

Hiyield Annual Impact Report 2023-24



Welcome to Hiyield

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I founded Hiyield six years ago with two friends, inspired by the idea of blending tech and purpose in meaningful ways. Since then, we've grown to a 25-strong team, navigating everything from the challenges of COVID to a surge in demand for tech solutions and, more recently, a tougher economic climate.

Becoming a B Corp felt like a natural step for our team - an opportunity to formalise our commitment to positive impact. Achieving B Corp status was a great milestone for us, and we're incredibly proud to work with clients who share our passion for purpose-led work.

This year, we helped launch Proper App, a female-founded start-up, and began a partnership with national charity Chasing the Stigma; supporting them in developing a mental health resource app to connect people with local support services. We've also continued to strengthen our relationships with inspiring partners, from B Corps like xigxag and Greenhouse Communications to inspirational organisations like The Wave, Visit Cornwall and the University of Exeter.

While there's still much to learn and improve upon, I'm proud of what we've built together at Hiyield, and I look forward to what the future holds.

Matt Ville, Founder & CTO

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What we do

We empower bold, purpose-driven businesses to harness digital design and technology to change the world for the better.

We specialise in sustainable

 WordPress development

 WebApp development

 Bespoke software

 UX / UI design

 Technical consultancy



Journey to certification

Becoming a certified B Corp was a rigorous and rewarding journey that allowed us to take a closer look at our practices and solidify our commitment to positive impact.

The process took about 12 months for us, where we formalised much of what we were already doing, creating a stronger framework that can evolve with us as we grow.

To keep momentum and accountability across the business, we established our B Team - a dedicated group who drive B Corp initiatives and ensure that continuous improvement remains at the forefront. We also embedded the B Impact Assessment (BIA) into our decision-making, making it an integral part of how we set goals, track progress, and evolve.

Certification was only the beginning; we're excited to build on this foundation and push our impact even further.



We're aiming for a score of at least 95 when we recertify in 2026.

- 89.3 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Governance

16.4

2/3 of our Leadership Team are women

At Hiyield we're aiming to build a solid foundation for sustainable growth and good governance. This year we've had a real focus on making strides to keep things transparent and inclusive. Next year, we'll be looking at ways to strengthen oversight and bring more of our values into how we measure success.

What we did

- Introduced the Hiyield Hive - a monthly company update meeting, where anyone can ask questions
- Introduced an unofficial board with an advisory non-executive director to ensure good practice in strategic decision making

Goals for next year

- Explore the Employee Ownership Trust model and make a decision if it's right for us
- Introduce a more formal Board of Directors to provide higher corporate oversight
- Add social and environmental goals into each manager's performance evaluation



Workers

35.4

Listed in the Best Places to Work in Cornwall 2024

Our team is the heart of Hiyield, and we're proud to create a place where people feel happy, valued, and excited to work. This year, we were honoured to be named one of the Best Places to Work in Cornwall, and we've kept up our efforts to build a supportive, inclusive environment. From early Friday finishes to new wellbeing initiatives, we're always looking for ways to make Hiyield a great place to grow and thrive.

What we did

- Maintained an 83% retention rate
- Were listed as one of the Best Places to Work in Cornwall 2024
- Measured the ED&I of the team so we have a baseline of data
- 93% of staff said they were happy at work in our twice yearly wellbeing survey
- Continued our summer tradition of 'Finish Early Fridays'
- Ran a team sunflower growing competition and took part in a nature and wellbeing pilot scheme for Mental Health Awareness Week



Goals for next year

- Introduce progression pathways for our teams, with clear personal development plans for each individual
- Trial a reduced working week - we had planned to implement this sooner, but felt we hadn't sufficient data and systems in place to measure success. Since implementing a new Project Management tool in the last few months we're in a better position to achieve this in 2025

Customers

11.8

5* reviews on Clutch

At Hiyield, we're passionate about partnering with purpose-led organisations that align with our values. This year, nearly 70% of our work was with clients making a positive impact - a goal we're committed to growing even further. Alongside this, we renewed our ISO 27001 accreditation to reinforce trust in our security practices. Next year, we'll keep pushing for even greater alignment with purpose-led clients and work to gather more feedback to keep our customers' needs at the heart of what we do.

What we did

- 69.8% of our work was with purpose-led organisations - target was 60%
- Renewed our ISO 27001 accreditation so clients can be reassured of our approach to Information Security

Goals for next year

- 70%+ of our work to be with purpose-led organisations
- Achieve our Cyber Essentials accreditation
- Introduce more regular customer satisfaction surveys to ensure we're delivering the best possible experience for our clients



Environment

8.9

We've become a supporter of Plant One CIC - planting trees in Cornish soil

As a climate conscious digital agency, measuring and improving how we interact with the environment is really important to us. We've continued to supply carbon reports for each of our development projects, support local where we can with our purchases and reduced our business travel.

This year we are really excited to have started to support Plant One - a CIC who plant trees and restore habitats in Cornwall. We loved having Carl and his Cornish oak at our Team Day in the summer to tell us more about their work, whilst two of our team have already gotten stuck into a day of tree maintenance on Bodmin Moor.

What we did

- Created Carbon & Emissions Reports for 85% of Hiyield projects
- 60% of technology purchases were refurbished or from organisations with sustainable practices
- We moved our own website and seven of our WordPress clients onto a server powered by 100% renewable energy
- Powered our offices with 100% renewable energy
- Planted 4,199 trees and avoided 369 tCO2 with Ecologi
- Partnered with Plant One CIC



- Reduced our carbon emissions by 28%
- Signed the Clean Creatives and Design Declares pledges

Goals for next year

- We are moving our hosting provider - we are excited to be in the process of moving all our client WordPress websites to be hosted with the Positive Internet Company. Their hosting site at Positive Park uses only green electricity sourced from 100% renewable sources.
- We are investing in ongoing carbon reporting - rather than wait until the end of the financial year we'll be monitoring our carbon calculations on a monthly basis
- We are investigating AI & Sustainability - we are spearheading a report into the use of AI, focusing on the potential benefits and challenges that AI poses to sustainable practices. The findings will be released in Jan 2025.

Community

16.7

Apprentice Employer of the Year winner (Cornwall Apprenticeship Awards)

This year at Hiyield we have enjoyed opening a new office in Bristol and getting to know some more of the local business community. In our homeland of Cornwall we have been strengthening our ties with our communities, particularly our local education providers to support the next generation of software developers.

What we did

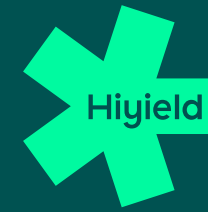
- We held an Apprenticeship Open Day to invite 20 young people into our office to meet our team, do some coding challenges, get help with their portfolios and find out about what it's like to work in tech
- We've given talks to over 100 students at Truro College across three events to help students see the tech opportunities available in Cornwall
- We recruited two fantastic new apprentices - we were only looking for one, but we had so many amazing applications, we had to take on two!
- We hosted two T-Level students and a Year 10 work experience student, giving them an insight into tech careers



- We were lucky enough to win Apprenticeship Employer of the Year, and two of our apprentices won Apprentice of the Year at the Cornwall Apprenticeship Awards
- 28% of the team used a corporate volunteering day - which was an increase from 1 person last year
- Our founder Matt continued to volunteer his time as CTO in residence for the Canopy Community coaching and supporting tech start-up founders

Goals for next year

- We are aiming for 30% of our staff to take part in a volunteering day



**Get in touch to find out more about
Hiyield and our B Corp commitments**

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