

manifesto

G-Cloud 15: Service Definition
Document



Manifesto at a glance

90

clients

Established in

2011

£11m

annual turnover
contributes to
TPXImpact's £77m
annual revenue

110

Strategists, creatives
& developers across
the UK

5yr

average client
tenure

700+

experts ready to
support via
TPXImpact

We work with some incredible organisations...

BREAST
CANCER
NOW The research
breaks charity



unicef for every child

R N I B

Trussell
Ending hunger together



WaterAid



Charity



Kew Royal Botanic Gardens

ROYAL
MUSEUMS
GREENWICH



NATURAL
HISTORY
MUSEUM



RA Royal Academy of Arts

NATIONAL MUSEUMS NI

Arts & Culture

bacp | counselling
changes lives

RCOT Royal College of
Occupational
Therapists

PSHE
Association



Membership



BRCS | Food
Safety



NHS Confederation

Public Sector



Education



As the digital experience agency for changemakers we...

...believe that all organisations have a responsibility to be a force for good in the world.

Our work combines sector insight with thoughtful experimentation, using human-centred design and agile methods to deliver measurable results and meaningful impact.

...are a team of 100+ strategists, technologists and creatives.

We've spent the last decade shaping award winning digital experiences.

This depth of knowledge means every project is rigorous, original and impactful.

...craft safe, ethical and valuable digital experiences that work for everyone.

Our standards go beyond best practice.

We build digital experiences that are accessible and designed with a low-carbon footprint, assuring a positive legacy for both people and the planet.

...are part of TPXimpact, a Certified B Corporation™, extending our ethos further.

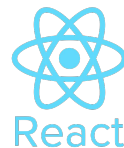
We offer access to 700+ experts and advanced capabilities, including data science, AI and cloud architecture.

This network allows us to address your most complex challenges with creativity, rigour and responsibility.

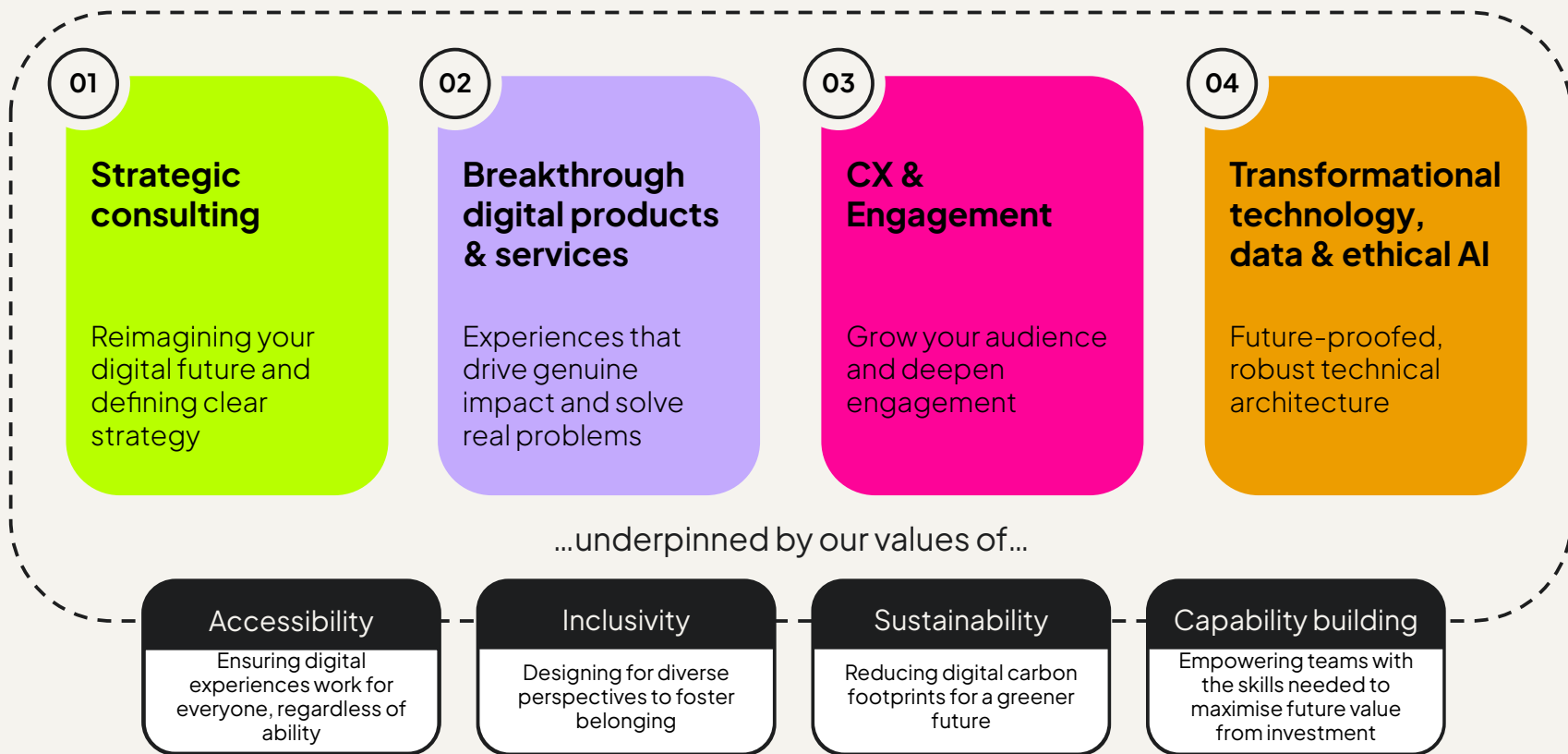
Technical expertise: Unbiased partnerships for now and the future

As a tech agnostic agency, our approach is centered on finding the right solution to deliver maximum value for our clients.

Working with all major technologies, we're not afraid to challenge your brief, and to highlight both the positives and negatives of any potential solution.

Drupal™umbracoSANITYcontentfulamazon
web services™Microsoft®
.NETStoryblokNEXT.jsJavanode
jsReactdotdigital

What we deliver



Sustainability: designing for people and planet

Low-carbon design and UX

Our commitment to low-carbon design guarantees your digital products emit as little carbon dioxide CO₂ as possible.

We achieve this by focusing on efficiency, eliminating heavy content and unnecessary code to assure a lighter digital footprint.

Sustainable architecture

Our technology strategy prioritises environmental efficiency, favouring serverless hosting and Platform-as-a-Service (PaaS) models.

We guarantee resilience using carbon aware development and Amazon Web Services (AWS).

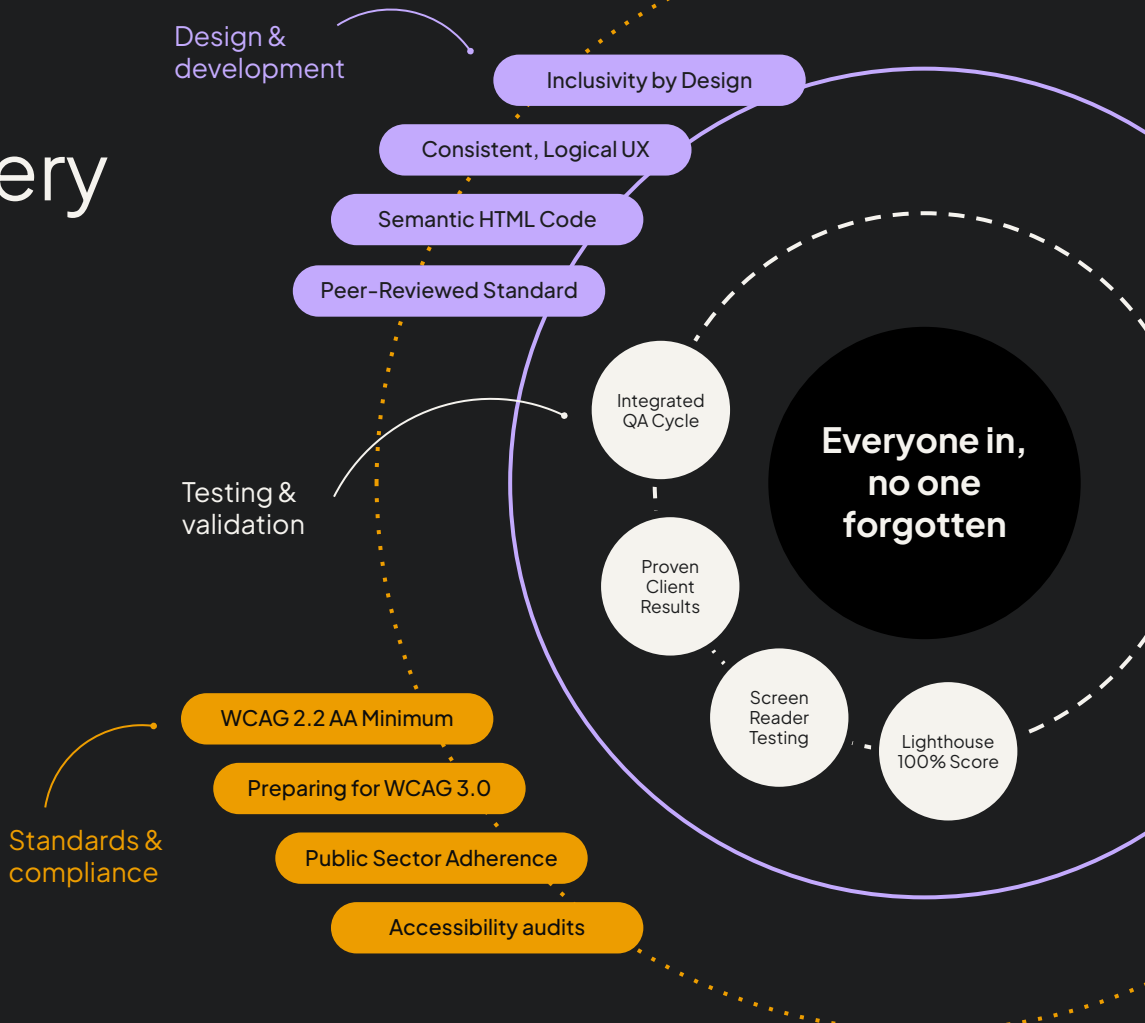


100%
committed to
renewable
energy by 2030



Accessibility: fundamental to every digital experience

Our mission is to guarantee digital experiences that can be enjoyed by all, viewing accessibility as an enhancement to a solution's inclusivity, not a constraint.





Inclusivity: the foundation of our partnership

Our commitment to inclusivity is not a feature; it is an inherent part of our core identity. We frame inclusivity, diversity and accessibility as foundational to all experiences we create.

Purpose Driven

Through purpose-driven design, we actively create solutions with people, not just for them. This guarantees we tailor experiences to the lived experiences and unique personal circumstances of diverse audiences, assuring ethical and effective outcomes.

Internal Culture

We believe our internal culture guarantees quality and fresh perspective. We strive for a workforce truly representative of the communities we serve. Supported by our Employee Resource Groups, this assures diverse perspectives shape your projects from day one.

Integrated Standards

We view inclusivity as the overarching principle that guarantees quality and ethical accountability. Our commitment is comprehensive and self-imposed. We set internal standards to confirm that all our work is ethically sound, universally usable and designed with environmental accountability in mind.

Capability building: empowering your teams to lead and evolve

We don't just deliver digital solutions and walk away; we share insight and help embed the skills your organisation needs to thrive independently.

Through a three stage 'one team' approach, we integrate with your staff to share technical mastery, agile methodologies and strategic thinking.

1

Direct support

Providing specialist technical and strategic foundations to get high-impact projects off the ground quickly.

2

Blended squads

Working alongside your team in shared ceremonies, coaching them through agile delivery and data management.

3

Independent mastery

Your team takes full ownership of the digital estate, equipped with the knowledge to evolve and scale it independently.

thank you

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manifesto

Bringing together human centred design, data, technology and new ways of working to help purpose driven organisations thrive.

[Visit manifesto.co.uk](https://manifesto.co.uk)

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Certified



Corporation