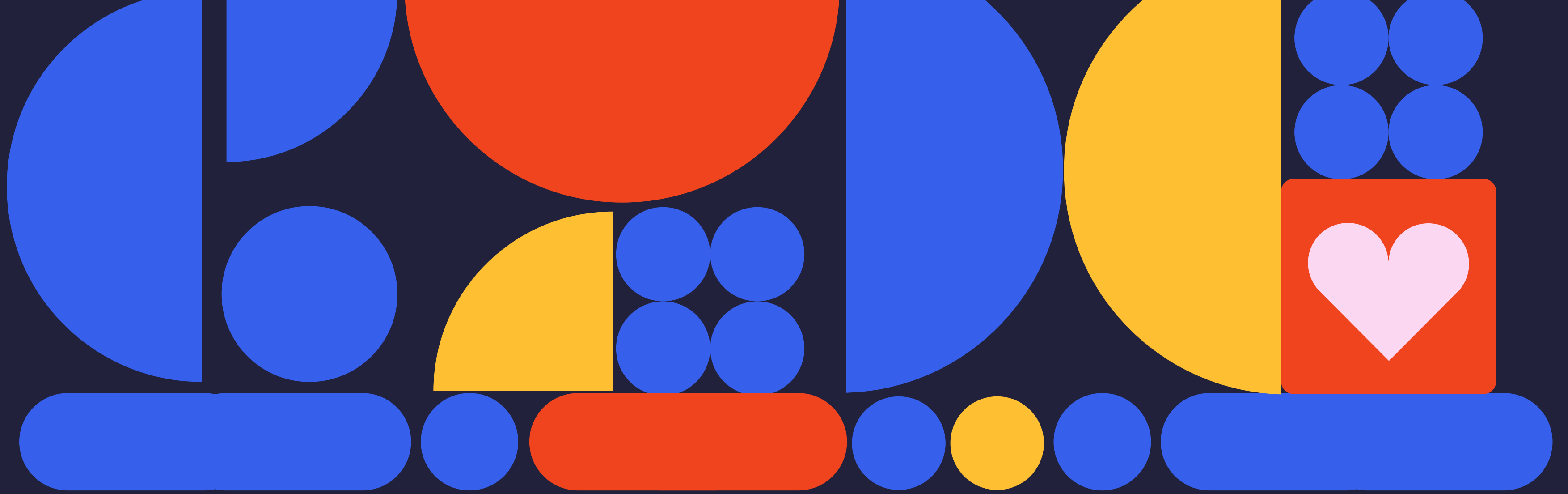




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Impact Report 2025/26.

Care, Courage, Conviction.

“ People are at the heart of what we do. We care about the impact we have on the wellbeing and success of our people, our communities and the environment, and we’re committed to creating a positive legacy where we work.

From supporting young people and investing in the communities close to our offices, to embedding more sustainable practices across our business, we believe meaningful change starts at home. We’ve made strong progress so far, including our journey towards B Corp certification, developing relationships with education providers and partnering with charities that deliver demonstrable improvements to our region’s economies and residents.

Our first impact report shares that journey in the 2025/26 financial year. It’s a reflection on what we’ve achieved, what we’ve learned, and our vision for where we want to go as we continue our commitment to being a responsible employer and business.

”

Kali Dennett

Associate director and ESG lead



Our impact at a glance.

We've acted as an intelligent ally to our people and those within our communities – with a strong focus on helping young people – achieving together what would be impossible alone.

We've done this by sharing our expertise, making invaluable public and private connections, and engaging with causes that support the goals of our team as Cartwright and on behalf of our clients.



1. Funds raised:

£4,145

monetary donations
to causes

2. Education:

420

students supported with
advice and guidance

3. Sustainability:

133

tonnes of CO2
emissions countered



Across 77 activities,
the total value of
our contributions is

£241,392*

*We use Loop to manage, track and measure our social value impact – a UK-based social value software and consultancy platform that uses the National Social Value Standard measurement framework.

Care from the inside out.

Our agency was founded on the commitment to help our team feel cared for, free to have fun, and able to be open and honest. It not only creates a better working environment, but when our people have the right support, our clients will in turn get the right support.

In 2025/26 we invested in:

- **Carecoins:** We reinvested and increased our 'coin pot' for the confidential therapy services accessed via phone, in-person or on video call, adding to the already established benefit-in-kind access to Vitality private healthcare
- **Mental health first aiders:** Two new employees trained in the FAQ L2 Adult Mental Health: Workplace Responder Qualification
- **Keeping it social:** A packed schedule of socials to help 'decompress' as a team and build stronger bonds outside the office. Apart from our company away days and the Christmas party, we increased our social budget to £1,000
- **Established our 'Guide to Growth':** A new behavioural framework providing a shared language for growth, performance and culture that guides the line management process
- **Transformed training:** Redeveloped the internal and external training plan and launched micro-mentoring to support our existing mentoring scheme
- Became an **accredited Living Wage Employer**

83%

yearly average internal engagement score

Empowering key causes.

Backed by the passions of our teams, we continue to work with strategic partners making the greatest impact in our communities across Nottingham, Birmingham and London with a particular focus on the lives and prospects of young people.

Whether it's improving access to creative careers for underserved groups or supporting schemes to tackle crime, we commit ourselves to the causes that deliver long-term, meaningful change.

Examples of this include:



Nottingham Television Workshop: A registered charity that has spent more than 40 years championing working-class talent in the arts in Nottinghamshire

30.5hrs
dedicated through events,
PR, board engagement and
strategic introductions

SWITCH UP

Switch Up: A registered charity that provides life-changing support to vulnerable young people impacted by crime and violence in Nottinghamshire

110hrs

dedicated through events,
PR and strategic introductions;
£73,000 raised through
supporting its annual dinner

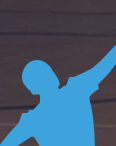


“

Since working with Cartwright, I have been constantly impressed by their results, commitment and generosity to us as a charity. Cartwright has done great things for our community such as events and launches, including being a key part of our annual fundraising dinner.

When things get tough, Cartwright has got your back. I love working with the team and I look forward to working with them for years to come.”

Dr Marcellus Baz BEM

SWITCH  **UP**

MARCELLUS BAZ GROUP

SWITCH  **UP**



MANSFIELD
SCHOOL OF BOXING



Juno Women's Aid:
A registered charity
supporting women and
children impacted by
domestic violence

12 hrs

dedicated through board
engagement and as
ambassadors

1,550 hrs

1,550 miles walked as a team to
raise awareness of the Steps to
Survive campaign



Community projects with purpose.

We want to do more than simply donate funds.

We drive impact by providing expertise and connections that charities and public sector partners would otherwise never gain, doing what we can to evolve regional conversations, adding fresh thinking and providing support for youth-focused projects.

The ways we do this include:

Think and Do Differently:

15 hrs

contributed on the challenger board in developing a social impact model bringing together public and private organisations to benefit young people in Nottingham

Nottingham Hot Property:

£31,086.50

raised alongside the property and construction sector and 70 hours donated to Rainbows Hospice as a key partner (and performer) at this annual event

Notts Pride:

219.65 hrs

of pro bono support delivered to ensure the 2025 event was a success – our fifth year in partnership



Supporting the next generation.

Championing the development of skills to support our industry and the key sectors we work in – property and construction, planning, food and drink, ecommerce and retail and professional services – is fundamental to our ESG efforts.

We believe that the private sector is pivotal in supporting our future workforce and ensuring our local economies thrive.

We committed to:



Nottingham Trent University



NOTTINGHAM COLLEGE



BIRMINGHAM CITY University

Work experience and internships:

85

days

10

individuals

7

colleges

Guest lectures and workshops:

11

sessions

57.5

hours

410

students reached

Sustainable futures programme:

1,890

Nottingham College students reached

25

hours dedicated

2

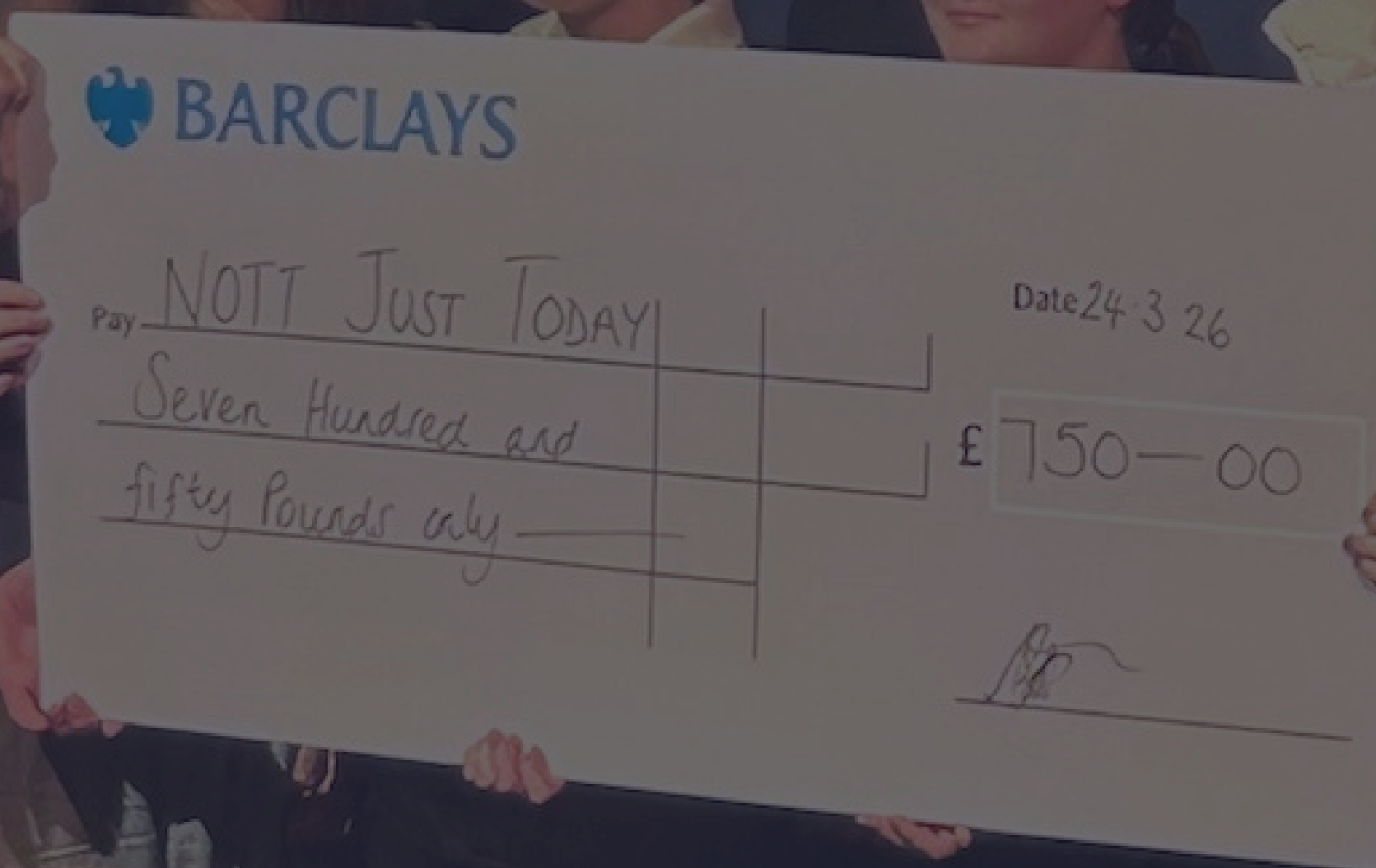
award-winning sustainability projects

“

Cartwright has been an incredible partner to our students. The team has worked with those most at risk of becoming NEET, providing endless resources and advice.

Cartwright has also been a huge part of the Sustainable Futures programme, providing an opportunity for students to make change in the city and helping to transform it from a single classroom project to a whole college initiative with MPs and the mayor involved.”

Danny Rawlings,
foundation learning tutor



Sustainable changes.

We are constantly working to reduce our environmental impact and 2025 saw our greatest investment yet, including:

Investing in solar:

Using our Nottingham HQ to generate its own renewable energy while utilising shared working spaces with high sustainable credentials. We invested £15,795 in solar panels, which have generated.

1,174kWh

since December 2025

Every day office swaps:

Reusing and refilling weekly office items, including soaps, and switching to a local coffee bean brand with donations made to our partner charity Switch Up for every purchase.



Our ESG focus for 2026 / 2027.

We're taking our focus on young people, elevating wellbeing, skills and career opportunities both externally and internally, even further for 2026/27, including:

£250 k

Target

A focus on impact, not hours: Our goal is to retain our level of social value in terms of financial value, reaching a £250,000 target as determined by our social value tool Loop

90.2

Target score

Having a big focus on achieving B Corp after reaching a pre-assessment score of 90.2

EDI

Plan

Developing an actionable EDI plan for delivery in 2027/ 2028

50 %

Target

Aiming to have 50% of our Nottingham office energy generated from our solar panels



5

Placements

Five work experience placement opportunities provided to local students

“

I’ve learned so much – from simple but important skills like answering phones and handling research, to more in-depth work like following brand guidelines and writing blog content – all of which will support me in my future career. I’m incredibly grateful for the experience, not just for professional growth, but for the impact it has had on my confidence personally.”

Camrey, Cartwright intern 2025

HR

Focus

A raft of HR changes to improve colleague ownership of agency growth and success, introducing a transparent annual bonus scheme and further career opportunities through an agency restructure that prioritises growth as determined by our social value tool Loop

NEET

Support

A stronger focus on supporting conversations and actions that target young people that are, or at risk of, being not in employment, education or training (NEET) through our continued work with:

- The Nottingham Violence Reduction Unit as part of the **Think and Do Differently** social impact model
- Ongoing partnership with **Nottingham College**
- Our role on the board of the **Switch Up Hub** project, which is working to deliver a dedicated building for our long-standing charity partner

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