choices, the impact – and making sure we continue to work with clarity, ethics, and effectiveness.”

CATH

LEADERSHIP DEVELOPMENT

In 2025 our leadership work focused on **helping people lead in ways that are both effective and human.**

THIS INCLUDES:



Building confidence in having difficult conversations



Exploring inclusive leadership in practice



Supporting teams to work with greater trust and openness



Making the work fit the humans, not the other way around

Leading with authenticity and values:



Challenging outdated norms



Humanising systems



Leading with compassion **AND** competence

SNAPSHOT OF LEADERSHIP IN PRACTICE 2025

Helping leaders stay human whilst leading others through uncertainty and change.



In 2025 we began a 12-month leadership development programme in partnership with North West Ambulance Service Patient Transport Service (PTS). We supported managers at all stages of their leadership journey to develop practical approaches to coaching, wellbeing, civility and respect and lead with confidence, clarity and care.



FROM THIS PROGRAMME:

100%

Found Emotional Intelligence training **useful**

↑ 100%

Increased understanding of emotional intelligence

↑ 94%

Increased self-awareness

↑ 22%

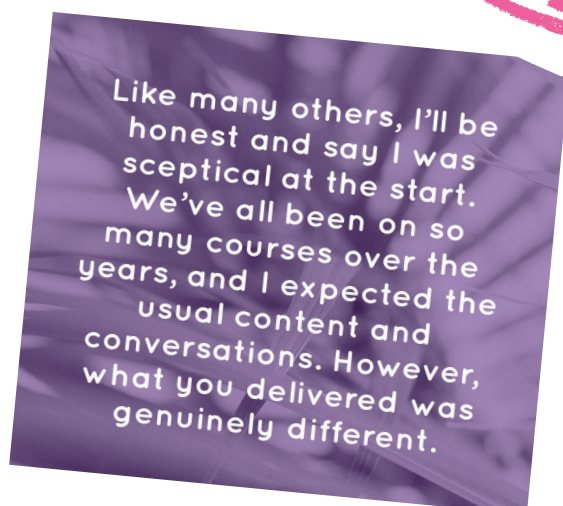
Increase in Confidence around wellbeing conversations with teams

↑ 24%

Increase in Confidence around conversations about mental health



Participants reported moving away from a **“fixing things for others” mindset** and adopting more of a coaching approach with their teams.



WORKPLACE WELLBEING

In 2025, our wellbeing work continued to focus **on culture vs quick fixes**.

WE WORKED WITH ORGANISATIONS TO:



Reflect on expectations, pace, and ways of working



Understand wellbeing as a shared responsibility



Make changes that were realistic and meaningful

WORKPLACE WELLBEING SNAPSHOT: BLACKPOOL MATERNITY & NEONATAL



Supporting Wellbeing in High-Pressure Environments

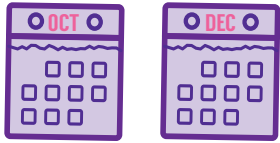
Alongside face-to-face drop-in conversations, we delivered our Caring for Your Teams programme and a series of wellbeing webinars for Maternity and Neonatal colleagues at Blackpool Hospital. The sessions focused on supporting wellbeing, creating psychologically safe workplaces and providing practical tools and space for reflection in one of the NHS's most demanding environments.



"I found it a really interesting day with some really meaningful conversations."

CARING FOR YOUR TEAMS PARTICIPANT

WELLBEING AT A GLANCE



8 wellbeing drop-in
days delivered between
October and December
2025



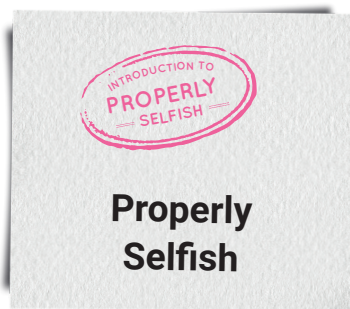
3 days of Caring
for Your Teams
workshops



A series
of themed
webinars



WEBINAR THEMES:



FINDING SPACE TO THINK.

We're not always able to change the situation, but we can change the way we feel within it.

We often heard that people felt stuck in their challenges and unsure what they could influence. Following our sessions, many reported feeling more able to explore what was possible and practical, and more able to take action.

SOCIAL IMPACT

Our Social Value is one of the main markers by which we judge our success. If we have the bandwidth and profit to make a difference in our community, then we know we are doing alright.

HERE ARE SOME OF THE THINGS WE DID IN 2025.



Governance



Age UK Bolton Trustee & board involvement

Bolton

We Are Bolton board involvement

6 governance/trustee roles

Community & Charity Partnerships



Bolton Family Social Value Partnership



Bereavement Café (sponsorship)



Backup North West

10 community organisations supported

Advocacy

Living Wage

- Parliament speaking
- Living Wage Week hosted
- City Region Action Group participation



GM Good Employment Charter



GM Women & Girls Equality Panel



Good Business Charter

7 advocacy/campaign contributions

Fundraising events

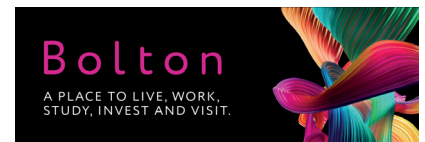


Charity calendar feature



AGM speaking

PROUD OF OUR BOLTON ROOTS



We're not just based in Bolton. We belong here.

Becci's launch event speech as Co-Chair of the We Are Bolton Place Brand Board - Bolton is more than just a place on the map; it is a dynamic community where excellence, resilience, and creativity are woven into our everyday lives. Our heritage is built on the remarkable achievements of innovators, leaders, athletes, and artists - each one contributing to a legacy that fuels our ambition to overcome any challenge. In Bolton, every obstacle is transformed into an opportunity to excel.

The message of being "Born to Perform" isn't merely a slogan - it is the heartbeat of our community. It is a call to action that celebrates our capacity to innovate, inspire, and lead. It honours the unique talents, passion, and determination that each of us brings to our town. This message challenges us to push boundaries, break new ground, and redefine what success looks like for Bolton.

As Ambassadors, our role is to amplify this powerful narrative. We are here to share our personal Bolton stories, to highlight the triumphs of our local businesses and communities, and to ensure that the world recognises Bolton as a place of energy, opportunity, and unwavering spirit. Whether you are an entrepreneur, a volunteer, a community leader, a student, or simply someone who loves this town, your experiences add to the collective story of excellence that makes Bolton truly extraordinary.

Together, we affirm that Bolton isn't just a town with potential - it is a town destined to excel. Every challenge met with determination, every setback turned into a comeback - much like the inspiring recoveries seen on the pitch by Bolton Wanderers - and every individual contributing to our shared success is a testament to our true character. We are born to perform, and in doing so, we inspire one another to reach ever greater heights.

Thank you for your passion, your commitment, and for being an integral part of this extraordinary journey. Let's continue to celebrate and showcase the remarkable spirit of this wonderful town of Bolton, leading the way into a future where excellence is not just an aspiration, but our everyday reality.



**Read more
about We Are
Bolton here**



OPPORTUNITIES

We ended 2025 with a **New HQ, new customers and a new team.**

10 AWARD SHORTLISTS / FINALS INCLUDING:



Biz Women Awards



British Training Awards



Bolton News Business Awards



British HR Awards



#SBS Small Business Sunday!



amazon



We reached the finals of the Amazon Innovation Accelerator - **Top 5 of 76 UK-wide entries**



ONE OF OUR FAVOURITE DAYS OF THE YEAR

In April we facilitated a bespoke team development day for Back Up North West. Working with the whole team, we explored change, resilience, psychological safety and what helps people flourish under pressure. It was full of honest conversations, laughter, reflection and practical ideas - and also two dogs and Cath in a party hat.



AWESOME THINGS WE DID IN 2025



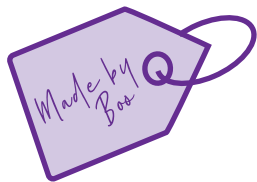
New HQ at The Wellsprings



Became Universal Coaching Alliance organisational member



In April We attended a Civic Dinner in the Town Hall welcoming the Mayors of Bolton's Twin Towns



Launched our Boo Management Framework



Expanded our CMI offer with two new qualifications



Hosted Bolton's Living Wage Week Event



Spoke in Parliament on behalf of the Living Wage Movement



Welcomed 15 new customer organisations, as well as continuing work with many existing ones

Helped Back Up North West tell their impact story



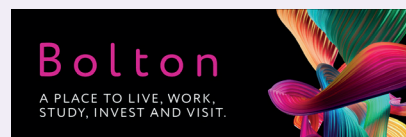
Read: our vision for 2025: Looking Ahead to 2025 - Boo Coaching & Consulting



TEAM BOO 2025 HIGHLIGHTS

“Becoming Co-Chair of the We Are Bolton Brand Board was one of my biggest personal highlights of 2025. I’ve always believed that businesses have a responsibility to contribute to the places they’re part of, and having the opportunity to help champion my beloved Bolton alongside so many passionate people is something I’m incredibly proud of.”

BECCI, FOUNDER AND DIRECTOR



One of my highlights was attending a Civic Dinner at the Town hall to welcome the Mayors of Paderborn, Le Mans and Przemyśl. I loved being part of an historic moment for Bolton, and to have been invited as a tiny local business really felt like a recognition of how Boo punches above its weight in creating social value for our town.

AMY, HAPPINESS AMBASSADOR



“After working from home for months it was great to finally move into our new HQ at The Wellsprings at the start of September. It was getting a bit lonely and suffocating for me at home, so being here in this fabulous office and location has been a huge boost to my wellbeing. For Boo, we’re now based within a hub of positive business activity and support.”

JULIA, MISSION CONTROL



the
wellsprings

“I really enjoy working alongside NWAS colleagues and have particularly enjoyed supporting PTS colleagues in 2025. It has felt hugely beneficial for me as well as them, to be on this 12 month journey together, getting to know one another and creating a space where people felt comfortable to show up as their whole selves.”

CATH, COACH AND FACILITATOR



2025 HIGHLIGHT REEL

Dancing with Bez from the Happy Mondays on stage at Backup Charity Ball



Being dragons for BWiTC



We were 'October' in Backup North West's Charity Calendar



Went to parliament to speak about the Living Wage



BWFC business club – winning the raffle, doing 60 second pitch





Seeing our name on the hoardings at BWFC's stadium when we were matchday sponsors



Civic dinner to welcome the mayors of Paderborn and Le Mans



Award shortlists



Interviewing stallholders before Bolton Food Fest



Forgetting we were being filmed in our new office – Amy was dressed as a pineapple



LOOKING AHEAD TO 2026

2025 reminded us that the world doesn't need more noise. It needs more thoughtful leaders, stronger managers and workplaces where people can thrive.

That's why, in 2026, we're focusing on turning everything we've learned into practical tools that help organisations create happier, healthier workplaces.

IN 2026 WE WILL...

LAUNCH THE BOOPRINT FOR HAPPINESS

Our biggest project yet. The Booprint for Happiness brings together years of leadership, coaching and wellbeing experience into a practical blueprint for creating workplaces where people genuinely want to belong.

LAUNCH THE BOO MANAGEMENT FRAMEWORK

A practical framework designed to help managers become confident, compassionate leaders. No jargon. No management fads. Just the essential skills every manager needs to help people perform at their best.

LAUNCH OUR COACHING SUPERVISION QUALIFICATION

Supporting coaches to continue growing with confidence, curiosity and integrity through high-quality supervision that protects both coach and client.





INTRODUCE OUR TEAM COACHING QUALIFICATION

Helping organisations move beyond developing individuals and start unlocking the collective potential of teams through accredited team coaching.



KEEP CHAMPIONING BOLTON

We'll continue investing our time, energy and expertise into creating social value across our beloved Bolton and supporting organisations that make our communities stronger.

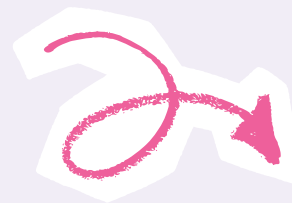


STAY BRILLIANTLY HUMAN

As technology continues to evolve, we'll keep doing what we've always done best: creating conversations that help people think differently, lead better and care more.

OUR AMBITION FOR 2026

WE WANT TO SEE...



- **More managers** becoming leaders people choose to follow.
- **More organisations** recognising that wellbeing isn't a perk, it's a leadership responsibility.
- **More workplaces** using coaching as a way of thinking, not just a conversation technique.
- **More teams** working with trust, openness and psychological safety.
- **More coaches** supported through high-quality supervision and lifelong professional development.
- **More organisations** measuring success not only by performance, but by the difference they make to people's lives.
- **More opportunities** to create social value in Bolton and beyond.

WANT TO JOIN US IN 2026? LET'S TALK

We love making friends and expanding our network of like-minded folk.

Find us at www.boo-consulting.com.
You can connect with us on LinkedIn,
Facebook, Instagram.

Send us your thoughts about this Impact
report: hello@boo-consulting.com



@booconsulting



@boo_hq



#TEAMBOO