



# MARGARET

IMPACT REPORT 2024/5

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# INTRODUCTION



*Spare No Drop*  
AW//2024  
LDN TOWN

OATLY  
*Custard*  
by Giggs

CUSTARD  
50+  
OATLY

## A LETTER FROM OUR MD:

Here we are, reflecting back on the year from April 2024 to the end of March 2025.

It's fair to say we're a busy bunch, and at times we've found it challenging to reach our impact goals alongside the work that covers our costs, so I'm proud of the positive impact we've been able to make as a team.

I'm pleased to report that we continued to work mainly with clients and collaborators who are purpose-driven. 85% of our work this year created positive social or environmental impact - from FORWARDS Festival and Glastonbury's Silver Hayes to The Photographers' Gallery and the BFI London Film Festival's Expanded programme.

We have also donated our time to create a Cultural Strategy for the UK's walking charity, Ramblers, as well as contributed to Arts Emergency's mentoring programme and made donations to Against Empty Homes and The Felix Project.

True to our mission, we continued to create space for conversations about how culture can drive positive change through our Margaret Mornings, and we compiled our first Cultural Shifts trends report, which champions grassroots collectives and brands doing good.



Our vision for next year is to take more brands with us into the positive impact space, connecting them to cultural campaigns, talent from our creative community, and grassroots networks that are pushing boundaries towards a better world.

The wellbeing of our team continues to be a key focus, and we were thrilled to be awarded a place on Campaign magazine's Top 100 Places to Work list for the second year running. As well as giving the team time to volunteer, we reduced the number of clients we work with to help avoid burnout, increased our professional learning allowances, and extended time off between Christmas and New Year.

And there we are - a year and a team we're proud of, doing what we can.

We're looking forward to continuing to learn, evolve, and create more work that spreads optimism and kindness when the world really needs it.

Lucy Stanfield, Managing Director

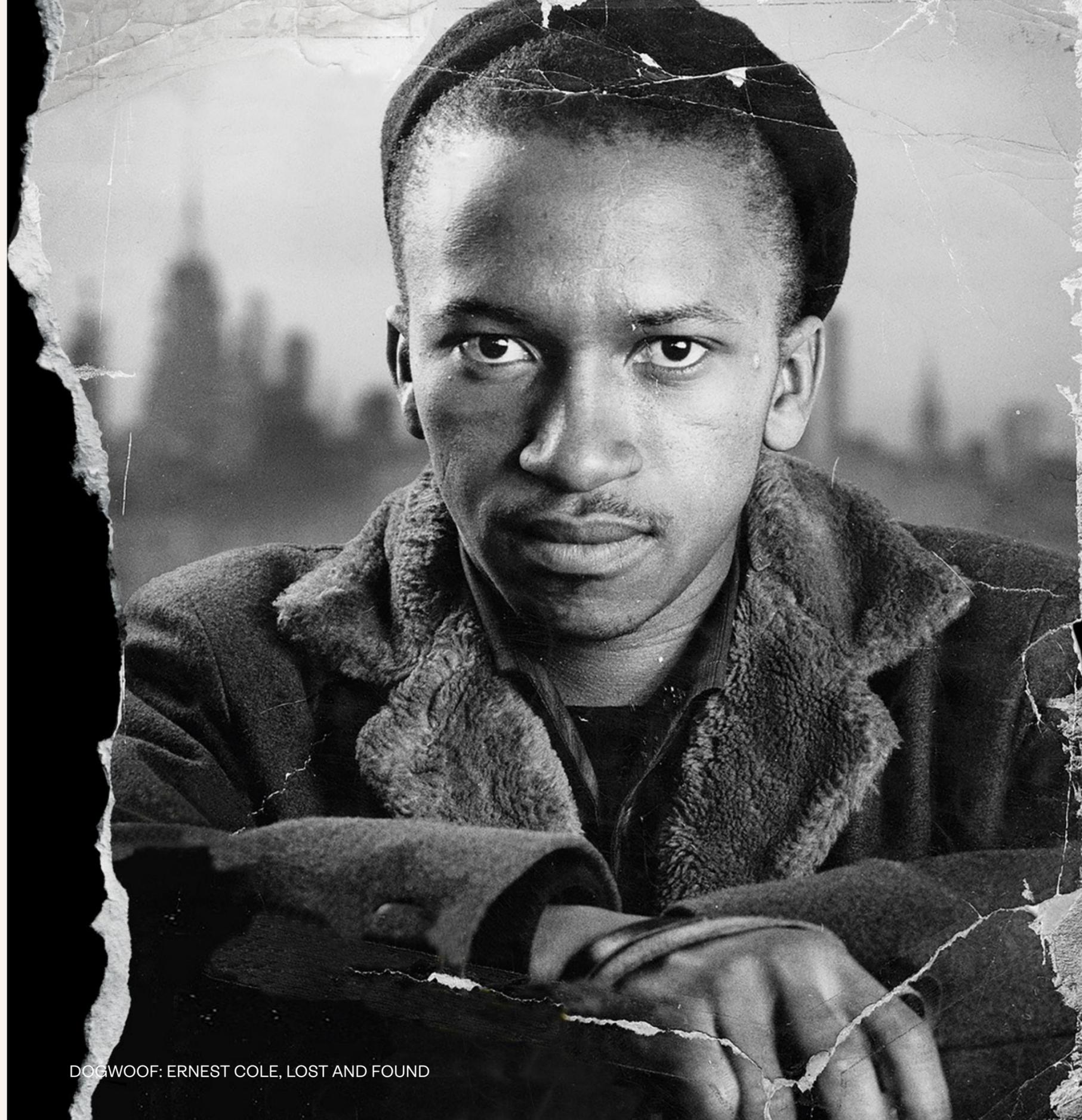


## OUR MISSION

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

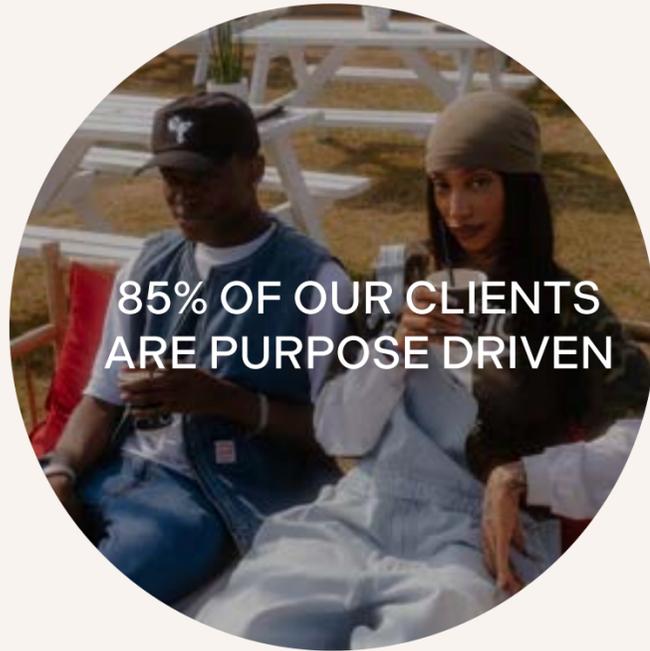
## OUR BELIEF IN CULTURE

We believe in the positive power of arts and culture to challenge and inspire, to spark conversation, bring people together, and create meaning.



# HIGHLIGHTS





85% OF OUR CLIENTS  
ARE PURPOSE DRIVEN



CAMPAIGN TOP 100  
BEST PLACES TO  
WORK FOR THE 2ND  
YEAR RUNNING



1% OF OUR SALES TO  
RAMBLERS CHARITY,  
ACTION AGAINST  
EMPTY HOMES AND  
THE FELIX PROJECT



2 X ARTS EMERGENCY  
12 MONTH MENTOR  
PROGRAMME



TEAM VOLUNTEERING  
DAY AT GROWING  
COMMUNITIES



WE GAVE FREE  
CONSULTANCY TO A  
WOMEN'S OWNED  
BUSINESS



WE PROMOTED  
39% OF OUR  
TEAM



75% MORE OF TEAM  
TOOK EXTERNAL  
TRAINING

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# OUR WORK



# PURPOSE DRIVEN CLIENTS AND CAMPAIGNS



Last year, 85% of our clients were purpose-driven. We define purpose-driven as projects, campaigns, and communities that have a positive social impact on people and the world around us. We didn't quite meet our target of 90%, but we matched the previous year's result.

We worked with a total of 20 client collaborators, 17 of whom were purpose-driven. This was 15 fewer clients than the previous year, meaning we achieved our goal of working with fewer clients to protect our team's wellbeing.

Three of our clients didn't meet our internal 10-point Positive Impact Filter, which measures whether a client or project delivers positive, measurable benefits for society and the environment (e.g. reducing systemic inequalities, promoting social equity and inclusion, supporting sustainable and ethical products, youth empowerment programmes, or inclusive fitness and wellbeing initiatives).

This year, 90% of the campaign ideas we pitched actively aimed to create positive change for people or the planet and addressed - or helped to solve - a social injustice.

For the year ahead, we're setting ourselves the goal of only pitching campaign ideas that actively make a positive change for people or the planet, and that address or help to solve a social injustice or challenge.

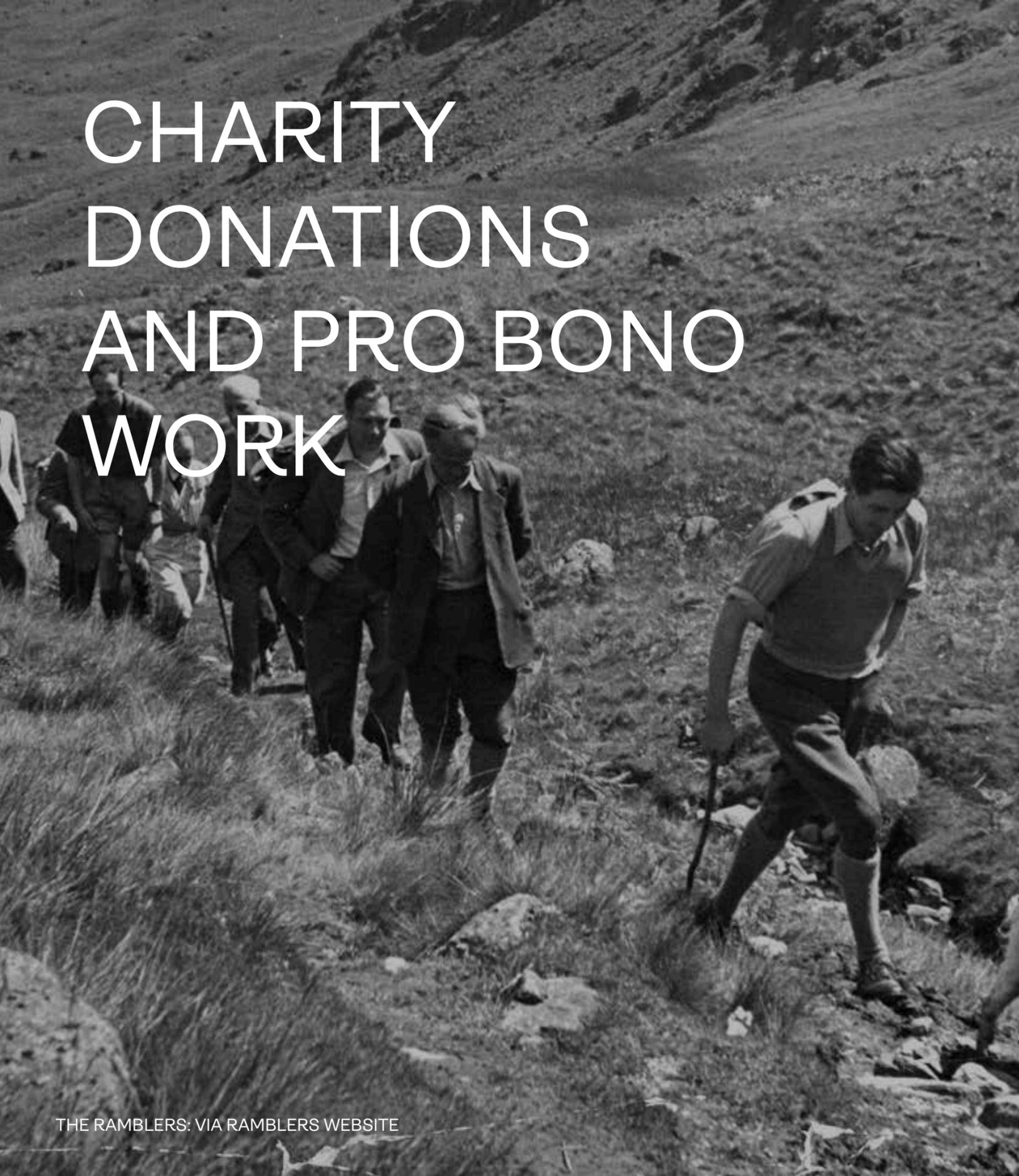
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# INDUSTRY EQUITY: ADDRESSING THE BALANCE FOR UNDER REPRESENTED COMMUNITIES IN OUR CLIENT WORK

Last year, we set a target to increase the diversity of our collaborators across client work, aiming for at least 20% to be from the global majority and underrepresented groups. This includes our production teams (videographers and photographers), talent and influencer partnerships, and cultural programming.

33% of our crews for Creative Studio production projects were from the global majority and underrepresented groups. For talent and influencer campaigns and cultural programming, we exceeded our target of 20%, with 50% of our talent partnerships coming from the global majority and underrepresented groups.

This included our work with the future-facing festival FORWARDS and Levi's®. We will continue to work with our clients to increase the diversity of their programming this year through partnerships with our cultural community.



# CHARITY DONATIONS AND PRO BONO WORK

THE RAMBLERS: VIA RAMBLERS WEBSITE

Each year, we donate 1% of our sales to social and environmental charities through our membership of 1% for the Planet. This year, a proportion of this donation was contributed as our time working with The Ramblers - Britain's walking charity. Our work for them included a Cultural Strategy with recommendations to engage diverse audiences through cultural programming and partnerships.

"Margaret's cultural strategy allowed us to see The Ramblers through a different lens, in terms of both where we stand today, and where we could be in the future." - Carol Flint, Head of Communications & Campaigns, The Ramblers

The team also voted to donate to Action On Empty Homes and The Felix Project. This year, we will once again donate 1% of our sales to social and environmental charities, with recipients chosen by our team.

Last year, we weren't able to donate team time to work on our annual pro bono charity awareness campaign in addition to supporting The Ramblers. This was due to needing to focus the team's time on covering our costs.

Next year, we'll aim to use our cultural knowledge and network to help raise awareness of, and/or funds for, charities and social or environmental issues we believe in as a team.

# OUR VOICE

SURF!

NATIONAL MARITIME MUSEUM CORNWALL



# PURPOSE DRIVEN MARGARET INITIATIVES

In 2024/25, we hosted and programmed two Margaret Mornings panel discussions, both of which aligned with our mission. We had set a target of four but found it challenging to fit them in alongside our client work.

Our themes were The Power of Dance (July 2024) and Bring Joy, Build Connection (March 2025).

**The Power of Dance:** Exploring its influence on and relationship with other creative industries, as well as the authentic ways brands can tap into dance and its ability to connect with people emotionally, culturally, and creatively, featuring panelists Valerie Uchechukwu Ebuwa, Robyn Landau, Luke Lentes and Alex Whitley.

**Bring Joy, Build Connection:** Why brands need to step up in challenging times, featuring panelists Olly Crown, Hossam Fazulla Gillian Jackson and Ore Abiona.

This year, we'll aim to organise four panel discussions, each related to our mission: helping brands find their cultural purpose, and creating and giving voice to influential campaigns and communities that push boundaries and have a positive social impact.

We'll also look to secure a brand sponsor for one or two events to help cover costs.

Additionally, we introduced a new initiative to profile brands doing good, which included 28 B Corporations. We'll continue our monthly spotlight on our socials, extending it to brands and organisations making a positive impact, even if they are not yet B Corps.

# AT OUR MARGARET EVENTS



MARGARET MORNING, 'BRING JOY, BUILD COMMUNITY' PANEL TALK

76% of our panelists for the Margaret Mornings discussions were from the global majority (our target was 50%), 50% were women, and 100% are creating a positive impact through their work.

This year, we'll expand Margaret Mornings and ensure that at least 50% of our panelists are from the global majority, with all of them working towards a positive impact on people or the planet.



# CHAMPIONING UNDERREPRESENTED GROUPS ON OUR MARKETING CHANNELS

Last year, we profiled 73 creative names on our social media and newsletter. Of these, 37% were from the global majority, exceeding our 20% target.

This year, we'll continue to champion a diverse range of inspiring creative figures who are striving to make a positive impact, prioritising those from the global majority, underrepresented groups including LGBTQIA+, and people with a disability.

# OUR PEOPLE

MARGARET TEAM AT OATLY. CUSTARD BY GIGGS

@MARGARETLONDON

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# LOOKING AFTER OUR TEAM



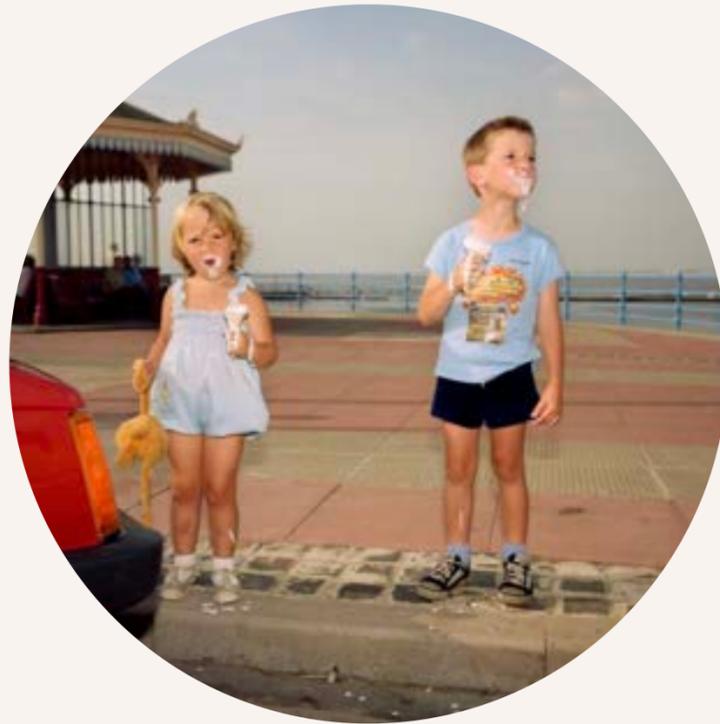
Last year, we were delighted to win a place on Campaign magazine's Top 100 Places to Work list for the second year running. The award is based on confidential questionnaires sent to the team, alongside information on our employee benefits and policies.

We added more employee benefits last year, including an extended wellness break between Christmas and New Year, giving our team an extra seven days of holiday to rest and recuperate.

We also continued to work in a hybrid setup, combining working from home with time in our co-working space, Protein Studios in Shoreditch, which gives our team free access to Frame workouts and social events. Remote working also continued, allowing team members to visit family abroad.

This year, we plan to make some changes to our policies following feedback from last year's annual anonymous team survey. We'll be reviewing our Time Off in Lieu policy to ensure our team is able to rest after working at festivals and press trips over weekends. We are also looking to increase our lunch breaks from 30 minutes to one hour, allowing our team to take a walk in nature or participate in an exercise class.

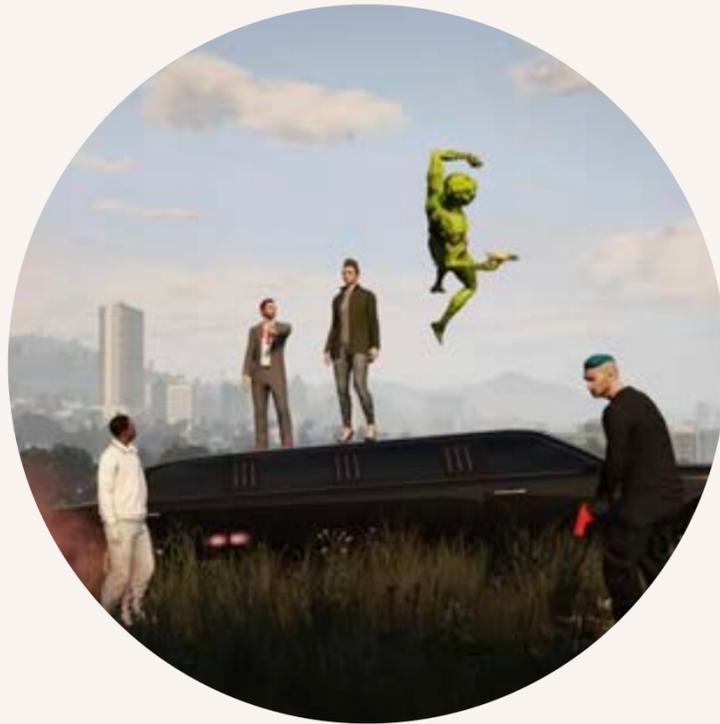
Alongside this, we'll tweak our Summer Hours policy, supporting our team to finish at 3 pm from May to September without having to make up the hours during the week. We encourage everyone to spend this time in nature if they can. Extended lunch breaks and early finishes on Fridays will reduce the team's working week by 5 hours and 30 minutes.



## TEAM PROMOTIONS

Last year, we promoted 39% of our team, an increase of 18% from the previous year.

As our greatest asset, we love to help them learn and progress. We'll continue to work with them on their development plans this year.



## PAY GRADE REVIEWS AND TRANSPARENCY

Last year, we reviewed and amended our pay grades, comparing them to both cultural institutions and more traditional communications agencies - as we sit between the two.

We were also able to promote 18% more of the team than the previous year.

We continue to be committed to paying our employees in line with, or above, the London Living Wage.



## SHARING OUR SUCCESS

In 2024, we introduced a team profit-share scheme, pledging to share our financial successes with the team by allocating 5% of our profit as a bonus. As we didn't make a profit last year, we weren't able to do this.

# KEEPING OUR TEAM INSPIRED AND CREATIVE



MARGARET TEAM TRIP TO THE NATIONAL PORTRAIT GALLERY

Last year, our team went on eight cultural trips together, including the National Portrait Gallery, the Barbican, Autograph Gallery, All Points East Festival, White Cube, and the British Library. We didn't manage to have a team trip outside of London, and put this down to having more international clients and press trips, so the team chose to have cultural outings closer to home.

We aimed to do the trips monthly with the full team, but we didn't quite manage to do these altogether due to client commitments.

This year, we'll look to refresh the policy on our cultural afternoons, giving the team the opportunity to leave at 5 pm one day a month to do a cultural trip of their choice using our Museums Association membership.

We will also have a summer away weekend outside of London to attend the music and arts festival Houghton, in Norfolk.

Last year, we ran seven training sessions with our team. These included Margaret Measurement, Cultural Shifts, and Wellbeing in the Workplace. We will continue to offer bi-monthly team training sessions over the next 12 months.

# INVESTING IN PERSONAL DEVELOPMENT



Last year, we increased the external training allowance from £200 to £400 per person.

We saw an increase in take-up of the external training from 35% to 75%, with our team taking part in courses including Writing for Social Impact, People Management, and Creative Photography.

We also created an additional fund for our Creative Studio team, who received training in Art Direction.

Last year, our Mental Health First Aider worked with members of our team to create individual mental health self-care plans. We supported team members with monthly 1-2-1 wellbeing catchups with the Mental Health First Aider and colleagues where needed.

This year, we're committed to upskilling our team in using AI for good in communications and digital marketing.

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



# IMPROVING DIVERSITY, INCLUSIVITY AND ACCESS

MARGARET TEAM OUTING

In 2024, we set ourselves a target to increase the ethnic diversity of our core team from 13% to 20% being from the global majority. We created a new position for a valued freelancer within our network from the global majority, but unfortunately, the position wasn't sustainable, leaving us with a disappointing figure of 6%.

This year, we don't plan to increase headcount, but we are committed to continuing to increase the ethnic diversity of our wider freelance team. Last year, we reached 23% ethnic diversity in the wider team, so we will continue to give priority to freelancers from the global majority and other under-represented groups.

If we do recruit a core member of the team, we're committed to widening our net 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. We'll continue to ensure that at least 20% of the candidates interviewed are from the global majority.



# OUR COMMUNITY



# SUPPORTING OTHER WOMEN IN BUSINESS

INTERNATIONAL WOMEN'S DAY COMPETITION WINNER, EMERALD AND TIGER

We repeated our International Women's Day competition, offering a day of free marketing consultancy to a women-led business.

We also agreed to actively look for opportunities to support other women in business through our curation, marketing networks, and purchasing decisions.

Four of our panelists from our Margaret Mornings were women, as was our host. Of the 73 people profiled on our digital channels, 29 (39%) were women.



# GIVING UNDERREPRESENTED GROUPS INDUSTRY ACCESS

ARTS EMERGENCY, VIA ARTS EMERGENCY WEBSITE

Last year, we continued our partnership with the charity organisation Arts Emergency, which helps young people from marginalised backgrounds get a fair start in the arts and creative industries.

We were thrilled to sign up three of our team members to become mentors for under-18s looking to get a foot in the door in the creative industries.

Our team members signed up for the 12-month mentoring scheme, committing to meet with their mentee for one hour each month to provide career support and introductions.

This year, our mentees will be invited to our Margaret community events, having already attended a Margaret Morning.

We're also very happy to offer one of our mentees a week's paid work experience, shadowing our Creative Studio production team this summer.

This year, we'll also encourage anyone on the team to apply to become additional mentors.

If you would like to become a mentor with Arts Emergency, please contact: [mentoring@arts-emergency.org](mailto:mentoring@arts-emergency.org).

# VOLUNTEERING



MARGARET SALEX AND ROBYN, VOLUNTEERING AT GROWING COMMUNITIES

This year, the team decided to spend our company-wide volunteering day at Growing Communities - a community-led organisation in Hackney whose mission is to feed urban communities in a fair, sustainable way in the face of corporate dominance and climate change. The team donated 45 hours and helped to build dead hedges, clean greenhouses, and make leaf compost at the community garden in Hackney.

We were inspired to volunteer with Growing Communities after seeing it on the House of Hackney impact report, and we hope others will be inspired by us sharing our experience. If you would like to contribute to Growing Communities' work setting up practical, long-lasting alternatives to the current food system, please email them for more information about volunteering slots at their Hackney and Dagenham market gardens: [growcomm@growingcommunities.org](mailto:growcomm@growingcommunities.org).

As a company, we also give the team the opportunity to spend one day per quarter volunteering at a charity of their choice. This year, they voted to do one of those days together, so we have confirmed that we'll be going back to volunteer at a different community garden in September 2025.



# OUR PLANET



# OUR ENVIRONMENTAL IMPACT

WILD EYE: 'AMBIGUOUS MACHINES' BY SHEZAD DAWOOD WITH DAISY HILDYARD

We have analysed our spending and business operations to calculate our carbon footprint. This year, we have reduced our carbon intensity from 83.42 to 80.56 (tonnes CO<sub>2</sub>e/£m turnover), a 16.6% reduction to 134.35 tonnes. We have offset this by planting 37 trees through Make It Wild.

We have benefited from our improved method of categorisation, which enables us to track spending more accurately. We attribute this reduction to dematerialising some of our business operations, for example by hiring event equipment where possible and purchasing less.

Some of the reduction is also influenced by the projects we've worked on, which required less business air travel. Going forward, we will examine our transport policy in greater detail.

We will also engage with suppliers and contractors regarding their carbon intensity and open conversations about how they monitor themselves and the sustainable efforts they are making.

hello@margaretlondon.com  
@margaret\_london  
@studioatmargaret  
LinkedIn: Margaret | Certified B Corp