

IMPACT REPORT



2023

Clockwise
Marketing.



OUR VISION

We believe in a world where doing good is great for business. Where every marketing strategy, every campaign, and every decision is driven by a commitment to ethical and responsible practices.

OUR MISSION

Our mission is to make marketing more transparent, trustworthy, and effective. We want to be the go-to partner for businesses looking to grow responsibly while connecting with their audience in meaningful ways.



OUR **VALUES**



EXPERTISE

We don't want to just knock out ordinary work; we want to be really good. So we keep our skills and knowledge honed through practice and learning.



CURIOSITY

We all share a curious streak, from obscure facts about toast to the workings of the human thumb. So please don't think we won't be interested in your business.



COLLABORATION

We make a principle of working collaboratively, because two heads are better than one, the whole is greater than the sum of the parts and many a mickle makes a muckle.



DEDICATION

We don't believe in sloping off when there's work to be done. If we did, we would. That's how dedicated we are. We let nothing stand in our way.



RELIABILITY

Similar to dedication but subtly different, reliability is the value of delivering on our promises. It's what makes our clients trust us with their brand. That's a lot of trust.



TRANSPARENCY

We believe in the benefits of honest, straightforward dialogue with our clients. It enables us to move obstacles out of the way. We do it every day and it works.



A YEAR IN **NUMBERS**

22 

CLIENTS SERVED



£3-4K

DONATED TO CHARITY



96hrs

OF VOLUNTEERING



A YEAR IN PICTURES



OUR PEOPLE

Our dedicated team and their contributions have propelled us to our current position. We are committed to fostering lasting relationships with each of our team members and suppliers, achieved through a consistent and dynamic approach.

100%

of full-time employees
received a pay rise

87.5%

of full-time employees
identify as female

27%

employee
attrition rate 

0%

employee attrition rate
in the first 12 months of
employment

3.2

years 

is our average employment
tenure (not accounting for our
MD who'd bring it up to 5.75)

66%

of managers
identify as female 

100%



of employees and contractors were paid
above the London living wage

6



countries represented
within the team

20%

of employees from an ethnic
minority background





MESSAGES FROM OUR **TEAM**

I am proud to be able to work with a team of highly skilled marketers that make the work for our clients flow so smoothly. I have already seen Clockwise grow over the months that I have been here, including hiring two new starters. I joined Clockwise due to the calibre of clients they had and the fact that it was mainly a women led team, which I loved and still love. I'm proud to be part of the Clockwise team and can't wait to see the growth in the next year.

I made a conscious decision that my next career move would be to an organisation that aligned with my values. I am pleased to say that I have found this with Clockwise Marketing. It's a vibrant and creative environment where team members are passionate about delivering a unique and fresh approach to client projects.

- (New Hire)

I'm proud of the client relationships I've been building during my time at Clockwise but especially the past 12 months. There is a mutual respect between me and my clients and we're all running towards the same goals.

I take immense pride in hearing the positive feedback from our new recruits about the friendly, welcoming, and inclusive culture we have cultivated at Clockwise. It speaks volumes to the efforts we've invested in fostering an environment where every team member feels valued and embraced. Creating a workplace that prioritises friendliness and inclusivity has been a collective endeavour, and I am thrilled to witness the impact it has on our new colleagues. It validates our commitment to providing a supportive atmosphere but also inspires us to continue championing a culture that fosters collaboration, respect, and a true sense of belonging for all.



MESSAGES FROM OUR **TEAM**

Having been a part of Clockwise Marketing for nearly 9 years, I've seen the company go from strength to strength. I value the close knit relationships which we form not only within the team but with our clients. From a design perspective, we've pushed ourselves to deliver fresh and intuitive creative output which has received great feedback. I'm proud to have been part of numerous successful website launches, each different but all designed and developed with the same level of creative passion and dedication.

I chose to join Clockwise because it was an awesome opportunity to work for a top agency in London that had a range of clients across the globe!

- New Hire

It's so rewarding to work with a young team of professional marketers. I enjoy watching them grow and improve as well as enjoying getting to know them as people.

This year we've embraced a higher level of critical thinking. Exploring the 'why' and 'how' behind ideas, encouraging everyone to delve deeper into the core strategies. This journey has redefined our impact on our clients, setting us apart as a team that's not just about marketing, but about thoughtfully crafting narratives that resonate with our audience on a deeper level. And seeing each team member evolve, embracing this mindset shift and bringing their unique perspectives to the table, has truly been a source of immense pride and satisfaction for me as the head of this dynamic, forward-thinking team.

NOT OUR **CLIENTS**

It might seem like it goes without saying, but to certify our commitment to a fairer industry, we choose not to work with clients in the following sectors:

TOBACCO & NICOTINE:

Due to the health risks associated with tobacco and Nicotine consumption.

OIL & GAS:

Fossil fuel or finite energy companies.

GAMBLING & BETTING:

Industries that may lead to addiction and financial harm.

FIREARMS & WEAPONS:

Companies involved in the manufacturing or sale of firearms and weapons.

ADULT ENTERTAINMENT:

Businesses that function through pornographic services or products.

UNREGULATED SUPPLEMENTS & PHARMACEUTICALS:

Companies promoting unregulated or potentially harmful health supplements and pharmaceuticals.

UNETHICAL FINANCE:

Businesses involved in predatory lending, exploitative financial practices, or fraudulent investment schemes.

EXPLOITATIVE LABOUR PRACTICES:

Violation of workers' rights and unfair treatment of employees.

ZOOS & ANIMAL PARKS:

Organisations or parks holding caged animals.

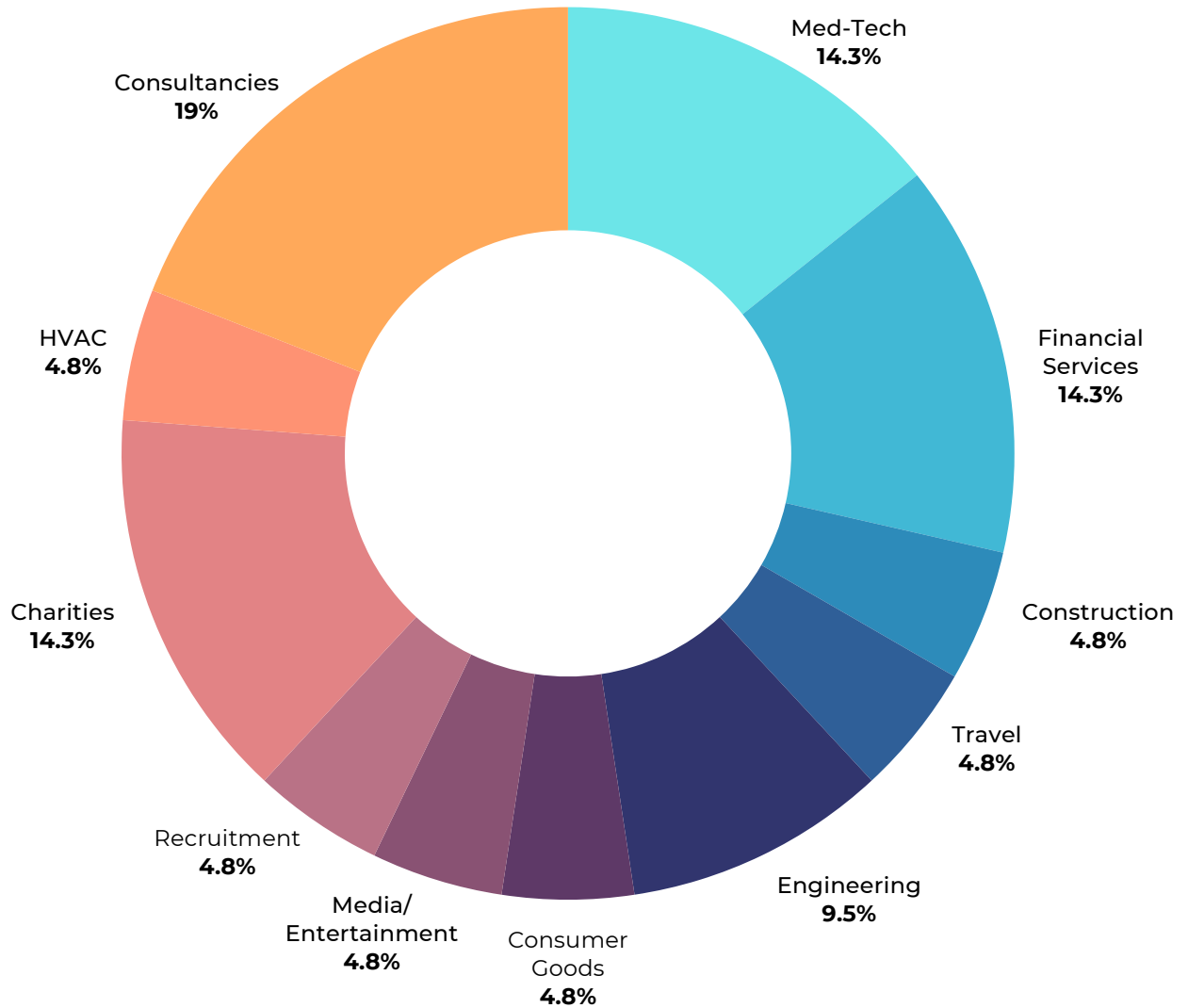


DECEPTIVE MARKETING:

Last but not least, we will not work with clients that engage in deceptive marketing practices, or have proven to use false advertising or misleading claims.

OUR CLIENTS

Breakdown of sectors served:



SOCIAL **IMPACT**



SUPPORTING & UNDERSTANDING NEURODIVERSITY IN THE WORKPLACE

Our team consists of members with neurodivergent conditions and for us as an organisation, it's important to understand and raise awareness about neurodivergence. In the last year, took part in some Neurodiversity awareness training with third-party specialist Enna.



SPONSORING CHRISTMAS PARTY FOR YOUNG HOMELESS RESIDENTS IN SURREY

Last Christmas, we sponsored The YMCA East Surrey's Christmas dinner and party for their young homeless residents.



PARTICIPATED IN LONDON TO PARIS YMCA FUNDRAISING CYCLE RIDE

Earlier this year, our Managing Director jumped on the saddle and cycled from London to Paris and raised £1500 for the YMCA.



COMMUNITY FUND

Invested time and money into the inception and start-up of a business Community Fund set out to support local charities and projects.



VOLUNTEERING WITH THE FIRCROFT TRUST

In August we took a company day off to volunteer with The Fircroft Trust, helping them with the reopening of their community centre for people with learning disabilities, autism, and mental wellbeing issues.



CHAIR OF FUNDRAISING COMMITTEE OF LOCAL YMCA

Our MD donates his time to attend quarterly board meetings, supporting the YMCA with fundraising and volunteering at events.

ENVIRONMENTAL **IMPACT**

Energy Consumption

100%

Renewable electricity used across home offices and co-working spaces

100%

Renewable energy powered website hosting for ourselves and our clients

6396

Estimated kWh energy used in all work from home offices

0.9

Tonnes of CO₂ estimated for natural gas usage in home offices

Energy Consumption

12.5%

of the team cycling to and from work

62%

of the team travel by underground to and from work

25%

of the team travel by train to and from work

Equipment

3

New laptops purchased

2

Second-hand laptops purchased



NEW COMMITMENTS FOR **NEXT YEAR**



YMCA SLEEPOUT

A few members of our team will be participating in the annual YMCA sleepout to help support and fundraise for young homeless people in the UK.



VOLUNTEERING DAYS

We are looking to implement a new volunteering policy allowing employees to take two days of annual leave to volunteer.



PURSUE B CORP CERTIFICATION STATUS

Impact is best measured when using a standardised framework. We're keen to get started with our B Corp certification.



DIVERSITY IN RECRUITMENT

We embrace neurodiversity as an integral part of our workforce, and in alignment with our commitment to diversity and inclusion, we will actively encourage individuals with neurodivergent conditions to apply for upcoming job opportunities.



WORK EXPERIENCE

We aim to offer at least one work experience opportunity per year, something we've been inconsistent with in the past.



SUSTAINABILITY ENGAGEMENT APP

We want to start using a sustainability engagement app to inspire and encourage more conscious habits among our team members.



LIVING WAGE ACCREDITATION

We want to certify as a living wage accredited organisation.



TRACKING OUR TRAVEL AND COMMUTING EMISSIONS MORE ACCURATELY

We are going to start using TripShift to more accurately track and report on our mobility-related emissions.

FOR THE LOVE OF GOOD

We will continue to measure our impact as part of our core values to remain a transparent and conscious business.

We thank our clients and our team for their continued support, commitment and shared values towards creating a better future.

clockwise.co.uk

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