



## 2022 IMPACT REPORT



**Where you work** *matters*

# Letter from **Tom Ball**, Founder DeskLodge



Dear DeskLodge community,

My parents were passionate environmentalists from the 1970s - decades before it was the conversation it is today. Fundraising to pay for a shipping container to come to our village each month so we could fill it by hand with bundles of newspapers. I always try to think what we could do better. What we can do to tread lighter, to contribute - to make a positive impact around us.



Since launching the first DeskLodge in 2013 I wanted to remain true to those beliefs and to be much less wasteful. It is much cheaper (and much easier!) to get rid of everything when you close an office only to buy new when you open a new one - and everything is shiny and new. But we've always spent the extra time and money to carefully remove, store, and reuse furniture, fixtures and fittings.

Reuse, reduce & recycle is easy to say but genuine hard work to be able to look yourself in the eye.

Since hearing about B-Corp from our Bristol neighbours (Hello Neighbourly & TrueStart!) I wanted us to take that step. To harness everything we did instinctively and formalise it into written environmental and social goals, processes and guides and make our accomplishments measurable. So each year we can build on our experiences and continue to improve in making a positive change.

With wind in our sails, the whole team worked together to tackle the B-Corp assessment with the aim to become a certified B-Corp company - which we achieved in 2023. DeskLodge believes that businesses have a responsibility to positively impact society, and becoming a B-Corp will align perfectly with our values.

Throughout our journey, we have always strived to create a workspace that fosters collaboration, creativity, and sustainability. We have implemented eco-friendly practices, supported local communities, and prioritised the well-being of our members. Becoming a B-Corp will reinforce our dedication to these principles and serves as a testament to our ongoing efforts.

We won the industry ESG award from the Flexible Space Association for our achievements. But we know we can do better. Can we use less energy with better heating controls? Can we add solar panels on DLH if we replace the roof? And there must be a better way to get milk without disposable plastic?

Thank you for being a part of our journey as we continue to make DeskLodge a force for positive change. We can do better with your help.

Sincerely,

**Tom Ball**



# desk<sup>lodge</sup>

At DeskLodge we believe in being completely transparent, this relates to our wins, challenges and company insights. We've tailored our processes with this in mind, ensuring every member of the team is always kept up to date and able to have their say.

We do this through our daily 10/10s, a ten-minute chat for everyone in the team to share their top priorities and discuss where our focus should be, to our L10s, a weekly deeper dive into the operations, sales and KPIs. Prior to our L10s, any team member can raise points to be discussed with the whole team, giving us the opportunity to collaborate before deciding the best course of action.

We find by holding these regular meetings, we're creating fairness and dividing responsibilities throughout the team. Team members can raise their hand and choose how they would best like to support the challenges raised.

Our financial controls are managed by a third party, we undergo an annual external financial audit which is made public on Companies House.

Since starting our B-Corp journey in late 2022, we've looked over our existing policies and procedures, adapting and creating new ones which better align. Showcasing why we do what we do and how we do it. B-Corp has taught us how to be more measurable, ensuring all the good that we do is captured allowing us to reflect and decide on how DeskLodge can make a larger, more positive impact.







“



desk lodge

**Where you work  
matters**

”

At DeskLodge our mission is simple, we believe **where you work matters**.

We strive to create a working environment for communities to flourish, where we care about our planet and surroundings, working together to make a positive difference.

“

## Community

”

We are a “people first” company, which is why from our customers to local businesses, we aim to create opportunities for our community to interact and support one another, resulting in opening the door to endless possibilities!

- All DeskLodge's are designed to boost productivity and support our customers throughout their working day
- Vibrant events catered by local businesses for members to network and build relations
- Shout about all of our members professional wins
- Attending local sustainability conferences
- Free use of space for community driven events

“

## Environment

”

We at DeskLodge believe by making conscious sustainable choices we will be joining the fight against climate change and lessen the damage to our planet.

- 100% renewable energy supplier
- Non toxic cleaning chemicals
- Carbon neutral coffee supplier!
- Recycling programs
- Energy efficient light devices & sensors

“

## Our Team

”

DeskLodgers are what makes us great & that's why we want to provide the right support & tools to help our team grow

- Mental health support, through headspace, counselling & private health care
- Personal development budget
- Diversity & inclusion practices in place
- All team members are paid over the living wage
- Monthly audio book subscription

**Where you work *matters***

# DeskLodge's Company Structure

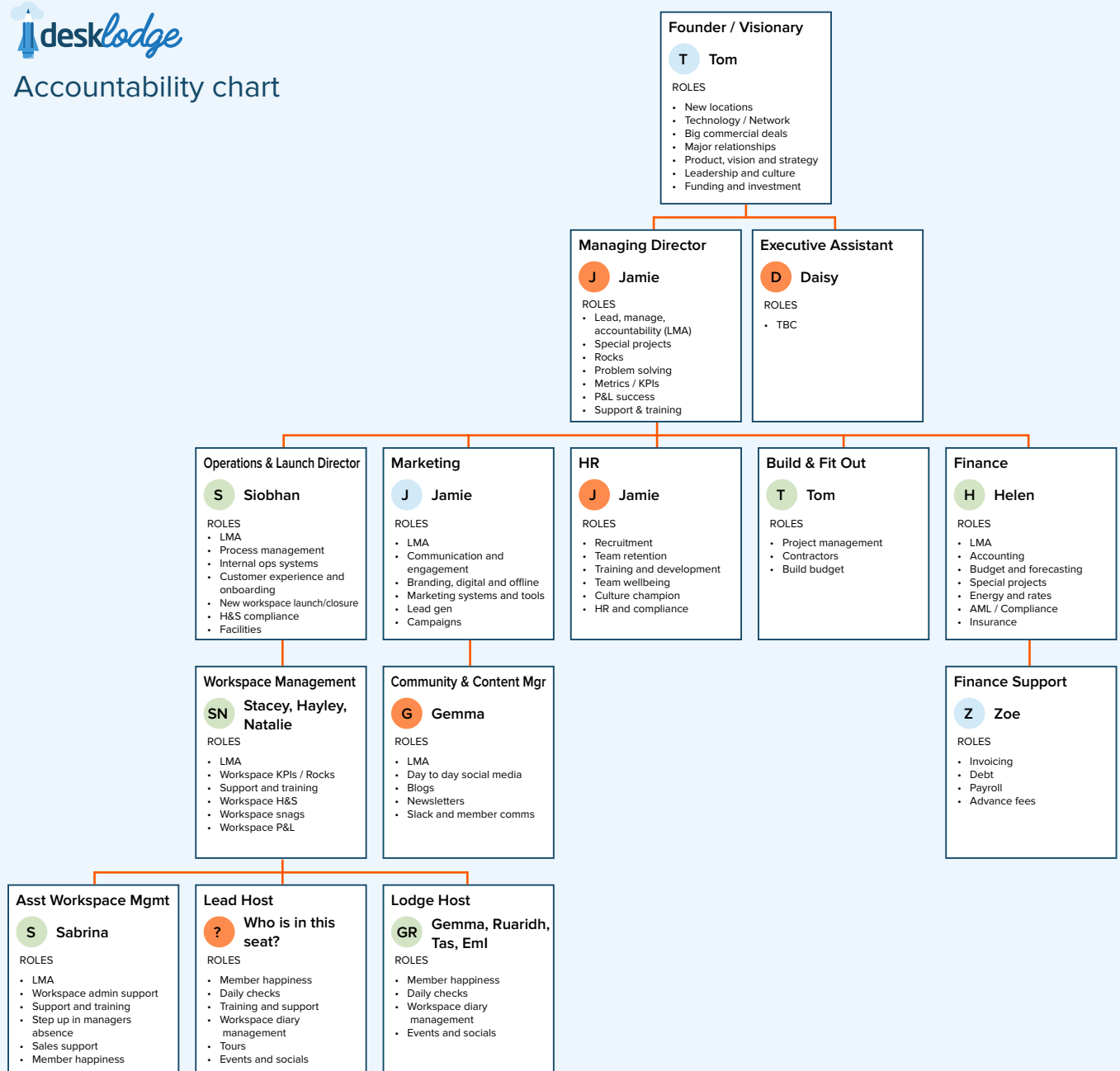


One of our core values is - simple and straightforward, this carries over to our company structure. The chart below clearly shows the team, their potential career progression and maps out the key responsibilities that fall under each role.

Whilst we're operating under 5 sites currently, the chart shows the Leadership team sit across multiple seats, as we grow, we will look to have one person per seat. This is a great visual representation for the team, if they would like to develop their cross skills and move into a different sector of the business.



Accountability chart





At DeskLodge we have a phrase; “Where you work **changes** how you work.”

We see and understand the importance of creating a collaborative, inclusive environment which allows personal and professional growth for each team member.

Since becoming incorporated in 2007, we’ve worked hard to make sure we have the formula right for our team. While we work hard to make sure we look after our member’s happiness, our team’s happiness is just as vital.

Through annual employee surveys, personal development budgets, cross skills training and team building activities throughout the year, we are super proud to say we have a team that shines bright. Our team sees the work that goes into making sure they have the tools needed to succeed, the Leadership Team always has their door open and DeskLodge has a case full of benefits for everyone.

With the cost of living crisis continuing in 2022, all employees that started the year with DeskLodge and passed probation received a minimum 3% pay increase each quarter no matter their seniority level. This resulted in an average 20% pay rise by the end of year, we really appreciate our teams hard work and determination and do what we can to show this.

We recognise and praise going the extra mile, that’s why we have the slack channel “shout-out” to celebrate small and big wins across the company. We’re really proud of our team, the work they’ve achieved and we can see DeskLodge going from strength to strength because we’re powered by our people.



# Team changes in 2022



## Growth

As DeskLodge plans to launch two additional Workspaces in 2023, our team grew from 10 to 13. Three new roles were created to support our newest sites, Sovereign House, Reading and Beacon Tower, Bristol adding an additional 550 desks to our portfolio.

## Promotion

We love to promote internally and will always look to our existing team to see who has gone over and beyond, excelled in another area of the business and who is ready to take the next step into their career. In 2022 we were proud to say we've promoted 3 out of the 10 team members we started the year with.



### **Siobhan Adamson – Operations and Launch Director**

Siobhan has been with DeskLodge for an amazing five years! She started her journey with us as Assistant Workspace Manager in 2017, a short 10 months later, Siobhan was promoted to Workspace Manager. Throughout the next three years, Siobhan continued to develop and excel, while contributing on the Leadership team, proving she was ready for a bigger challenge. In 2021 DeskLodge promoted Siobhan to Workspace Manager & Operations Director. However, there was another role change 7 months later as her role in the company grew and Siobhan showed she was ready for more, that's why in June 2022 Siobhan had her final (so far!) promotion to Operations & Launch Director.



### **Sabrina McCue – Assistant Workspace Manager**

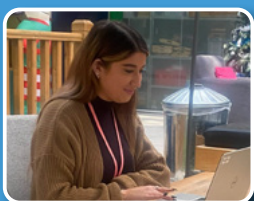
Sabrina joined DeskLodge in 2018 as a DeskLodge Host. During Sabrina's three years in this role, she took on extra leadership responsibilities, guiding and helping her colleagues, Sabrina proved she was ready to be promoted to Lead Host in 2021. Over the next two years, Sabrina continued to develop her skills and knowledge of DeskLodge, she soon became our tech whizz and someone the management team could rely on. In May 2022, Sabrina had her second promotion, Assistant Workspace Manager.



### **Gemma Edwards – Community & Content Manager**

Joining the team in 2021 as a DeskLodge Host, Gemma spent a year showcasing her passion in marketing, connecting our members and building relationships with the local community. After completing a Digital Marketing course, Gemma was promoted to Community & Content Manager, October 2022. Giving her the opportunity to work in a role which aligns with her career aspirations and taking on responsibility for our members happiness.

## Training



### **Emily O'Brien – DeskLodge Host**

Emily joined DeskLodge in 2021, however it soon became clear that her main interest is Marketing! In 2022 we supported Emily by putting her through a marketing apprenticeship alongside her role to help her work towards her career aspirations and build the future she wants at DeskLodge.



As a people first business, we always aim to improve our teams experience, making sure everyone has the support to grow and develop both professionally and personally.

Here is a super quick overview to show what every DeskLodge employee has available.



**£500** annual growth budget

**Train to work**  
scheme



**Headspace**  
subscription



**Monthly team lunches**



**Vitality** - free private healthcare

**Unlimited**  
hot drinks



**Cycle**  
to work



**Friday**  
**pick n mix**



**37** days off annually

**Monthly**  
**breakfast**



**First aid**  
training



**Monthly**  
**audiobook**



**Fire marshal**  
training

**Eye tests**  
& glasses





# Team away days



Every quarter the whole company stays away in a different city. This gives us the opportunity to connect with different teams, speak outside of work and build a stronger report.



Our recipe is simple and straightforward. We always stay somewhere on a Friday, have a lovely meal together and tackle an activity, in 2022 we attempted a cocktail master class, bowling, family fun fayre and Wake the tiger!

On the Saturday we have our brain storming session. The team collaborates and helps to decide our goals for the following quarter, this is a great opportunity for everyone at DeskLodge to share ideas and be involved. Over 2022 we set quarterly ESG goals, contributed to our B-Corp journey, completed trust builder exercises, looked over our operational processes and gave advice on what does and doesn't work.

Away from our quarterly days, we have regular team socials whenever suits! This could be to celebrate Christmas, go to a local comedy night or just have a team catch up outside of work.

# What our team thinks



When we launched our 2022 employee satisfaction survey we had a team of 11, let's look at our results!



# Inclusivity at DeskLodge



To finale our 2022 employee surveys, we ended with an inclusion survey. We thought it was really important to break these surveys into three categories and spread each throughout the year in order to not dilute the individual, important messages from each one.

By doing this, our team would look at each survey with “fresh” eyes focusing on the key topic, this would create a clearer picture on where DeskLodge can improve for the whole team.







DeskLodge has always made sure our environmental impact has been a main priority throughout our operations, build and business plan. Since starting our B-Corp journey in 2022 we've learnt and implemented new ways into our operations to enable DeskLodge to further reduce our impact and continue to be a force for good.

We investigated the possibility of installing solar panels onto our DeskLodge House site, however before this is achievable we need to undergo a structural roof survey. With the recommended works we've planned for this to be completed under our 2023 budget.

Through our B-Corp journey, our Leadership team has begun to set environmental focused rocks. We will continue to implement quarterly rocks across our teams to investigate new opportunities across all sites to reduce and improve our environmental impact.

In 2022 we hosted "Green" community driven events for our members be involved in, helping to raise awareness. A few of these events included "Green day" – encouraging everyone to wear green clothing and start up conversations about what we can all do, "Monday Motivation", each Monday our members picked an environmental challenge, ranging from buying an eco water bottle, bring your own bags when doing a food shop or swap from cows milk to oat milk. Another event that the team and members of DeskLodge took part in, was planting community gardens at St Mary Redcliffe Church.





# DeskLodge's 2022 Carbon Footprint



In 2022 we completed our first ever carbon footprint assessment with Green Small Business who helped us through the process and calculated our total impact, shown below.

With Green Small Business's help, we're planning to implement a climate action plan for 2023 to reduce these figures by 5% year on year.

## Carbon footprint by scopes (1 Jan 22 - 31 Dec 22)

EMISSIONS	tCO <sub>2</sub> e <sup>1</sup>
Scope 1	30.3
Scope 2	9.8
Scope 3	321.8

## Carbon footprint by name category (1 Jan 22 - 31 Dec 22)

Premises heating fuels	10.5 tCO <sub>2</sub> e - 2.9%
Premises cooling (refrigerants)	0%
Premises electricity	13.3 tCO <sub>2</sub> e - 3.7%
Water use	0.7 tCO <sub>2</sub> e - 0.2%
Homeworking	4.1 tCO <sub>2</sub> e - 1.1%
Fuel in company vehicles / machinery	26.4 tCO <sub>2</sub> e - 7.3%
Business travel	2.9 tCO <sub>2</sub> e - 0.8%
Employee commuting	4.4 tCO <sub>2</sub> e - 1.2%
Waste	0.6 tCO <sub>2</sub> e - 0.2%
Hotel stays	0.8 tCO <sub>2</sub> e - 0.2%
Cloud computing	5.1 tCO <sub>2</sub> e - 1.4%
Other goods and services	293.3 tCO <sub>2</sub> e 81%



**100%**

renewable  
energy  
supplier

Automated  
**HVAC**  
systems

**90%**

light  
sensors  
installed

**TIMED**

programme  
music  
system

Average

**4.5%**

waste to  
landfill

**BATTERY**  
recycling  
stations

**FOOD**  
compost  
stations

**SOLAR**  
panel  
planning

**TAP**

aerators  
& sensors  
installed

Low

**TOILET**  
flushes

**REHOMING**  
preloved  
equipment

**LOCAL**  
suppliers

**ECO**

cleaning  
products

**DONATED**

unused  
laptops



# The build



A big part of what DeskLodge does is renovating and building unique, creative office and co-working spaces.

When Tom, our founder was a young boy, his scout leader Paul became his mentor and good friend, the two stayed in contact throughout the years and created a partnership. Paul, a builder by trade with a great eye became our creative secret weapon and works with his son Tom (named after our Tom!) to create the DeskLodge that you know today.

40% of our installations are upcycled or preloved, Paul is a whizz at sourcing second hand products, sprucing it up in his warehouse and making it look brand new. When needing to build from scratch, Paul and Tom make sure they purchase from accredited sources, maintaining a local supply chain.

Sadly in 2022, we said goodbye to our Basingstoke branch, however no equipment was wasted! The team saved everything and reused all items for our Sovereign House and Beacon Tower renovation projects.







The DeskLodge team are super passionate in continuing to push expectations and deliver amazing customer service to our members.

Every decision we make, it's at the interest of our members. We are always bouncing around questions to continue to improve; How can we configure the workspace to boost productivity, what type of socials do we need to throw to help the singular freelancer connect with other members, there aren't as many lunch spots on the doorstep of DeskLodge House, lets solve this by having a local supplier do a daily pop up shop.



We call our DeskLodge team and our members “DeskLodger’s”, it’s a definition created by us to help define us. DeskLodger’s are friendly, welcoming people who understand where you work matters. With this in mind, all DeskLodger’s know they can come to us with feedback, suggestions or with questions.

After lockdown subsided we noticed more and more members were taking video calls. Without the need for the privacy of a phone booth (headphones remained firmly in!) We reduced our sofa city and built our “book nooks;” additional video conferencing zones to accommodate this shift. Our book nooks, quickly became one of our most utilised products and we could quickly see the success!

Our DeskLodger’s can see how much we care by our actions and results. This is shown through our Google reviews which stayed between 4.7\* - 4.8\* throughout 2022.

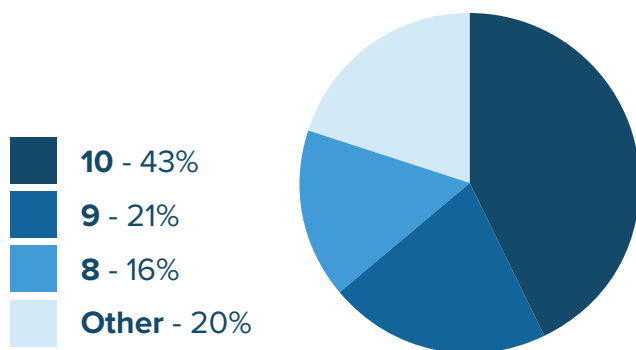
# What our members thought in 2022



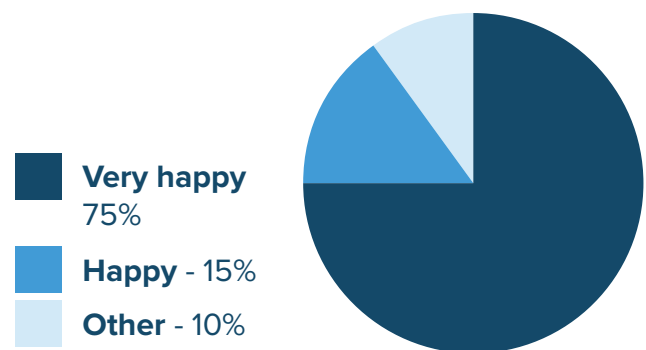
Every quarter all of our members receive a satisfaction survey, this helps the team centrally store all responses, identify areas of improvement and continue to deliver a high quality product to our members.

Below is an overview of all feedback throughout the year from our members.

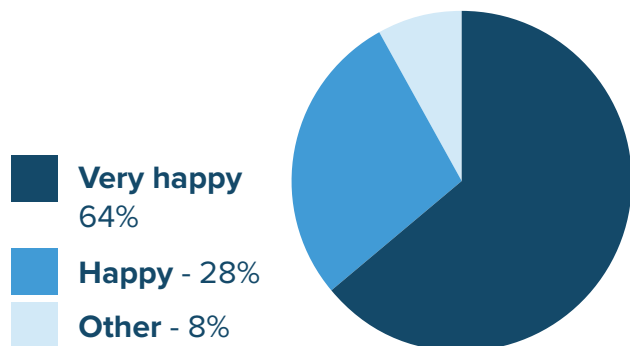
**On a scale of 0-10, how likely are you to recommend us to a friend or colleague?**



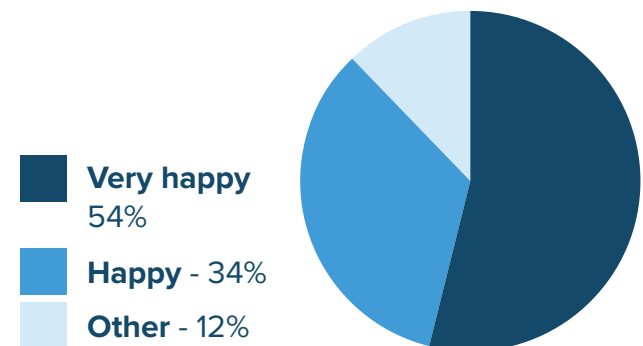
**How happy are you with the service you receive from the DeskLodge team?**



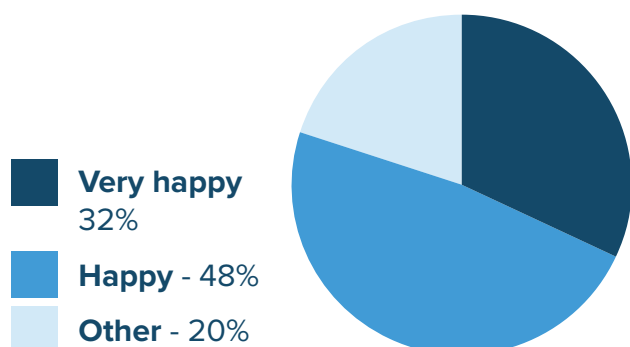
**How happy are you with the essentials?**



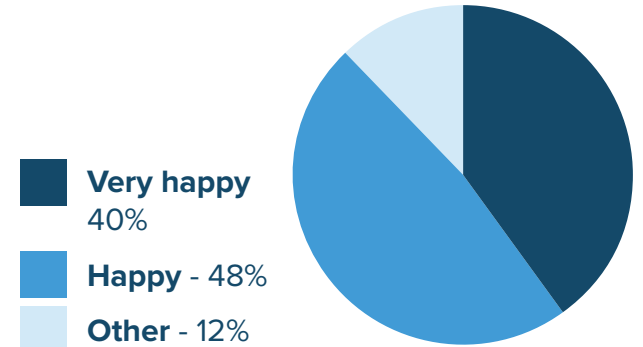
**How happy are you with the workspace?**



**How happy are you with your current membership?**



**How happy are you with the DeskLodge community?**





Community is at the heart of what we do, DeskLodge strives to make a positive impact on local businesses. Whether it be providing a place companies can collaborate, network and optimise their productivity, raising the profile of smaller, independent brands and services using our outreach, supporting local initiatives, charities and communities and creating further job opportunities through our continuing growth.

2022 has been an interesting year, whilst everything mentioned above isn't new to us by starting our B-Corp journey we've taken a deeper dive into our community outreach, supply chain and internal statistics.

**We've asked a multitude of questions such as;**

**How can we build a more diverse team?**

**Do our suppliers have the same key commitments that we do?**

**How do we prove ourselves and supply chain all are living wage employers?**

**All of our remote, service contractors, what's their location, should we be looking at local companies?**

**How do we improve our impact on the local communities we work in?**

Now the questions have been answered, we've worked to put measures in place to continue to improve these stats, making sure our partners, suppliers and businesses align with our values and ethics.

In 2023 we plan for our figures to improve and have a great platform to work from, building and growing our local supply chain, community and economic impact.



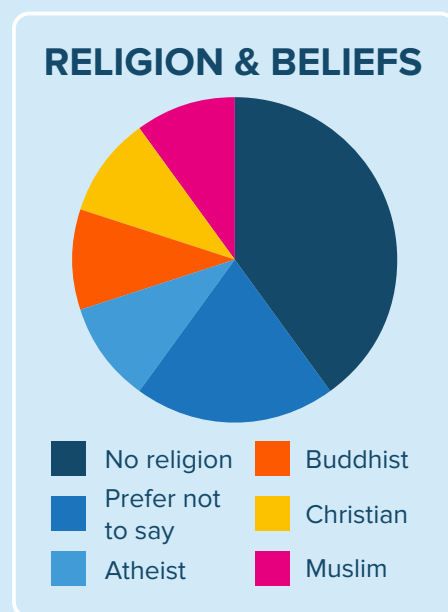
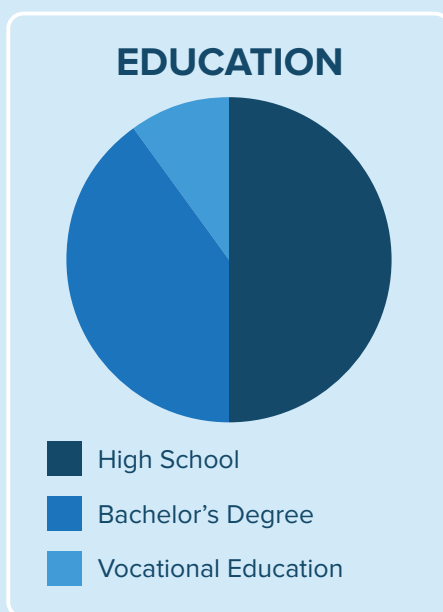
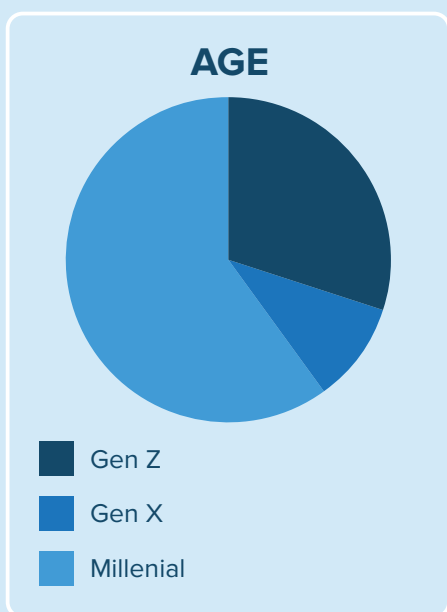
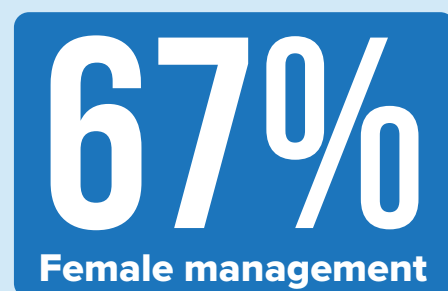
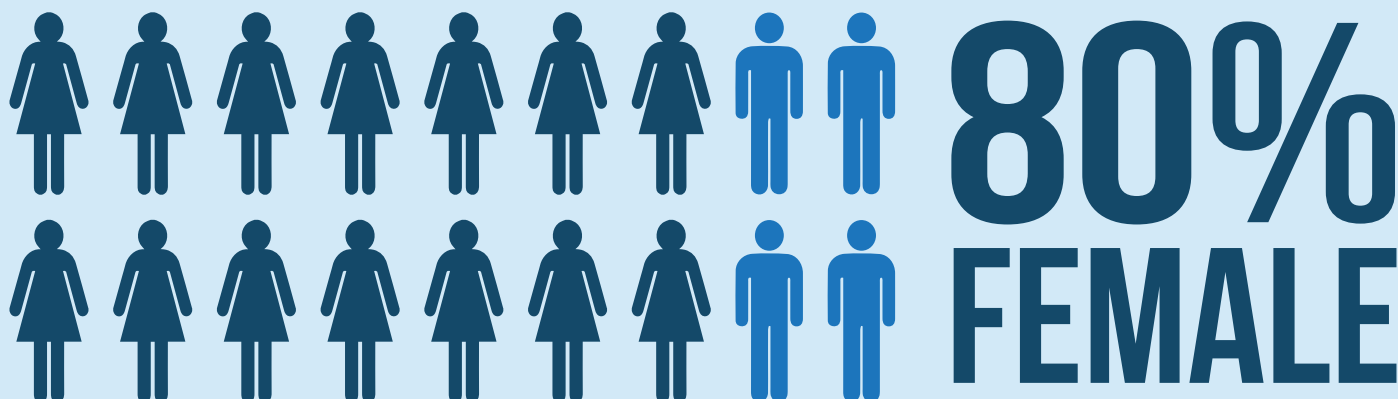


## Who we are



DeskLodge had two main aims for our 2022 employee diversity survey. Firstly we wanted to find out our teams views on how we celebrate and appreciate diversity throughout the company. Secondly to gather information on the whole team to see where we can improve, creating a more diverse workforce for the future.

Here are the results.



**4.8\* Score for DeskLodge's Management's attitude towards diversity**



**40%**  
Woman  
ownership

In 2023, we completed our first supplier audit to better understand our impact through their company structure, policies and business support functions.

Below are a few key stats, this has given DeskLodge a strong baseline to start from. We can see how these figures improve year on year, through developing our practices, supporting our suppliers and onboarding suppliers which align with our ethics.



**65%**  
Diversity, equity and  
inclusion commitments



**76%**  
Practices in place  
support DEI



**100%**  
Pay  
living wage



**59%**  
Positive Impact  
Environment &  
Community



**26%**  
Non  
local



**35%**  
Underserved  
supplier support

# Economic Impact



DeskLodge has plans to grow to 20 sites by 2030. In 2022 we confirmed two new site locations and started to plan the launch of both which will be opening in 2023.

Every new site will undergo a full site refurbishment, we could have up to 18 builders a day making sure we're ready for the launch! As well as builders we work with local marketing teams, illustrators, graphic designers and architects to help design, promote and sell our product.

In 2022, our building team got to work. Working in Reading just passed the New Year ensuring the site was ready to open in 2023. Our builders started to build furnishings and fittings in the workshop ready to drop off once we got the keys for Beacon Tower, Bristol.

All of our designers and creatives worked alongside the Leadership team making sure our floor plans had the perfect composition, our marketing team was raising awareness through local PR agencies, networking events and online. Our illustrator who we've taken on straight from University had the creative freedom to design our rooms in our true DeskLodge style.

For the preparation and launch of every new site, we work with over 20 individuals for outsourced support, we also need to recruit and hire our new teams. With the hire of 3 additional full-time team members we increased our company size by 21%.

# Local Community



There are so many ways in which we can help and support our local communities. We strongly believe in raising profiles of independent businesses and supporting local charities, communities and neighbours.

## POP UPS

Everyday we have Sandwi, a local independent lunch spot. They pop by and do a 30 minute "tuck shop" style for our members. By doing this, Sandwi has daily access to an additional 500 customers.

Throughout our monthly social calendar are further pop ups from local businesses. Dooo, an inclusive, all welcoming hair salon set up shop once a month, with back to back bookings from our members. Massage Therapy by Kayleigh comes over monthly to help our members relax and remove those unwanted knots. SandwichSandwich supply our monthly breakfasts which our members rave about, our monthly order caters to 50 members who get in early enough and is quickly over by 9.30am!



Sandwi, Dooo, Kayleigh and Sandwich Sandwich come to site like clockwork, every month or every day. Besides these four key businesses we have pop ups or drop bys from a range of local businesses.

## **CHRISTMAS POP UP MARKET**

In December we housed a Christmas market which housed 8 independent Bristol businesses, this event was free to attend and helped to raise the profile of the companies.

## **TRUCK STOP TODAY**

Truck Stop Today specialises in “gourmet food on the move” with the UKs first online library of food trucks. Once a month we have a different food truck set up camp in our car park for the lunchtime rush. By using TST this is a great way to discover new local catering spots, explore different cuisines and help the hospitality industry which has is still facing the challenges from covid-19. Our members are then able to directly book the food trucks for their own corporate events.

## **REDCLIFFE AND TEMPLE BUSINESS IMPROVEMENT DISTRICT**

DeskLodge works closely with Redcliffe and Temple BID in Bristol to improve and enhance the area for the benefit of the business community.

We’ve partnered together to sponsor a unicorn which will be making an appearance in 2023 with a launch date to host the “unicorn reveal” at DeskLodge House.

The purpose of the Unicornfest is to encourage visitors of all ages to the heart of Bristol to explore a magical trail of unicorns painted by local artists and raise vital funds for Luekaemia care.

## **FREE EVENT SPACE**

Out of working hours, we’re more than happy to provide free event space to businesses for networking, team building, workshops or talks. A few companies who we regularly work with is Womens Tech, City Girl Network, SGS and Run Talk Run.

## **FOOD BANK**

Across December we worked with one of our members at Ascent to fill a large container which was then dropped off to a local food bank.



### **DeskLodge House**

2 Redcliffe Way, Bristol BS1 6NL  
0117 325 8259 Email: [house@desk lodge.com](mailto:house@desk lodge.com)

### **Beacon Tower**

Colston Street, Bristol BS1 5AQ  
0117 325 8259 Email: [sales@desk lodge.com](mailto:sales@desk lodge.com)