

Commitment to Local Communities

Purpose

The purpose of this policy is to formalise Design Works (Cumbria) Ltd's commitment to supporting local and underserved communities through responsible procurement and by prioritising work with local and independent clients. This policy ensures that local economic contribution is embedded within operational and strategic decision-making.

We define underserved communities as small, independent and purpose-driven organisations with limited financial and internal digital capacity, particularly those operating in local or rural areas. These organisations often face barriers to accessing professional digital services due to cost, skills gaps or geographic constraints.

Aims & Objectives

- Designworks seeks to support local communities by:
- Strengthening the local economy through responsible purchasing
- Supporting independent and small-scale suppliers
- Prioritising local and independent clients with limited internal resources
- Encouraging sustainable economic development within the regions in which we operate

Local Procurement Commitment

Designworks commits to purchasing core products and services from independent suppliers local to where the company operates or where the product or service will be used, where feasible.

Our objective is for at least 50% of non-labour operational expenditure to be directed to local and independent suppliers. This may include professional services, printing, office supplies, technical services and other core operational purchases.

Supplier selection also considers quality, security, value and environmental performance. Local supplier spend is recorded and reviewed annually to monitor progress and inform future procurement decisions.

Commitment to Local and Independent Clients

Designworks is committed to serving local and independent organisations as a core part of its business model.

We aim for at least 75% of our active clients to be local and independent organisations, including small businesses, charities, social enterprises and purpose-driven enterprises operating within our region or comparable local markets.

This commitment supports inclusive local economic development and helps ensure professional digital services remain accessible to organisations that may otherwise face financial or structural barriers.

Monitoring and Review

Local procurement spend and client composition are monitored annually using internal records. Progress against this policy is reviewed by the Managing Directors and used to inform business planning and continual improvement.

Responsibility

The Managing Directors are responsible for implementing this policy, monitoring compliance and ensuring alignment with Designworks' wider social, environmental and governance commitments.