

ASCENSOR

Social Impact Report 2022/23



ABOUT US

At Ascensor, we're all about results. Whatever you come to us for support with, we'll back up what we do with results.

That goes for anything we do - including corporate social responsibility, information security management systems, apprenticeship programmes, networking and community relationships in the Leeds district or anything else implemented internally.

Our beliefs

OUR BELIEFS

Our purpose:

We won't compromise on our values because they matter as much as results

Passion

We help businesses to grow by maximising their online visibility and conversions.

Service and Value

We drive business growth through digital expertise and delivery/implementation.

Market

We operate in a billion-pound market – serving a market with over 100K+ opportunities.

Rewards

We generate sufficient funds to invest in our team, innovation and our brand.

Lifestyle

We promote a supportive and inclusive culture, enabling us to work flexibly.

Our values

We are Progressive

We push boundaries. We're always looking at what's next. We strive forward.

We are Customer Focused

We provide the best customer service possible. We go above and beyond. We recognise how important our customers are.

We are Creative

We look for alternative ways to do things. We try new ideas. We think outside the box.

We are Collaborative

We're one team. We recognise each other's efforts. We help each other whenever they need it.

We are Fearless

We ask questions, no matter how silly they may sound. We throw ourselves in to what might at first scare us.

Our culture

We have a keen focus on team engagement, with a strong focus on personal development. Our new offices in Leeds have undergone an extensive fit-out to give us the perfect balance between work, learning and play.

We have a new seminar space where colleagues and guests give talks to improve our knowledge in all areas of life and work.

Our break-out spaces, library and communal areas are the hub of our health and wellbeing. Our workspace is modern and light and designed for creativity. A happy team is a productive team.



OUR INSPIRATION:

Here at Ascensor, we want to be a Zebra.



Zebra companies are both black and white: they are profitable and improve society. They won't sacrifice one for the other.

Zebra companies are built with peerless stamina and capital efficiency, as long as conditions allow them to survive.

Ascensor are constantly striving to make a positive impact, and the more people we involve in this, the greater the impact we can have. We have always worked closely with our clients, collaborators and suppliers and we are keen to keep building on these relationships and establishing more connections with other conscientious businesses.

Zebbras are also mutualistic: by banding together in groups, they protect and preserve one another. Their individual inputs results in stronger collective output.

This 'Zebra movement', as it is called, was started by four women: Astrid Scholz, Mara Zepeda, Jennifer Brandel, and Aniyia Williams.

Who we work with

BREAKDOWN OF COMPANIES BY LOCATION

Top Locations

LEEDS 37.9%

225

LONDON 9.7%

58

HUDDERSFIELD 7.2%

43

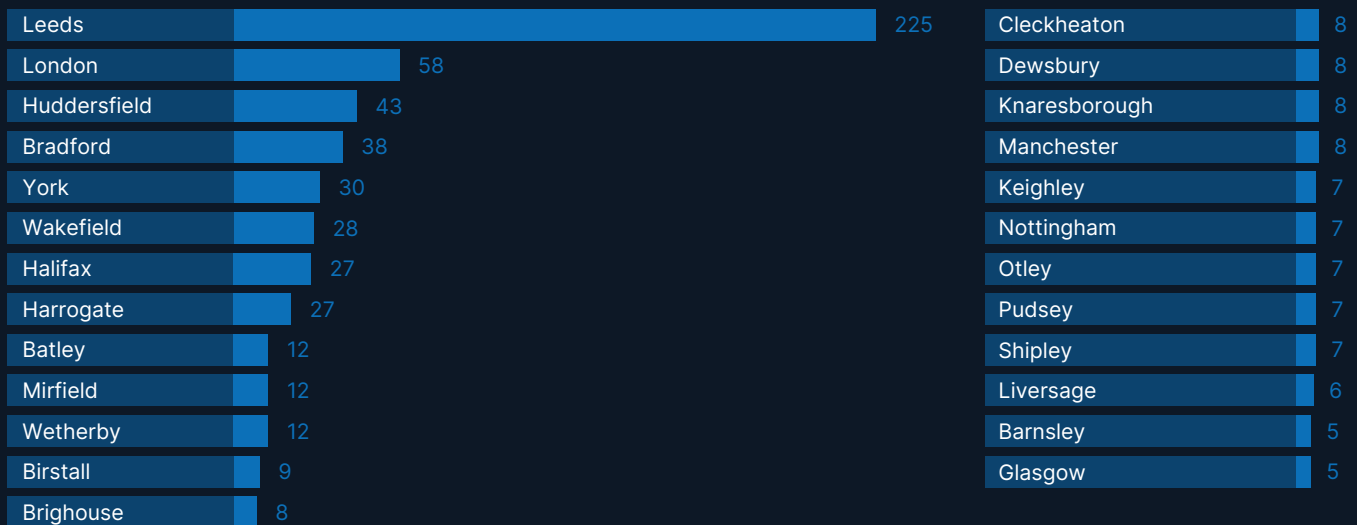
60+
INDUSTRY TYPES

We work with:

- 33 RETAILERS
- 28 SUPPLIERS
- 27 FINANCE COMPANIES
- 26 MANUFACTURERS
- 24 CONSULTANCIES

Including leads and prospects

SPLIT BY LOCATION:



Our partners and suppliers

Our partners include.

Having been awarded our Google Partner badge, we are able to demonstrate our certification, which recognises our expertise in Google Ads and enables us to help clients reach higher levels of success.



Just a few of the people we work with.



Contents

Executive summary	07
Team	08
Our NPS	09
Our processes	11
Commitment to health & wellbeing	13
Corporate social responsibility	14
Charity	15

Executive summary

This document outlines the changes being made at Ascensor, our commitment to people, both internally and externally and how we can continue to have a positive impact on the wider community. We have included various examples which reflect the kind of work we have done so far and subsequent results we also aim to achieve. We've made sure to include as much data as possible in the form of infographics, which reflect where we're at, the impact we've had and the impact we hope to make going forwards.



Measuring our impact

How will we do this?

As we will demonstrate, there are a variety of ways we are currently measuring our impact, and a number of ways we are looking to measure more KPIs going forwards.

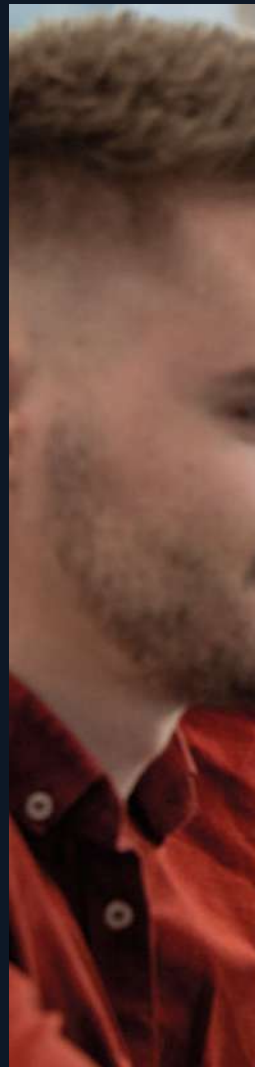
We measure a number of aspects, including:

- Employee wellbeing levels
- How committed we are to our values and culture
- How many of our team are active supporters of Ascensor
- Our commitment to digital transformation and the industry
- Team development
- Our level of dedication to digital industry education
- Charity support

Why do we do this?

It is crucial for us monitor each of these metrics, to have a better understanding of where we're at currently, investigate the reasons for this, then create a plan to improve.

In the next 2/4 years, we aim to:



Team

What is it like to be a part of Ascensor?

We believe in looking after yourself first, so that you can work to the best of your ability. We offer a workplace wellbeing programme which covers stress management, yoga, mindfulness and plenty of other self-care tips. We also provide all full-time members of the team their birthday off work. After all, it should be a day for yourself!

Some of the things that are most important to our A Team include:

- Great client feedback
- Helping our clients level up their business
- Having fun, because you can't be serious ALL of the time...
- Learning new things, because every day should be a school day

Flexible Working Policy

We understand that people's lives are complex and ever-changing, which is why it's so important to factor this in to how we work. Our flexitime policy was introduced so that the team could feel as comfortable as possible, empowering them to work in a way that suits them.

Our homeworking policy sits alongside this, with the team able to work from home, should they prefer, up to three days a week.

Getting Feedback

It's so important to us that we're consistently getting the opinions and suggestions of the team, so that we are constantly improving and taking stock. We have a number of ways of doing this, including platforms on which people can have their say.

We feel that the more choice people have, the more likely they are to share with us, dependant on what they feel most comfortable with.

OfficeVibe

Officevibe is an online platform which helps businesses build better relationships with their people and create the conditions and opportunities for company development.

There are a variety of features that can be taken advantage of, including tailored surveys, anonymous feedback, one-on-ones and goals.

This helps us to identify the things we're doing really well, the areas in which we may have room for improvement, and the constructive criticism/feedback which will help us develop going forwards.

Using a platform like OfficeVibe allows us to easily collate opinion and feedback to the team on any changes that have come from their input, as well as explaining why we might not have taken action.

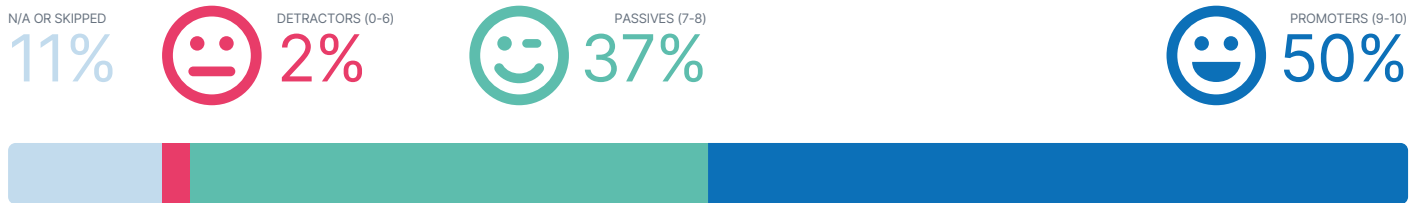
As a company with strong values, we also want to make sure that any other business we work with is of a similar mindset. That's why when we heard that Officevibe is a Certified BCorp organisation, we were sure they were our kind of company.

Our NPS

We place great importance on our Net Promoter Score as it helps us to more accurately gauge how our team feel and how many are advocates of Ascensor.

Obviously we hope that every member of our team will be a champion of our company, but should some people fall into the passive or detractor categories, we will be able to identify why and work to improve on this.

We also value NPS as a KPI as it is a well-established gauge which all stakeholders understand. This means that when submitting award applications or recruiting new staff, we are able to share our score and it will more than likely be recognised and understood as a positive form of reference.



7 benefits of NPS

Why use it over other customer satisfaction tools?

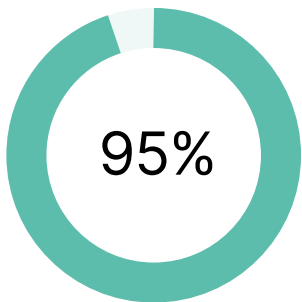
- It measures the likelihood of repeat business
- It provides the big picture
- NPS is relevant to everyone
- It gives direction for change and improvement
- User-friendly and inexpensive to implement
- NPS can track change over time
- It's easy to benchmark against competitors

Although we are currently using our NPS score to track employee satisfaction, we are yet to officially roll this out to our clients.

With every customer we interact with, we send feedback forms to harness information, gain a general feeling towards their experience and gather any comments about how they feel their project or service was handled. Despite having this data, we do not have a widely recognised format in which to demonstrate it externally, which is why it would be beneficial to use the NPS KPI for clients too.

This way, we would not only be able to test our customer loyalty rating, but are also get a clear picture of how our business is portrayed by those within it.

Obviously this KPI is crucially important to us as a business, so once armed with our NPS score, we would be able to address any potential problem areas, improve customer experience, monitor overall client loyalty and further grow our revenue through referrals and upselling.



Recommend
to a Friend

Glassdoor

Our Glassdoor profile is another way in which we can harness the opinions of our team, both past and present. Glassdoor has been created in order to increase workplace transparency, and allows for employees to leave reviews of their employer anonymously.

As part of our onboarding process, we make new team members aware that we will ask them to complete a Glassdoor review for us after six months of working with us.

We also ask people that have left the business to leave us a review, so that we are getting a completely clear picture of all opinions.

Again, this means that we can learn from all feedback we receive, review it and implement changes should they be deemed necessary. It also allows us to be able to tailor our Officevibe questions to the internal team, focusing on specific problems or elements of the business, to get a better idea of how many other people may feel the same.

As far as we're concerned, the more information we have, the better!

Our processes

In order to prove ourselves as experts in the industry, we must put ourselves in a position that demonstrates our capabilities.

Awards & achievements

Recognising Success

Because our fast-paced industry is constantly changing and developing, it can often feel like significant successes are not acknowledged.

We're conscious that things move quickly in the digital sphere, but achievements and improvements should not be forgotten, and we ensure that people are always recognised for their successes.

Just because we're constantly looking to the future and the next big thing doesn't mean today's success is any less important.

Every individual accomplishment is an improvement to the business, and should be treated as one.

In order to prove ourselves as digital experts, we must put ourselves in a position that demonstrates our capabilities.

Apprenticeships

We recognise the importance of developing and nurturing talent, which is why we're committed to investing in apprenticeships, whether that's for people who already have a full-time role with us, or for those that come as an apprentice and work their way up.

As mentioned near the start of this report, one of our purposes is 'Rewards'.

The statement "We generate sufficient funds to invest in our team, innovation and our brand" backs up our intention and proves our dedication to team development and training.

The importance that digital marketing agencies play in the modern economy is undeniable and we understand that constantly moving forwards

is essential to keep up with the industry. This is why agencies are constantly on the lookout for skilled and knowledgeable marketers, often developed through apprenticeships.

The UK tech sector is growing 2.6 times faster than the rest of the economy, and constantly evolving a wide range of roles that didn't even exist even 10 years ago. It's been predicted that in the next 10 years, 1.7 million new tech jobs will be created.

[Gov.org](https://www.gov.uk)

Hiring an apprentice is a productive and effective way to grow talent and develop a motivated, skilled and qualified workforce.



OTHER BENEFITS OF WORKING WITH APPRENTICES INCLUDE:

1. You can adapt their training according to the needs of your business
2. They're motivated to learn new skills
3. You can expand and up-skill your workforce

WELCOME TO ASCENSOR

Our Apprenticeships

Out of 38 employees, we have 8 people who were completing an apprenticeship in 2020-2021, some which will continue into next year. Some of these have full-time roles and are completing their apprenticeships alongside their day-to-day duties, but we also hire apprentices who are working their way up in the industry, and may join us in a full-time position once they've completed their qualification.

Our Commitment

In the next year, we aim to have at least 6 people within the business who have completed apprenticeships working for us full time. We will also continue to encourage people to participate in further training, and encourage others to start an apprenticeship alongside their role.

Ideally, we will also take on apprentices to help them establish themselves within the industry and gain valuable on-the-job experience.

We will be using Beyond Learning going forwards so that our staff can access leadership and management development courses, such as the Management Essentials Programme, that will help them identify their strengths, create an action plan to help them achieve goals and provide them with relevant skills to help this happen more effectively.



Commitment to health & wellbeing

Statistics have shown that 90% of people asked stated that coronavirus has had an impact on their mental health, with 40% of this considered a moderate to significant impact.

We recognise that the health of our team is crucial to our success. Without a happy team, the business cannot flourish. Especially given the circumstances over the past couple of years, it is more important than ever to take care of our own, ensuring that everyone has what they need to succeed and feels supported in the workplace.

Our team are the heart and soul of the business. Unhealthy or sick employees are prone to absenteeism, decreased productivity and higher job turnover, all of which we of course want to avoid.

Currently, we hold regular awaydays which promote team bonding and a more informal way of connecting and sharing with others in the business. This also has a more positive impact on productivity back in the office, as people feel more confident to share, ask and interact with others.

We're also lucky to be able to host a number of events and socials for the team, such as summer parties, football matches, fundraising activities and opportunities to share knowledge through the launch of our 'Lunch and Learn' programme.

Unfortunately, due to Covid restrictions, we had to pause our wellbeing sessions, but they used to be on a monthly basis. These included activities such as massages, nail painting, yoga, guided meditation and more.

Going forwards, we aim to create a more rigorous health and wellbeing policy as well as looking into having our own team of mental health ambassadors who are mental health first aid-trained.



Corporate Social Responsibility

As part of our vision for 2020/2021, we outlined the need to more actively keep track of our achievements, goals and general improvements to our corporate social responsibility efforts. Creating this Social Impact Report helps us in recognising what has already been achieved and where to focus our efforts going forward.

One aspect of CSR that we have always been committed to is the inclusion of, and giving back to, the community. The Leeds region is developing a significant digital industry and both government and the private sector have invested a huge amount into driving the digital revolution in the city, so we are keen to do our bit to ensure that we help maintain momentum and enthusiasm for the industry.

We've supported students in the Leeds district with our undergraduate training programme. The core premise of the scheme was to help the students gain a better working knowledge of the digital industry and what being in full-time work would look like.

We did this by allowing undergrad students to come into our office once a week, shadowing our marketing department. This exposes students to a contemporary working environment, allows them to experience the pace of work and to help them understand what a full work placement would be like.

To further support undergraduate students, we also took part in the Leeds Beckett 'Make it In Marketing' scheme where our team attended open evenings with undergrad students, allowing them to ask any queries they may have about pursuing a career in marketing and getting an answer from those who have experienced it first-hand.

“

I've had the chance to broaden and develop my digital marketing skills. This has enabled me to apply my university knowledge to real work scenarios. Helping on a range of projects from PPC to blogger outreach to strategy/content planning, no day is the same in this fast-paced environment! Making it an exciting and interesting placement to walk into.

Within this collaborative work environment, all ideas are taken on board, making sure each employee is heard and respected. Ascensor have given me an understanding as to how a digital agency works and I would without a doubt recommend this placement programme to other students looking to gain experience.

<https://www.ascensor.co.uk/news/experience-at-ascensor>

Neve
3rd Year Marketing & Advertising Student



Charity

We've supported various charities over the years, helping wherever we can. Whether it be fundraising or providing pro bono and subsidised services, we actively encourage our team to support causes that are close to their hearts as CSR is very important to us.



November 2019

Holbeck Together – Using our Office Opening party to fundraise for the charity.
Total Raised: £2,000

Raised money for the charity at our new office opening party and have continually supported the charity through their rebrand. The party was

a mixer for both employees and clients, so we were able to raise a greater amount this way.



Early 2020

Each year, there are various awareness days which allow some of the bigger UK charities to reap the benefits of one-off donations. In more recent years, corporate fundraising tends to focus more on local or smaller charities rather than the larger ones, so days like these pump vital funds into their overall totals.

In early 2020 we celebrated Red Nose Day, dressed up and donated to Children in Need and donated toys to The Salvation Army at Christmas rather than doing our usual Secret Santa.



June 2021

Race the Sun – Raising vital funds for Action Medical Research
Total Raised: £6,300

This challenge included three teams of four, who cycled, hiked and canoed from dawn until dusk to raise vital funds to help defeat diseases which devastate the lives of sick and disabled babies, children and young people.

The event included cycling along the Brecon and Monmouthshire canal, followed by a 350m ascent to the highest point of the cycle route. This was followed by an 8-mile round trip of Pen Y Fan. After this was a 15-mile cycle through the town of Brecon and out towards Lake Langorse for a 2-mile canoe course. Then, back on the bike for an 11-mile ride to finish line.



November 2021

Adopt an Elephant Campaign – WWF – A fundraising campaign to celebrate our 14th birthday.
Total Raised: £750

After coming up with some ideas about how best to mark our birthday, we realised that the traditional anniversary gift for 14 years is ivory. This made us think about tragic plight of elephants, who are being hunted for their tusks daily, and their habitats are constantly being destroyed.

We thought our birthday would therefore be the perfect excuse to raise awareness of this, helping elephants and providing our contacts with an opportunity to win two Leeds United tickets at the same time.

WWF is at the heart of global efforts to address the world's most important environmental challenges: safeguarding the natural world, tackling climate change and enabling people to use only their fair share of natural resources.



December 2021

Christmas Jumper Day – An annual worldwide awareness day.

Every year, Save the Children hold a Christmas Jumper Day to raise vital funds for children, as their overarching goal has always been to help ensure that every child should have the chance to be who they are and become who they want to be. Their tireless work helps children see what's possible and realise their goals.

This year, our participation helped contribute to the 412,6864 people who also wore their best Christmas jumpers to mark the occasion.



Ongoing Support

Yorkshire Children of Courage – Supporting the charity in a number of ways since its inception.

Total Raised: Over £20,000

Since the charity was initially founded, we have supported The Yorkshire Children of Courage Awards in a variety of ways. To help them raise their profile and help get the word out there, we created a website for them pro bono and have since provided ongoing support with the site and digital marketing.

Since 2020, we have raised over £15,000 for charities across the UK and beyond.

Going Forwards...

With a structured CSR strategy, this will allow us to continue to raise as much money as possible for worthy causes. Our next focus will be a fundraising campaign to celebrate our 15 years so far.



15k for 15 Years

Total to Raise: £15,000

We're celebrating 15 years with a challenge to raise £15k through events that will take place throughout the year.



The funds raised will be shared equally between the five charities chosen by the team:



- Simon on the Streets
- Alzheimer's Society
- Macmillan Cancer Support
- Yorkshire Air Ambulance
- Stroke Association



To reach our goal, our A-team will be taking part in a range of activities and events from physical challenges to movie nights, plus much more. All of which have the aim of raising £15,000 for our chosen charities.

