

Impact Report 2024/2025



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Brand and web design for purpose-driven organisations

# 1 About Designworks

Designworks is a digital design and development agency that partners with organisations to create thoughtful, effective and sustainable digital experiences. Our work combines strong ideas, purposeful design and technical expertise to help organisations communicate clearly, operate effectively and achieve long-term impact.

We operate as a small, skilled team, allowing us to work closely with clients and take a considered, values-led approach to every project.

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## Who we serve

We exist to serve values-aligned organisations, including charities, social enterprises, small businesses and purpose-driven organisations. Many of the organisations we work with have limited financial or internal digital capacity and face barriers to accessing professional digital services. Our role is to reduce those barriers by providing high-quality, accessible and education-led digital support.



19  
Years in  
business

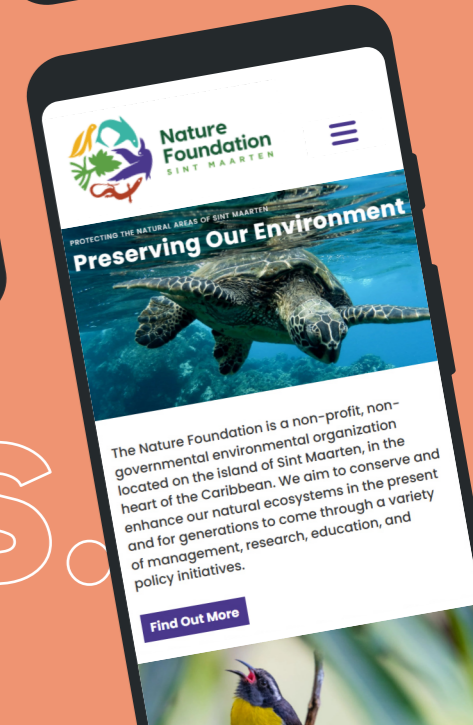
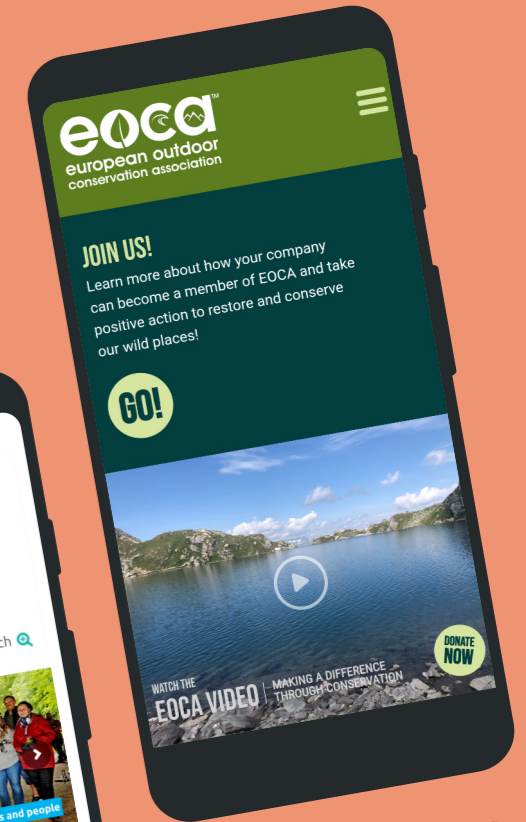
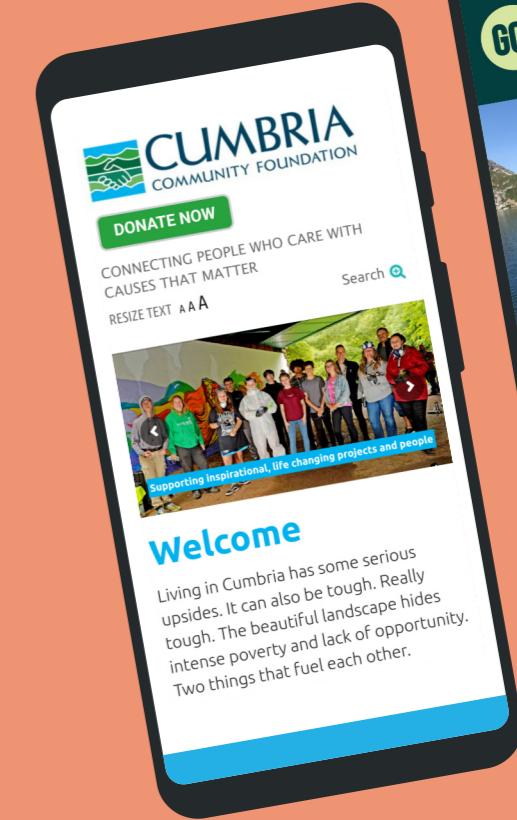


1,390  
Clients  
supported



13,551  
Projects  
completed

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# Case study

## LOW CARBON BARROW

Barrow Borough Council commissioned Designworks to develop a new brand for 'Low Carbon Barrow'. Low Carbon Barrow is a grant scheme to help small to medium-sized firms reduce their carbon footprint through investment in changes at work. These measures must be a capital investment and could include the installation of LED lighting, alternative heating systems, photovoltaics or building management systems.

The brief called for a simple, clean brand that could easily be reproduced on a variety of marketing materials from flyers, stickers and advertising to electric vehicle charging points and vehicle wraps. We created the branding for the initiative which features a hand-drawn CO2 cloud motif that is used to frame the logo's text.



## Our purpose and mission

# 2

## Mission statement

Designworks partner with values-aligned organisations to deliver thoughtful, full-service solutions. By combining strong ideas with purposeful design, we solve real-world challenges for people, brands, and the environment.

Our mission is formally shared with employees, embedded into operations and reviewed annually by the Managing Directors to ensure alignment with stakeholder outcomes and continual improvement.

## Commitment to social and environmental responsibility

We are committed to environmental stewardship and to managing our environmental impacts responsibly. This includes reducing the energy demand and material waste associated with our services, prioritising efficient and sustainable web builds, and guiding clients toward renewable-powered or low-carbon digital infrastructure where feasible. Our environmental commitments are supported by a formal Environmental Management System and annual review process.

Alongside environmental responsibility, we commit to positive social impact by supporting sustainable economic

## Why B Corp matters to us

B Corp provides a robust framework for holding ourselves accountable to our values. Certification supports our commitment to balancing purpose and profit, considering the impact of our decisions on people, communities and the environment, and continuously improving how we operate and deliver value.



# 3

## Our B Corp journey

### Why we pursued certification

We pursued B Corp certification to formalise and strengthen practices that were already central to how Designworks operates. Certification provides an independent standard against which we can measure our impact and ensure our commitments are embedded into governance, operations and service delivery.



### Current status

Designworks has completed the B Impact Assessment and achieved a score comfortably above the certification threshold. Our current score reflects strong performance across Governance, Community, Environment and Customer Impact Business Models. We view this as a baseline for continued improvement rather than an endpoint.



### What has changed

The certification process has helped us document policies, formalise decision-making processes and improve how we measure and review social and environmental performance. It has strengthened transparency, sharpened accountability and supported more structured long-term planning.

B Corp has also encouraged us to be more intentional about evidencing impact, particularly around how we serve underserved organisations, support local economies and reduce the environmental footprint of digital services..



# 4

## Our impact

Our impact is driven primarily through our Impact Business Models, rather than scale or volume of output. Key highlights include:

### Local economic development

A majority of our clients are local and independent organisations, and a significant proportion of non-labour spend is directed to local suppliers.

### Serving underserved and purpose-driven organisations

We prioritise organisations with limited financial and internal digital capacity, reducing barriers through flexible pricing, pro-bono work and education-led delivery.

58% of Designworks' revenue in the last fiscal year was generated from projects delivered for purpose-driven organisations. Purpose-driven organisations are defined as businesses or organisations with a clear social or environmental mission.

### Education and capacity building

Knowledge transfer and skills development are embedded into client work, helping organisations build long-term digital capability.

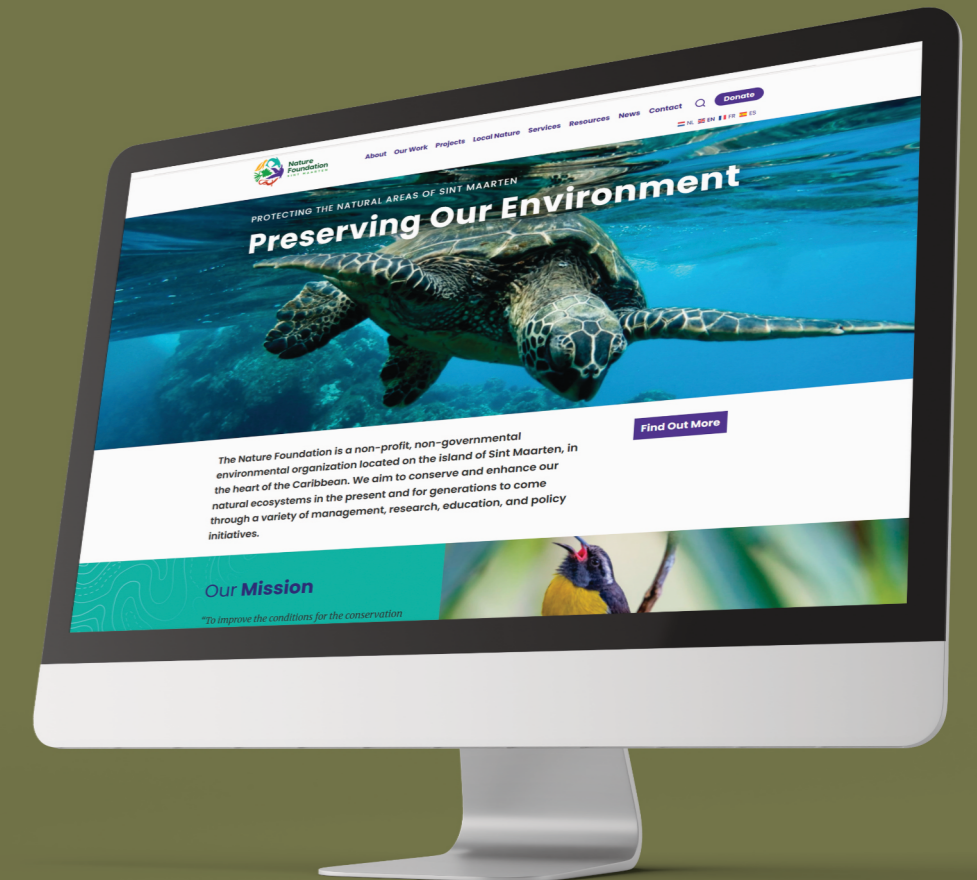
### Environmental impact through digital services

We reduce environmental impact by delivering efficient digital platforms, promoting renewable-powered hosting and operating under a certified Environmental Management System.

### Indirect community and customer impact

By supporting organisations that serve underserved populations, our work extends benefits beyond direct clients to wider communities.

These Impact Business Models sit at the core of how Designworks operates and guide decisions about who we work with, how we deliver services and how we measure success.



# Case study

## Giving Hope CIC

Giving HOPE is a Community Interest Company working to minimise the trauma experienced by mothers who are separated from their babies due to safeguarding concerns. Underpinned by the Born into Care research series led by Lancaster University, Giving Hope works to raise awareness and promote trauma-informed, compassionate practice to help ensure that, wherever it is safe, babies remain with their families. With the new website, Giving Hope's work has expanded into training practitioners and supporting families facing separation.

The site provides the CIC with a branded digital presence, clean design, streamlined navigation and full mobile responsiveness. Built to support Giving Hope's goals, it makes it easy for users to learn about their work and get involved.



### Feedback from Claire Mason, Director at Giving Hope:

“ Thanks so much for all your help and patience with the Giving Hope website, it will help the CIC achieve its aims in supporting vulnerable women. It is great to see it launched.”

### Key features include:

- A dedicated 'Become a Site' page, offering clear guidance for organisations looking to join the Giving Hope network and bring its model to their own communities.
- A 'Get Involved' section, highlighting volunteering opportunities and practical ways for supporters to contribute.
- Integrated donation functionality, helping the charity grow its supporter base and increase its impact.



**Green Small Business Certification**  
Designworks' Environmental Management System (EMS) is independently certified by Green Small Business and maintained through an annual external audit. This provides external verification of our environmental policies, actions, and continuous improvement processes.



**Cyber Essentials Certification (Web Infrastructure)**  
Our web hosting infrastructure is secured through Cyber Essentials certified servers, demonstrating compliance with UK government-backed standards for protecting against common cyber threats.



**ISO 27001 – Information Security Management Systems**  
Our web servers operate in environments certified to ISO 27001 standards, ensuring robust information security management, including risk assessment, data protection controls, and ongoing monitoring of security practices.



**UK GDPR Compliance**  
Designworks operates in accordance with UK GDPR requirements, supported by formal policies and procedures governing the secure handling, storage, and processing of client data. Cyber Essentials Certification (Web Infrastructure)



**Design Declares**  
Designworks supports Design Declares, a growing industry initiative that brings together designers, agencies, and creative businesses committed to addressing the climate and ecological emergency.



**Better Business Act**  
Designworks has joined The Better Business Act is a UK campaign that calls for a change in company law to ensure businesses are legally responsible for benefiting workers, customers, communities, and the environment, alongside shareholders.



**Westfield Health**  
Providing regulated, third-party health cover and health insurance through Westfield Health demonstrates externally governed standards in employee wellbeing and benefits.

# Certifications and accreditations

# 5

## Governance & ethics

Designworks is governed with a clear commitment to transparency, accountability and long-term stakeholder value. Our governance approach ensures that social and environmental considerations are embedded into decision-making alongside financial performance.

Our mission and values are formally documented and shared internally, guiding strategic and operational decisions. The company is overseen by two Managing Directors who act as the Board equivalent and hold responsibility for governance, ethics, financial oversight and impact performance. Social and environmental KPIs are reviewed at least annually as part of governance oversight.

We maintain written policies covering ethics, whistleblowing, diversity and inclusion, supplier standards and community commitments. These policies are reviewed annually and applied across all areas of the business. Employees are encouraged to raise concerns without fear of retaliation through a formal whistleblowing process.

Financial transparency is a key part of our governance approach. Business performance and financial information (excluding individual compensation) are shared with employees at least annually, with regular updates provided through management discussions. This ensures informed participation, trust and accountability across the team. Through these governance practices, we aim to protect our mission over time, support ethical decision-making and maintain trust with employees, clients, suppliers and the wider community.



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# 6

## Our people

Our team is central to the impact we create. Designworks employs a small, skilled team delivering digital services through collaboration, shared responsibility and continuous learning.

We are committed to fair, inclusive and supportive employment practices. All team members have clear role descriptions, defined responsibilities and access to development opportunities. Performance reviews incorporate wellbeing, learning, inclusion and alignment with our social and environmental commitments.

Professional development is actively supported through protected training time, funded learning opportunities and ongoing skills development. This ensures our team remains up to date with best practice in digital delivery, accessibility, sustainability and ethical design.

We promote flexible working arrangements that support work-life balance and wellbeing. Our approach to recruitment and development prioritises fairness, transparency and long-term progression.

Diversity, equity and inclusion are embedded into how we hire, develop and support our team. We review job descriptions for inclusive language and conduct annual pay reviews to ensure fairness across roles.

By investing in our people, we aim to create a resilient, skilled and motivated team capable of delivering long-term value for clients and communities.



# 7

## Our community

### Strengthening local and independent organisations

Designworks contributes to local economic development by intentionally directing our work, spending and expertise toward local and independent organisations, particularly those operating in rural or regional contexts.

We define underserved local communities as small, independent and purpose-driven organisations with limited financial and internal digital capacity. These organisations often face barriers to accessing professional digital services due to cost, skills gaps and geographic constraints. As a digital agency based in Cumbria, we recognise the importance of supporting resilient local economies and ensuring that high-quality digital capability is not limited to larger or urban-based organisations.

### Supporting local and independent clients

A core part of our business model is a commitment to serve local and independent clients. We aim for approximately 75% of our active clients to be local or independent organisations, including small businesses, charities, social enterprises and mission-led enterprises.

By prioritising these clients, we help strengthen local economic participation and enable organisations with limited resources to improve their digital presence, credibility and long-term sustainability. Our services support clients to reach wider audiences, improve operational efficiency and build resilience through effective digital platforms.

### Local procurement and supplier support

We support local economic development through responsible procurement practices. Where feasible, we commit to directing approximately 40% of non-labour operational spend to independent suppliers local to where we operate or where services are delivered. This includes professional services, printing, office supplies and specialist support.

Prioritising local suppliers helps retain value within the local economy, supports small enterprises and reduces environmental impacts associated with long supply chains. Supplier selection balances quality, reliability and value alongside local and independent ownership.



### Reducing barriers through equitable access

To further support local economic development, we operate pricing and delivery practices that reduce barriers for financially constrained organisations. This includes reduced-cost or pro-bono work, flexible project scoping and education-led delivery that builds internal digital capacity rather than long-term dependency.

Through these approaches, we enable local organisations to access professional digital services that would otherwise be out of reach, supporting sustainable economic participation rather than short-term intervention.

### Measuring and reviewing impact

Local client composition and supplier spend are reviewed annually using internal records. These reviews inform business planning, procurement decisions and future commitments, ensuring our contribution to local economic development remains intentional, measurable and aligned with community needs.

### Why this matters

Local economies thrive when small and independent organisations have access to the tools, skills and services they need to grow sustainably. By embedding local economic development into how we work, who we serve and how we spend, Designworks contributes to stronger, more resilient communities while delivering long-term value for clients and stakeholders.





# Environment

Designworks contributes to positive environmental outcomes through the way our services are delivered, the infrastructure we use and recommend, and the guidance we provide to clients. As a digital agency, our environmental impact is primarily linked to energy use, digital efficiency and the choices made around hosting, design and long-term platform management.

## Renewable and cleaner-burning energy

We support the use of renewable and cleaner-burning energy through our approach to digital infrastructure and supplier selection. Where feasible, we prioritise web hosting and cloud service providers that operate on renewable energy or demonstrate a clear commitment to low-carbon data centre infrastructure.

We also advise clients on hosting and infrastructure choices, helping them understand how digital platforms consume energy and how lower-impact options can reduce long-term environmental footprint. By influencing both our own operations and client decisions, we contribute to wider adoption of cleaner energy solutions within digital services.

Our delivery model further supports reduced energy demand by operating with flexible and remote working practices, limiting the need for commuting and business travel and reducing reliance on energy-intensive physical infrastructure.

## Resource conservation through digital efficiency

Resource conservation is embedded into how we design and build digital products. We prioritise efficient, lightweight websites that minimise data transfer, server load and processing demand over the lifecycle of a digital platform.

By focusing on performance optimisation, accessibility and sustainable design principles, we help reduce the ongoing energy use associated with hosting and user access. Efficient digital platforms require fewer server resources, generate lower emissions over time and reduce the need for frequent rebuilds or redesigns.

Internally, we support resource conservation through digital-first workflows, reduced printing, responsible procurement and recycling practices.

These measures minimise material waste and support a lower-impact operating model appropriate to our scale.



## Environmental education and information

Environmental education forms part of our client engagement and service delivery. We provide guidance on sustainable digital practices, including efficient design, accessibility standards, hosting considerations and long-term platform maintenance.

We also support organisations working on environmental issues by helping them communicate information clearly and effectively online. By improving usability, structure and accessibility of environmental content, our work helps increase awareness, understanding and engagement among wider audiences.

Through both direct advice and indirect amplification of environmental initiatives, we contribute to improved access to environmental information and more informed decision-making.

## Measuring and reviewing environmental impact

Environmental practices and outcomes are reviewed annually using internal records covering energy use, waste management, procurement and hosting choices. These reviews inform ongoing improvements to how we operate and deliver services, ensuring our environmental impact model remains intentional, proportionate and aligned with evolving best practice.

## Low-carbon office with verified energy efficiency and ongoing decarbonisation measures

Our office space demonstrates strong environmental performance through:

- A 100% renewable electricity tariff
- Ongoing decarbonisation works, including transition to air-source heat pumps and expanded on-site solar PV
- Established energy efficiency measures, including LED lighting, occupancy sensors, building management systems, and double glazing
- Active emissions monitoring and reporting aligned with government standards
- Integrated waste management, recycling, and sustainable transport infrastructure



# 9

## Positive impacts in our community

Designworks applies a flexible pricing approach, offering free, reduced, or tailored pricing structures to support organisations with limited financial resources. Examples include:

### Waste into Wellbeing

Waste into Wellbeing is a volunteer-led charity that reduces food waste and tackles climate change by collecting surplus food from supermarkets. Designworks is a proud supporter of this fantastic local initiative.

### Kendal Cycle Club

Designworks' director, Rory Black, is a founding member of Kendal Cycle Club. Kendal Cycle Club is a community-focused cycling club with around 865 members, bringing together riders of all ages and abilities. There is a strong emphasis on inclusivity and development, with dedicated training sessions for junior riders and ongoing support for Kendal Wheels for All, helping make cycling accessible to the wider community. The club provides a welcoming environment that prioritises participation, wellbeing, and local engagement.

### Fred Whitton Challenge

The Fred Whitton is widely regarded as one of the UK's toughest cycling events and has raised over £2 million for charities including Macmillan Cancer Support and Great North Air Ambulance Service. As 'Friends of the Fred', Designworks is proud to support this longstanding Lakeland event and the vital work it enables.

### Kirkby Lonsdale Rugby Football Union Club

Designworks is proud to sponsor the u17 Colts team, supporting the vital work of grassroots clubs and ensuring local sport continues to thrive at the heart of our community.



# Case study

## Wheels for All

Wheels for All, formerly known as Cycling Projects, introduced a new identity as part of a wider rebrand to better reflect its role as the UK's national inclusive cycling charity.

The updated positioning places a stronger emphasis on enabling people of all abilities to cycle on their own terms. With locations across the UK already recognised as 'Wheels for All' centres, the rebrand creates greater clarity and consistency, aligning the organisation's name with how it is experienced within local communities.

Alongside the rebrand, we carried out domain research and secured the primary address for the organisation:

The visual identity centres on a circular mark divided into segments, forming the structure of a spoked wheel. Each coloured section represents the collective contribution of the groups that support and enable the charity's work. These include occupational therapists, sports development specialists, local authorities, healthcare professionals, volunteers, and the families and carers of service users.

The 'Wheels for All' name is aligned with the purple segment, reinforcing it as the core brand colour and positioning the charity at the centre of this wider support network.



### Feedback from Ian Tierney, CEO at Wheels for All:

“ Thanks once again to you and the team for creating our Impact Report - it's been received really well and will hopefully open up more funding opportunities for us!

# 10 Customers

Designworks delivers customer impact through education-led digital services, intentional support for purpose-driven organisations and the creation of accessible, inclusive digital platforms. Our work focuses on reducing barriers, building long-term capability and enabling organisations to improve outcomes for the communities they serve.

## Education and capacity building

Education is embedded into how we deliver digital services. Rather than providing purely transactional outputs, we prioritise knowledge sharing, guidance and skills transfer throughout each project.

We support client teams to better understand digital strategy, accessibility, performance, sustainability and content structure. This approach enables organisations to make

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informed decisions, manage their digital platforms with greater confidence and build internal capability over time. For organisations with limited digital expertise, this education-led delivery reduces dependency on external support and contributes to long-term resilience. In addition to client education, we support learning and professional development through mentoring, internships and structured knowledge sharing, contributing to skills development within the digital and creative sector.

## Supporting underserved and purpose-driven enterprises

A core part of our customer impact model is intentional support for underserved and purpose-driven enterprises. We define underserved organisations as small, independent and mission-led organisations with limited financial and internal digital capacity, particularly those operating in local or rural contexts.

These organisations often face structural barriers to accessing professional digital

services due to cost, skills gaps or geographic location. We address these barriers through reduced-cost or pro-bono work, flexible project scoping and prioritisation of clients delivering positive social or environmental outcomes. By improving digital clarity, accessibility and effectiveness, our services help these organisations increase credibility, strengthen engagement with stakeholders and improve access to funding, partnerships and revenue opportunities.

## Arts, media and culture

Designworks supports arts, media and culture by enabling creative organisations and content producers to present their work effectively and accessibly in digital environments.

We work with organisations operating in the creative, cultural and media sectors to translate creative ideas into clear, inclusive and user-friendly digital experiences. Our approach prioritises accessibility, usability and performance, helping creative work reach wider and more diverse audiences.

Through collaboration and education, we also support cultural organisations to build digital confidence and sustainability, ensuring creative output can be maintained and evolved over time.

## Impact improvement through digital services

We support impact improvement by helping organisations better communicate, measure and refine their social and environmental outcomes through digital platforms. This includes improving how impact information is structured, presented and accessed online, enabling organisations to engage stakeholders more effectively and increase transparency. By strengthening digital performance, accessibility and user experience, our work supports more effective delivery of services, campaigns and initiatives. Where appropriate, we advise clients on optimisation opportunities that reduce digital resource use and improve long-term efficiency, supporting incremental improvement rather than short-term gains.

## Serving underserved populations (indirect)

While our primary customers are organisations, many of the end beneficiaries of our work are underserved populations served by those organisations. These may include individuals or communities experiencing economic, geographic or digital access barriers. By supporting organisations that serve these populations, we indirectly contribute to improved access to information, services and opportunities. Our focus on accessibility, clarity and inclusive design helps ensure digital platforms are usable by a broad range of users, including those with limited digital skills or accessibility needs. Through this indirect impact model, our services amplify the reach and effectiveness of organisations working to address social and environmental challenges, extending benefits beyond direct client relationships.

## Measuring and reviewing customer impact

Customer impact is reviewed annually using internal records, client feedback and service delivery outcomes. These reviews inform ongoing improvements to our approach, ensuring our services remain aligned with community needs, stakeholder expectations and our wider mission.

## Measuring long-term outcomes

We assess long-term outcomes through ongoing client relationships, post-project reviews, and performance indicators such as website engagement, lead generation, and client growth. These measures allow us to evaluate whether our work continues to support long-term impact.

# Impact stats



**100%**

renewable energy-powered office



**40%**

of revenue generated from underserved communities



**37%**

spent annually on local suppliers



**50%**

female-led business



**85**

hours per year towards voluntary work



**34**

days holiday per year for employees plus up to 5 days for long service



**1,300**

surgical procedures covered by our company health insurance



**36**

hours worked per week for full-time employees

# Impact stats

# Case study

## Nature Foundation Sint Maarten

Nature Foundation Sint Maarten, a non-profit organisation dedicated to protecting the Caribbean island's unique environment. The WordPress site, which we designed and developed, provides an engaging and informative conservation hub for residents and visitors.

The new website highlights the vital work the Nature Foundation carries out across Sint Maarten, from coral restoration projects to marine park management. With a focus on accessibility and user experience, the site clearly explains the organisation's responsibilities and signposts users to external resources for further information.

Through bold visuals, informative content, and clear navigation, the new site reinforces the Nature Foundation's mission. Whether users want to learn about conservation projects, support initiatives, or get involved, the website ensures they can do so with ease.

The assignment was funded by the Caribbean OCTs Resilience, Sustainable Energy and Marine Biodiversity Programme (RESEMBID).



### Feedback from Sabine Brismeur, Project Manager at Nature Foundation Sint Maarten:

“ The entire team at Designworks is extremely responsive, personable, and professional. I would highly recommend them for initial website design and any future maintenance follow-ups.

## 11 Looking ahead

B Corp certification is not an endpoint but a framework for continual improvement. As we grow, we remain committed to strengthening our positive impact while maintaining a proportionate and evidence-based approach.

Our priorities for the next cycle include:

- further embedding sustainable digital practices across all projects
- increasing support for underserved and purpose-driven organisations
- strengthening measurement of environmental impact within digital delivery
- expanding education and capacity-building opportunities for clients and emerging professionals

We will continue to review our policies, performance and commitments annually to ensure they remain relevant, effective and aligned with stakeholder needs.

Through ongoing reflection and improvement, Designworks aims to contribute to a more inclusive, sustainable and responsible digital sector while delivering meaningful outcomes for the communities we serve.



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