

MARGARET

MARGARET IMPACT REPORT 2023/4

WE BUILD CULTURE

- 5 Our Mission
- 5 Our belief in Culture
- 6 Highlights

OUR WORK

- 8 Purpose driven clients & campaigns
- 8 Industry Equity
- 9 Charity & Pro Bono work

OUR VOICE

- 11 Purpose driven Margaret events
- 12 Championing underrepresented groups
- 13 Pro Bono Charity campaigns

OUR PEOPLE

- 15 Being good to our team
- 16 Pay grade reviews & transparency
- 17 Team promotions
- 17 Sharing our success
- 18 Keeping our team inspired
- 18 Investing in personal development
- 19 Improving diversity, inclusivity & access

OUR COMMUNITY

- 21 Supporting other women in business
- 21 Giving underrepresented groups industry access

VOLUNTEERING

- 23 In our community

OUR PLANET

- 25 Our environmental footprint



INTRODUCTION

In many ways it's not been the easiest year for Margaret; our Managing Director took extended sick leave having been diagnosed with breast cancer (she has since been given the all clear and is back at work now thankfully), we've had several family bereavements and one of our main clients went bankrupt leaving us several months of pay out of pocket.

But one thing we've learnt is that we're a resilient, caring bunch, and when times get tough we come together and have each others backs.

Margaret has always been about its people, we have a brilliant team who put their full hearts and minds into our projects and make a point of being there for our clients too. After all, we're all human and though we respond to the rapid evolution of technology, we recognise that nothing can come close to the care, creativity and conscience real humans can bring.

So against these odds we feel really proud of all we've managed to achieve - we've grown in size again this year and have more diversity within our team. We also saw an increase in the number of purpose driven projects we worked on, and our creative campaigns have gone from strength to strength. Not to mention we won an award for being one of the Top 100 Places to Work.

So we're grateful. Sixteen years strong but always a work in progress, and we wouldn't have it any other way; it's what keeps it exciting and we can't wait to share what's still to come..

Katy & Emma - Margaret Co-Founders





WE BUILD CULTURE

IMPACT REPORT 2023/4

LABO I, ZANELE MUHOL, 2019, TORINO, ITALY

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OUR MISSION

To help brands define their cultural purpose and strategy, to build influential campaigns and communities that push boundaries and have a positive social impact.

OUR BELIEF IN CULTURE

We believe in the power of arts & culture; to challenge and inspire, to start a conversation, bring people together and give meaning.



HIGHLIGHTS

One of Campaign's
Top 100 Places
to Work in the UK
...coming in at #30

Pro-Bono campaign
raising £33,350 for child
poverty together with Nice
Co. with funds
distributed by The
Childhood Trust.

Donated 1% of our sales to
tackle food poverty
locally via Alexandra Rose
and to the All Eyes on Gaza
fund for Choose Love as
part of our 1% for the Planet
pledge.

We offered three work
placements via Arts
Emergency and
undertook EDI training as a
company, in order to review
our EDI strategy

Bonus of 5% of profits shared
between our non-executive
team

We gave free
consultancy to two women
owned small independent
businesses.

100% of our team said they
were satisfied working at
Margaret (up from 92% last
year)

We increased the
percentage of purpose
driven clients we worked
with to 86% (up from 73%
last year)



OUR WORK

PURPOSE DRIVEN CLIENTS AND CAMPAIGNS

We had 35 clients in total last year, of which 30 could be said to be purpose driven. Meaning 86% of our clients were purpose driven which is an 18% increase from the year before (73%).

We would love for 100% of our clients to be purpose driven, but for 2024/25 we intend to increase this to 90% and use our influence to encourage those clients that aren't so purpose driven and sustainably minded to address this. 86% of our pitched brand campaign ideas proposed a positive change to people or our planet and addressed or helped to solve a social injustice or challenge.

This year we intend to only pitch campaign ideas that will actively make a positive change to people or our planet and address or help to solve a social injustice or challenge

INDUSTRY EQUITY: ADDRESSING THE BALANCE FOR UNDER REPRESENTED COMMUNITIES IN OUR CLIENT WORK:

Last year we exceeded our targets for promoting and supporting underrepresented communities on our channels and Margaret brand initiatives, however this year we will extend this into our client work and aim for at least 20% of our production teams (videographers and producers) to be from Black, Asian and underrepresented groups and at least 20% of our programming and collaborations to be from black and other underrepresented groups. For influencer campaigns, we will push all our clients to connect with at least 20% influencers that are Black, Asian and underrepresented backgrounds.

CHARITY DONATIONS AND PRO BONO WORK

As part of our membership commitment to 1% for the Planet we gave 1% of our overall sales to charity, either directly through a donation or through pro-bono work.

The donations were shared between Alexandra Rose for their Champions for Children campaign (which was then match-funded by The Childhood Trust) and Choose Love, All Eyes on Gaza fund, which was also match funded.

We also donated our time pro-bono - worth £8141 - to Nice Co. charity project, which went on to raise £33,350 to tackle child poverty with funds distributed by The Childhood Trust.

In total we donated £19,274 to charity last financial year, which including the additional pro-bono work and match funding, helped to generate over £50,000 for local and global charities and causes.

This year we will once again donate 1% of our sales to social and environmental charities.



OUR VOICE

PURPOSE DRIVEN MARGARET EVENTS

In 2023/24 we organised two Margaret Mornings:
'The Power of Community' in July 2023 and
'The Impact of AI on Arts & Culture' in September
2023

Both of which could be argued to directly related to
how we can work together to make the world a
better place (and not a worse place in the context of
the potential threats of AI on arts and culture).

This year we will aim to organise 4x panel
discussions, with all of them linking to our mission 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.



CHAMPIONING UNDERREPRESENTED GROUPS

ON OUR MARGARET MARKETING CHANNELS

Last year we profiled 12 creative names that inspired us on our social media and newsletter. Of these 42% were Black or Asian, and 83% were making a positive impact through their work.

This year we will continue to champion a diverse range of inspiring creative figures, again prioritising those who come from underrepresented groups and/or are striving to make a positive social impact.

AT OUR MARGARET EVENTS

Last year we curated two Margaret Morning panel discussions, with 55% of our panelists being Black or Asian and all of whom could be said to be making a positive social impact through their work.

This year we'll aim to ensure all our Margaret brand initiatives include at least 50% of people from Black, Asian or other underrepresented groups and 90% that are making a positive social impact through their work. We will increase our Margaret Mornings to four and add an additional monthly post on our social channels spotlighting B Corp brands that are doing great work.



PRO BONO CHARITY CAMPAIGNS

In the run up to christmas last year, we took on some pro-bono work for new charity, Nice Co., set up to use art to make a social impact through raising money for those in need. We offered PR and creative studio support for their inaugural 'Be Nice' exhibition, which raised £33,350 for child poverty charities via The Childhood Trust.

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

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Cocktails
Autumn Kiss
Don Julio Martini
Stompy Seas
Cherry & Apple
RIP
Roasted fig negroni
Rum old fashioned
oz Coastal Spritz
oz Sea-side Sour

BEING GOOD TO OUR TEAM

In 2023/24, for the first time, we entered Campaign Magazine's 'Top 100 Places to Work' Award which we won a place on - coming in at #30. This involved a two-stage assessment; Employers provided information about benefits, policies and practices. Staff also completed a confidential questionnaire on their workplace culture.

We also carried out our own confidential employee questionnaire which told us that 100% of our team said they would recommend working for us to their family and friends and were satisfied, with all team members rating their satisfaction as 9 or higher.

This year we will again enter Campaign Magazine's Top 100 Places to Work, trying to improve our ranking.

We also want to ensure that 100% of our team continue to be satisfied and would love to aim for a 10/10 rating across the board...

We had no employees leave between 2023/24 and were able to support our Managing Director through a six months absence receiving medical treatment, in addition to one team member to have a four month sabbatical in order to visit family in the Caribbean. We also accommodated several employees being able to work remotely at points in the year to be able to visit family abroad or make space which felt important for their mental health.

This year we intend to continue to prioritise our employees and would like to have no more than 20% leaving to work in a comparable industry/company.



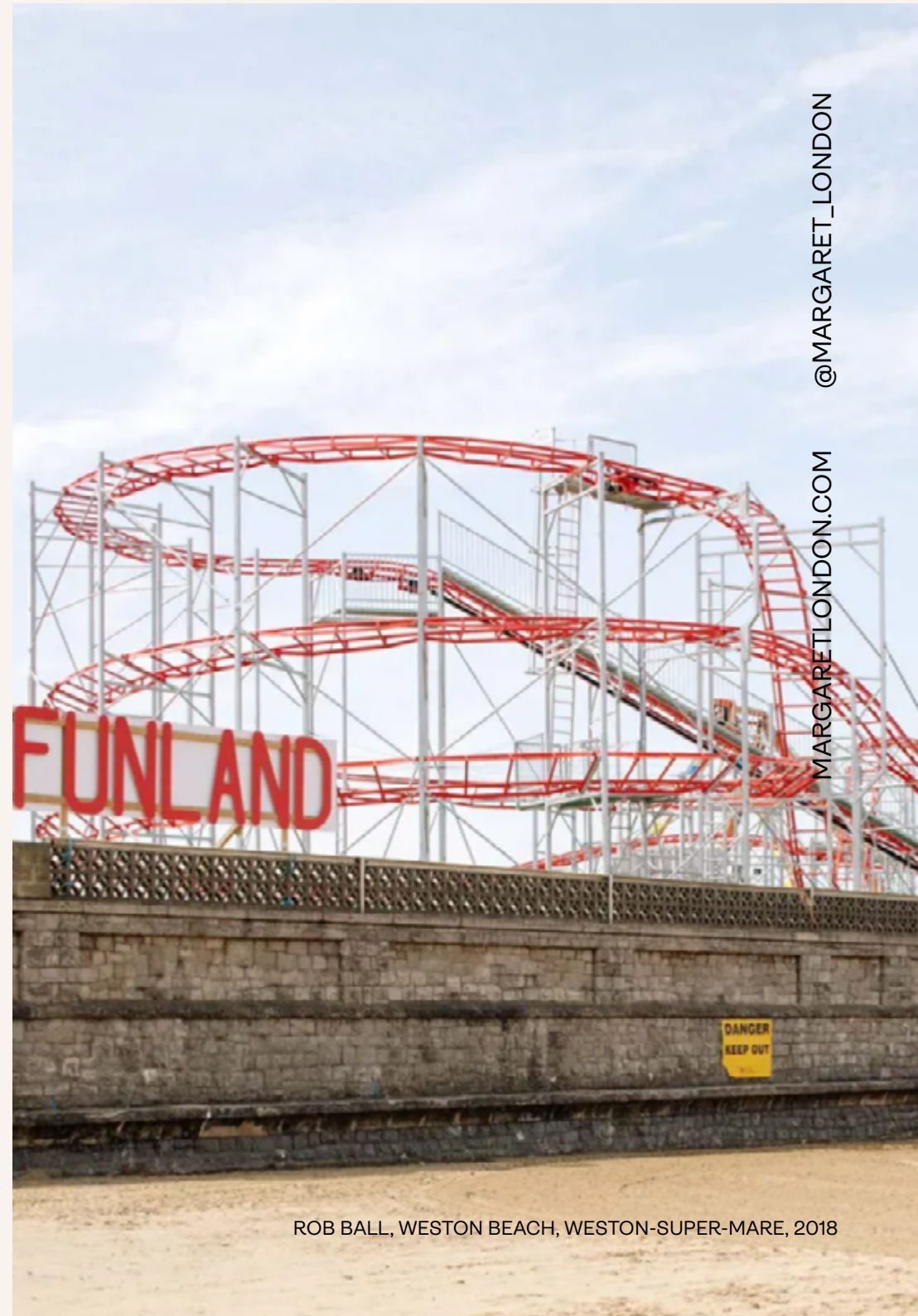
PAY GRADE REVIEWS AND TRANSPARENCY

At Margaret we set pay grades according to industry standards, but as we're not your typical corporate 'agency' (and don't call ourselves such), we instead work across sector standards, looking at both cultural institutions and commercial brands. We sit somewhere between the two. Each year we review this, looking at both the Major Players and National Cultural Institutions pay grades to be able to set pay grades which sit closer to the former but which reflect our revenue opportunities and the work we deliver.

Last year we duly reviewed our pay bands and were able to give 100% of our team a pay rise at or above inflation.

This year we will continue to review our salaries, ensuring they increase in line with inflation or above, whilst remaining sustainable as a business.

Margaret has always committed to paying our employees in line with or above London Living wage. Earlier this year we increased our starting salaries in line with the recommended increase, bringing the deadline forward to take immediate effect (January 2024) rather than wait till April 2024 when we were legally obliged.





TEAM PROMOTIONS

Our team are our greatest asset and we love to see them progress. Last year we promoted 21% of our team and would love to see this figure increase again this year.

SHARING OUR SUCCESS

Last year we divided just over 5% of our end of year profit with our non-executive team.

This year we'll again plan to share at least 5% of any agreed profit share with our non executive team through our profit share scheme.

KEEPING OUR TEAM INSPIRED AND CREATIVE

Last year we managed to offer 11 regular training sessions to our team, including sessions on EDI, crisis communications and how to run a media campaign.

We'll continue to offer monthly training sessions to our entire team over the 12 months, with at least two of these being led by external experts.

Last year our team went on 10 cultural trips: Our aim is to do these monthly so we very nearly managed this.

We will also continue having monthly cultural trips, with at least one of them being an entire team away day out of London.

INVESTING IN PERSONAL DEVELOPMENT

We again offered all our team a £200 annual personal training allowance, however despite reminders only 35% of our team (6 out of 17) managed to use this.

This year we're taking more responsibility as Directors to help facilitate this, through pro-actively suggesting courses and opportunities, as well as ensuring the team feel able to take the time out. We are also committing to investing further in our team's education by adding an additional £200 per person for skills based training, bringing the total annual education / development fund to £400 per person.

We will also continue to conduct annual performance reviews as well as regular 'check-ins' and development plan meetings with all staff.

IMPROVING DIVERSITY, INCLUSIVITY AND ACCESS

In 2022, 20% of our team were from underrepresented 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.

In 2023/24 13.3% of those that answered our anonymous survey described themselves as being non-white.

80% identified as being female and 7.7% as 'other' 14.3% described themselves as being gay.

We had no category to include class or disability.

This year we want to increase the ethnic diversity of our team from 13% to 20% being from Black, Asian and underrepresented groups so we can more closely represent the communities we aim to engage.

We also want to educate ourselves and our team on how we can be a more inclusive and welcoming company where people from Black, Asian and underrepresented groups feel valued and able to bring their whole selves to work. To do this we will start an annual EDI training session and create our own EDI action plan.

We will also review our diversity targets, considering whether we should add further targets for socio-economic, age and disability inclusion into our targets for 2025/26.



OUR COMMUNITY

IMPACT REPORT 2023/4

POPPY, ROBERT MAPPLETHORPE, 1988

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SUPPORTING OTHER WOMEN IN BUSINESS

Last year we said we would repeat our IWD competition and actively look for opportunities to support other women in business through our curation, marketing networks and purchasing decisions.

In 2023/24 we ran two competitions - one for International Women's Day and one for Independent Businesses (the latter wasn't restricted to women but had the biggest response from other women in business, one of whom ended up winning).

8/12 or 3/4s of people profiled on our social media (5 things, creative spotlight) were women.

8/12 or 3/4s of our panelists on margaret morning were women.

GIVING UNDERREPRESENTED GROUPS INDUSTRY ACCESS

We have an ongoing relationship with Arts Emergency, a charity organisation set up to help young people get a fair start in the arts. Last year we supported three work placements with young people from their programme.

They also offer a brilliant mentor programme, matching companies with under 18s mentees that are living in London who and starting to choose their career paths which we didn't manage to enrol onto last year

This year we intend to do more with Arts Emergency, we will again offer a minimum of two separate three month work placements but this year our senior team (and any of the rest of our team that would like to) will also enrol on the mentor programme. We will also run an insight day for Arts Emergency members and work with Arts Emergency to create a safeguarding policy and training session for our team.

VOLUNTEERING



VOLUNTEERING IN OUR COMMUNITY

As a company we give our team the opportunity to have an optional paid day per quarter to volunteer at a charity of their choice. Last year only 18% of our team managed to do this, volunteering for five days between them which saw them organise two screenings (one of Ken Loach's The Old Oak and one of Netflix's The Swimmers) to raise money for Refugee Buddy Project in Hastings, spend a day helping at Grow farm and run fundraising activities at a local school in Queens Park.

We also organise one day per year when we will volunteer as a team at a charity agreed between us. Last year we used this day to visit local charity Alexandra Rose to see their work and talk to members of their team in the run up to christmas.

This year we'll continue to offer our optional paid day per quarter for volunteering, with our senior team leading on this by example. We will also spend a day volunteering as a team at a charity of our choice.



OUR PLANET

ENVIRONMENTAL IMPACT

We have once again worked with Green Small Business organisation to calculate our carbon footprint and make recommendations for how we could improve our environmental choices and impact.

Last year we managed to decrease our overall business travel emissions by 21% (bringing them down to 13.1 tonnes from 16.6 tonnes the year before). However, unfortunately our overall carbon footprint has gone up to 166.4 tonnes last year from 112.3 tonnes the previous year, an intensity increase of 17%. Ideally this should have remained the same or decreased, but we have improved our overall understanding in how we are record and map our data, which should aid us to improve significantly in the future.

The increase in our footprint is due partly to a change in how emissions are calculated (with previous UK Government emission factors having been discontinued, which meant numbers increased significantly) and partly in relation to our growth in both size and overall spend (our turnover having gone up by 26%).

We have offset this by planting trees through Make it Wild, leading to us planting 27 trees in total for 2023-2024.

This year, by continuing the improved methods of recording and analysis of our spending that we have learned, we hope to see an improvement in our carbon efficiency. We will be looking at the footprint of our supply chains, pinpointing specific activities that contribute highly and altering our approach to those activities accordingly. As an example, we will look to hire and recycle more in an attempt to reduce the impact of supply chains. In other words, we will look to dematerialise wherever possible.





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