

# MARGARET

Positive Impact Report

2022 / 2023

# A NOTE FROM OUR CO-FOUNDER

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This past year has felt like a big one for us, we celebrated our 15th birthday and most significantly we've become a certified B Corp.

To achieve this we've had to demonstrate that as a business we meet the highest standards of social and environmental performance, transparency and accountability.

We've also done a lot of self reflection - looking at where we are and where we want to get to, and how we can use the power of culture, our work and our voice to make a positive impact on the world and our community.

The following report highlights some of the positive changes we've made, what we've achieved so far and the goals we're continuing to move towards.

We've a way to go yet, and we're questioning, learning and evolving as we do but even sharing this outside of our immediate team feels like a positive step into a better future.

If anyone reading this wants to know more about the steps we've taken we'd love to hear from you.

Thank you for being part of our brilliant community and for supporting and inspiring us all the way..

Katy Louis, Co-founder  
[katy@margaretlondon.com](mailto:katy@margaretlondon.com)





# OUR MISSION

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To create and give a voice to influential cultural projects, campaigns and communities that push boundaries and have a positive social impact on the world around us.

# OUR VISION

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To be a platform for cultural discovery, debate and exchange, leading to positive social impact.

# OUR BELIEF IN CULTURE

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We believe in the power of culture; to offer a mirror to our lives, to challenge and inspire, to bring people together and give meaning, to move the conversation on, set the compass on the right track and transform lives.

# HIGHLIGHTS

## WE BECAME A CERTIFIED B CORP

Achieving an impressive score of 90.7 (80+ is required to be successful) having made lots of positive improvements and commitments this past year.

## WE RAN A PRO BONO DIGITAL ANIMATED CAMPAIGN FOR CHARITY GROW

commissioning nine illustrators to create artwork to raise awareness for their (UK's first) AQA-credited mushroom cultivation course.

## WE DONATED £14,100 TO LOCAL FOOD CHARITY ALEXANDRA ROSE

as part of our commitment to 1% for the Planet. This was part of a match funded campaign to become £28,200.

## WE RAN A CAMPAIGN TO GIVE FREE MARKETING CONSULTANCY TO AN INDEPENDENT WOMEN'S OWNED COMPANY

offering one day's free consultancy from our co-founder with support from our wider team to mark International Women's Day and to show support to our community as a women owned company ourselves.

## WE INTRODUCED A WELLNESS, TRAINING AND VOLUNTEERING PROGRAMME FOR OUR TEAM,

giving them paid time off for volunteering and a budget for personal development and wellness initiatives.

## WE AGREED A NEW COMPANY MISSION AND VISION

Redefining our purpose and role, ensuring we all as a team are working towards this and that we're communicating this far and wide.

## WE MADE POSITIVE STEPS TO TACKLE THE LACK OF DIVERSITY WITHIN MARGARET AND THE INDUSTRY AS A WHOLE,

advertising our job opportunities via UK Black Comms Network and Social Fixt as well as forming a partnership with Arts Emergency to give paid work experience and mentoring.

## WE INTRODUCED A NEW PROFIT SHARE SCHEME FOR ALL OUR TEAM

this year giving 5% of our overall profits.



# OUR WORK

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## THE PROJECTS WE WORK ON

We believe in the power of culture; to challenge and inspire, to bring people together and give meaning, to move the conversation on and transform lives. Ultimately we want all of our client projects and revenue to help us to achieve our mission of breaking boundaries and having a positive social impact through culture.

In 2022/23 we measured that 91% of the projects we worked on pushed boundaries and used culture in a positive way. However, we felt that only 64% of the projects we worked on could be argued to have also made a positive social impact\*

\*deliberately made a positive change on our people or our planet and addressed or helped to solve a social injustice or challenge.

**We are actively working towards increasing this by proactively looking for clients and projects which align with our mission and values and have introduced a 12 point work filter which we will apply before taking on new projects.**

**In our role as creative consultants in which we conceive campaigns for brands, we will only pitch ideas that will deliberately make a positive change to people or our planet, and address or help to solve a social injustice or challenge.**

# OUR WORK

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## OUR CHARITY PLEDGE

This year we again donated one percent of our total sales to charity as part of our membership commitment to 1% for the planet. This totalled £14,100 which we gave to a fantastic local charity called Alexandra Rose and which was match funded to provide a total of £28,200.

We agreed as a team this year that given the 'cost of living' crisis and huge imbalances of income that exists with those living around us we wanted to help rebalance this. We chose Alexandra Rose because not only do they donate food to low-income families but they tackle the unhealthy eating crisis we face by giving them access to fresh fruit and vegetables in their communities.



# OUR VOICE

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We're committed to sharing our voice, knowledge and resources with our growing community to support people who are looking to create positive social impact through culture and to raise awareness for issues we believe in.



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## MARGARET MORNING PANEL DISCUSSIONS

We continued to run our quarterly panel discussions - curated talks bringing together creative experts to discuss cultural and social topics.

Topics this year included; The Future of Travel with an emphasis on sustainability at the Edition Hotel (March), The Power of Community: How brands and communities can work together to achieve positive social change at One Hundred Shoreditch (July) and The Impact of AI on Arts & Culture at the BFI Southbank in partnership with the BFI London Film Festival (September).

Each talk was recorded as an Instagram Live and a trend report circulated on our social media channels following the events.

**Next year we intend to make sure that all our panel discussion topics directly relate to how we can work together to make the world a better place.**



# OUR VOICE

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## PROMOTING OUR CREATIVE COMMUNITY

In 2022/23 we profiled 10 people across our social media who we felt were making waves in contemporary culture, 50% of these could also be considered to be directly making a positive social impact, and a third of them were from underrepresented groups. We also curated quarterly panel discussions, 30% of whom could be considered to be directly making a positive social impact, and over a third were from underrepresented groups.

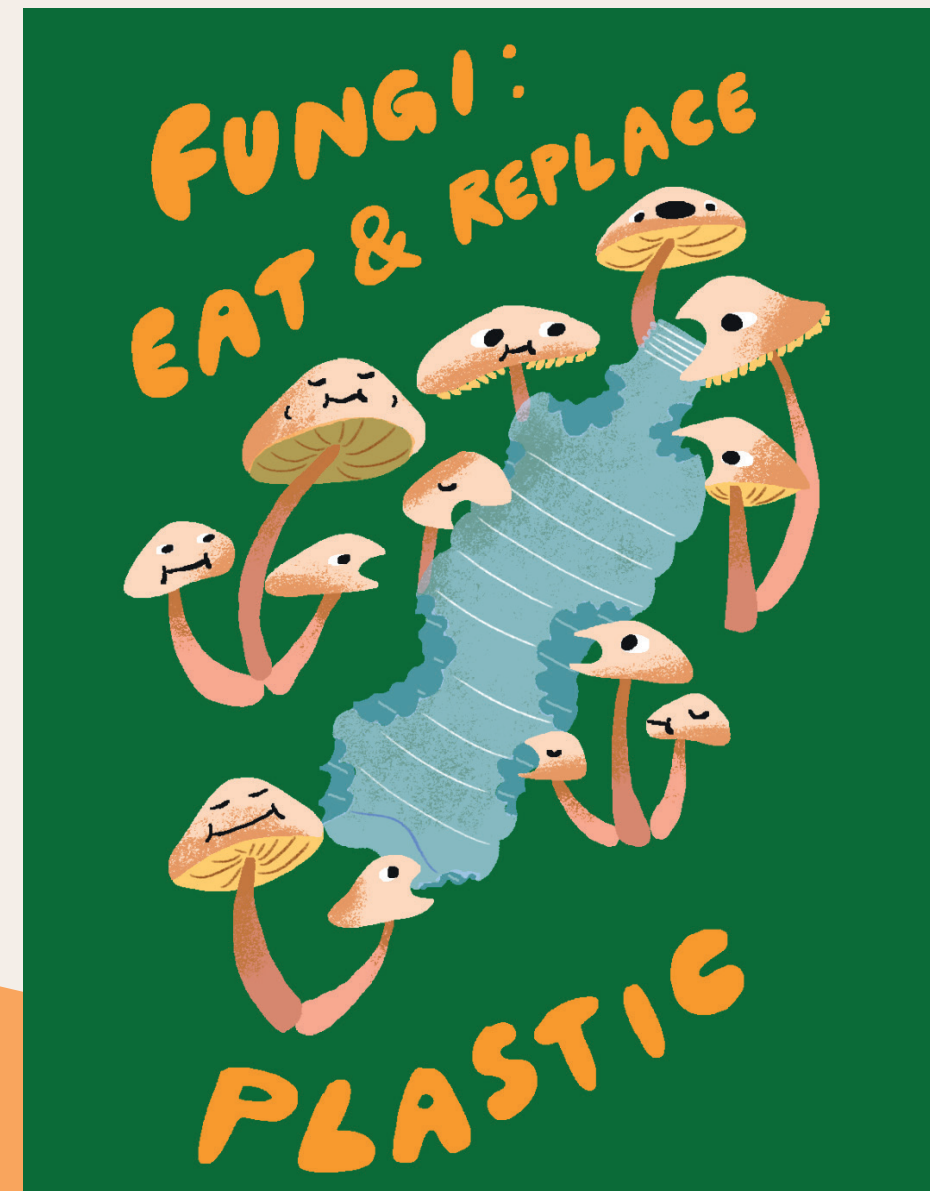
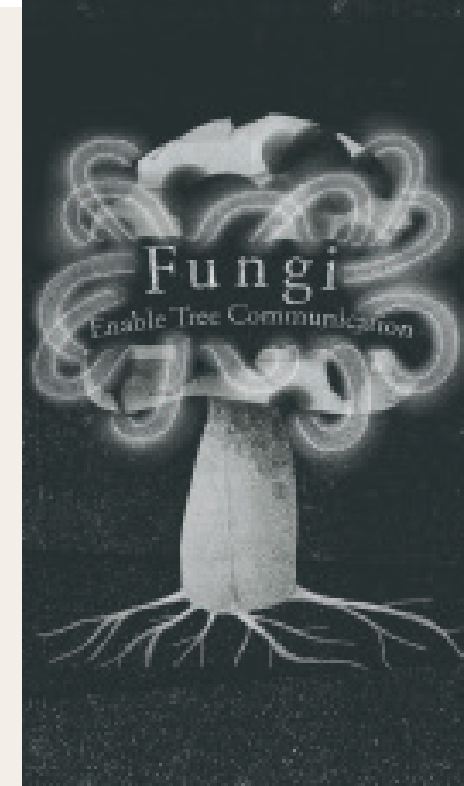
**Next year we will continue to champion a diverse range of leading figures within culture and our community, prioritising those who are striving to make a positive social impact.**



# OUR VOICE

## PRO BONO DIGITAL CHARITY CAMPAIGN

In Spring 2022 we ran a pro bono digital campaign for social and environmental charity GROW. This involved us commissioning nine illustrators to create artwork which we then animated to form a digital campaign to raise awareness for their (UK's first) AQA-credited mushroom cultivation course.



**We will continue to use our cultural knowledge and network to run a minimum of one pro bono campaign each year to raise awareness and/or funds for charities and social or environmental issues we believe in as a team.**





# OUR PEOPLE

## SUPPORTING OUR EXISTING TEAM

The Margaret team has always been our most valued asset, so we're continually evolving and taking feedback from them on how to improve how we work together so they feel valued, nurtured and creatively inspired.

Currently 92% of our team said they felt satisfied working at Margaret. We are confident that through measures we have already or will introduce we can increase this to 100% next year. The average team satisfaction core was 7.85 out of 10 which we want to see increased to 9 next year.

## PAYING PEOPLE PROPERLY

The main reason cited for scoring Margaret lower was pay which we have since reviewed and addressed with across the board pay increases which were implemented from April 2023. As part of our review we looked into industry pay scales with a view to making sure we pay our team in line with industry standards. We researched salary bands for communications roles from both commercial agencies and cultural institutions (given that we find ourselves somewhere between the two). From these findings we created our own salary bands based on the median of the above which we have since shared with our team.

**This year we have reviewed our benefits programme adding summer working hours, remote working, private healthcare (diagnosis only) and dental health contributions, meditation apps and volunteering days. This is something we will continue to monitor and improve.**

**We will continue to review these annually and are committed to paying our team properly and fairly at all levels.**



# OUR PEOPLE

## ENCOURAGING CONTINUAL LEARNING AND DEVELOPMENT



This year we considered how we run our development reviews, creating a structured process which includes 360 review feedback from clients and team members. We have added a new section focused on their own social and environmental aims and impact. We have also introduced training for the more junior members of the team on how to manage people and provide constructive feedback for continual learning.

We also expanded our training programme, introducing monthly training sessions, as well as brought back our 'Show and Tell' sessions in which we invite creative industry experts in to run inspiration sessions. Finally, we took steps to make sure people felt able to use their £200/year personal training fund for personal development.

This past year we also organised cultural outings to visit the Wellcome Collection, The Design Museum and Whitechapel gallery, as well as offered our team trips to cultural events including Fora Restore Festival, The Garden Museum and All Points East. We also purchased Museum Association Membership for all of our team which has enabled us to introduce monthly team cultural outings.

**We made positive steps to encourage team learning and development last year, but this year will be about helping us all to find time to stick to our intentions. Having had the personal training fund in place for a few years we're now also seeing that our team are beginning to use these.**

# OUR PEOPLE

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## IMPROVING DIVERSITY AND ACCESS

When it comes to recruitment, we recognise that people from ethnic minority backgrounds, those who are considered working class and people from the LGBTQ+ community are underrepresented in our industry. As a predominantly white, middle class agency we also know we have to work harder to extend our network and reach.

In 2022, 20% of our team were from under-represented backgrounds.

**We recognise this should be higher and are committed to changing this by widening our network and prioritising the promotion of job opportunities through ethnic minority networks including Black Comms Network, Social Fixt, Run The Check, Brixton Finishing School and Arts Emergency.**



# OUR COMMUNITY

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WIN FREE  
CONSULTANCY

INTERNATIONAL WOMEN'S DAY

We're proud to be a women led business, with our senior management team also all being women. However we realise that as a team of people many of us come from a place of privilege which we have a responsibility and commitment to address. Below are some of the measures we've introduced this past year.

## SUPPORTING OTHER WOMEN IN BUSINESS

We are a women owned company, with our senior management team also all being women. However we recognise that there still exists huge inequality for women within business.

This year we launched a pro-bono marketing consultancy initiative to coincide with International Women's Day for one small women owned independent business. This was won by a ceramic artist called Polly Yates and included our co-founder and wider team putting together a brand development, partnerships and a communications plan for her.

*"I just want to say a huge THANK YOU to everyone involved in this project! I enjoyed every aspect of the consultation and it has been massively enriching and rewarding... you did an amazing job! Thank you all so much for all your hard work and input, I'm extremely grateful"*

Polly Yates

**We will repeat this campaign next year and actively look for opportunities to support other women in business through our curation, marketing networks and purchasing decisions.**

MARGARET



# OUR COMMUNITY

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## GIVING UNDERREPRESENTED GROUPS INDUSTRY ACCESS

We are committed to helping to support young people from under-represented backgrounds seeking careers in arts & culture.

In 2022 we set up a partnership with Arts Emergency (the charity that helps young people get a fair start in the arts and humanities) to create 2 x 6 months paid work experience programmes.

**Members from the Margaret team will also enrol on the Arts Emergency mentor programme, where we will be matched with under 18s mentees, living in London who are starting to choose their career paths. We will receive training on how to become an effective mentor as part of the programme.**

**This year, we'll continue to support Arts Emergency with work experience placements. Building on this we'll also run a half day insight session for Arts Emergency members at the Margaret studio. The session will give young people an insight into a day in the life of working in arts and culture PR and creative studio. We have also added a training session for our team with Arts Emergency on safeguarding young people in a work environment.**



# VOLUNTEERING

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Over the years we've done a few things with charity GROW but have never visited the farm as a team. We addressed this earlier this year by offering a day of the team's time to help them on the farm.

As a team last year we organised charity fundraising film screenings for a local volunteer led community cinema as well as for Refugee Week. A number of our team are also parents and volunteered on trips and fundraising events to support our financially struggling schools.

**We'll continue to evolve our volunteering offering and offer a paid day per quarter for each team member to volunteer at a charity of their choice in addition to our annual team volunteering day. This allows our team to have the time to give back to their community and feel like they are making a positive difference to others.**





# OUR CLIENTS

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## WE WOULD BE NOTHING WITHOUT YOU

We like to think of our clients as our most valued collaborators and recognise that without them Margaret wouldn't exist. We place a lot of importance on being very present for our clients, being quick to respond and supportive as well as proactive in suggesting any areas of improvement for our campaigns to give our clients the recognition they deserve and ultimately make their working life easier.

As well as regular communication with their allocated team we also ensure they have separate 'check-ins' from our executive team. We also conduct annual client satisfaction surveys at which point we take on board any feedback and review our ways of doing things.

**We are currently reviewing our client (/collaborator) feedback processes as well as how to ensure that when possible we are inviting them to Margaret's own cultural events such as panel discussions, creative insight sessions with experts and other Margaret associated events.**



# OUR PLANET

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## WE ENLISTED SOME GREEN HELP!

As part of our process for becoming a B Corp we enlisted the help of the Green Small Business organization to create an environmental plan to help us calculate and improve our environmental choices and impact.

This year we worked with Make it Wild to offset our carbon emissions through planting trees. Last year we used 6.96 Gigajoules of total energy through our use of our co-working space at Protein and our carbon footprint was 86.4 tonnes which we offset by planting 25 trees.

**We realise however that the true solution is reducing our carbon emissions which we aim to cut by 50% next year through following our environmental plan and encouraging our team and our clients to cut back on trips wherever possible .**

**We have also introduced a green suppliers list to encourage our team and our clients to buy from sustainably minded suppliers, also wherever possible supporting those from our local area and from under-represented groups.**

# OUR PLANET

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## WE WANT TO TREAD LIGHTLY!

Margaret is based at Protein, a co-working space in Shoreditch, which ultimately we don't have control over (though are seeking to influence). We do however have a list of environmentally friendly and sustainable products for our own office use and have a guide on how to work responsibly at home for those who prefer to work remotely.

In an effort to reduce our team's single plastic use and disposable coffee cups when out and about we give each of them their own reusable water bottle and coffee cup. Each new additional team member receives these in their first week.

We encourage our team to avoid travelling by plane or cars and suggest using virtual technology (we use whereby.com) wherever possible rather than having in person meetings. We also support the cycle to work scheme to encourage our team to cycle to work rather than driving or taking public transport.