

digital
wonderlab

CATCHING WAVES

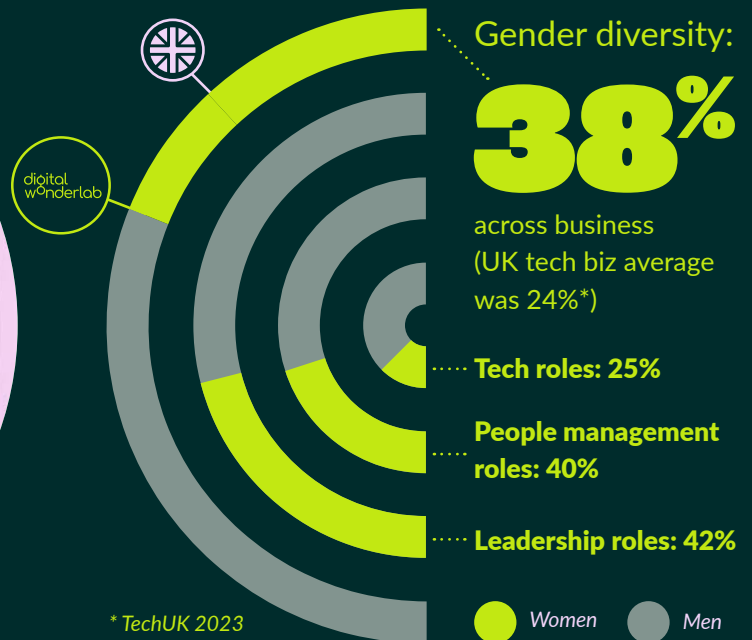
Impact Report 2023/24

The road to success is rarely a straight one, and life has a wonderful way of humbling even the best-laid plans. Yet, through what has been a tough year, we could not be prouder of the incredible team we have created here at Digital Wonderlab. Together, we remain unwavering in our commitment to give back.

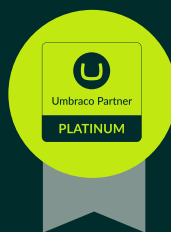
We started the year riding high, securing our B Corp status with huge gains over our peers, launching new health initiatives, and joining the 1% for the Planet family. Did we accomplish everything we set out to this year? No. Did we stay true to our mission? Absolutely. Can we do better? We are already on it!



Our year: an overview



100%
Living
Wage



Certified as
Umbraco
Platinum
Partners



Team
increased
by 14%

5 jobs created

2 interns

3 team days

1 external
mentee

This year's impact report showcases marginal gains against the targets we set ourselves last year and as we look back on a tough year, we are proud of the team we have become and the work we do, by staying true to our mission.

53

projects for

59

clients

10

Sustainable Development
Goals impacted

£96,771

donated in
discounted
revenue – up
61% from last year



2

conferences
spoken at

5

sponsored
projects

3

awards won

3%

company-
wide pay
increase

Our people

Our diverse team of problem-solving developers, strategic thinkers, meticulous creatives and user-focused specialists is united by a shared passion for excellence. Together, we deliver impactful solutions for great clients and meaningful projects.





We continued to grow our winning team this year, bringing in more talent to strengthen our problem-solving capabilities and creativity. Our team is united by our love for digital innovation, and a shared passion for creating meaningful impact through our projects. Of course, no team is complete without its furry members, and we've happily welcomed another dog to our pack, keeping our workspace even more lively.

Celebrating success

This year, we took a break from our screens to celebrate our collective achievements with an unforgettable team trip to Wales. We soaked in the fresh air, embraced adventure, and bonded while soaring through the skies on zip lines. These moments remind us that stepping away from the desk and coming together outside the office is just as essential to building strong relationships and maintaining the collaborative spirit that drives our success. 🧑‍🤝‍🧑

DIVING INTO EVERY OPPORTUNITY

We continue to embrace every opportunity to come together. From celebrating International Women's Day to taking part in the Wiltshire Air Ambulance "It's a Knockout" challenge, our team is always eager to get involved. We also came together to recognise our successes, attending awards ceremonies and sharing in the celebrations of our collective wins. Our team is the heart of our success, both in the office and beyond.

Focusing on our health & wellbeing

Empowering our team with health and wellbeing tools for a balanced, healthier lifestyle.

We have always championed health and wellbeing by supporting our colleagues' creative, physical, and emotional pursuits. Our commitment to fostering a healthy workplace has always been about empowering our team to feel their best. While prevention remains a core focus, we also recognise that health challenges can arise unexpectedly. Last year, after listening to unanimous feedback from our team, we decided to take our support further by introducing comprehensive health insurance for all employees, ensuring everyone has the tools to take control of their health.

Supporting wellbeing with actionable tools

Vitality, our health initiative, provides incentives that encourage positive lifestyle changes. By staying active, we can earn points and unlock rewards such as cinema tickets, free coffees, and access to other perks. This system is designed to motivate healthier habits and empower our team to feel great while enjoying the benefits of their efforts. In addition to Vitality, this year we also introduced a Simply Health

package, offering staff the option to manage ongoing health and wellbeing needs. Simply Health covers essentials like dental care, physio sessions, and eye checks, ensuring our people have access to services that support both immediate and long-term health management. This new addition aligns with our commitment to providing comprehensive care, ensuring our team feels supported in every aspect of their wellbeing.

A real transformation

Our Director of App Solutions, Tom, is a shining example of how embracing these benefits can lead to real, meaningful change. What started with tracking his daily walks to earn a free cinema ticket gradually became a total lifestyle transformation. A year later, Tom has seen huge benefits to his health, is much more active, and still enjoys his free monthly cinema ticket. His story serves as an inspiring example of how offering accessible tools empowers our people to make the choices that work for them. 

WHAT WE OFFER

Health

- Vitality health insurance and Simply Health
- Paddleboards
- Standing desks
- Cycle to work scheme

Wellbeing

- Office dogs
- Flexible working
- Time out to volunteer



"Using Vitality started as a way to get free cinema tickets, but it's turned into something much bigger. I feel healthier, more active, and I still get those monthly cinema rewards!"

—

Tom Passmore,
Director of App Solutions

The power of three

This year saw us form three distinct divisions, allowing us to provide a more specialised and focused approach to our services.



Insight and experience

Knowledge is Power: Empowering our clients to take strategic strides in their approach to digital.

Our Insight and Experience division is the strategic compass for Digital Wonderlab. Enabling data-driven decision making through analysis of user behaviour, sector and market trends, and emerging tech.

Our team combines the art and the science of the fields of strategy and user experience (UX). Always starting from a position of insight, we combine research, data analysis, audit and testing techniques to understand our client's digital, commercial or customer landscape.

Our work ranges from large scale digital strategy creation and CTO services to co-produced digital service design, and by bringing together the Strategy and UX arms we ensure solutions and strategies balance customer and commercial needs.

We also provide the UX expertise to our two technology divisions to ensure our technologies are designed for the user. By analysing behaviour patterns and conducting robust user testing, we ensure the customer is always the priority.

HIGHLIGHTS:

- Enlightening insights from young carers transformed BANES Carers' Centre approach to online engagement (pictured).



Web

Beauty and Form: Our award-winning, Umbraco Platinum Partner agency deliver real impact for clients.

Our Web department powers our online experiences, bringing our clients' digital visions to life. We believe a website is more than an online presence—it's a vital part of how businesses engage with the world. With over 20 years of experience, we craft user-friendly, visually stunning websites that go beyond aesthetics, ensuring functionality and seamless performance in a competitive landscape.

Specialising in Umbraco, we build and maintain flexible, scalable websites. Our team ensures each site runs smoothly, is regularly updated, and reflects our clients' evolving needs. We collaborate closely with design and strategy to ensure every website is

not only technically sound but also an extension of a brand's identity.

We focus on continuous improvement and close collaboration, using our expertise to deliver secure, high-performance websites that grow with our clients.

HIGHLIGHTS:

- **One of ten agencies to become Umbraco Platinum Partners.**
- **Navigated a complex upgrade for Oxford University's Department of Engineering Science.**

Apps

Power of Imagination: Fusing technology and design to create bespoke solutions that engage users.

Our Apps department merges creativity and technology to craft engaging digital solutions. We believe apps should be as unique and adaptable as the businesses they serve. By staying at the forefront of innovation, we help clients build tools that meet today's demands and anticipate future needs.

Our team specialises in bespoke app development, combining cutting-edge technology with a deep understanding of user behaviour. From discovery and prototyping to design, development, and ongoing managed services, we manage the full app lifecycle. Whether integrating AI or optimising

existing platforms, we create digital solutions that evolve with our clients.

Our collaborative process begins with discovery to align with your vision. Through prototyping and iterative design, we craft solutions that solve real challenges. Our technical expertise ensures every app is secure, scalable, and supported for ongoing improvements.

HIGHLIGHTS:

- **Taking Thermal Energy paperless with their data collection (pictured).**
- **Creating a new eLearning experience to support blended training for professionals.**



Our world

This year we proudly became members of 1% for the Planet, committing to donate 1% of our annual sales to organisations that drive positive, measurable change for both people and the planet.

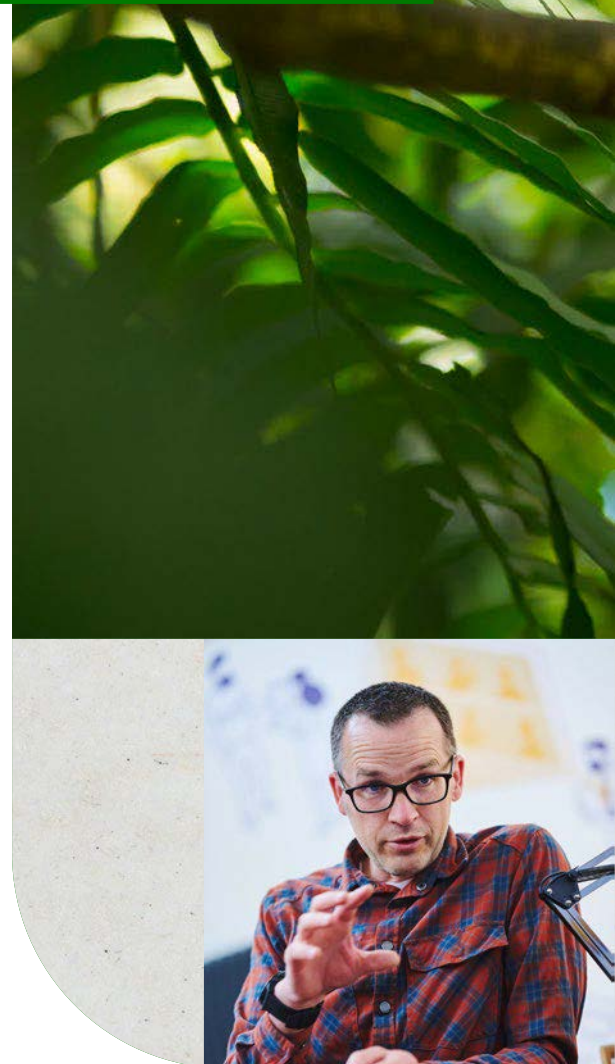


This commitment isn't just about giving; it's about standing with a movement that unites companies worldwide in taking real action for our environment.

By joining, we're now part of something bigger—an alliance of businesses, individuals, and nonprofits working collectively toward sustainability.

Our pledge

Giving at least 1% of our revenue to causes focused on regenerating ecosystems and averting climate catastrophes is simply the right thing to do. We believe in the power of our business, however small, to make a difference. While 1% may not seem like much, it's a step towards something bigger—taking immediate, impactful action. This contribution aligns with our mission to protect and preserve the future for generations to come.





Rainforest Concern

Our recent donation went to Rainforest Concern, a British charity working to protect rainforests and other essential natural habitats around the globe. We're proud to support this amazing organisation, which is making a tangible impact in preserving our planet's most biodiverse ecosystems. By contributing to causes like Rainforest Concern, we're doing our part to protect some of the world's most vital resources.

The Hunger Project

Alongside our financial contributions, we're also dedicated to helping nonprofits in other ways. Last year, we partnered with The Hunger Project, a global movement on a mission to end hunger by tackling big challenges like poverty, gender inequality, conflict, and climate change. Through an in-kind donation, we carried out a UX audit of their website to help them enhance the user experience, making it easier for them to share their vision of a world where everyone has enough to eat, no matter their birthplace or gender.

Looking ahead

Just because we are little doesn't mean we can't make a difference. By joining forces with others, we're able to amplify our impact, proving that even small businesses can play a crucial role in shaping a sustainable future. As we move forward, we're committed to continuing this journey of giving back and strengthening our partnerships. Together, our collective impact can contribute to a brighter, greener future. 🌱



"Simply, 1% isn't enough, but becoming a member of 1% for the Planet is just the start. Contributing to organisations that capture carbon directly and protects endangered habitats aligns with our commitment to a healthier planet. We're proud to support a movement driving impactful change worldwide."

—
Nathan Baranowski, CEO, Digital Wonderlab

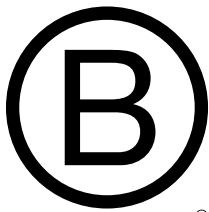
Becoming a B Corporation

2023 was the year we became a B Corporation. After watching this impressive movement from afar, we finally found the time to commit to submitting our assessment and start our B Corp journey.

For us, being a Certified B Corp means being part of a business community committed to putting people and the planet ahead of profit. It challenges us to become a better business through rigorous assessment and goal tracking, helping us focus on what truly matters to our team and our clients.

It has highlighted where we currently excel and where we need to grow. Encouraging us to continuously improve and learn from the wider B Corp community, we can consciously evolve and become even stronger.

Certified



Corporation

Workers

This section focuses on our people, ensuring they have financial security, health and safety, wellness, career development opportunities, and a high level of engagement and satisfaction.

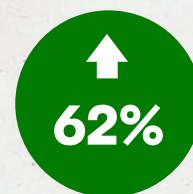
We achieved strong scores in engagement, satisfaction, and health, wellness, and safety—key areas that reflect our belief that our people are our greatest assets.

Score



36.4 out of 50
(72.8%)

Result



higher than average
score for our sector



Governance

Governance is about how we stay true to our mission and make a positive impact, socially and environmentally. It looks at how we handle ethics, transparency, and how we involve stakeholders when making decisions.

We are particularly proud to have scored top marks in areas like company transparency, good internal governance, and our strong commitment to a Code of Ethics. This shows that we're serious about leading with integrity and keeping our mission front and centre.



Environment

This section assesses our environmental management practices and evaluates our impact on air, climate, water, land, and biodiversity.

We performed well in areas such as renewable energy usage, low-impact renewable energy, and recycling. However, we are committed to improving our score in the next assessment by exploring ways to better monitor greenhouse gas emissions and implement more robust environmental management systems.

Score



6.4 out of 20
(32%)

Result



higher than average
score for our sector

OUR TOTAL EMISSIONS BY SCOPE - 2023

We use Ecologi to track our carbon footprint, and while our direct and indirect emissions are still pretty good, we know the numbers don't tell the full story. This year, we reduced our Direct Emissions (Scope 1) by 26%, a significant step forward. However, our Value Chain Emissions (Scope 3) increased, largely due to hosting, highlighting the need for continued focus and action.

Beyond what's captured in our emissions data, we're taking meaningful steps to contribute to the planet. This year, we donated £8,633 to **Rainforest Concern**, helping to protect critical habitats in threatened regions. Our donation directly supports the safeguarding of endangered species and the prevention of deforestation in places like the Amazon and Choco-Andean forests. While we strive to reduce emissions through efficient website and app delivery, we're equally focused on restoring balance through initiatives like these. Our work with Rainforest Concern equates to a carbon offset of 215.8 t/CO₂** and we're committed to continuing reductions of our carbon footprint and fully offsetting what remains through certified carbon credits as well as schemes like this, as we progress towards our Net Zero.

Scope 1*:

1.73 tCO₂e

Direct Emissions:

Emissions from sources that Digital Wonderlab controls.

Scope 2:

0 tCO₂e

Indirect Emissions:

Emissions related to Digital Wonderlab activities, generated on our behalf.

Scope 3:

98.8 tCO₂e

Value Chain Emissions:

Emissions from sources within our supply chain, not controlled by Digital Wonderlab.

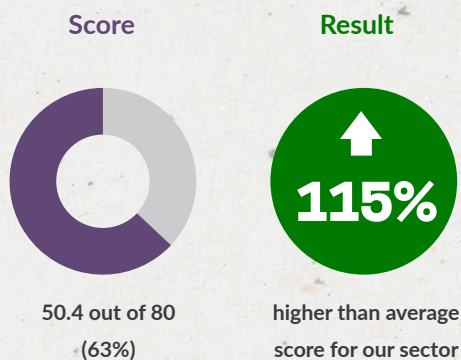
* The Greenhouse Gas (GHG) Protocol Corporate Standard categorises a company's emissions into three scopes.

** Based on the current UK Carbon Price of £40 per tonne.

Community

Community is about our engagement and impact on the communities where we operate, recognising business models designed to address specific community challenges.

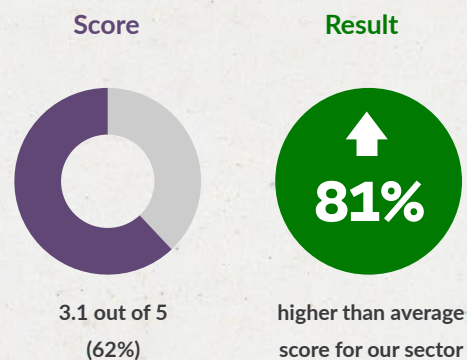
We believe in the power of technology to tackle societal issues and promote equality, so achieving our highest score in this section shows that our actions truly align with our values. Our most significant accomplishment is in Civic Engagement and Giving, where we scored 379% above the average for our sector.



Customers

Customers looks at how we create stewardship of our clients through the quality of products and services, ethical marketing, data privacy and security, and feedback channels.

We scored full points in Managing Customer Stewardship and Data Usage and Privacy, showcasing our commitment to managing the impact and value created for our customers.



Continuing our B Corp journey

As we look toward the coming year, we are dedicating time to reevaluate our assessment and ensure we continue pushing ourselves to improve. While there are many areas where we've excelled, we won't be standing still. Watch this space to see how our scores evolve! 🔄

Our work

We are proud to collaborate with clients who are making a positive impact in the world. Over the past year, we've partnered with organisations across various sectors to deliver projects that not only drive innovation. Here's a look at the incredible work we've done this year.



Engineering progression

University of Oxford: A complex Umbraco site migration and upgrade.

Client: University of Oxford – Department of Engineering Science

Project: Umbraco v7 upgrade and migration

Aligning with our goals:

- SDG 4: Quality Education
- SDG 9: Industry, Innovation and Infrastructure

View the site at eng.ox.ac.uk

The University of Oxford's Department of Engineering Science was operating on an outdated version of Umbraco (v7), with no direct upgrade path and an approaching end-of-life date in September 2023. The challenge was to migrate 70 sites and over 30,000 content nodes to the latest Long-Term Support (LTS) version, v10. The system handled heavy traffic, and with over 200 content editors, the migration needed to be smooth, without causing any disruptions.

Providing a seamless transition

We split the project into two phases. First, we upgraded to Umbraco v10 and migrated everything to Umbraco Cloud, ensuring the site was secure. Next, we focused on enhancing the user experience, both for editors and front-end users. Leveraging our partnership with Umbraco, we worked closely with their team to configure the Cloud environment efficiently, minimising downtime. The migration resulted in a fully upgraded site, with improved speed, performance, and editor experience. By leveraging Umbraco Cloud's unique features, such as easy updates and content movement between environments, the University's complex web ecosystem now runs more efficiently, without the previous workarounds. 🧩

"Digital Wonderlab understood our concerns, made the process as stress-free and collaborative as possible, resolved any complications encountered along the way and made useful suggestions for improving our sites in terms of the user and editor experience."

Julie Meikle, Communications, Events and Marketing Manager,
University of Oxford - Department of Engineering Science

70

sites migrated

100%

reduction in slow loading pages

Gamifying training for young people

iDEA: Making first aid education fun, engaging, inclusive and impactful through innovative and interactive learning experiences.

Client: iDEA / St. John Ambulance

Project: Learning platform

Aligning with our goals:

- SDG 3: Good Health and Wellbeing
- SDG 4: Quality Education

View the course at idea.org.uk/badge/first-aid

St. John Ambulance aimed to extend their first aid training to young people, aged 12-18, who might not engage with traditional learning methods. The challenge was to make the training both educational and fun, so we developed a gamified, micro-learning approach in collaboration with iDEA, breaking down key skills into easily digestible, interactive modules. iDEA badges, which are short, interactive online modules, were used to deliver the training, ensuring that learning remained engaging and accessible for all.

Bringing the solution to life

We began by designing storyboards and wireframes to outline the user journey and ensure an engaging experience. Working closely with young members from St. John Ambulance, we gathered their feedback to refine the content and ensure it resonated with their age group. Additionally, we crafted vibrant illustrations that made the learning process visually appealing and interactive, making sure the content was both informative and enjoyable. The final product was a fully interactive digital badge accessible across multiple devices. Gamifying elements such as quizzes and scenarios, made the first aid training engaging for young learners. The platform is scalable, ensuring a smooth experience for an increasing user base. By integrating this tool with iDEA, we empowered young people to learn life-saving skills anytime, anywhere. 🧑🏻‍🚑

100k

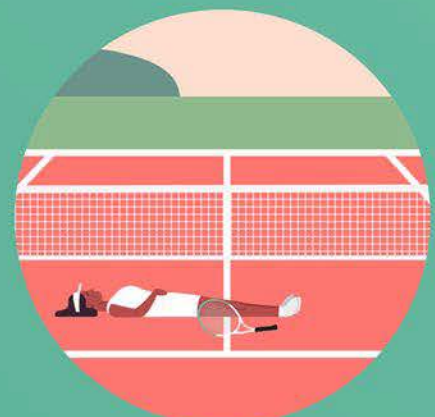
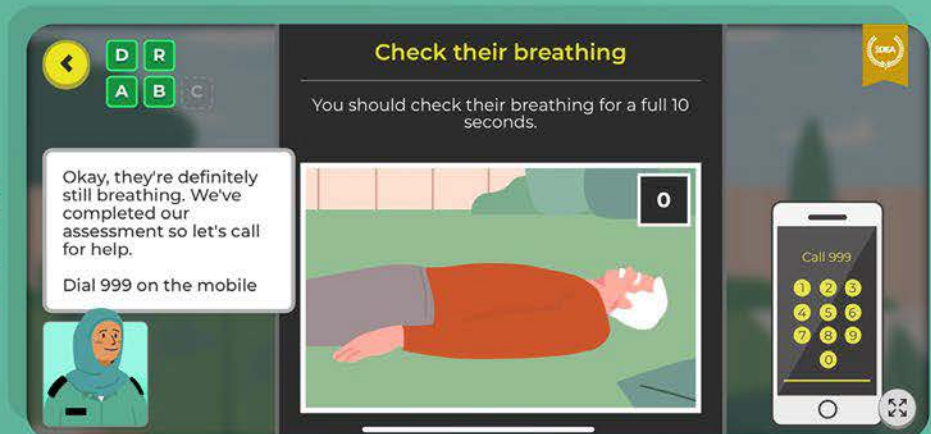
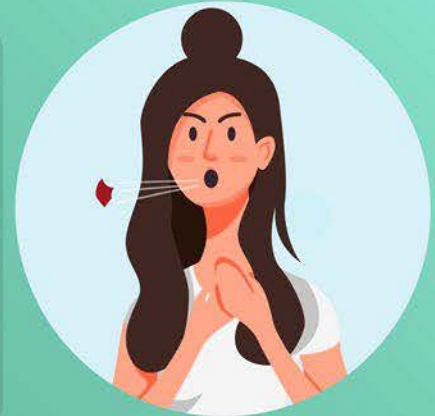
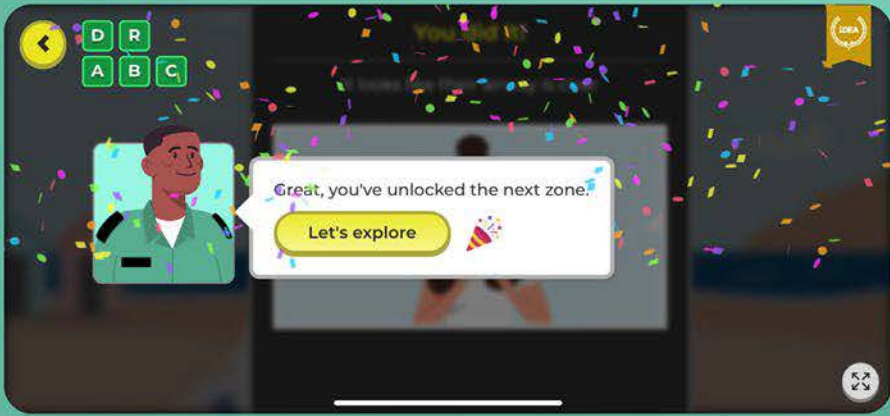
learning minutes recorded

8,500

badges completed

"We are very grateful to the team who were so generous with their time and creativity helping us to bring this to life, shaping it into a fun and informative bite-sized module for iDEA learners everywhere to enjoy for free."

Polly Morgan, CEO, iDEA



A 6 year partnership reaching new heights

Wiltshire and Bath Air Ambulance: Enhancing digital engagement for donors and supporters.

Client: Wiltshire and Bath Air Ambulance

Project: Website refresh

Aligning with our goals:

- SDG 3: Good Health and Wellbeing

View the site at wiltshirebathairambulance.org.uk

Since 2018, we've been Wiltshire and Bath Air Ambulance's digital partner, working closely with them to enhance how they connect with donors and supporters. Our collaboration began by refining their digital strategy, aiming to better understand their supporters and improve their digital journey. This laid the foundation for a series of projects that improved both external user experiences and internal efficiencies.

Evolving digital connections for greater impact

Our most recent work included rebuilding their website using Flexcanvas, a flexible CMS solution we've developed in-house. Flexcanvas is our custom Umbraco Package, a component-based site builder designed to streamline the web development process while maintaining high standards of user experience and design. It allows for quicker turnarounds and integrates branding into each component to ensure consistency across the site. As part of the website refresh, we focused on improving accessibility, interactivity, and user engagement. We made key updates to their incidents map, enhancing its usability and responsiveness. Our user-centric approach involved profiling, wireframing, and thorough user testing to ensure the site met the needs of the charity's diverse user base. By enhancing both external engagement and internal efficiencies, we've helped to create a more responsive, user-friendly digital presence that strengthens their connections with supporters and ensures long-term sustainability. 🧑🏻

6

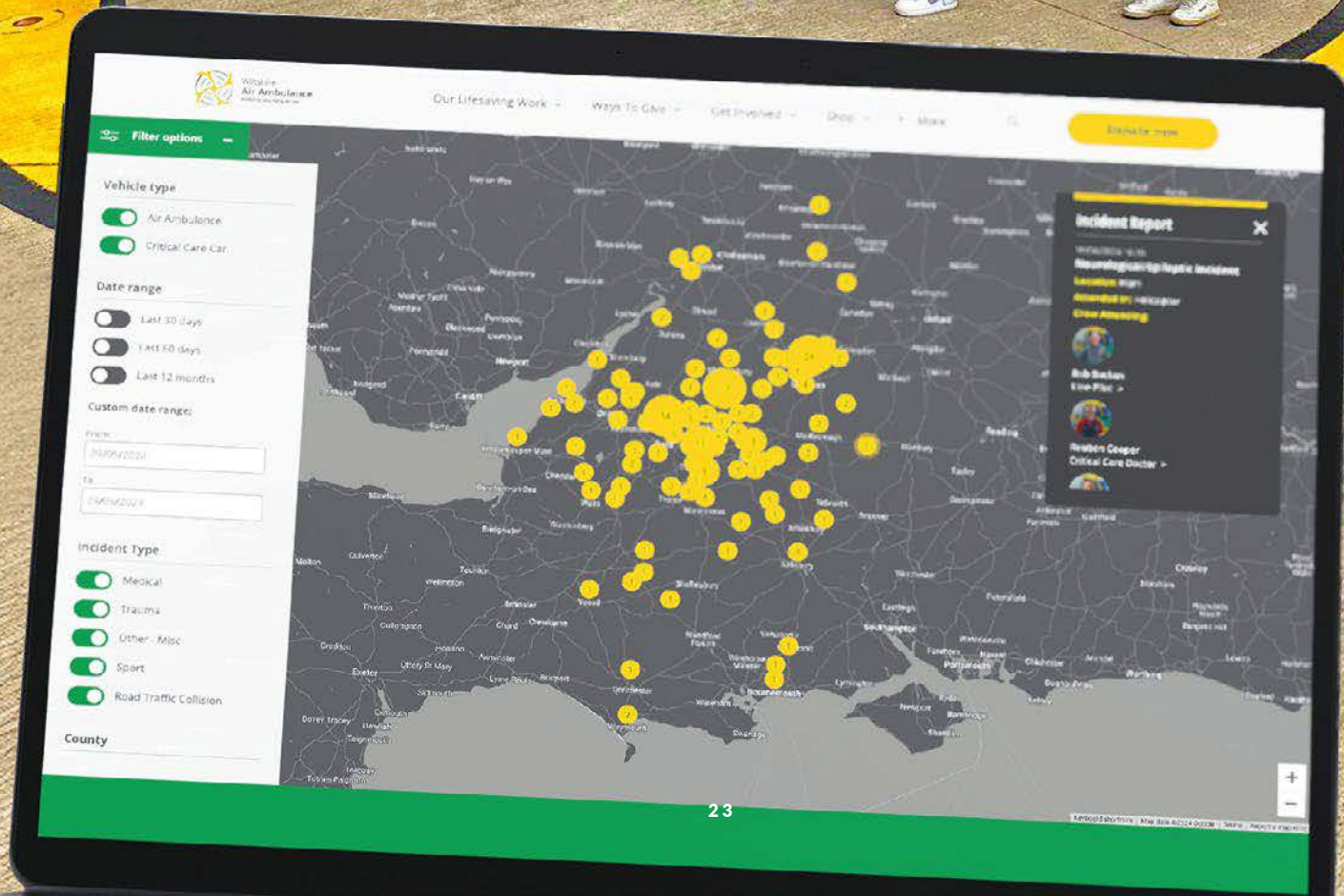
years of partnership

6

users involved in user testing

"It was very apparent that Digital Wonderlab understood the world of charity and our needs – they just get it. We drew up a wish list of solutions, but the main thing was that they understand the charity perspective."

Barbara Gray, Director of Income Generation and Communications – Wiltshire and Bath Air Ambulance




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WE SUPPORT DANCE IN THE UK

One Dance UK is the national support organisation leading the way to a stronger, more vibrant, and more diverse dance sector.

Whoever you are, however you move - we move for you.

[What we do →](#)
[Log in](#)

Join One Dance UK

Be part of the conversation

- 
Access 100+ worksheets and on-demand video learning

All of our resources can be accessed on demand, meaning you can further your learning when the time is right for you
- 
Ask an expert for bespoke advice

Talk to experts in our Education, Health and Wellbeing, Fundraising and Marketing teams, via our funding surgeries and 1-2-1 sessions
- 
Advertising & promotional opportunities

Promote your news and events across our site and social media as part of your membership, and access exclusive rates for advertising on our website and in our magazine
- 
Access online and in person consultancy, CPD and training

Further your learning in the areas that interest you with dedicated watch online CPD and webinars access our training offers for in-person events

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Promoting dance in the digital space

One Dance UK: Bridging the gap between physical artistry and digital expression.

Client: One Dance UK

Project: Website and membership portal integration

View the site at onedanceuk.org

The One Dance UK website project sought to transform the digital presence of the UK's leading dance organisation. This initiative went beyond aesthetics, aiming to create a user-friendly platform that mirrors the vibrancy of the dance community while providing a sustainable foundation for future growth. The project was designed to capture the energy of dance and translate it into an engaging digital experience.

Bridging dance and digital through user-centred design

The journey started with an in-depth discovery phase to understand the diverse needs of One Dance UK's audience, which included dancers, choreographers, and educators. With these insights, we built a dynamic, visually rich website on Umbraco CMS, combining sleek design with functional enhancements. Dance imagery, videos, and interactive elements brought the site to life, encapsulating the essence of dance in a digital space. The website also introduced a new membership area integrated with Microsoft Dynamics, providing seamless access to member benefits. The member area includes dynamic pricing based on membership type, payment flexibility, and tools for managing membership, events, and job postings. Post-launch, the site saw a remarkable increase in engagement, highlighting its success in connecting with the dance community. 🧑🏻

1095%

increase in membership dashboard views

398%

increase in resources views

"They took the time to understand our brand, our audience and our goals, and the dedication and creativity their team has shown in working with us to find impactful and easy to use solutions truly brought our vision to life."

Lara Coffey, Head of Marketing & Communications
- One Dance UK

Paperless emission reduction solutions

Thermal Energy International: Custom-built app to streamline data collection, boosting efficiency and real-time decision-making.

Client: Thermal Energy International

Project: Bespoke app

Aligning with our goals:

- SDG 9: Industry, Innovation, and Infrastructure
- SDG 12: Responsible consumption and production



Our client is a global leader of industrial energy efficiency solutions for multinational manufacturers. The company was ready to scale operations and wanted to capture and manage data digitally. As part of a multiyear digitalisation process to increase efficiency and support continued growth, this project was designed to enable considerable business scaling, as well as efficient and accurate project identification across the business.

The goal was to streamline data capture by enabling engineers to complete surveys quickly and efficiently using a tablet. This included the ability to take photos, add notes, and store all information in one centralised system. Additionally, the solution needed to integrate with Microsoft CRM, allowing for seamless data synchronisation and providing users with real-time insights to facilitate on-site decision-making. Given the significant shift from paper to digital, the app was designed with a focus on usability. Early engagement with users secured buy-in, fostering a collaborative environment where engineers actively contributed to the app's development and testing. Recognising the engineers' need to work in areas with poor connectivity, the app was designed to function offline. Data would sync to Microsoft CRM once a stable connection was available, minimising the risk of data loss. By digitising their data capture process, Thermal Energy has significantly reduced manual workload, improved data accuracy and enhanced on-site operations. 📱



centralised data storage
in Microsoft CRM



paperless data capture
process through
digitisation

"Through hands-on prototyping and testing, we created an intuitive app that replaced clunky paper forms, streamlined workflows, and made engineers' on-site experience faster and more efficient."

Laura Pinkstone, Head of User Experience -
Digital Wonderlab





Elevating wedding speeches with AI

Speechy: Marrying the power of ChatGPT with the expert skills of the speech writers to provide personalised wedding speeches.

Client: Speechy

Project: AI solution

View the AI solution at
speechy.com/product/speechyai/

Speechy comprises a team of expert speechwriters elevating wedding speeches around the world, with recognition from The Times, The New York Times, BBC Sounds and The Drew Barrymore Show to name a few. Our brief was to marry the power of AI with the expert skills of the speech writers at Speechy to create a more affordable option for people who wanted expert, bespoke help with their wedding speeches yet could not invest in working one-on-one with a speechwriter. The challenge was to create an authentic, 100% original piece of writing, without the usual wedding platitudes and cliches that would be generated from AI unguided or without significant writer intervention.

Harnessing AI for memorable speeches

We integrated ChatGPT as the AI engine behind SpeechyAI, guiding users through a simple, enjoyable process that captured personal insights. By embedding Speechy's writing techniques into the system, we ensured each speech remained unique and authentic. Users also have the option to edit and tailor their speeches, giving them full control over the final result. From idea to Beta, SpeechyAI was launched in 6 months, with our work from concept to delivery taking just two months. Integrated with WordPress via WooCommerce API, SpeechyAI empowers people with the tools to write a great wedding speech. 🧙‍♂️

1 HOUR

Get your speech in less than one hour

4.9

Excellent rating on Trustpilot

"We knew we needed a special sort of technology and innovation team to develop our vision for an AI powered speechwriter and Digital Wonderlab delivered. They understand the tech and listened to our goals."

Heidi Ellert-McDermott, Founder of Speechy

Transforming training with blended learning

eLearning Platform: Transforming training in the hybrid era.

Project: eLearning Platform

In response to the evolving hybrid work environment, we collaborated with two clients to launch a custom eLearning platform, which has been used to deliver both online and in-person training. Their previous reliance on traditional PowerPoint presentations no longer suited the flexible work styles of their teams, and our solution provides a more robust, blended learning approach, combining self-directed modules with tutor-led courses.

Empowering hybrid learning with a custom approach

The platform offers each organisation a branded portal and customisable front-end, allowing them to tailor the learning experience to their unique needs. Currently, nearly 500 users are actively engaging with over 50 courses, and the platform continues to expand. Uniquely, it allows clients to manage both online and in-person training modules within the same course, making it a versatile tool for delivering comprehensive learning experiences. Trainers can monitor progress, provide feedback, and interact with learners directly through the platform. By offering this level of flexibility and personalisation, we've helped our clients deliver scalable training solutions to both the general public and professionals, aligning with the demands of today's hybrid work environments. 🧑🏫

500+

users to date

50

courses to date

“Post pandemic, digital learning accelerated in demand, yet often the experience remains poor. Our platform leverages over 20 years of expertise to develop flexible, personalised learning. We are really excited about where the platform can go and the future roadmap.”

Nathan Baranowski, CEO – Digital Wonderlab

Powering the next generation of talent intelligence

Stratigens: Revolutionising talent intelligence with AI and big data.

Client: Stratigens
(now part of Lightcast)

Project: Platform

In partnership with Stratigens, we developed and launched Stratigens V3—a groundbreaking platform that redefines talent intelligence. From concept to this latest iteration, we have continuously evolved the platform, incorporating AI, machine learning, and big data to deliver unmatched insights for global brands like Netflix, BP, and EY Global. Stratigens V3 helps these organisations navigate the complex global talent landscape by offering unprecedented search capabilities. Users can explore an extensive database of 690 million profiles across 195 countries, utilising a detailed skills taxonomy that includes over 35,000 skills and 70,000 roles. This enables intricate searches that combine location, skill, and role, supported by a cutting-edge interface capable of analysing over 1,000 data metrics.

Unleashing the power of data science for talent strategy

Built on modern, scalable technologies, Stratigens integrates thousands of datasets into a cohesive, interactive experience. Users benefit from features such as enhanced collaboration tools, flexible search combinations, custom query creation, and a bespoke dashboard. This allows users to tailor their dashboard insights precisely, whether they're mapping competitor talent, planning investments, strategizing growth, or setting diversity targets. 🧐

690M

profiles

1,000+

data metrics

“Digital Wonderlab are flexible, committed and invested in the business. They created a solution by looking at the business problem they needed to solve, and they really challenged us.”

Alison Ettridge, CEO – Stratigens

Our clients by industry

This year, we worked with 59 clients across diverse industries. Our focus was on our key sectors: Not for Profit, Health, Education, Environmental, and Finance, delivering impactful solutions tailored to each.



Social 25%

Clients include:

- British Institute of Human Rights
- UK Community Foundations
- Co-op Foundation
- Samten



Health 17%

Clients include:

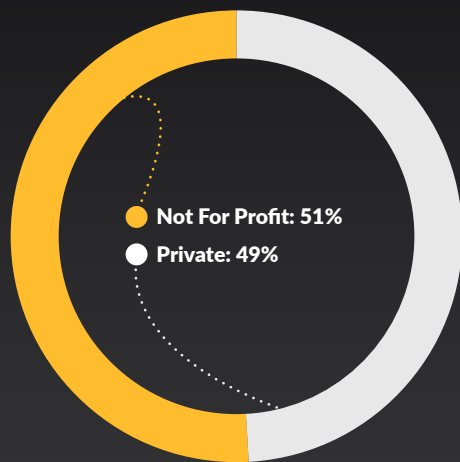
- Keech Hospice Care
- NCT
- St. Leonard's Hospice York
- Walsingham Support



Education 15%

Clients include:

- University of Bath
- University of Oxford Department of Engineering Science
- iDEA
- The Reading Agency
- House of Imagination



Clients include:

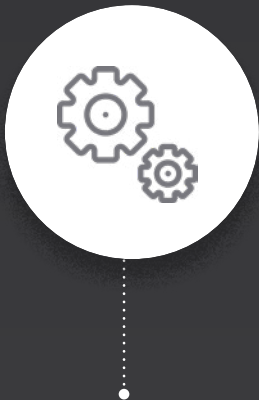
- Creative Bath
- One Dance UK

DCMS* 8%

Clients include:

- Apex Group
- Fair4All
- Great Western Credit Union

Finance 7%



Industry** 12%

Clients include:

- Blue Square Residential
- Silvey Fleet
- Industrial Workplace Specialist Group



Talent 10%

Clients include:

- Collingwood
- Expedite
- Ascend



Environmental 7%

Clients include:

- Savvy
- IAAPS
- Thermal Energy International

* DCMS – Digital, Culture, Media and Sport. **Industry – Property, Professional services, construction, transport and logistics.

Our community

We believe that making a difference goes beyond the digital world—it's about actively contributing to the communities we care about. From volunteering to sponsoring key events, we're proud of the positive impact we're making together as a team.

Volunteering in the Welsh countryside ►

We took a break from the office to get our hands dirty, volunteering planting tree saplings for North Wales Wildlife Trust. It was a great chance to reconnect with nature, help the environment, and bring the team together outdoors. Not only are we giving back to the planet, but we're also enjoying the simple pleasure of being out in the fresh air, doing something meaningful together.

"We had an excellent, therapeutic few hours as a team repotting non-native conifer tree saplings in the sun!"

—
Rachel Passmore, Office Manager





Winning for Wiltshire Air Ambulance ►

Dressed as pirates (no idea why!), our team took on the inflatable course at Wiltshire Air Ambulance's 'It's A Knockout' and came out victorious! We had a blast, and more importantly, we raised £1,000 for a great cause in the process.



£113,151

in discounted
revenue!

£34,507

donations and
sponsorship



Given in sponsorship to charity events or donated to good causes

We believe in giving back to our local community and as a Silver Sponsor of Tech for Good South West, we have supported a growing community of people using tech for positive change on our doorstep. We also sponsored two youth football team's kit, to ensure they look the part as they take on their next season with pride (A girl's and boy's team obviously!)



Supporting Bath: Boules, charity, and creativity

We had a magnificent time attending another Bath Boules event, where we didn't just co-develop the app to assist with scoring—we also rallied our team to help raise money for local charities by sponsoring the event (Still lost!). We also donated our time this year to build the Creative Bath Awards website, supporting an event that champions creativity and talent within the city we used to call home. 🧐

Our tech

We are a tech business through and through, which means we're always adapting, learning and creating. Here's a snapshot of what we've been up to.

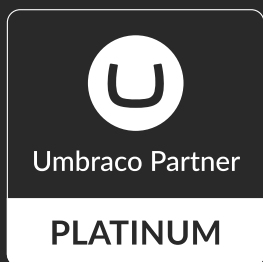
Tech capabilities

The world of tech is constantly evolving, and we're ready to adapt. This year, our app team started Dev Explore sessions to discuss trends in the tech space. From new tools and software to training and upskilling, the team dedicates time to ensure we offer our clients top-tier tech knowledge.



Tech4Good

We proudly became Silver Sponsors of Tech4Good South West, a community network focused on fostering technological innovation to address social challenges. As a business centered around using technology for good, sponsoring this initiative aligns perfectly with our mission.



Umbraco

We became Umbraco Platinum Partners, joining an elite list of just 10 partners in the United Kingdom when the Platinum status launched. We're passionate about Umbraco as a CMS, which is why we exclusively offer it. This also means attending conferences and webinars, as well as training our in-house developers to ensure we provide the best in Umbraco expertise.

We also started development of three Umbraco packages. The first was Flexcanvas, a component-based site builder that ensures faster delivery without compromising design or user experience. It integrates branding for consistency and allows clients to build page layouts while maintaining design integrity. Our second package is the Wonder SEO Checker, designed specifically for Umbraco



users to evaluate their website's SEO performance. It analyses key aspects such as page load speed, title tags, meta descriptions, alt tags, and image formats, providing valuable insights to enhance website optimisation. Recognising the impact of large image files on website load times and sustainability, our third package was developed to simplify image management. Our tool bulk resizes images directly within Umbraco, saving clients time and effort. We're excited to launch this solution soon!



Investing in tech

When we see something with potential, we put our money where our mouth is. This year, we invested in an app to help bridge the gap in sustainable and ethical shopping. Currently progressing through funding stages, we're excited to be part of tech that can make a positive impact. [8](#)

Our progress



B Corp

After closely following the B Corp movement and embarking on the rigorous application process last year, we're thrilled to share that we officially achieved our B Corp certification. This recognition underscores our commitment to being a purpose-driven agency and aligns with our dedication to creating meaningful impact. Our certification journey highlighted key areas where we excel, and the scores we achieved reaffirmed our mission of prioritising people, planet, and profit equally.

1% for the Planet

Last year, our team highlighted climate action as a key area where we wanted to make a direct impact. This year, we turned that vision into reality by proudly joining 1% for the Planet. As members, we've committed to giving back through both in-kind work and monetary donations to organisations. These contributions reflect our shared values and determination to support meaningful environmental initiatives, ensuring that our work leaves a lasting, positive impact on the world around us.

Employee healthcare

This year we continued our focus on employee healthcare, adding Simply Health to our offering for our people. Simply Health covers essentials like dental care, physio sessions, and eye checks, ensuring our people have access to services that support both immediate and long-term health management. This new addition aligns with our commitment to providing comprehensive care, ensuring our team feels supported in every aspect of their wellbeing.

Ethical investing

We have always been committed to giving back and paying forward by investing our time, products, and profits into impact-led initiatives. This year, we continued this important work, including investing in technology that supports sustainable shopping choices, health and wellbeing, and helping our clients make their websites more sustainable. Our commitment to delivering impact remains steadfast—whether through projects for charities, individuals, or purpose-driven organisations.

Which SDGs

We aligned our efforts with eight UN Sustainable Development Goals (SDGs) prioritised by our team for investment, volunteering, and pro bono work. While some progress was made, not all our work aligned perfectly with these goals. Moving forward, we're committed to finding new opportunities to contribute meaningfully to these SDGs, ensuring our efforts continue to drive positive change in the areas that matter most to our people.

Race to Zero Carbon

Our journey to becoming carbon neutral remains a key focus, including efforts to meet recognised standards for measuring our carbon footprint. While we haven't fully met our net-zero targets, we're proud of the strides we've made. Beyond reducing our own emissions, we've helped our clients lower their carbon footprints through more efficient and sustainable websites—a small but meaningful win. Additionally, our donation to Rainforest Concern reflects our commitment to making a positive impact to our planet.



Donating a website

Last year, we committed to donating a website to an organisation driving positive change. This led us to Creative Bath, champions of Bath's creative community. We proudly built their Creative Bath Awards website, showcasing their new branding and supporting their annual awards, which celebrate the region's creative, tech, and cultural sectors. We're honoured to amplify local talent through this meaningful project.

Diversity - still a long way to go

We care deeply about diversity and recognise its importance in addressing big societal challenges. While we have made progress in improving team diversity, we know there's more to do. Strong in gender diversity, we still fall short in other areas. Acknowledging this, we're committed to seeking support to attract a broader range of talent and make meaningful changes. Building a truly diverse team is a journey, and we can't do it alone.

Client impact

In recent years, we introduced impact workshops to kick off our client projects, ensuring the work we deliver aligns with the broader impact they aim to achieve as organisations. While we didn't fully reach our goal of establishing new ways to measure impact in partnership with our clients this year, we will keep striving to collaborate on innovative methods for measuring impact, supporting their aspirations to create meaningful change.



Impact Report 2023/24

Digital Wonderlab champion purpose-driven organisations to explore, design and build positive digital futures. We utilise technical insight, strategy, and people-centric creativity to proactively shape the future we want to be a part of by designing and building effective websites, apps and software.

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Notes: Report covers the financial period 2023/24.

This information is correct on the date of 31st March 2024. Ecologi data is for the year 2023 due to their reporting cycle being January to December.

Gender Pay Gap calculated used gov.uk guidelines.

