

Impact Report

Being kind, looking after the planet & supporting Freestylers in bringing the real them to work.

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Introduction



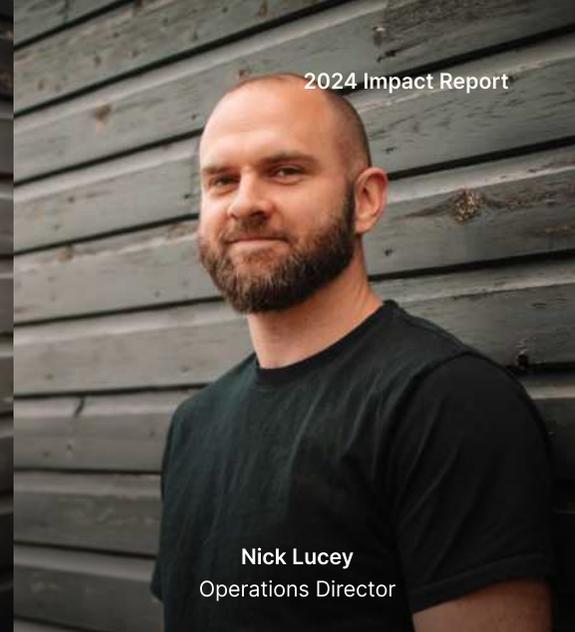
Suzanne Linton
Co-Founder and CEO



Alan Cooper
Co-Founder and Business Director



Emma Simkiss
Managing Director



Nick Lucey
Operations Director

‘Forward’

In 2023, like many others in our industry, we faced our fair share of challenges.

Despite this, we worked tirelessly to fortify Freestyle against the prevailing headwinds, with a steadfast focus on our people and the overall health of our business. As a result, our journey towards achieving our desired social and environmental impact didn't unfold quite as smoothly or as fruitfully as we had hoped.

However, despite the challenges, 2023 marked the exciting beginning of our journey towards becoming a B Corp. This important step reflects our dedication to being a force for good, and living by our value of ‘Be a Good Human’.

While our efforts throughout 2023 may not have reached the scale of impact we initially aimed for, the lessons learned have only fuelled our determination. Looking ahead, we've set solid goals for the future, grounded in our values and fortified by our B Corp commitment.

Our sights are set firmly on the future, and we're enthusiastic about the prospect of making even more meaningful contributions to the betterment of our community and the environment in the coming year.

Together, we're not just building a thriving business; we're crafting a force for good, leaving behind a legacy of compassion, empowerment, and meaningful change in our community.

Purpose, mission & vision

Purpose: Our why

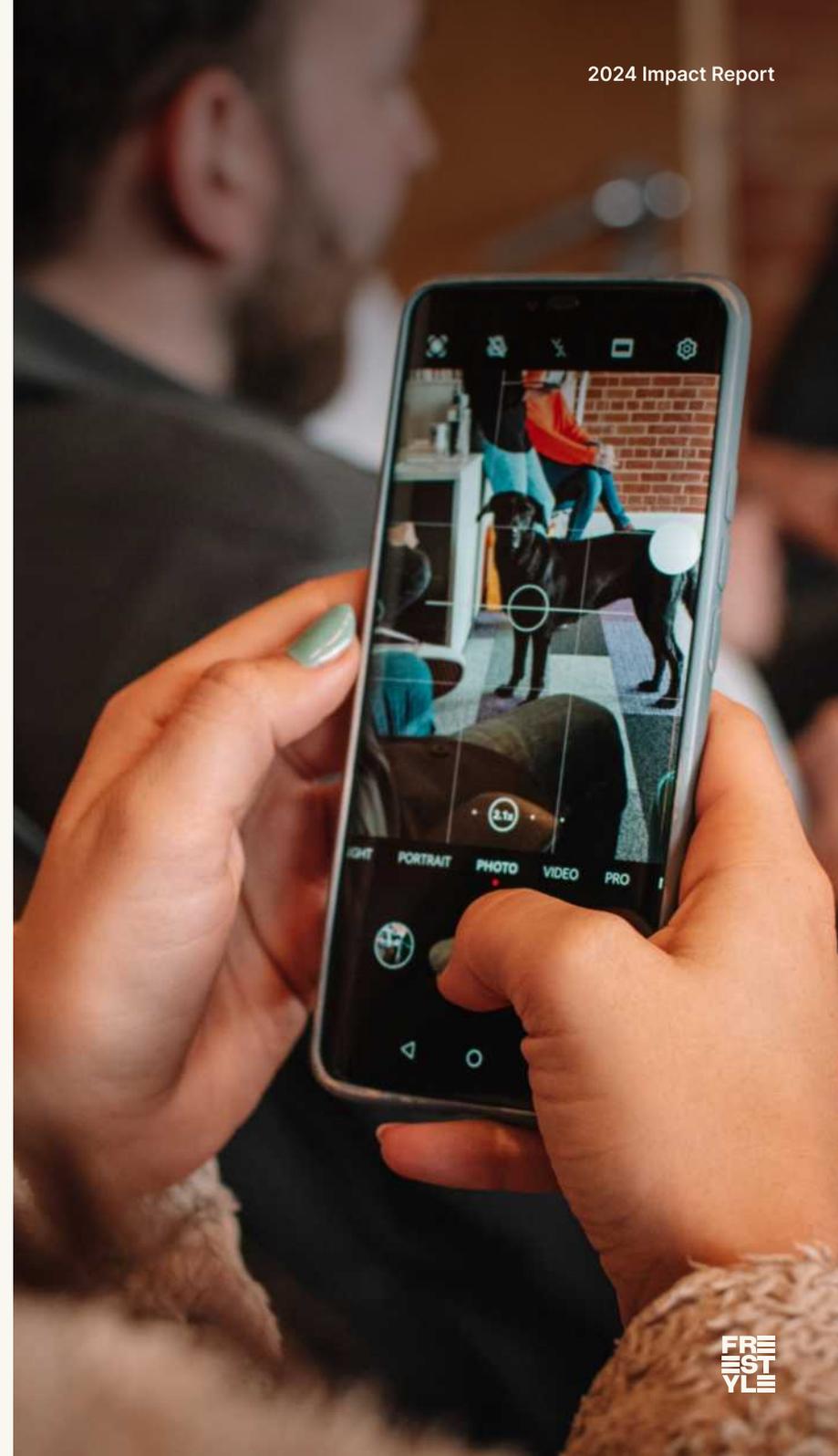
At Freestyle, we believe in crafting smart digital solutions to improve our clients' businesses and the experience of their customers. We use technology to enable them to increase revenue, save money or time and hit their goals.

Mission: What we do

Our mission is clear and focused: to consistently deliver exceptional value and create positive, memorable outcomes for our clients, our people, and our shareholders. Rooted in our core values, we are committed to making fair and ethical decisions that drive sustainable success. We strive to exceed expectations and leave a lasting impact in everything we do. Together, we build a brighter future where success is shared and integrity thrives.

Vision: Our commitment to the future

To drive undeniable value and success for clients, empower our people, and set the standards for exceptional working environments.



Values

Never stand still

Keep your thinking fresh and open to new directions. Go above and beyond, explore new trends, technologies and mindsets. Embrace change, try new ideas, fail fast and learn quickly. It's OK to be geeky. Help shape where we go next, bring passion and curiosity to the table. Make yourself an expert.

Create success

Hit targets, goals, objectives; create a reputation for quality and commercial success, making Freestyle and our clients better businesses because of the things you do. Look beyond the everyday. Lead by example, bring solutions and inspire your fellow Freestylers to step up. Make extraordinary things happen.

Be a good human

Be open and kind, be brave and bold. Teamwork is fundamental for us, that means creating trust, respect towards each other and being responsible and accountable for what you say and do. Build your own resilience, look after the planet and bring the real you to work. Help make the fun...fun. Make Freestyle a positive and supportive place to work.

People

Our awesome people

Embracing flexible working

We successfully trialed a '9 Day Fortnight' working pattern from June to September, giving all of our team every other Friday off on a rota system. Implementing the '9DF' enabled our team to spend more time;

- Volunteering/fundraising
- Studying
- Side hustling
- Exercising and moving more
- Catching up on life admin
- Or just chilling out and putting their well-being front and centre.

We saw an uptick in productivity in many parts of the business with wellness and wellbeing highlighted as on the up. It wasn't without challenge though so our aim for the year ahead is to refine and improve innovative and flexible working patterns that work for all.

We continued to embrace flexibility, and hybrid working, encouraging our team to work where, when and how works best for them. We've really enjoyed seeing so many Freestylers opting to spend time with their peers and choosing to head into the office 2-3 days a week.

For the second year running we enabled some of the team to work abroad to visit family and we'll do it again!





Family-friendly culture

43% of our Freestylers are parents, so we were delighted to yet again be shortlisted for the Working Families Best Practice Awards for 'Best For Flexible Working'.

43%

Massage days

On a monthly basis throughout the year, we prioritised the well-being of our team members by arranging on-site neck and back massages provided by a local, independent massage therapist.



12

Growth, training & development

Our focus is on developing outstanding specialists who feel valued and fulfilled in the work that they do. We're focused on promoting within where possible and in 2023 despite the challenging landscape there was opportunity to promote 20% of our workforce.

Through a combination of formal training, online resources, peer to peer support, mentoring, coaching and on the job training, all Freestylers had access to training and development opportunities and resources with highlights including;

Some impressive certifications and qualifications gained;

- Optimizely Content Cloud Developer certification
- ILM Level 7 ILM level 7 Diploma- executive coaching
- Full ACCA qualification

Further Qualifications kicked off in 2023 with completion dates due in the next 18 months;

- ILM Level 7 Senior Leader Certification
- ILM Level 5 Operations or Departmental Manager Certification
- Optimizely Content Cloud Developer Certification

20

%



Mentoring & learning initiatives

Our senior leaders kicked off a mentoring programme via BIMA, volunteering their time to support the growth and development of others in our industry.

A dedicated group of our specialists participated in a digital day at a local school helping to showcase what careers and futures in the digital space could look like.

In 2024 we will re-launch our 'Lunch and Learn' initiative creating a safe space for peer to peer learning, as well as a roadmap to roll out our in-house 'Progression Framework' giving everyone visibility of their progression routes, skills gaps and training needs and opportunities to continue their onward development.

Growth through innovation

For fun, and to support our business growth, the team developed a concept using AI to give users a playful glimpse at what the 'Future of Sport' might look like.

This created a platform to play, learn and innovate whilst also creating a useful tool to support our event attendance.

The team also continued to iterate our internal app, giving them space to experiment while contributing to creating a true sense of belonging and a more buzzy office vibe.



Making headway with our D,E & I journey

Balanced leadership

We're proud to be a majority female owned and female led digital agency, with co-founder Suzanne Linton working closely to mentor and develop Managing Director Emma Simkiss. Our Leadership Team is a 50/50 split of male and female and 47.6% of our total workforce are female.

50%

Female representation

47.6% of our awesome team is made up by women at all levels, compared to the industry average of only 26% representation of women in the tech workforce.



48%



Advancing equity & inclusion

15% of our total workforce is represented by those within minority groups, and we're working hard on recruitment initiatives that aim to increase the proportionate representation of underrepresented groups at Freestyle.

15%

Community



Opportunities for work experience

We were delighted to host two Year 12 work experience students in the summer, giving two eager young minds the opportunity to experience life in a digital agency, getting a feel for the opportunities available to them.

Meet Bethany

Beth, a skilled barber, harbours aspirations of transitioning into a new career. In 2023, we welcomed Bethany to the Freestyle team on an ad-hoc basis, offering her an opportunity to immerse herself in the dynamics of 'office/agency life' and explore potential career paths. During her time with us, Bethany discovered a genuine passion for content creation and all facets of marketing and social media.

We support local

We feed our team weekly with locally sourced artisan bakes, supporting our local independent bakery...

- Over 300 cakes demolished
- Over 96 loaves buttered
- Over 100 pizzas shared

We source our coffee - both decaf and full strength - from a local artisan family roastery whom we've supported since their launch 12 years ago.

We hosted a summer team building event that took place in nature at a local farm, eating locally sourced food with goody bags packed with locally sourced goodies, and our Christmas party was held at an independently owned local pub chain.



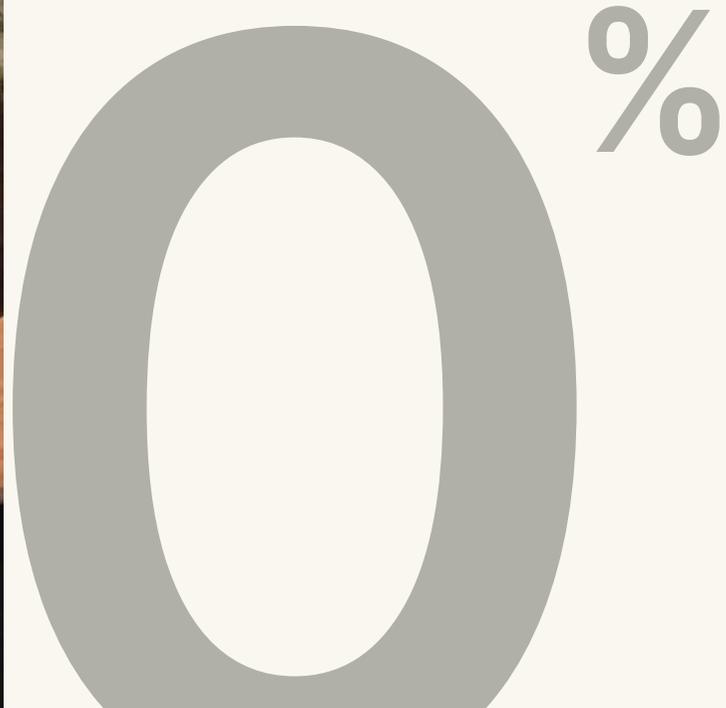
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Charity & volunteering

In 2023 we donated £350 to charities our clients care about. It's nowhere near enough, but it's a start, and we have goals to do much better in 2024.

Our people are showing interest in spending more time doing good and helping those less fortunate or in need, with 20% of our workforce opting to take part in fundraising activities outside of work to raise funds for charities they feel passionate about. In 2024 we aim to bring that passion into the workplace, launching more formal volunteering initiatives.



Doing good in our work

We're particularly pleased to have contributed to some incredibly transformational and impactful pieces of work with our clients in 2023.

The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) is a not for profit organisation supporting Sport England in its drive to improve the activity and health of the nation. We've had a key role to play with CIMSPA's Workforce Governance program providing strategic and technical guidance on the future of the digital tools that will be pivotal in improving safeguarding across the entire sports and fitness industry. Our involvement in this program will continue over the next 18 months.

Similarly, Freestyle created the opportunity to make a significant pro-bono contribution to The Black Swimming Association and its sister business, Inclusive Aquatics. These charities aim to improve access to life saving water safety skills to a section of society which has a disproportionately high incidence of accidents and deaths in water.

We've worked with the trading arm of The Salvation Army in a comprehensive redesign and rebuild of their digital presence to support the evolution of their business and support the charity in its vital work

Across these areas we've been able to provide our team with engaging, impactful and genuinely fulfilling work.

In total we dedicated **552 hours to pro bono projects**, with over **68% of our workforce** getting involved in volunteer or pro bono work.



68% 552 hrs

Governance & customers

“Freestyle demonstrated a deep understanding of our requirements and translated our vision into a stunning website”

Sara Wright

What our clients say

“Freestyle Agency has been instrumental in helping our organisation navigate the digital landscape and developing Content Management Systems (CMS) that has supported our organisation to grow.

The team at Freestyle demonstrated a deep understanding of our requirements and translated our vision into a stunning website. They were attentive listeners and effectively incorporated our feedback throughout the development phase.

Their creative approach and attention to detail resulted in a website that perfectly represents our brand. With Freestyles guidance, CIMSPA has been able to make significant progress in a previously unfamiliar domain of development and we are extending Freestyles support to the formulation of a comprehensive digital strategy.”

Sara Wright

Head of Strategic & Digital Transformation, CIMSPA

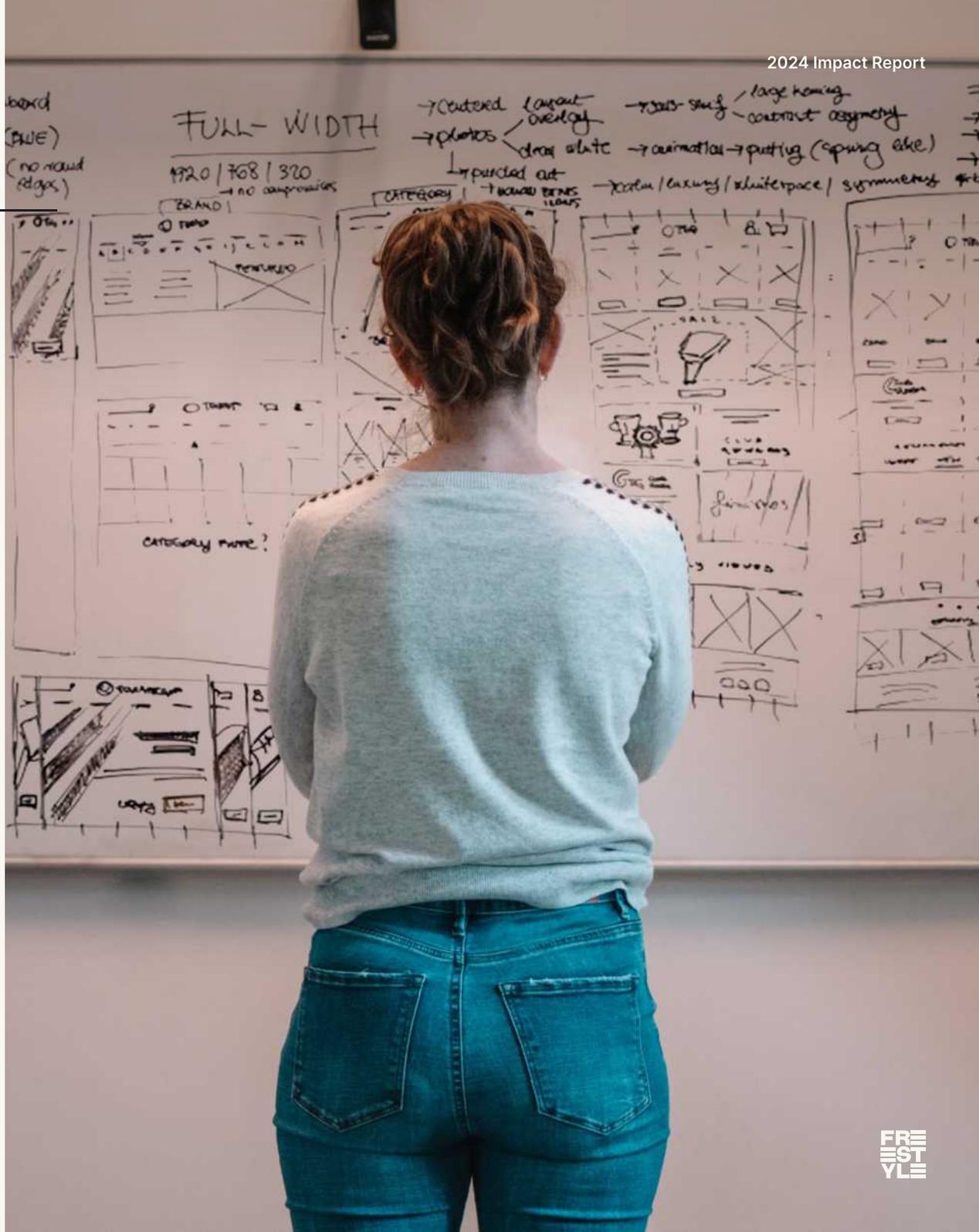
“Freestyle have been a great partner to have by our side”

Allan Steatham

“Freestyle have been a great partner to have by our side, challenging our thinking, our industry, and how we evolve to deliver value to our members. They’ve been a true extension to our team and have played a key part in our plans to improve retention and increase our membership numbers.”

Allan Steatham

Head of Marketing, Caravan and Motorhome Club



Environment

Small changes, big impact

Electricity consumption

We have continued to power our Freestyle offices with Ecotricity, meaning that the electricity we are using is all 100% green – made from the sun and the wind.

Building upon the actual energy usage data from 2023, we will monitor our energy consumption and strive to achieve a 5% reduction over the course of 2024. With the use of tools such as the Giki Zero Carbon Calculator and Ecologi Zero we're much better equipped to get a better understanding of our home-working energy too.

We've also significantly reduced our reliance on our onsite server room in 2023 which has contributed to the reduction of electricity and power usage on site.





Ecologi partnership

Through our ongoing partnership with Ecologi we've avoided 130.75 of tonnes of carbon in 2023 and are proud to continue working with Ecologi into 2024. To date we've planted a total of 5087 trees as part of this partnership.

5087



Cleaning products & recycling

We have made a conscious effort to eliminate toxic cleaning products from the Freestyle offices, switching to brands such as Method, Ecover and Neat - with documentation making recommendations for our team to make the same switches in their home environment too.

We're constantly improving our recycling programmes and have added reusable plastics to our list of recyclable waste products.

While we are proud of the strides we've taken in 2023, we recognise that there's always more we can do. In 2024, Freestyle is doubling down on our commitment to sustainability, exploring new initiatives both through our valued partnerships and internal efforts. We're dedicated to making even greater strides towards reducing our carbon footprint and fostering a greener, more environmentally conscious workplace.

Thank you

Thank you, firstly to our epic Freestylers for coming on this journey with us, believing in our vision and delivering outstanding work for our clients, and secondly to our clients for choosing to partner with us and trusting us to deliver results that support your business goals.

If you'd like to find out more about how we're continuing to drive impact at Freestyle, our goals and vision for the future, then please get in touch at hello@freestyle.agency

**You lose ground when you stand still.
Let's get moving.**