

# Hiyield

## Hiyield impact report 2024 - 2025

From the team at Hiyield, a digital product studio





## A note from the studio

**We don't just build digital products; we're building a different kind of business.**

At Hiyield, we're big believers that you can do world-class work, grow a healthy business, and still sleep soundly at night knowing that you've done it the right way. We exist to help ambitious organisations grow in ways that are ethical, inclusive, and commercially sound.

High performance and positive impact aren't opposites to us. In fact, we've found that when you get them working together, good things tend to follow.

This report shares how we've shown up for our people, our clients, our communities, and the planet during 2024-2025.

It's been a year of massive change (we're looking at you, Employee Ownership!), and we're excited to share the journey with you.

## A word from Matt

### “Whatever you do, don’t stand still”

That’s been the unofficial motto for the last 12 months. It has been a landmark year for Hiyield - perhaps the biggest in our history. The headline moment was us becoming **80% Employee Owned**.

Transitioning to an Employee Ownership Trust (EOT) wasn’t just a legal exercise; it was about protecting the culture we’ve built and making sure the people doing the work truly share in the success. Seeing the team step up, create new forums and take real ownership has been the highlight of my career.

We’ve also stayed true to our commitments to sustainability, baking responsible decision-making into how we design, build and support digital products. As we look ahead, we’re not trying to be bigger for the sake of it. We’re focused on being better. Thank you to all the wonderful people at Hiyield who are making it happen.

What a team!



**Matt Ville, Hiyield founder & CEO**

# Our year in numbers

## THE BUSINESS

We focused on creating a resilient, thriving business that works for the people who make it.

**80%**

Employee Owned  
(Yes, really!)

**90%**

renewal rate  
on client retainers

**93.25%**

revenue  
From repeat business

**9/10**

client happiness  
NPS Score

**9/10**

Cyber Essentials  
certified

## THE PEOPLE

Our people are the heart of Hiyield. We invest in their growth, well-being, and sense of ownership.

**50%**

of our leadership  
team are women

**29%**

of our team are  
women

**83%**

staff  
retention rate

**3**

work experience  
placements hosted

**3**

apprentices  
employed

## THE IMPACT

We're proud that much of our work aligns with purpose-driven organisations.

**63%**

of our work is with purpose  
driven organisations

**50**

client websites moved to  
renewable hosting

**100%**

renewable hosting for our  
own operations

**won** 

European Dev Agency of the Year,  
Perfect Professionals at the  
Notty's, 2 x West Country Women  
awards and the Tech South West  
Cornwall Cluster Award

### Runner-up

Cornwall Sustainability Awards, as well as being shortlisted for EO Transition of the Year and SME Employer of the Year at the Cornwall Apprenticeship Awards

# Measuring what matters

Not everything that matters fits neatly into a spreadsheet.  
Alongside more traditional measures, we use:



Feedback from clients and collaborators



Regular reviews of how we're working against B Corp standards



Qualitative insight that tells us how things actually feel on the ground

# Governance: power to the people

## How we steer the ship

2024-2025 was a big year for change in how we run Hiyield.

Becoming **80% employee owned** reshaped not just our structure, but our day-to-day decision-making.

This shift isn't just on paper. It's about transparency and giving the team a genuine voice in where we're going.

## New voices

We appointed Ben as our first Employee Trustee (fitting, as he's one of our founding members)

## Open forums

We launched our first employee forums, so everyone has a say in the strategy

## New leadership

We formed a new leadership group to share the load and the decisions

## Recognition

We were shortlisted for 'EOT Transition of the Year', a lovely nod to the hard work involved

## Values

We kept our values front and centre when making decisions, even when it would have been easier not to



## Responsible decision making

We don't make decisions on autopilot. Throughout the year, we considered the wider impact of our choices, not just the margin. That meant being thoughtful about the clients we work with, the projects we pursue, and being prepared to walk away when something doesn't sit right.

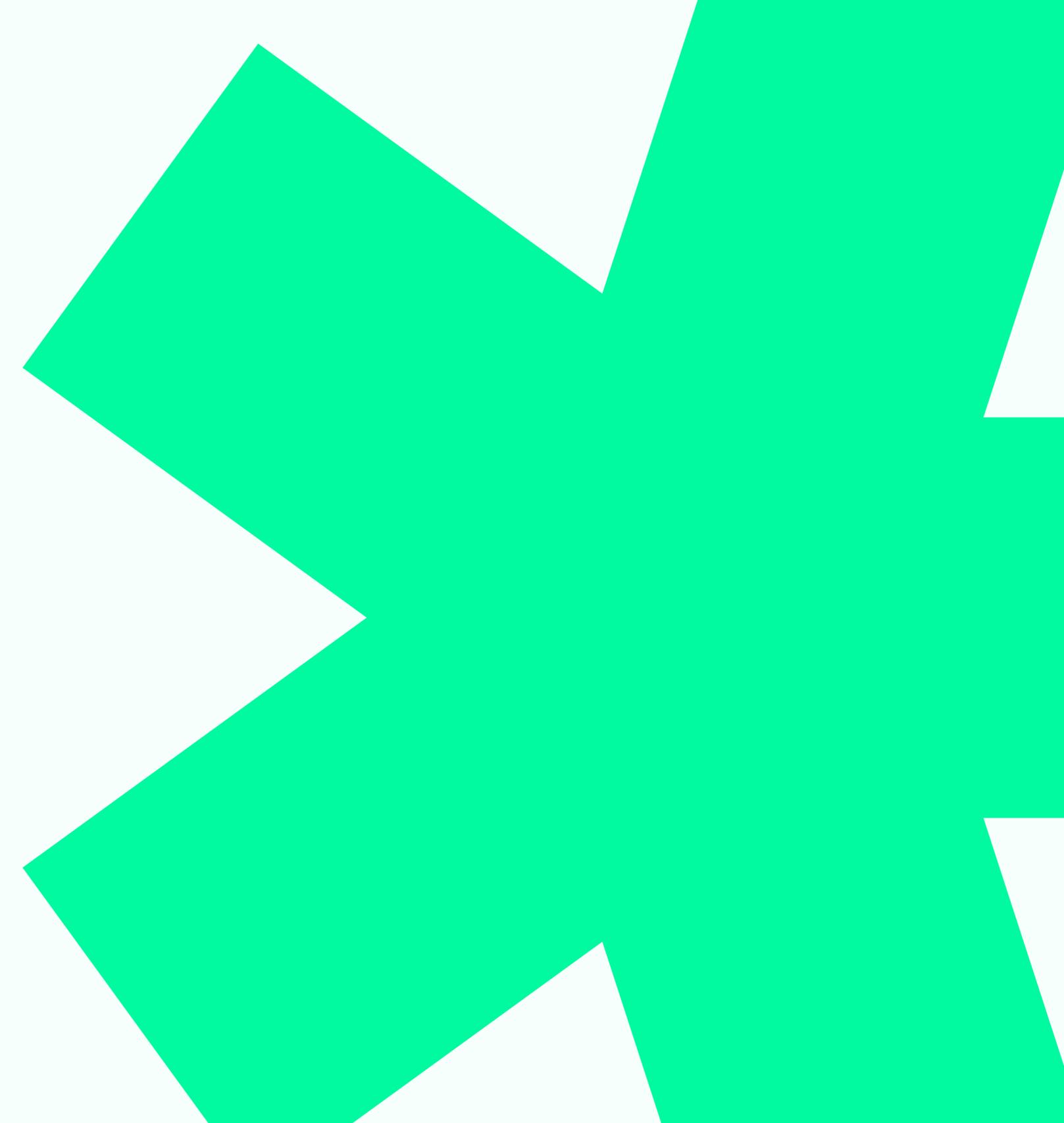
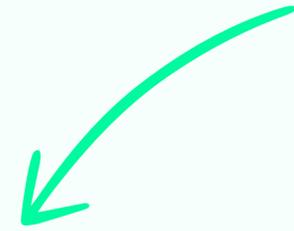
## Radical transparency

We are upfront with the team about finances, risks, and goals. When things are going well, everyone knows. When things are tough, everyone knows that, too. No smoke. No mirrors. Our monthly Hive meetings are the perfect time for us to give honest feedback on how we're doing to the whole company, where we can have open conversations about what's working and what isn't.

## Supplier & partner standards

Where we can, we choose to work with people who share our values. We prioritise working with purpose-driven organisations that are UK-based. We also prioritise working with suppliers who offer fair pay and show they are aware of accessibility and sustainability. Essentially, we partner with people who are actively trying to do better, not just saying the right things.

# Goals for next year



## Strengthen our EOT governance

and support the structure so it can fully embed and flourish - and aim for our first employee ownership bonus

## Bring external expertise

onto our board to support sustainable growth

# Workers: our happy humans

We believe you can build world-class tech and still finish work on time.

Hiyield what it is, so looking after them is at the top of our list. Alongside the move to ownership, we've focused heavily on culture, wellbeing, and growth. We invested in our people's wellbeing, growth and autonomy with a trust first approach and focused on fair pay and developing a clear career progression framework.

We're proud to say that 50% of leadership roles in our team are held by women. Overall, 29% of our team are women, which sits right alongside the industry benchmark. We are an inclusive organisation, but are aware we have work to do to become a more diverse and representative team.

Our retention rate is holding steady at 83%, and while our 'happy at work' score dipped slightly to 76%, we're listening and working on it.



- **Flexible by default:** Because life doesn't always fit neatly around 9-to-5, so we've taken out the awkwardness of flexible working and let our team members be autonomous
- **Finish early Fridays:** We kept our summer tradition of early finishes, because who doesn't love a slightly longer weekend?
- **Speaking up:** We've actively encouraged the team to speak at events and share their expertise, building confidence and personal brands
- **Intentional inclusion:** We created additional policies and reviewed our recruitment processes to ensure we're being as inclusive as possible
- **Modern pensions:** We upgraded to Penfold, a user-friendly app with a sustainable investment plan. High engagement, happy future, sustainable values



## Learning & development

The digital world moves fast. What was best practice even as recently as a year ago often isn't anymore. So it's important for us to invest in learning for our team - it helps keep them at the top of their game, engaged and confident in their craft.

We champion sharing knowledge across the teams and making space to reflect, learn and improve without blame.



## Inclusion & belonging

We want Hiyield to be a place where people feel comfortable being themselves and confident doing their best work.

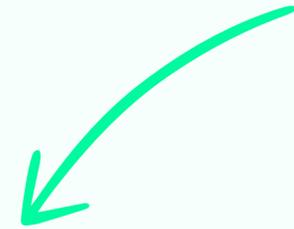
During 2024-2025, that meant reviewing our language and processes to remove unnecessary barriers - especially in recruitment, normalising adjustments rather than making people ask awkwardly and treating inclusion as something you practise every day, not a policy you dust off.



## The circle of life

We love watching our team grow and develop. We hosted three work experience placements this year, and two of our apprentices just completed their first year with us. The best bit? They were mentored by two former apprentices who are now in Senior and Mid-level roles. It's a proper 'circle of life' moment for us.

# Goals for next year



## Launch our new 'Thrive' progression pathway 🌱

in February to help the team clearly see how they can grow their skills and careers

## Use the new B Corp standards ✨

to help us deepen our JEDI (Justice, Equity, Diversity and Inclusion) approach

# Environment: digital decarbonisation

## Low carbon - high impact

As a digital studio, our pollution isn't visible smoke - it's server heat and energy. We are on a mission to shrink the internet's carbon footprint.

Being mostly remote means our physical footprint is already fairly light, but we still pay attention to where we can do better. We're not interested in grand gestures we can't back up; our approach is about steady, realistic improvement and being honest about where we're still learning.

A big win this year was moving all our WordPress hosting to the Positive Internet Company. They're UK-based, 100% renewable-powered, and even have an innovative water-cooling system that helps rewild their site.

## In 2024-2025, we:



**Avoided unnecessary travel and prioritised more sustainable modes of transport**



**Favoured digital-first ways of working**



**Took energy use into account when choosing tools and suppliers**



**Runner-up for the Low-Carbon Leader award at the Cornwall Sustainability Awards**

## Hosting hacks

A big win this year was moving 50 of our WordPress hosting clients to the Positive Internet Company. They are UK-based, 100% renewable-powered, and use an innovative water-cooling system and are rewilding their site.

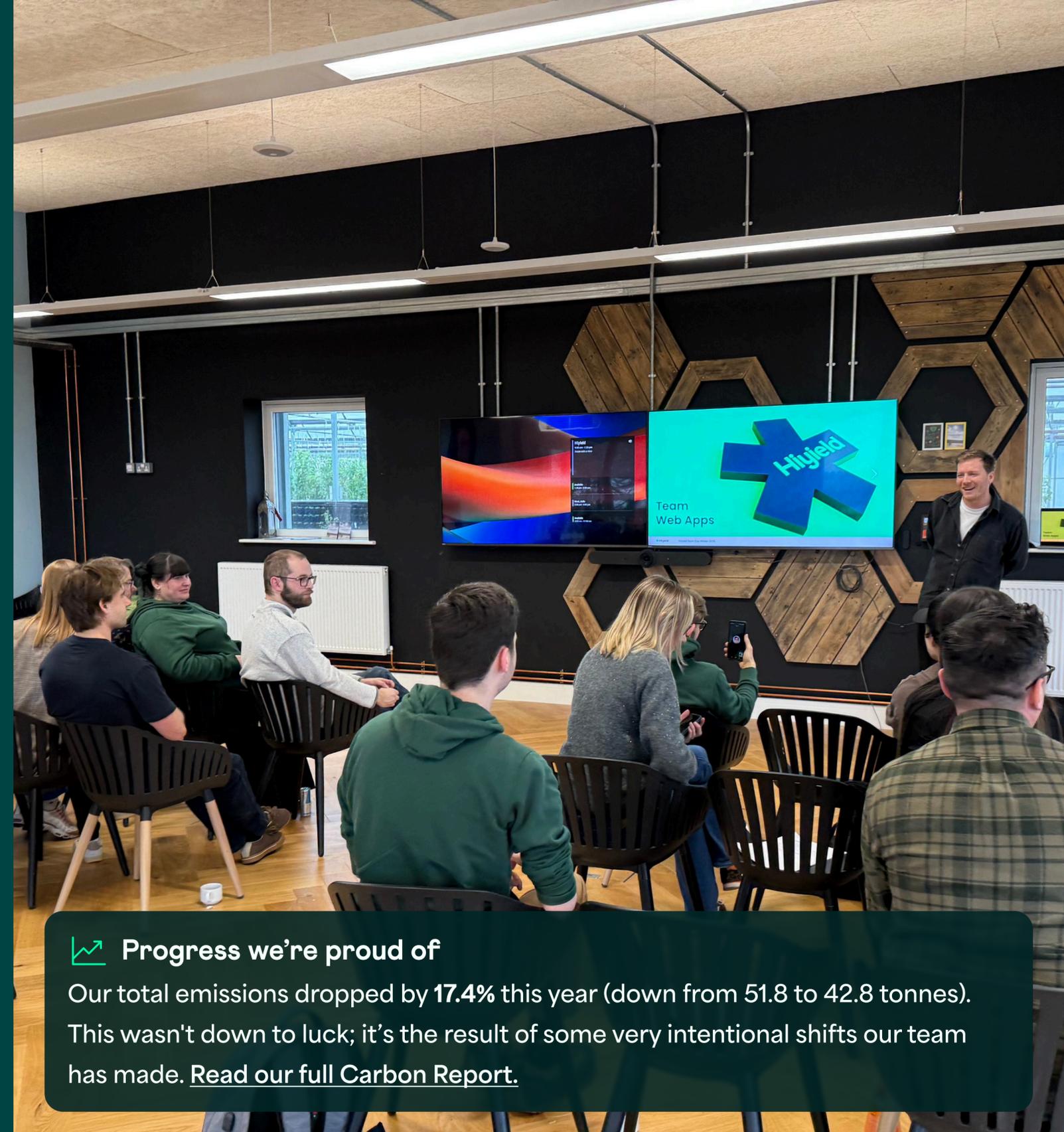
## The AI question

We've been thinking hard about Artificial Intelligence. We published a report highlighting the high carbon cost of AI, spoke at events about it, and created our own Ethical AI Policy to ensure we use these tools responsibly, not recklessly.

## Banking better

It's not just about how we earn money, but where it sleeps at night. We moved our business banking to Tide to steer clear of the fossil-fuel-heavy investment portfolios of the high street giants.

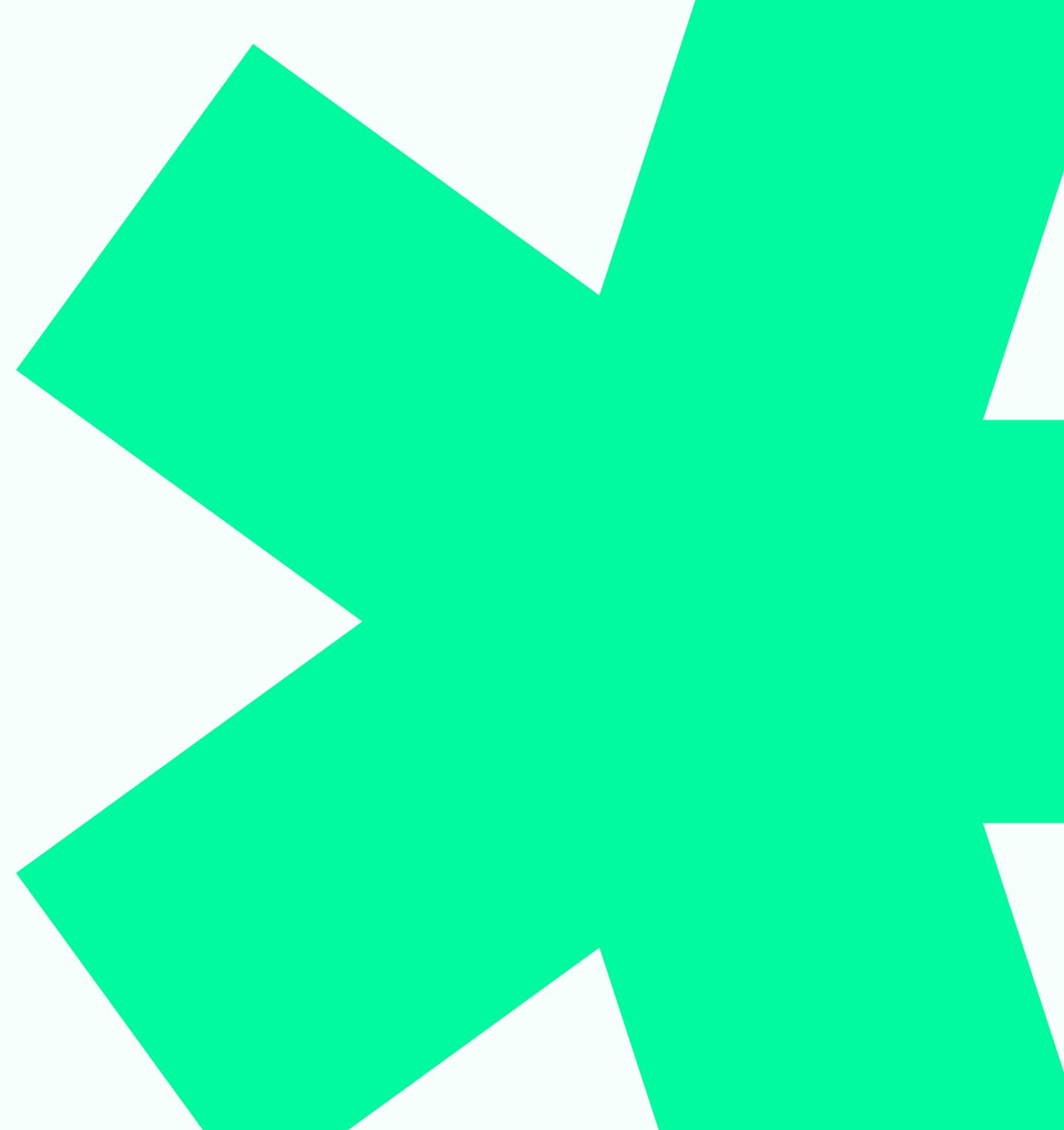
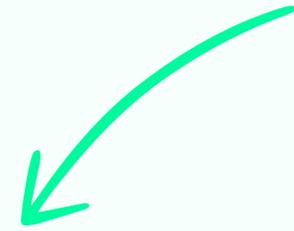
We also overhauled our pension scheme, moving to Penfold. Aside from having a slick app that actually makes pensions interesting, they offer a dedicated sustainable plan. This means our team's savings are investing in the future they want to retire into, not industries that are harming it.



### Progress we're proud of

Our total emissions dropped by 17.4% this year (down from 51.8 to 42.8 tonnes). This wasn't down to luck; it's the result of some very intentional shifts our team has made. [Read our full Carbon Report.](#)

# Goals for next year



## AI monitoring ✨

Introduce a way of monitoring and reporting on AI-associated emissions to ensure we use AI appropriately

## Refine carbon reporting 📄

Refine our carbon reporting and create a detailed climate action plan

# Customers: partners in purpose

Good people doing good things.

We're choosy about who we work with. Not because we're precious, but because our work has impact. We love working with people who care as much as we do, which is why 63% of our work this year was with purpose-driven organisations.

We are always prepared to walk away from a project if it doesn't align with our values or could cause harm - even when that's uncomfortable.

But when we do partner up, we've got your back. This year, that meant stepping up when it counted. We helped rescue digital platforms for high-profile clients facing critical outages, doing whatever it took to protect their reputations and revenue. We also proactively migrated our WordPress clients to renewable (and reliable) servers at no extra cost - giving them faster, greener websites without them even having to ask.



- We supported purpose-led organisations through pro bono and reduced-fee work
- We achieved a 9/10 Client Happiness Score (NPS)
- Our repeat business stats make us very happy: **90%** renewal rate on client retainers and **93.25%** revenue from repeat business
- We secured our Cyber Essentials accreditations, keeping everything safe and sound for our clients
- We migrated 50 client websites to 100% renewable hosting, reducing their digital carbon footprint without them lifting a finger



## Meaningful outcomes

Our goal is simple: to leave every client in a better place than we found them. We do this by helping organisations communicate with clarity and honesty, ensuring they reach more people through inclusive, accessible design. For us, it's about focusing on sustainable, long-term growth rather than chasing quick, short-term wins.



## Accessibility by design

For us, accessibility is never an add-on; it is baked into how we think, design, and code from day one. From championing plain-English communication to implementing inclusive digital practices, we help our clients understand that making things accessible isn't just the right thing to do for people - it's also brilliant for business.



## We've got your back

We don't just hand over a project and wave goodbye.

- **Rescue missions:** We stepped up to rescue digital platforms for high-profile clients during critical outages, protecting their reputations
- **Green upgrades:** We proactively migrated our WordPress clients to renewable servers at no extra cost - giving them faster, greener websites without them even having to ask

## What they have to say

"Can't recommend Hiyield | B Corp highly enough. Their talent, passion, intuition, and commitment have genuinely helped take our Hub of Hope platform to the next level. And, as we say in these parts, they're proper boss to work with - approachable, responsive, supportive, values-driven, and full of ideas. Everything you could wish for in the perfect tech partner."

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**Chris Clarke**

Director Of Business and Operational Development at Chasing the Stigma

"They were just really lovely people, and we really enjoyed working with them. I appreciated how hands-on they were they always delivered everything that we asked for really quickly. We're really pleased with how the site turned out - we saw almost 4.5x more clicks and 67x more impressions from our site within a month."

KF

**Kelli Fairbrother**

CEO, xigxag

"We absolutely loved working with you on this! 🧡 The new Caption.Ed site not only looks great but makes it even easier for people to access the support they need. Huge thanks to the whole Hiyield team for bringing accessibility and user experience to the forefront - we couldn't be happier with the result 🙌"

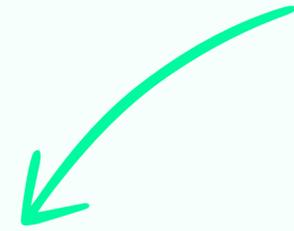
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**Carescribe**

# Proud to work with B Corps & good humans.



# Goals for next year



## Working with good humans 🤝

Aim for **70%** of our work to be with purpose-led organisations.

## MVP package 📦

Launch a new 4-week MVP package to help our clients get their brilliant ideas off the ground even faster, for a clear fixed price

# Community: rooted in Cornwall, connected globally

We try not to keep what we know to ourselves.

We might be a digital studio, but we are fiercely proud of our physical roots. Being part of the Cornwall tech cluster isn't just about geography for us; it's about being active participants in a community that punches well above its weight. Whether it's helping a local startup find its feet or showing a student that coding is a viable career path, we show up.

We've got some proper community champions in the team. While our official volunteering day uptake was only 13%, individual team members have been doing some amazing stuff:



**Laura** has been busy as B Local Co-Chair, running events to connect the Cornish B Corp community



**Matt** has been acting as CTO-in-residence for the Canopy community, offering technical advice to startup entrepreneurs



**Lyssa** is a trustee for Cornwall Pride and co-lead for the Cornwall Digi-Tech Strategy Group, helping with digital inclusion across the county



**We're active** in the Tech Cornwall community, helping to support the local tech ecosystem



**We championed** the next generation of local talent, proving that you don't need to move to London to build a world-class career in code



## Knowledge sharing

We try not to keep what we know to ourselves and know the importance of sharing what we know freely. We do this through articles, social content, and talks at conferences and MeetUps. We also try to support and encourage underrepresented voices in our industry.



## Plant One CIC

We've continued working with Plant One CIC to plant trees right here in Cornwall.

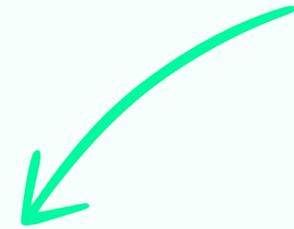
Why Plant One? Because they aren't just planting timber; they are restoring Cornwall with native trees. They work with local landowners to plant native species that boost biodiversity and create public woodlands we can actually visit. It's not just carbon offsetting; it's habitat building. Plus, it gives our team the chance to get their boots muddy and plant the trees themselves - a nice break from the screens!



## Investing in the next generation

We want the South West to be a brilliant place to build a tech career. That means creating a genuine alternative to the 'brain drain' towards the big cities. We've worked hard to build a culture where apprentices aren't just watching from the sidelines, they're shipping code and solving real problems. Being named SME Employer of the Year at the Cornwall Apprenticeship Awards was a proud moment for us, but seeing our former apprentices now mentoring the new intake? That's the real win. We are building a pathway where local talent can learn, grow, and lead - right here in Cornwall.

# Goals for next year



## Volunteering opportunities 👍

Offer more structured volunteering days to make it easier for the team to get involved

## Volunteering efforts 📍

Continue our volunteering efforts and measure the impact more effectively

# The road to 2027

## What's next?

Running a values-led business isn't always tidy. We've had to balance growth with well-being and navigate a tricky economy without drifting from our principles. But we are clear-eyed about the future.

Our focus, looking forward:

### Improving impact 📣

Strengthening how we measure and communicate our impact

### Successfully recertify ✔️

With the new B Corp standards in Nov 2027

### AI for good ✨

Launching a dedicated service stream helping purpose-driven organisations leverage AI for social impact without the heavy carbon cost

### Inclusion from the inside out 👤

We're doubling down on our JEDI (Justice, Equity, Diversity and Inclusion) work internally, while ensuring accessibility is at the forefront of our client work

### People first 😊

Continuing to build people-first ways of working

# Hiyield

We're proud of the progress we've made in 2024-2025, are clear on how we can improve and are committed to keeping impact at the heart of how we operate.

## Fancy a chat?

This report is about the kind of work and values we care about.

If you're a purpose-led organisation looking for a digital partner who puts people, accessibility and long-term impact first, we'd love to talk.

Thanks for reading.

Let's build something better, together.

[↪ Contact us / Book a discovery call](#)