

# Impact Report

2023/24

# Introduction

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**Create**



**Build**



**Grow**

In late 2022 Evoluted underwent a complete transformation in how we approach business, formalising the culture and values that had been developed over our first 16-years in business into a fresh brand that committed to our plans both now and for the future.

With an ever-growing shift in awareness of making business a force for good, both from a business-sense and that of our people who drive our culture, ensuring our values locked in a sense of purpose, belonging and meaningful change was a core part of this transformation.

Repositioning Evoluted under the tagline “**Create. Build. Grow.**” represents much more than the services we provide to our clients.

It reflects our attitudes to personal and professional development, to making Evoluted a team which becomes much greater than the sum of its parts, and to affecting positive change through the concept of developing ideas, putting them into action, and reflecting on what we’ve learnt to create plentiful positive iterations across everything we do.

# Introduction

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In the two years since introducing the evolution of our core values, we've achieved exceptional success.



The business has grown sustainably (albeit slow, we've weathered the economic storm well), our people are more supported than ever through the introduction of new industry-leading policies and benefits, and we are more focused than ever on the wider impact of our business and how we're able to mitigate any negative effects.

This shift towards greater impact is something I'm particularly proud to have had significant involvement with. But I am even more proud that a huge part of this drive forwards has been made by the wider organisation with everyone from our most junior employees to those with over a decade of tenure contributing to change.

The years ahead are bright, and will see Evoluted continue to lead the way in defining how businesses in our industry can be more diverse, transparent, sustainable, and supportive.



**Giorgio Cassella**  
Managing Director

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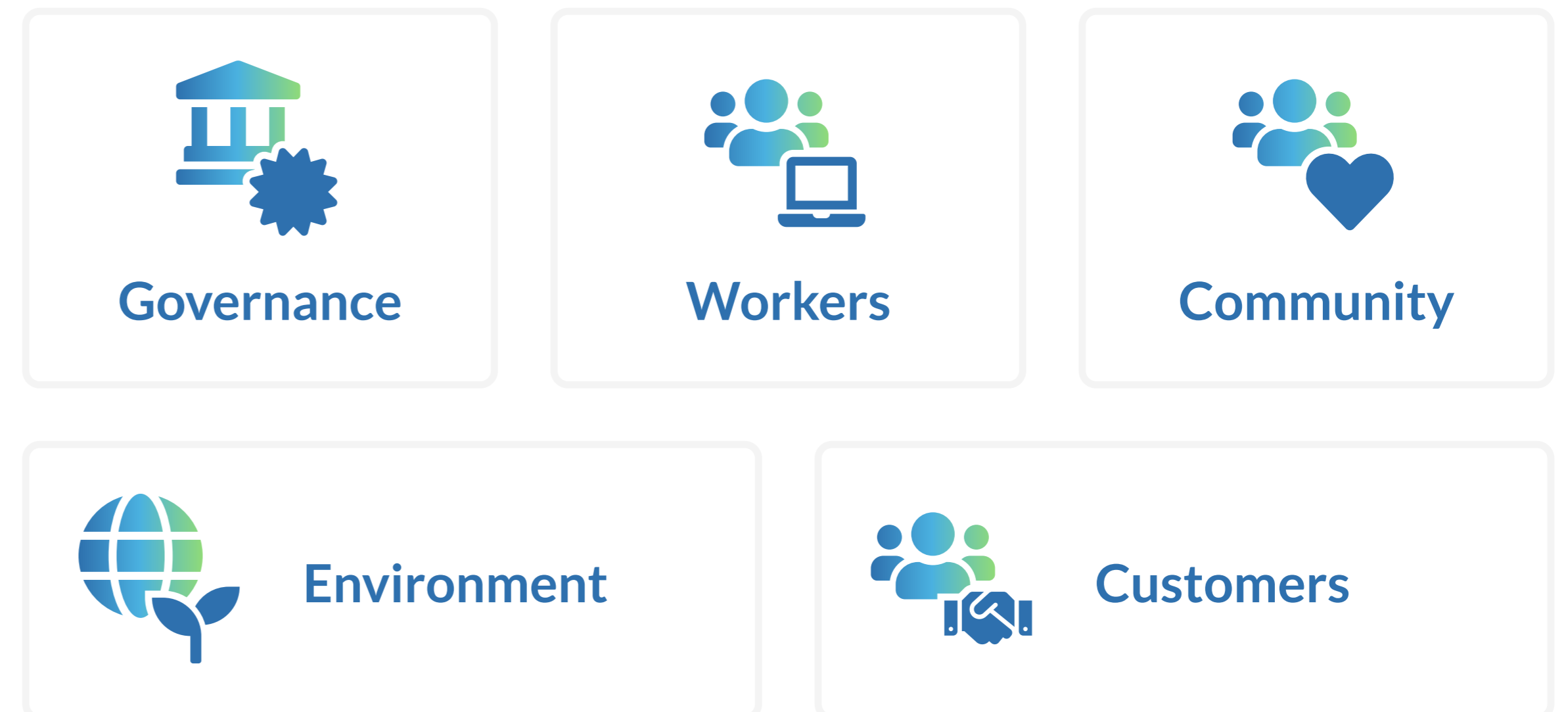
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# About This Report

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This is Evoluted's first annual impact report, providing a transparent view into the positive impact activities the agency has undertaken throughout our 2023-2024 financial year, where we have opportunities for improvement, and what our plans for future positive impact look like.

Prepared by the Managing Directors of Evoluted, the report is structured broadly in line with the five B Lab Impact Assessment impact areas:



# About Evoluted

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Combining expertise across the digital spectrum we help businesses create with purpose, build with agility, and grow at scale; delivering high-performance website experiences and digital marketing.

But, we're here to do more than simply deliver on a brief and collect payment like digital mercenaries.



# Our Mission

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Achieving steady and successful growth and putting people before profits; we demonstrate why it's important to have values that aren't just about the company coffers.

Operating at the forefront of the digital industry producing exceptional results and work that we can all be proud of; we lead the pack with efficiency and skill. Creating an incredible working culture with great work/life balance at a company who values and rewards its people; we set an example for others about how to nurture their most valuable resource.

Driving a net-positive impact on our environment, society and economy; we ensure we give back more than we receive.

## Our Values

**Community:** Collaboration. Unity. Generosity. Appreciation.

**Integrity:** Honesty. Accountability. Empathy. Courtesy.

**Mastery:** Craftsmanship. Intentionality. Creativity. Discovery.

# A Message From Our CSR Officers

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*'The last year has been a really exciting year for Evoluted - receiving our B-Corp™ Certification being the highlight! This year offered a great opportunity for reflection and allowed us to identify a number of areas we can make improvements to our business practices and make a real difference. Through increasing the time we donate to pro-bono work, improving our remote-working policies and reviewing our carbon footprint as a business, we are excited to be creating real change.'*

*Whilst our B-Corp status keeps us accountable, our commitment to improving our social and environmental impact goes beyond this. Despite the challenges, we are committed to 'People over Profits' and I'm excited to see what positive impacts we can make next!'*



**Matt Cotton**

CSR Officer 2022/2023

*'Over the last year, it has been really exciting to see the commitment Evoluted has shown to improving their practices and making a positive impact on the people who work here and the community around us.'*

*With such great foundations laid by senior management and Matt Cotton, I am really excited to build upon this further with exciting initiatives that put our people and environment at the forefront. With an ethos of wanting to make the world a better place, I can't wait to see what else we can do to make this happen!'*



**Emily Grace**

CSR Officer 2024



Certified



Corporation

Certified in 2024

We are proud to meet  
high standards of  
environmental and social  
performance

Find out how we are reinventing business at [bcorporation.uk](https://www.bcorporation.uk)

# Governance






# Governance

Achieving positive impact requires clear leadership, accountability structures and collective involvement across the organisation.



Over the past year we've made significant progress installing these structures to ensure Evoluted stays true to our mission and our commitment to our stakeholders.

These structures include:

-  **Directorial Involvement**
-  **Cultural Officer Scheme**
-  **Financial Transparency**
-  **Employee Voices**
-  **B Corp Certification**



# Directorial Involvement

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In our continuous efforts to improve top-down governance, decision-making and involvement across all impact areas we have introduced recurring agenda items to review and discuss our ESG activities during Board of Directors meetings.

Introducing ESG to the agenda has proven an effective mechanism for ensuring proper resource deployment to positive impact activities as well as enabling the Managing Director's to regularly report performance to the Board.



# Bottom-Up Advocacy

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Our Cultural Officer scheme, first introduced in 2022, ensures we have internal resources dedicated to taking a bottom-up approach to governance and making sure Evoluted stays true to our mission.

Any employee has the ability to take up one of four roles: DEI Officer, CSR Officer, Happiness & Wellbeing Officer, and Social Officer. Cultural Officers meet monthly with the Managing Directors to ensure Board-level support for employee-driven initiatives.

Roles are then rotated every calendar year enabling new voices, perspectives and ideas to be contributed towards our positive impact mission.



**Corporate Social Responsibility Officer**  
Emily Grace



**Diversity & Inclusion Officer**  
Kim Taylor



**Happiness & Wellbeing Officer**  
Sian Atkinson



**Social & Events Officers**  
Chanice Holness, Dan Pierce  
and Elie Hayes

# Financial Transparency

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We've upheld our commitment to financial transparency with employees, providing quarterly reports on company financial performance, new business and progress towards annual targets, followed up by company-wide town halls for open discussion.

And in April we ran a full-day internal education workshop teaching employees about the financial terms and processes core to our business operations, how our operational costs are distributed, and the importance of being both people-first and profitable in business.



## Full Transparency

we are committed to financial transparency with employees



## Financial workshop

full-day internal workshop in April

# Employee Voices

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We've welcomed an SMT to Evoluted composed of 31% women and 69% men that has created a podium for voices across the business to be heard and to collaborate on our processes, policies, financial systems, impact, direction, and more.

Furthermore our bi-annual employee satisfaction surveys, conducted every March and September, saw a combined 500 comments with a 91% engagement rate as the Evoluted team shared their thoughts across job satisfaction, work environment, growth & development, feedback & recognition, work relationships, and team culture.



**31% women**  
in our SMT



**69% men**  
in our SMT



**500 Comments**  
in our bi-annual employee satisfaction surveys

# B Corp Certification

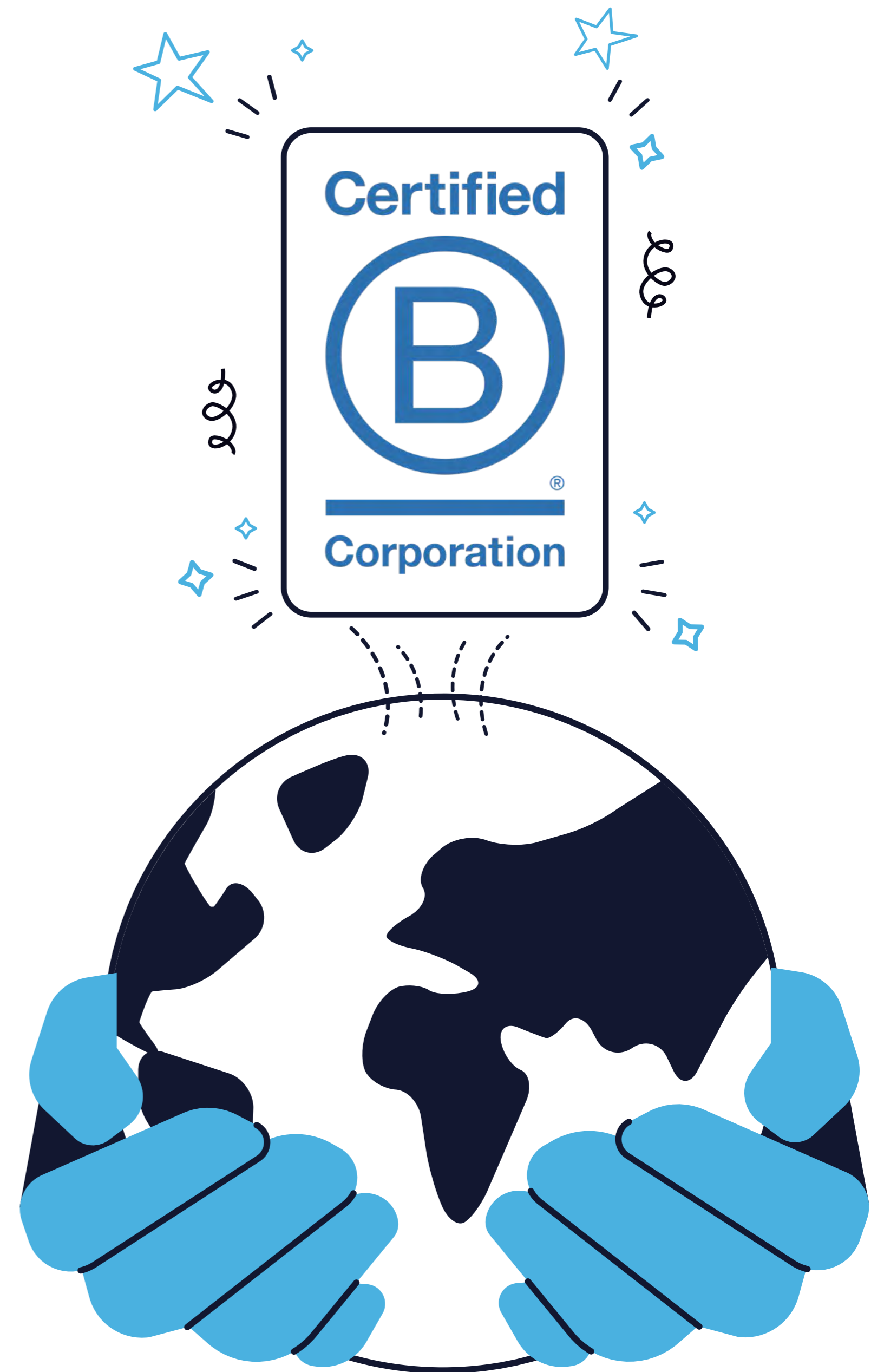
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In February 2024 we were thrilled to join the network of 8000 businesses certified as B Corporations.

As part of this global community, we made a legal commitment to consider the interests of all stakeholders in our decisions. Our stakeholders are no longer just those with ownership of the company, but now involve our employees, clients, partners, social communities and the environment.

And as economic conditions continue to be tumultuous, this commitment helps us maintain a clear heading at a time when it's all too easy to focus purely on cash in the bank at the cost of all else.

Aligned with our culture of people, over profit, the choices we make as a company must be sustainable and equitable for the company and our stakeholders as a whole - not simply for the benefit of shareholders.



# B Corp Certification

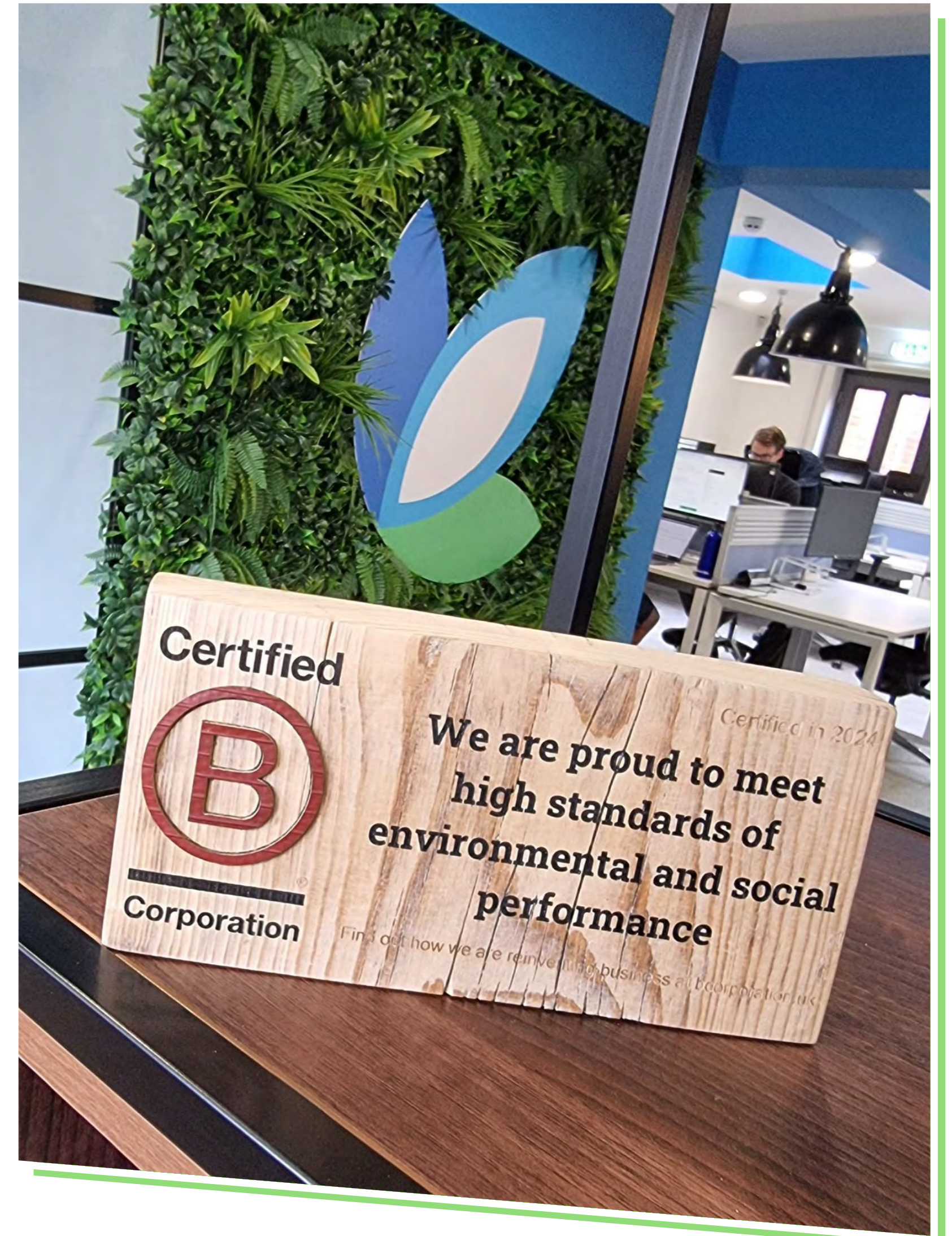
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Beyond simply bringing third-party validation to our performance as an organisation, the B Corp certification process also inspired us with new ideas and opportunities to be even better; something we will be exploring further across other awarding bodies.

Our initial score on the B Lab Impact Assessment was 88.4, reduced to 84.4 during the verification process - a solid score considering it was based entirely on what we were *already* doing - yet we see this as only the beginning of the journey.

Over the coming years before we recertify we have a number of initiatives planned to address areas across the assessment including the move to 100% clean energy, reducing our carbon emissions, and improving gender and ethnic diversity in the organisation.

**Our goal is to achieve a minimum score of 90 at recertification.**





# What's Next?

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With strong leadership and accountability structures in place that have proven their value tenfold, the next step on our governance journey is to put clear missions and goals into place and explore further third-party validation:



- Next year we will have achieved certification from one or more of the following organisations focused on validating company impact: Planet Mark, 1% for the Planet, Great Place to Work, Living Wage Foundation, Flexa.
- We will introduce clear mission statements covering our cultural focus areas: environmental sustainability, diversity and inclusion, happiness and wellbeing, and social involvement.
- Following our mission statements, we will set and publicly share KPIs and goals across each area, supported by reports on how we are performing in each area.

A group of ten people, five men and five women, are standing in a line outdoors. They are dressed in winter or outdoor gear, including jackets, hoodies, and hats. Several individuals are holding skis and checkered flags, suggesting they are part of a sports team or a group participating in an outdoor activity. The background shows a grassy field and a hillside under a clear sky. The text "Our People" is overlaid in the center in a large, white, sans-serif font.

# Our People

# Our People

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As a professional services business, people are the lifeblood of Evoluted.

Their expertise and dedication helps us to achieve outstanding results for our clients, drive continuous improvement in our policies and processes, and make a significant positive impact on the planet and our communities.

**So taking care of them is always priority number one, reflected in our motto of “People, Over Profits”.**

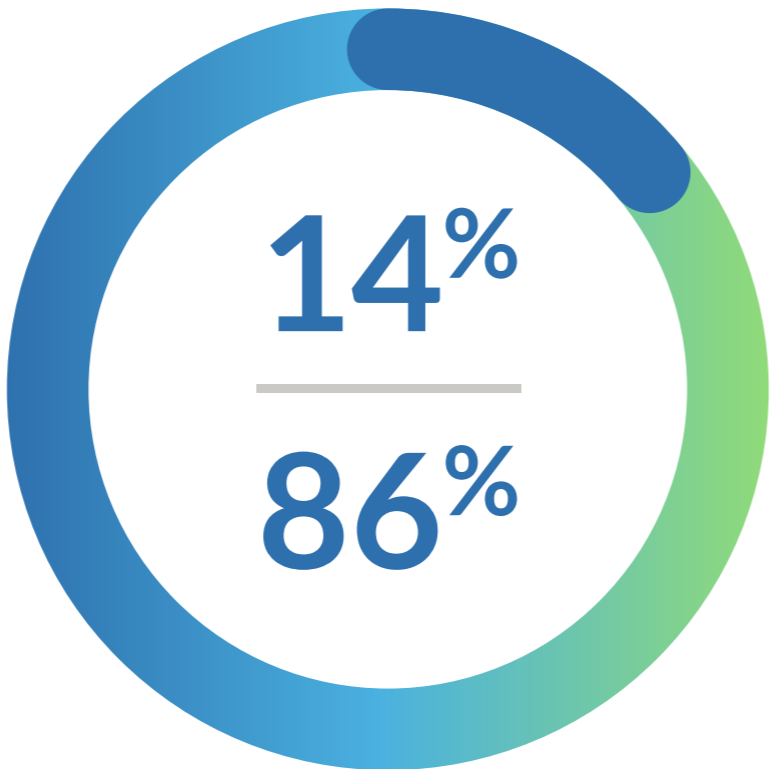
Guided by our B Impact Assessment and our own passions for putting people first, we’ve installed a number of new guiding measures to ensure equality and parity across the board, provide financial stability, and support our team with their personal development, health and wellbeing.



# Financial Security



100% of team employed as salaried workers



14% employed part-time  
86% employed full-time



100% of employees paid National Living Wage



We shared 20% of profits as a bonus



We gave our team a £2000 Cost of Living bonus each



Zero gender pay gap with £1 : £1 male : female company wide pay ratio\*



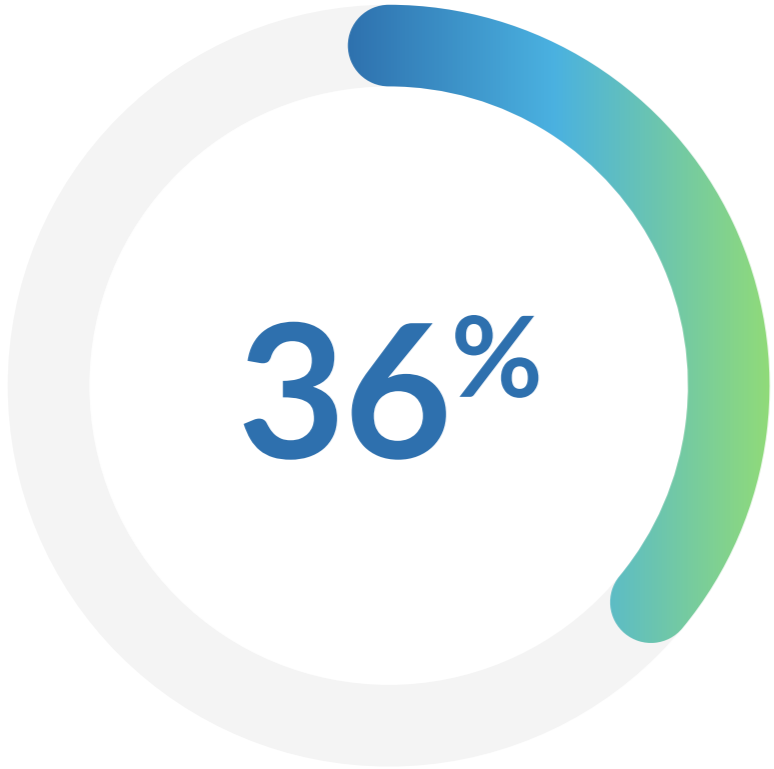
100% returned to work after parental leave



2 team members benefitted from our enhanced parental leave

\* Excluding Directors, this becomes £1 : £1.01 male : female

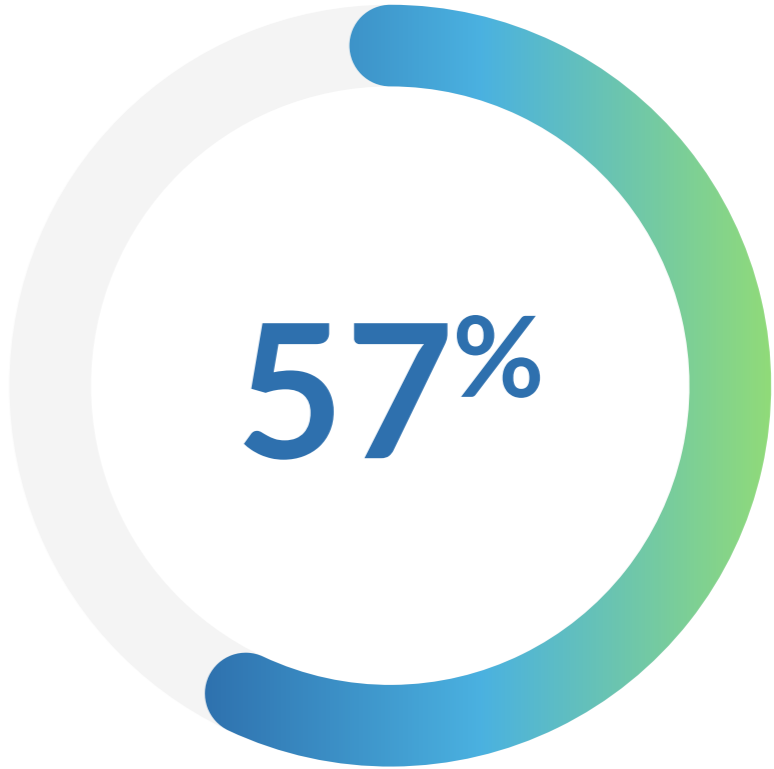
# Career Development



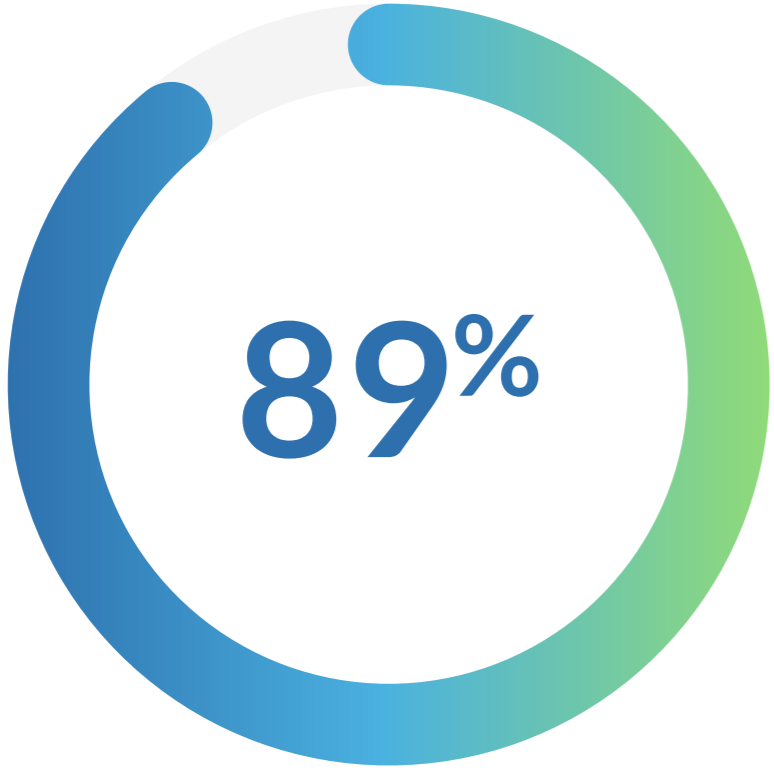
36% of our team received **pay rise and promotion**



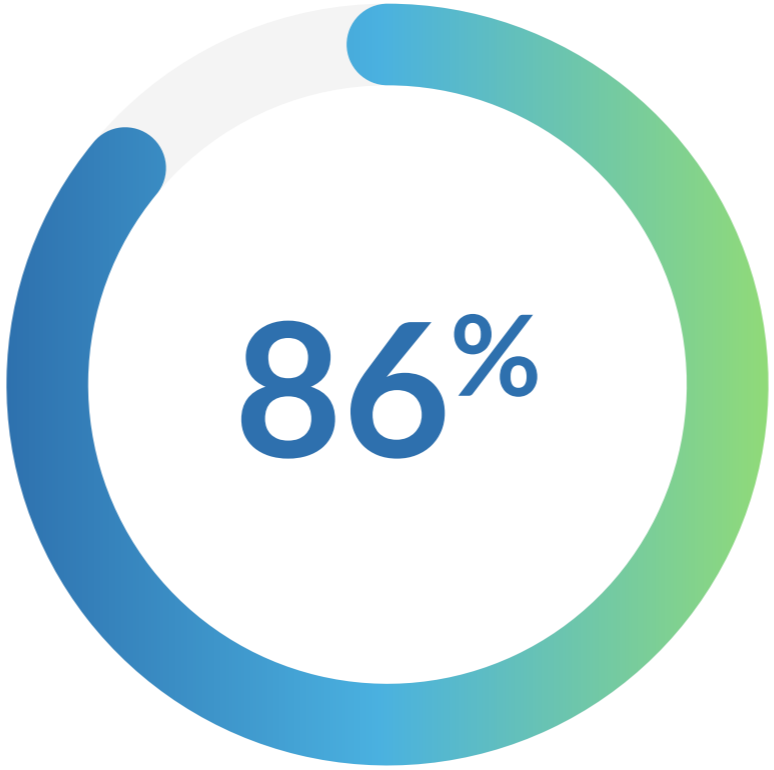
We delivered **skill-based training** to 100% of our team



57% engaged in **cross-job skills training**



89% participated in **external professional development**



86% received **personal training in life-skills**

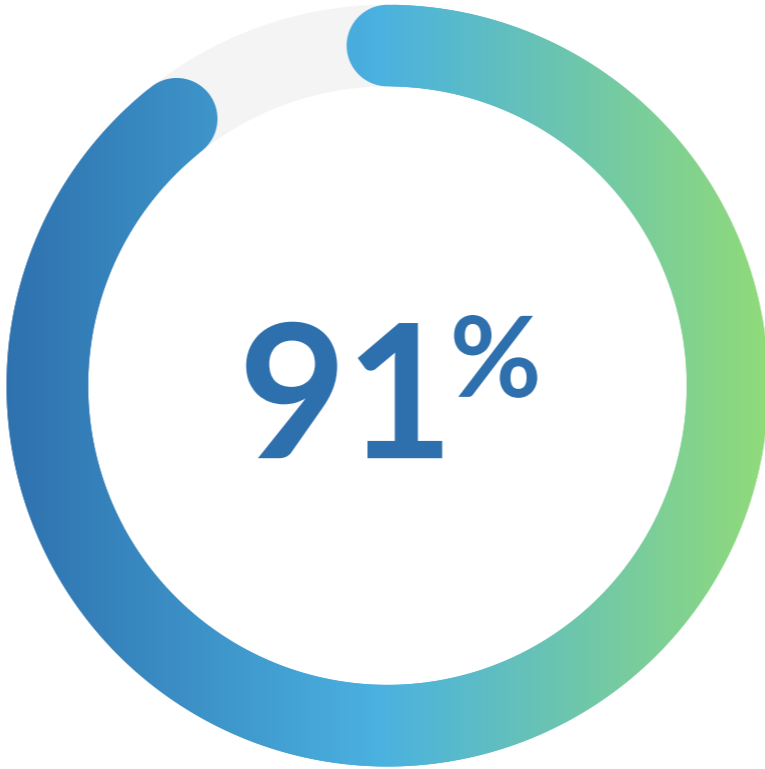


We ran **2 performance reviews** in September and March

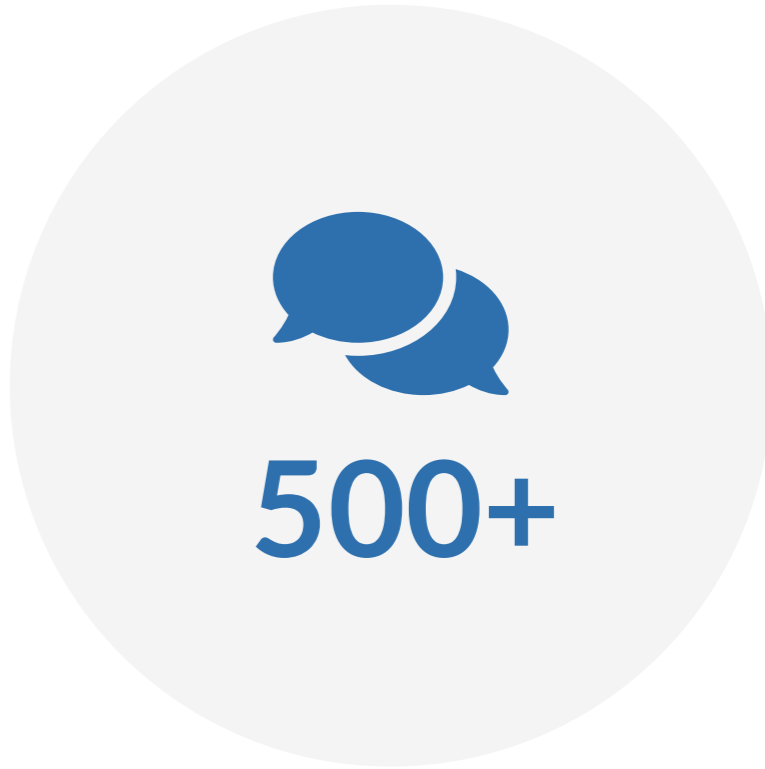
# Employee Engagement



We ran **2** anonymous employee satisfaction surveys



Received a **91%** engagement rate across both surveys



Over **500+** feedback comments given by our team



Achieved a **29** eNPS score



Achieved a **90%** employee satisfaction score



**1/3rd** of employees engaging with Sanctus coaching sessions

# Employee Survey Comments

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*My team are a constant source of support and feedback, something which has aided my professional growth at Evoluted in spades*



*The best group of people I've worked with, I like that the company supports this with regular socials and I love the varied client work*



*The agency is on an upward trajectory again after a difficult year!*



*I always feel supported regardless of the struggles*



*Evoluted's integrity and honest approach to our work helps us to develop positive and long-lasting client relationships built on trust not only in our technical abilities but our ability to deliver honest results*

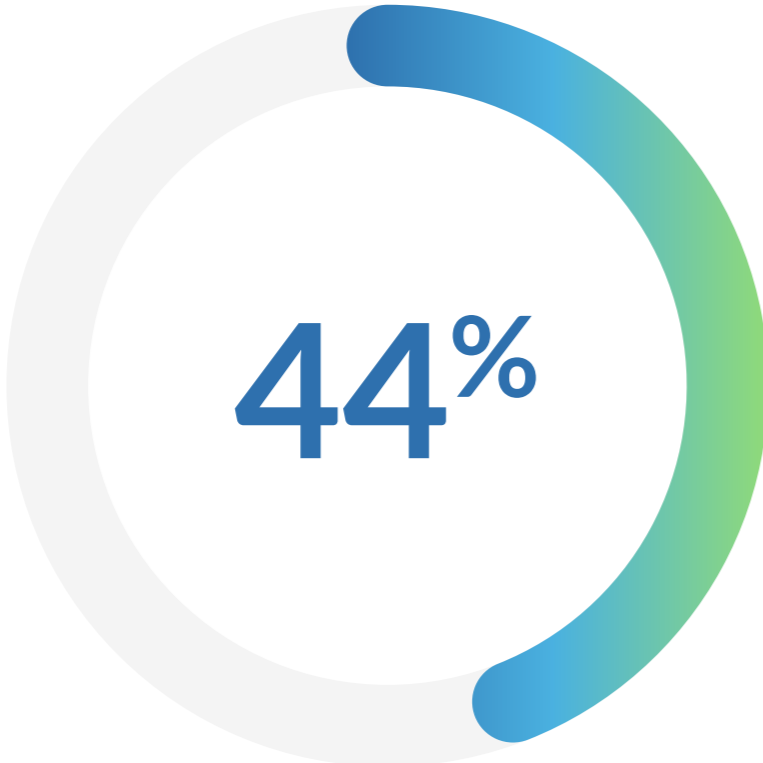


*Everyone here is absolutely wonderful and together creates such a positive environment - each person is so incredibly talented, supportive and kind*

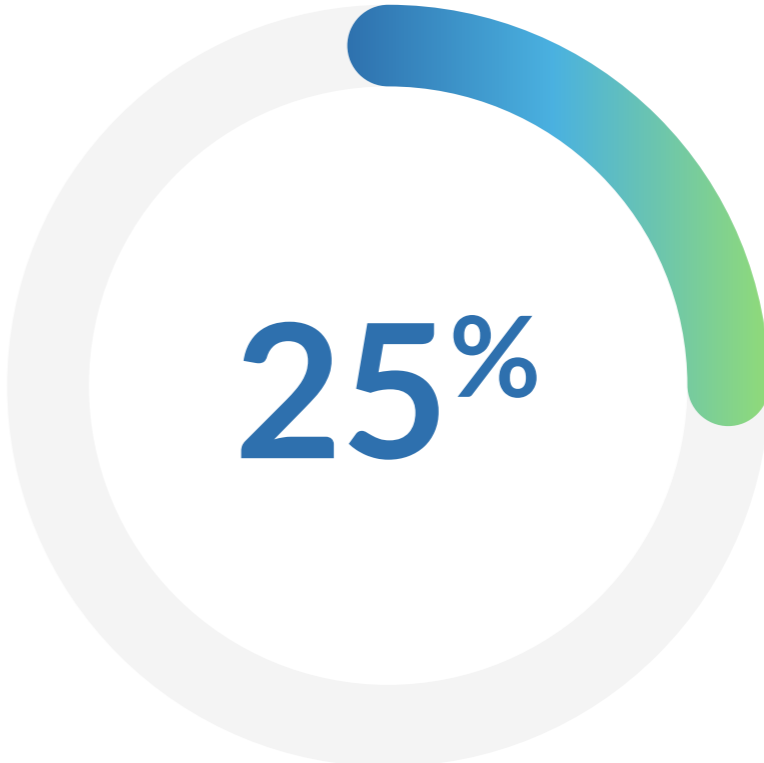


*Everyone is genuinely kind and lives up to our core values. It shows we're serious about making a positive impact, not just in what we do but how we do it*

# Diversity, Equality & Inclusion



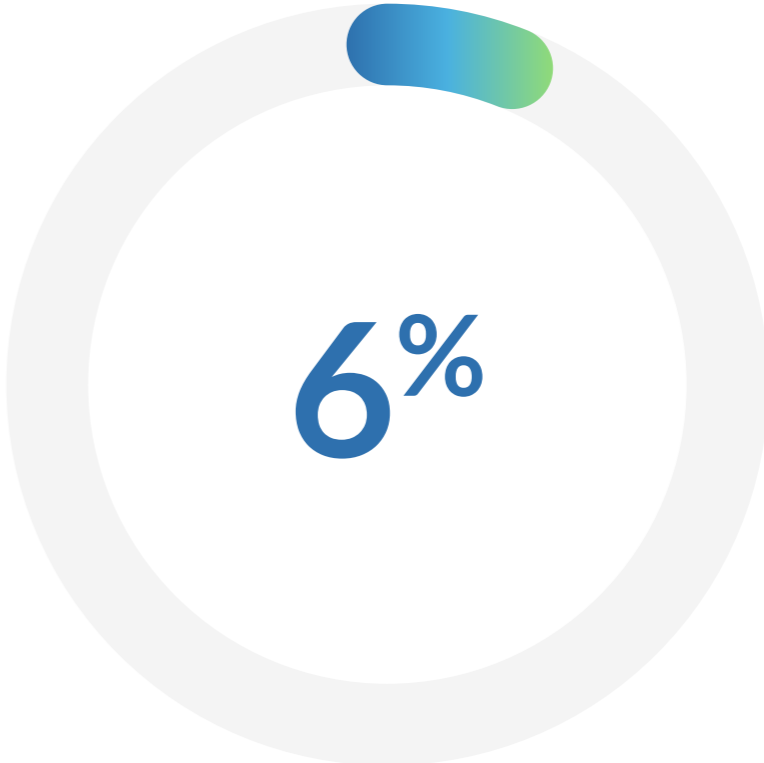
44% of team identify as women



25% of people managers identify as women



20% of directors identify as women

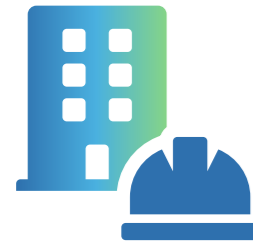


6% of team from racial or ethnic minorities\*

\* Down from 11% last year, with no racial or ethnic minority representation at managerial or directorial level - we know this is something we need to improve



# People Impact Projects



## Office Refurb

Reopened our office HQ after an **extensive £100k refurbishment** to introduce better hybrid working facilities, focus/quiet areas, breakout spaces, and a recording studio.



# People Impact Projects



## Getting Social

Organised monthly, fully-expensed social events including covering travel and accommodation for remote employees; covering board game nights, archery, escape rooms, game-show nights, pottery, and comedy clubs. Plus our annual family summer BBQ and Christmas party.



# People Impact Projects

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## Snacks and Nibbles

Expanded the range and frequency of snack deliveries to the office, including a wider range of soft drinks, fruit and natural snacks.



## Making Bonuses Permanent

Changed our annual £2000 per person cost of living bonus to become a permanent £2000 addition to all employees base salaries for peace of mind about economic turbulence.



## Talking Menopause

Introduced a menopause support policy, created by one of our female team members and with support from those who have experienced menopause.



## Active August

Ran our internal Active August campaign encouraging our team to be more active, resulting in 278 hours of activity and 1026km travelled between those who took part.



## Sanctus Coaching

Expanded our relationship with Sanctus to provide on-demand coaching for all employees, with the new ability to choose their coach based on the topics they want to discuss.



## Duvet Days

Introduced a duvet day policy enabling our team to take 2-days per year as short-notice, unquestionable paid leave.

# What's Next?

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With exceptional financial security and career development systems in place for Evoluted employees, the future of our people commitment involves:



- Making significant steps to improve the levels of ethnic diversity across the company by introducing systematic change to ensure job opportunities are clearly visible and accessible to minority applicants.
- Exploring opportunities to improve the financial contribution available for retirement programmes.
- Improving engagements with pastorally focused 1:1 meetings between employees and managers (currently only 74% of the team have had consistent monthly 1:1s) and ensuring all employees have clear achievable personal development goals laid out between performance review periods.
- With an unspecified training budget, employees have had difficulty understanding what external training opportunities are available. We will be changing this to a clear annual training budget per team member to add clarity.

A photograph of three women sitting at a desk in a modern office, working on laptops. The image is dimmed and overlaid with a dark blue tint. The word "Environmental" is written in large white letters across the center of the image. The women are smiling and appear to be engaged in their work. There are blue mugs on the desk in front of them. The background shows office shelves and windows.

# Environmental

# Environmental

Making the world a better place than when we started means we are serious about reducing our impact on the environment and operating as sustainably as possible.




Throughout 2023 and 2024 we've made a commitment to reviewing our current impact on the planet and develop new ways to improve our practices.

**As a result, we have achieved some pretty remarkable results!**




# Energy and Water Consumption


## Baseline (2022)

 Electricity  
**9,090 kWh**


 Gas  
**20,918 kWh**

 Water  
**65 m3**


## Target (10% reduction on 2022)


 Electricity  
**8,180 kWh**


 Gas  
**18,820 kWh**

 Water  
**58m3**

## Actual

 Electricity  
**6,919 kWh**  
(24% reduction)

 Gas  
**13,216 kWh**  
(37% reduction)

 Water  
**42.5m3**  
(35% reduction)

# Energy Usage Reduction

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Educating staff around the difference they can make when they remember to switch off equipment and lights when not in use has led to everyone being more mindful of their surroundings, and contributed to reducing our gas and electricity usage.

The installation of energy efficient lighting has made a huge difference in our electricity usage.

Setting a defined schedule for the use of heating, alongside a set temperature on the thermostat and introduction of a boiling water tap instead of an “always on” water heater has also reduced our gas consumption.

Across our three-storey office building, we have fitted low-flow faucets, taps, toilets and shower heads to dramatically reduce unnecessary water consumption!



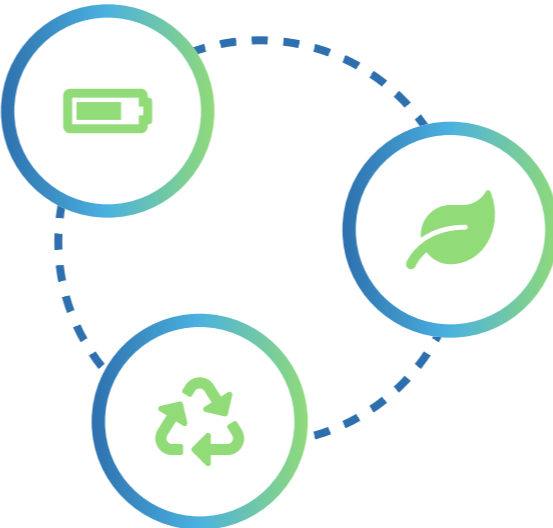


# Green Electricity and Gas

Not only is reducing any unnecessary electricity and gas usage important, choosing a new supplier was equally as important.



Rather than looking into offset carbon credits, switching to 100Green means that we are now utilising **100% green and renewable electricity and gas**. The switch even came with better rates, meaning more pennies to go towards positive change!



# Offsetting Business Travel

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Throughout 2023/24, we undertook a serious review of business travel.

With a team based throughout the UK, the impact of travel to meetings and the office could be significant when considering our carbon footprint.

A high percentage of our meetings are now held online, helping us massively reduce our need to travel. In-person meetings and company away days are still important, so we evaluated where we can reduce our environmental impact through business travel and implemented a rail-first policy, removed all company cars and began tracking all business travel.

The necessary travel that we do undertake is offset through Ecologi, with us **offsetting 151.18 tCO<sub>2</sub>e of carbon** and **planting 1,468 trees** throughout 2023/24. Our offsetting has allowed us to support some incredible projects, including:

- ✓ Producing renewable electricity from wind power in India.
- ✓ Using waste agricultural biomass to produce clean energy in China.
- ✓ Capturing landfill gas for electricity production in Chile.



# Waste Management and Minimisation

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Currently we are recycling all items that are recyclable in Sheffield - but there is always room for improvement.

To ensure that everyone feels educated on what recycling goes where, we have improved the number and size of recycling bins, improved the signage for usage and written a process for our cleaning contractors to ensure everyone is aware on how to get rid of their waste - sustainably!

As well as the standard glass, plastic and paper - we've introduced battery recycling, and are looking into additional recycling options including carrier bags and tetrapak.



# Clothing Swap Shop

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The Clothing Swap Shop is a new initiative for 2023/24, introduced to raise money for charity and encourage sustainable shopping within our team.



The Swap Shop offered the opportunity for people to exchange clothes they no longer wear, with clothes they would wear.

The Swap Shop was a week-long event allowing plenty of time for people to shop sustainably.

Anything left after the sale was uploaded to resale sites and donated to charity shops, ensuring nothing was disposed of incorrectly.

The Swap Shop will now be a regular event, allowing regular opportunities to raise money for charity and offer a chance to shop and recycle clothing as sustainably as possible; with plans to run a children's toys & clothing specific swap shop in the run up to Christmas.

# What's Next?

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Our commitment to making the world a better place is ongoing, and we are always striving to make a positive impact on the environment around us!

We recognise that we still have a long way to go in reducing our overall impact. Looking ahead to 2024/25, we have some really exciting initiatives and targets to keep us accountable!

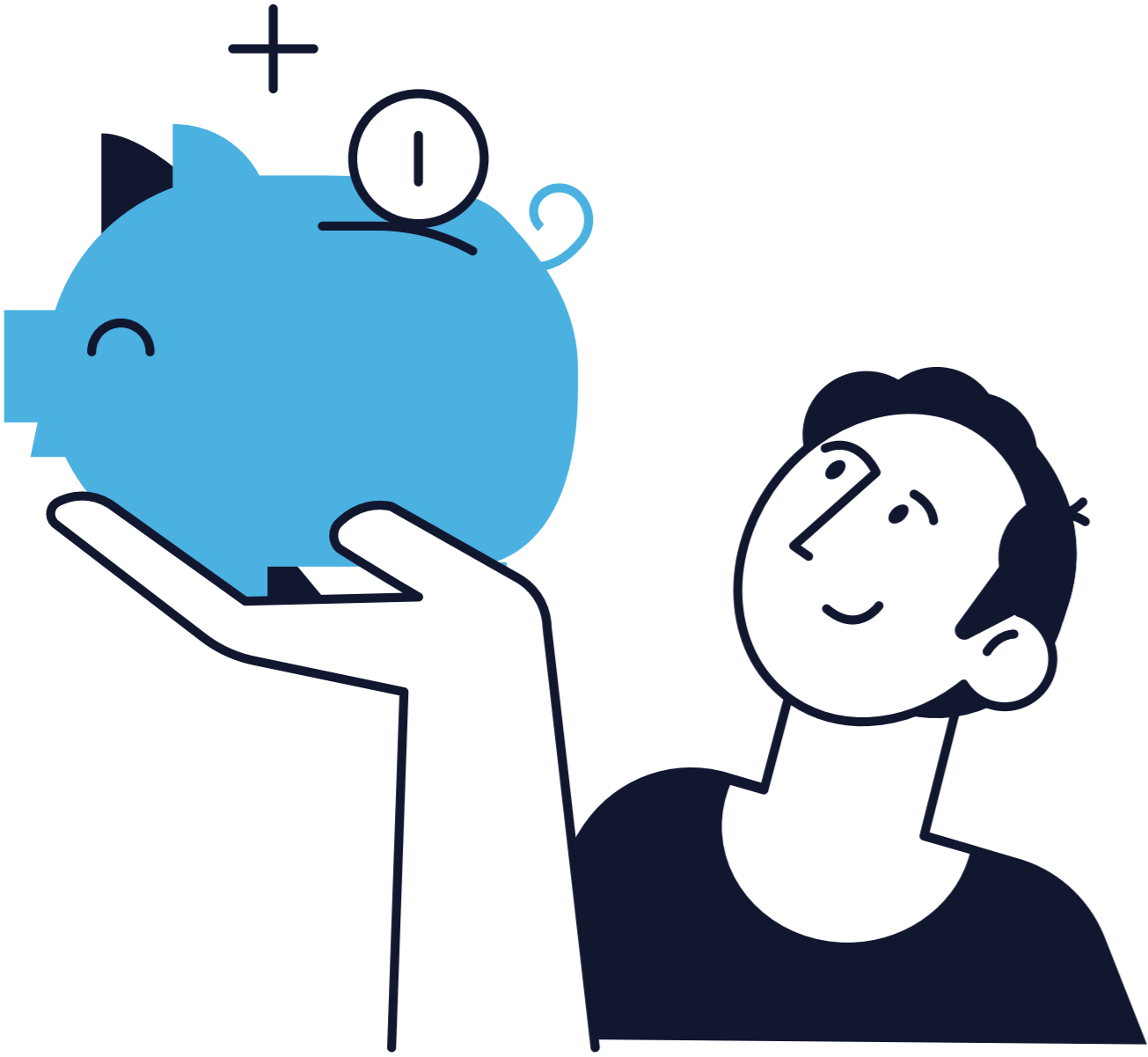
- Target a further 5% reduction in electricity, gas, and water consumption
- Reduce emissions caused by running web servers through optimising their performance and output
- Install more robust measurements to ensure a minimum of 20% of our non-labour expenses come from local suppliers (*within 50 miles of Sheffield*)
- Introduce new ways to improve employee engagement and education around environmental and sustainability concepts, at work and at home
- Expand on our current methods of measuring Scope 1, 2 and 3 emissions via Ecologi Zero to gain a more accurate understanding of our total CO2 emissions, enabling a better offsetting strategy to be introduced

A photograph of three people standing in a parking lot. They are wearing blue patterned shirts. The person on the left is a man with sunglasses, the person in the middle is a woman, and the person on the right is a man with sunglasses. They are standing in front of a car wash. A car is visible on the right with a sign that says '17' and 'BC'. The background shows a building with a clock tower. The text 'Giving Back' is overlaid in white on the image.

# Giving Back

# Giving Back

Giving back to our communities is an integral part of our mission to make the world a better place than when we started.



We're all responsible for making a difference and as a company we're empowered to achieve more than as individuals - collectively we have a unique opportunity to affect change for people and for our planet through charity, education, socio-economic growth and sustainability.

Our objective for this year, covering a reporting period of June 1st 2023 to May 31st 2024, was to contribute 1% of total available working time to volunteering, pro-bono or community-building projects.

📅 From June 1st 2023 to May 31st 2024

**1% of available working time**  
targeted to giving back projects

📅 From June 1st 2023 to May 31st 2024

**3% of available working time**  
achieved across giving back projects

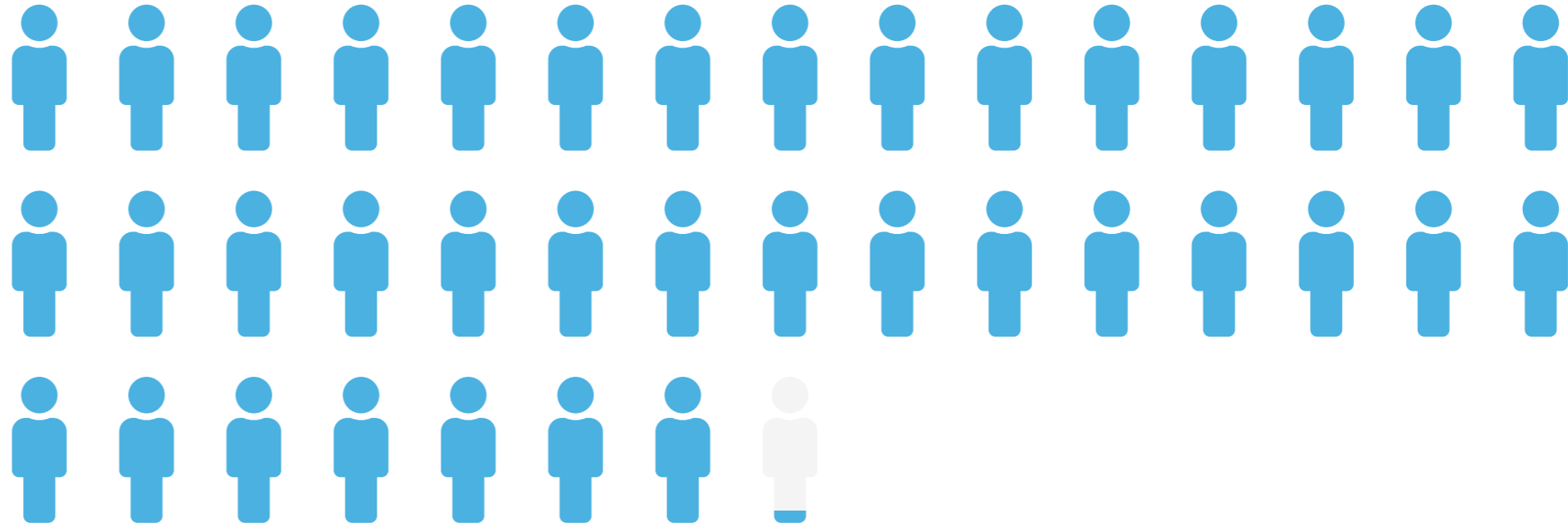
# Giving Back

With an average monthly headcount of **37.1 employees** each working an average of **156 hours** per month this gave us **64,459 hours of total time**, once annual leave and bank holiday allowance is removed; making our **1% target** equal to **645 hours**.

We're proud to have achieved this target and more, and throughout the year our team have shared brilliant feedback and ideas which guarantees that in the year to come we'll achieve even greater levels of impact.

 average monthly headcount

**37.1 employees**



 working an average

**156 hours**

per month

 total time

**64,459 hours**

per month

=

 target

**1%**

of available working time

 target time

**645 hours**

=



# Pro-Bono Work

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Each year Evoluted engages with local community organisations, charities and social initiatives in the form of pro-bono work.

By donating our time and expertise we aim to support individuals and organisations to affect positive change in the world around them.

In the last financial year, we targeted delivery of 3 pro-bono projects that supported charity or non-profit organisations, primarily within the South Yorkshire region.

We're incredibly pleased that within the last financial year we either delivered or significantly progressed pro-bono projects for 4 different organisations.

These projects covered increasing minority group engagement in arts and culture events, funding education in global tea communities, growing fundraising opportunities and awareness of youth homelessness, and providing sustainable household essentials to families reliant on food bank networks.

**These 4 pro-bono projects accounted for 590 hours of working time. This equates to 0.92% of Evoluted's total working time and an equivalent billable-time value of £59,000.**

# Flux Rotherham | March - Oct 2023



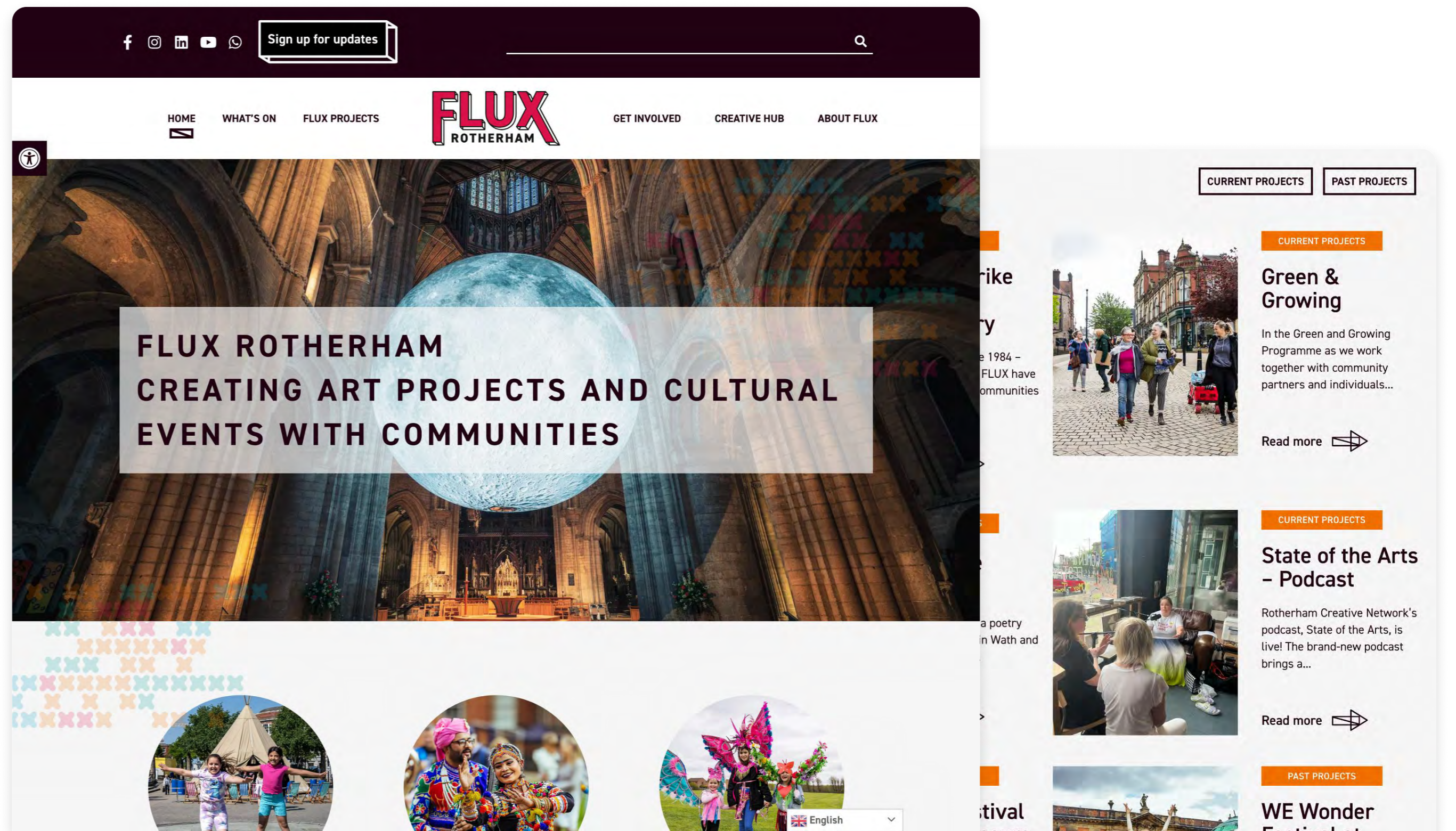
🕒 Hours volunteered

103

£ Equivalent billable-time value

£10.3k

Flux Rotherham was established to promote Rotherham as a dynamic cultural hub, ensuring that communities have regular and frequent opportunities to experience high quality culture and to explore and express their own creative ambitions, heritage and identity.



# Flux Rotherham | March - Oct 2023

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Proud of our Yorkshire heritage, Sheffield's close relationship with the town of Rotherham, and connected through our friends at [Why? Change](#) we were naturally inspired by this opportunity to help engage a rich and diverse community of cultures.

The Flux team had been doing a brilliant job of promoting events across social media and driving engagement with their followers, but felt there was a collective gap in knowledge when it came to SEO. Over an 8-month period, Evoluted provided **ongoing SEO training and mentorship** for Flux's two marketing assistants alongside guided implementation of what they'd learned to grow their presence in local search.

At the end of the project the Flux team had achieved a **137% YoY increase in site visitors** from search, becoming their biggest marketing channel. But more importantly than the results, our training has given Flux the confidence to carry this work forwards with every new community event.



# Rare Charity | May - Oct 2023



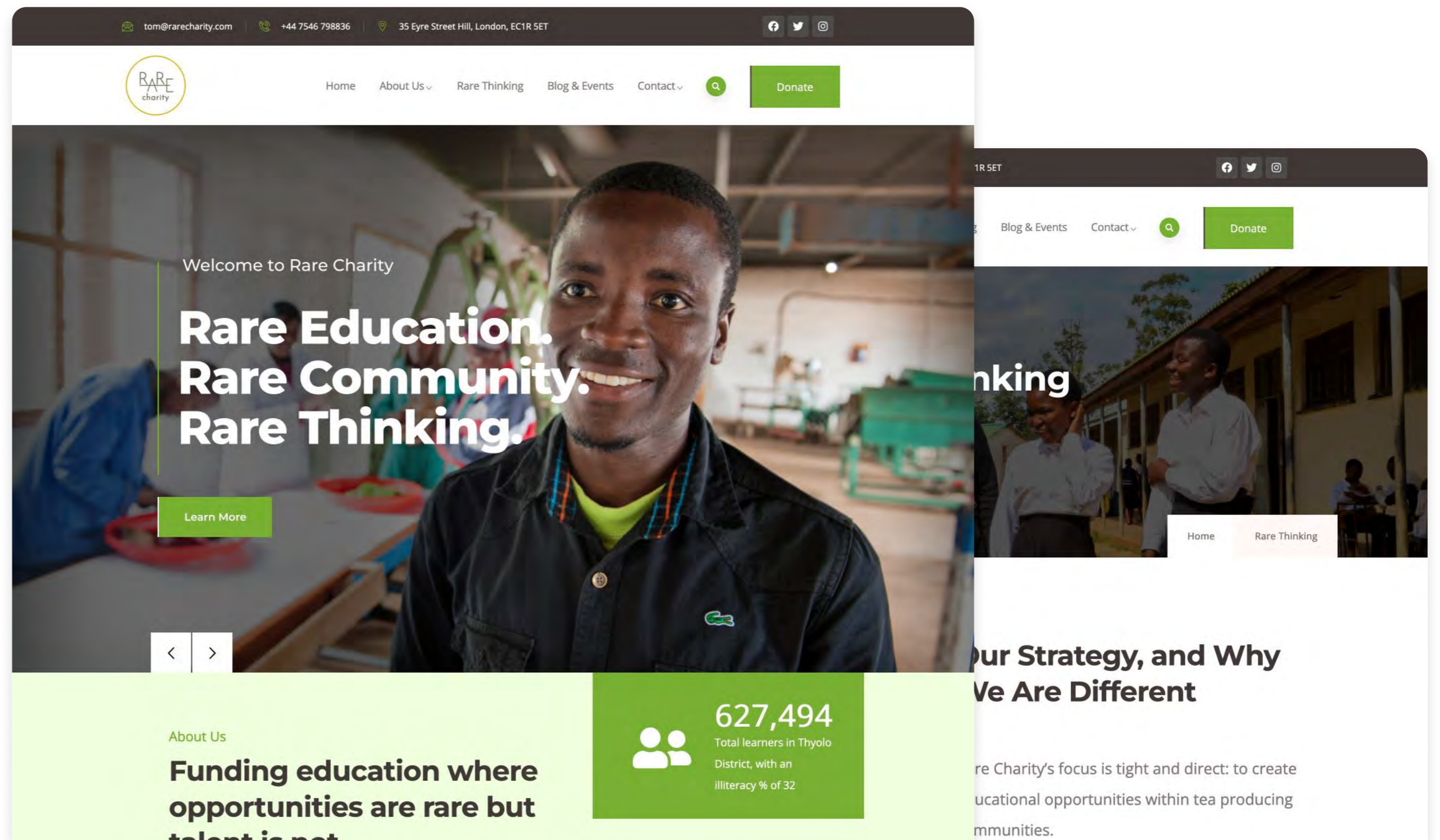
🕒 Hours volunteered

30

£ Equivalent billable-time value

£3000

Rare Charity funds education programmes for people from tea communities in Malawi and Nepal. After stepping into the role as Rare Charity's Managing Director, Tom Schrieber reached out to Evoluted for digital marketing support. Though supported by a couple of students in Africa, Tom was basically acting as a one-man-band to spread Rare Charity's mission.



# Rare Charity | May - Oct 2023

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Across the project, Evoluted provided pro-bono marketing consultancy for Rare Charity advising on everything from setting up **GA4** and **GTM analytics systems**, to advising on how to resolve technical SEO issues flagged by Google Search Console, and providing a thorough audit and recommendations covering on-site content opportunities.

Though **improving their website's SEO** will be a long and ongoing journey, our team's advice and guidance have given Rare Charity a much needed leg-up to continue their amazing work.

We even got a wonderful testimonial from Tom at the conclusion of our work together: "I left the GA4 and SEO session with a much clearer picture of a subject I found daunting. Things were explained clearly and I left keen to get started on improvements. Grateful for the session, thank you!"



# Bangers & Cash Art Trail | May - Nov 2023



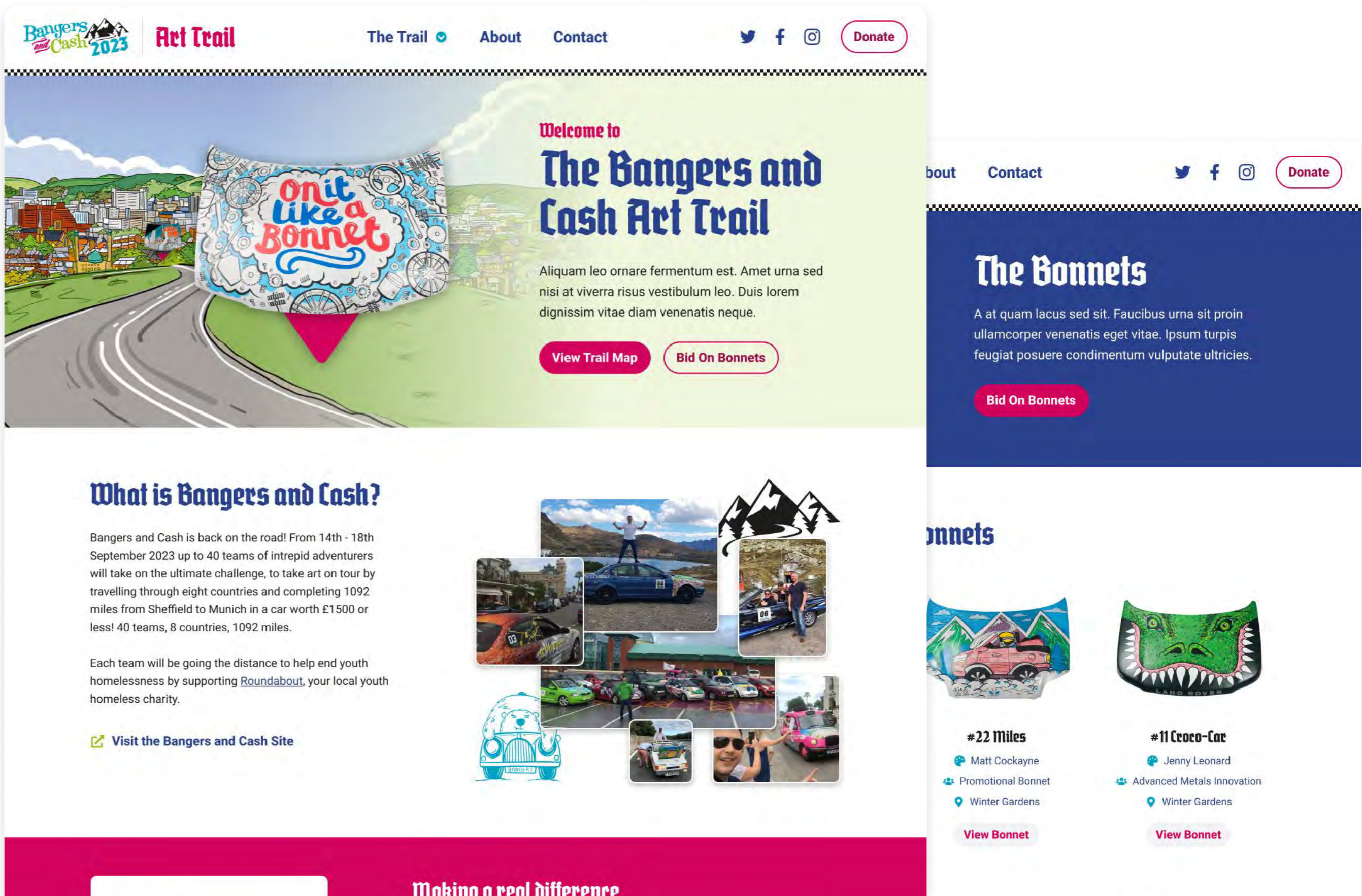
🕒 Hours volunteered

219

£ Equivalent billable-time value

£21.9k

Roundabout empower young people to break the cycle of homelessness by helping them develop long term independent living skills and supporting them with their health, education, employment and training needs.



# Bangers & Cash Art Trail | May - Nov 2023

In 2023, Roundabout hosted **Bangers & Cash - a 1092-mile fundraising rally** from Sheffield to Munich in old 2nd-hand cars, with each car's bonnet painted with a unique design by local artists.

We were approached to deliver an epic project to design and build a website to promote the "[Art Trail](#)", a unique experience guiding the public to view the incredible art pieces produced for the rally in-situ at venues around the city after their thousand-mile journey, and enable art lovers to bid in a charity auction to take home their favourite pieces.

Alongside delivering a brilliant website experience which resulted in thousands of Sheffielders engaging with the art trail and **over £80,000** raised through fundraising and the charity auction, we also took part in the rally itself raising a further **£4,555** for Roundabout and winning our own bonnet which now has pride of place at our HQ!



# Bamboo Bobbi | Feb - May 2024



## Bamboo Bobbi

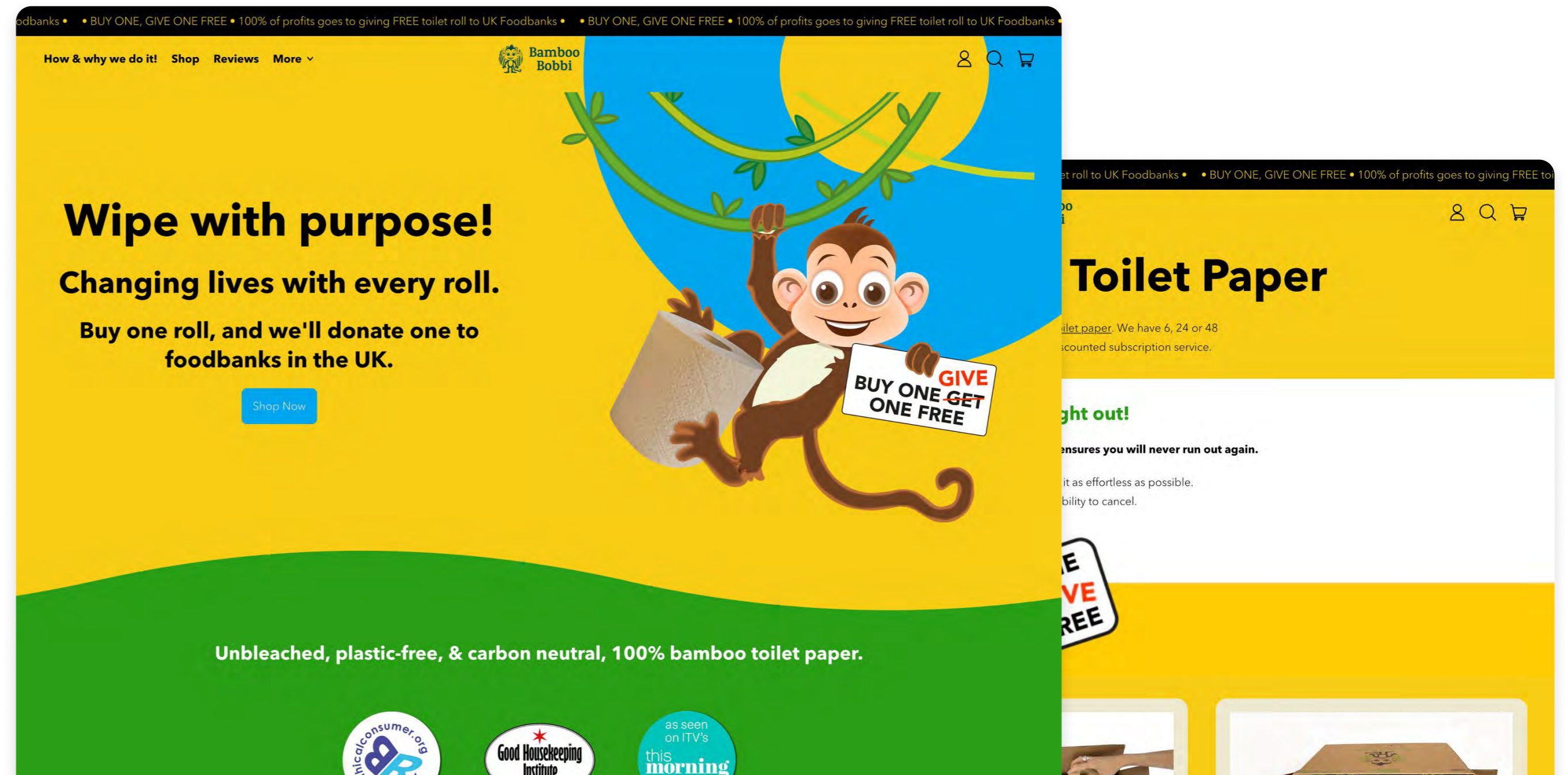
🕒 Hours volunteered

# 240

£ Equivalent billable-time value

# £24k

Over 3m families in the UK rely on food banks for household essentials, and while generous, most donations to food banks don't include toilet paper and other hygiene products. At the same time, brands are increasingly focused on providing sustainably-sourced products meaning the cost of these essentials is increasing, deepening the class divide and preventing lower-income consumers from accessing eco-conscious products.





# Bamboo Bobbi | Feb - May 2024

So when our client, [Intelligent Hand Dryers](#), presented their new non-profit [Bamboo Bobbi](#) to us we were keen to team up. With a two pronged approach they're tackling both environmental sustainability and socio-economic imbalance, ensuring people struggling to get by still have access to quality, sustainable products. For every roll of Bamboo Bobbi toilet roll purchased, they'll be donating a roll of their unbleached, plastic-free and carbon neutral, 100% bamboo toilet paper to local food banks.

We've now committed **an ongoing 60-hours per month** of marketing support to assist the Bamboo Bobbi team in growing sales to rapidly increase the number of care packages they can deliver to food banks. So far we've helped them plan and execute a video-shoot with S6 Foodbank; refresh their website branding, tone-of-voice, and copy; and launch both local and national PR campaigns to increase brand visibility in the market.



# Volunteering

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Over the past year two members of the Evoluted team have undertaken volunteering opportunities within work-time to provide mentorship through the Sheffield Digital mentoring programme, accounting for at least 20 hours or 0.03% of total working time available.

In total three individuals have received our mentorship through the programme at various levels of tenure and seniority in their careers, focused on specific challenges around improving digital marketing knowledge and performance.

However, we recognise that this is an impact area in which Evoluted is extremely weak.

In January 2024 we introduced a Volunteering Policy, providing two-days fully-paid time for each employee to engage with volunteering, fundraising or other charitable activities in their communities.

Our hope is that introducing and encouraging use of this policy will empower our team to seek out ways to give back through volunteering, knowing they are supported by their employer. Two volunteering days per employee could achieve over 500 hours of volunteering activity each year, the equivalent of 0.85% of total working hours.

# Financial Donations

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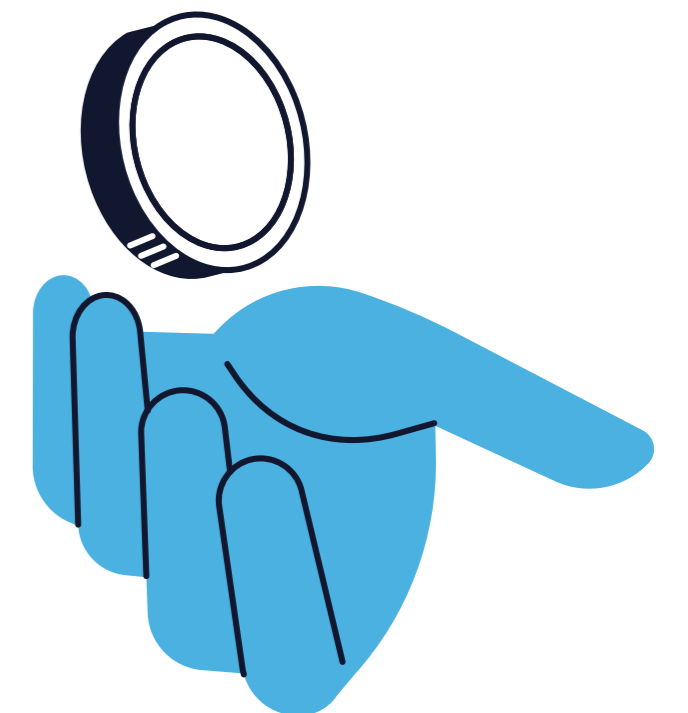
Evoluted's financial donations in the past year have been limited with more focus being placed on in-kind donations through pro-bono work during a period of nationwide economic difficulty.



Despite this, each donation we have made has contributed towards specific charitable goals in line with the values of our company and our people:

In total during the last financial year we have donated a total of **£6889.40** to charitable initiatives. Of this, **£6590.60** (~96%) went directly to registered charities.

This is another area in which we would like Evoluted to make a much greater impact, setting more specific donation objectives to be achieved through direct donations to organisations decided on by our team and through matched sponsorship.



# Financial Donations

Charity/Organisation	Amount Donated	Purpose
Roundabout	£600.00	Donation for Bangers & Cash rally bonnet auction.
Roundabout	£200.00	Donation from Sheffield DM conference speaker fees to sponsor Evoluted rally team.
Roundabout	£195.31	Donations from raffle fundraising for the Evoluted rally team.
Women in Tech SEO	£118.80	Donation from Sheffield DM conference speaker fees to provide a Women in Tech SEO scholarship ticket.
Cavendish Cancer Care	£150.00	Donation for entry into March 2024 Cavendish Cancer Care corporate curling event.
Screaming Frog Five-a-Side	£150.00	Donation for entry into July 2023 Screaming Frog charity five-a-side event, donated to the winning team's charities of choice: Autism Berkshire and The Calm Zone.
Roundabout	£4159.69	Additional fundraising by the Evoluted team to support the Bangers & Cash rally team.
Cavendish Cancer Care	£1023	Fundraising by 9-members of the Evoluted team taking part in the September 2023 Sheffield 10k.
Cavendish Cancer Care	£292.60	Funds raised through the Evoluted Charity Swap Shop initiative in May 2024.

# Community Projects

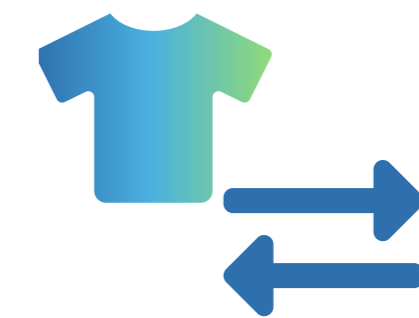
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In addition to our volunteering, pro-bono work and financial donations, there have been several other miscellaneous “Giving Back” projects our team were involved in.



**Sheffield  
Hallam  
University**

SHU Careers Fair



Charity Swap Shop

# Sheffield DM / Nottingham DM

We ran 4 Sheffield DM events and 2 of our brand new Nottingham DM events between June 1st 2023 and May 31st 2024.

These free-to-attend marketing meetup events are organised and run by the Evoluted team within working time and are designed to educate, inspire and bring local marketing communities together; supporting educational, career and network development.





## Sheffield DM / Nottingham DM

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We're delighted that these events have reached a community of well over 1000 people and have developed a strong community feel with recurring attendance and incredible feedback on both the value and vibe our events have compared to others.

In total, **796 hours** were dedicated to organising and running these events, or **1.24%** of total working time.



# SHU Careers Fair

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In March 2024 two members of the Evoluted team attended the Sheffield Hallam University spring careers fair to provide guidance on career pathways in digital marketing, web development and working in agency settings to current students and upcoming graduates from the university.

We've long been keen to engage more with the two brilliant universities in our city, strengthening the ties between education and entering the workforce for a phenomenally talented student base. We're extremely pleased that this first step proved successful and has resulted in connections to further develop this relationship with SHU.

**Sheffield  
Hallam  
University**





# Charity Swap Shop

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On 22nd May, Evoluted ran our first clothing Swap Shop, a new initiative developed in collaboration between our Cultural Officer team.

Team members and the local community were invited to have a wardrobe clearout in advance of the summer months and bring any unwanted clothing to the office.

We then invited everyone to browse the clothes available, pick out their favourite pieces and donate £2 per item of clothing. Pizza and doughnuts were also on offer for a small donation, sourced from local suppliers. Once the day was through, any remaining clothing was donated to local shelters and through a Cash for Clothes initiative to further bolster funds raised.

In total, the event raised **£146.30** for **Cavendish Cancer Care** which Evoluted then matched for a total of **£292.60**.



# What's Next

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Looking ahead to our 2024/25 financial year we'll be continuing to grow the significant positive impact we're able to have as a business, continuing our existing focus as well as introducing new initiatives.



- Collaborate with the Evoluted team to select our charities of choice for 2024/25 to engage with in fundraising, volunteering and other activities
- Achieve a target of £10,000 of financial donations to registered charities and community or volunteer programmes
- Continue to achieve our 1% time target for volunteering, pro-bono work and other community engagements
- Deliver 3x pro-bono projects utilising our expertise in design, development and marketing
- Expand our network of DM events to reach new geographies and communities

A man and a woman are sitting at a table in a modern office or meeting room. They are both looking at a laptop screen. The woman is on the left, and the man is on the right. They appear to be in a collaborative meeting. The background shows a glass-walled office space with a desk and some plants.

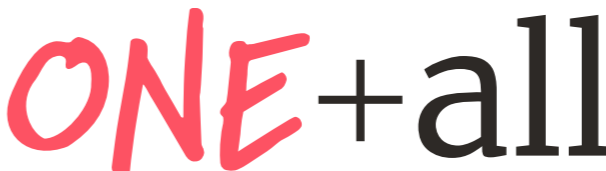
# Our Clients

# Our Clients

Our commitment to positive impact extends to all Evoluted stakeholders, and critically this includes our clientele!

Whilst celebrating 18-years of delivering outstanding results, award-winning work, and hundreds (if not thousands) of millions of pounds in revenue; we need to always be improving on the experience our clients have with us as their digital partner.

Our clients include:



# 2023/24 for Evoluted Clients



**£50m+ revenue** driven across Evoluted managed websites and marketing platforms



**4x NPS surveys** run, once per quarter.  
**Average 73 NPS** across all all Evoluted clients



**Retained Recommended status** by The Drum with score of **8.4/10** independently sourced from clients



**100%** of clients receiving **monthly performance reports**



**100%** of clients in direct contact with their account leads, **with zero “middleman” account managers**



Trialled first ecommerce workshop delivering **free 1:1 ecommerce advice**

# Client NPS Comments

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*Great service from Evoluted who always provide consistent results for us.*



*Great support keeping me up to date and informed on the progress of our website development.*



*Nice team to work with who are always there to help when required and have great knowledge and experience in the ecommerce world*



*Extremely happy with the new website, thanks ever so much!*



*Very impressed!*



*Highly professional and knowledgeable staff*

# What's Next

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Amongst everything else, improving the positive impact we can have for our clients has taken a backseat despite delivering incredible results for them across the past year. However, in 2024/25 we aim to introduce new practices that drive a net gain for our client base too:



- Undertake Cyber Essentials and ISO 27001 certifications to ensure we have the practices, procedures and systems in place to provide peace of mind to our clients around cyber attacks which might impact their business operations
- Introduce an Artificial Intelligence policy outlining how and where Evoluted makes use of AI systems in delivering our work to provide clarity and transparency around the future of AI at the agency.
- Improve our NPS and client satisfaction measurements to explore client experience in greater detail, enabling us to positively improve our performance and service delivery for clients

EVOLUTED

# Awards



# Awards Recognition

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We love entering awards that allow us to showcase the exceptional impact we have as a company - whether on our clients, our people, our industry, or our wider community.

Despite business awards always being high on the list of divisive topics, we see awards as an opportunity to meet others, share ideas and learn from those around us who are making a difference in their own unique ways.

We never touch awards that have any kind of sponsorship or pay-to-play association, but most of the awards we enter naturally have submission fees and costs to attend ceremonies - they're businesses after all with their own costs to cover.

As a small and growing business awards are great recognition of what we do, give us time to celebrate with our team, and to be genuinely proud of what we do.



# Check out the shiny new awards adorning our shelves this year!



### UK Digital PR Awards

July 2023: Best Use of Content in a Digital PR Campaign



### UK Content Awards

July 2023: Content Strategy of the Year



### UK Content Awards

July 2023: Best Content Series



### Unltd Business Awards

December 2023: Best Company Culture



### UK Search Awards

December 2023: Best Large Integrated Search Agency



### UK Dev Awards

February 2024: Employer of the Year



### Prolific North Champions

May 2024: Digital Agency of the Year



### Prolific North Champions

May 2024: Large Independent Agency of the Year



**EUROPEAN 2024  
SEARCH AWARDS  
WINNER**

Best Large Integrated  
Search Agency

# European Search Awards

## Evolved: Best Large Agency in Europe!

Perhaps the highlight of our year in awards was receiving the honour of Best Large Integrated Agency at the European search awards, a huge moment for the team showcasing our achievements at the continental level.

Assessed by a judging panel who reviewed everything from business growth and staff satisfaction, to client results and impact-driven activities this win highlights not only the amazing results we deliver but also celebrates the brilliant culture we've built.

Our ethos is fiercely 'People over profits' - it always has been since day one and always will be. Up against agencies 3x our size with significantly greater resources available, taking home the gold is truly a testament to that vision and to the team behind it.





evoluted

Certified



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People over profits. Always.