

Purpose-Led Partnership Approach

1. PURPOSE

At Lil Creative Studio, we believe business can be a force for good. We partner with organisations seeking to create positive impact for people, communities and the planet.

We recognise that meaningful change happens at different stages of a journey. We do not expect every client to have everything solved, but we look for openness, honesty and a willingness to improve.

2. WHO WE PARTNER WITH

We prioritise working with:

- Purpose-led businesses.
- Charities and not-for-profit organisations.
- Organisations creating positive social or environmental impact.
- Businesses actively improving their practices.
- Organisations that value collaboration, accessibility and responsible design.

3. PARTNERSHIP CONSIDERATIONS

Before starting a new relationship, we consider:

Purpose & Impact

- Does the organisation contribute positively to people, communities or the environment?
- Do they have a clear purpose beyond financial success?
- Are they taking steps to improve their impact?

People & Culture

- Do they treat employees, suppliers and communities fairly?
- Do their values align with ours?
- Are they open to constructive conversations and improvement?

Environmental Responsibility

- Do they consider their environmental impact?
- Are they taking steps to reduce harm?
- Are they willing to consider more sustainable approaches?

Alignment

- Would we feel comfortable publicly representing this organisation?

- Does the relationship support the kind of impact we want to create?

4. WHEN WE MAY DECLINE WORK

We may choose not to work with organisations where:

- Their activities significantly conflict with our values.
- They demonstrate harmful or unethical practices.
- They are unwilling to address concerns raised.
- We believe the partnership could undermine trust with our stakeholders.

5. SUPPORTING ORGANISATIONS ON THEIR JOURNEY

We recognise positive change does not happen overnight.

Where appropriate, we aim to support organisations that are beginning their sustainability or social impact journey by helping them communicate clearly, understand their audiences and make more responsible design decisions.

6. OUR COMMITMENT TO CUMBRIA

Being based in Cumbria shapes who we are. We recognise the challenges faced by rural organisations, including:

- Access to specialist skills.
- Recruitment challenges.
- Transport limitations.
- Digital connectivity.

We are committed to ensuring organisations in rural areas have access to high-quality design and communication support.

7. OUR IMPACT

2025–2026

- 66% of clients are purpose-led organisations.
- 32% are charities or not-for-profits.
- 58% are independent businesses.
- 83% are based in Cumbria.

REVIEW

The approach will be reviewed periodically, or sooner if significant changes occur to the studio's activities, governance structure or legal obligations.

Last reviewed: September 2026