

Credentials 2024

# Digital Solutions



Best  
Medium Agency  
2023



IC Consultancy  
of the Year  
2022

# We want to see a world where boring is banned!

Can you imagine that? A world where we don't have to settle for stale and stodgy, where the tedious is taboo and boredom is soooo last year. No one deserves the dreary after all!

So, we're on a mission to boot boring out the barn door through killer IC campaigns, daring design and sparkling digital innovation.

Everything we do starts with you because your audience are the most important people, right?

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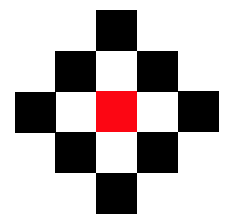
We get the **insight** we need to understand what makes your crowd tick and what motivates them so we can create campaigns made just for them.

We **make the complex simple** by surgically removing the BS and turn the mundane into the marvellous...

... and **we zero in on the problem** that needs solving, helping us to smash your targets through creative, bushy-tailed, and emotionally engaging comms.

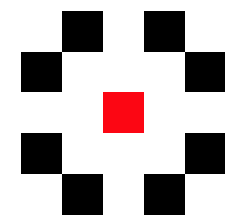
We'll **challenge you** along the way too... just don't mention the 'B' word and we'll get along just fine!

# Our areas of expertise



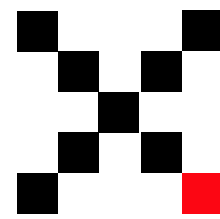
## Internal Comms & Change

We'll cut out the chaff, keep it simple and help you create and share engaging and impactful stories. It's our insight, our ability to pair solution-providing campaign strategies and activations with cool, creative content that keeps clients coming back for more.



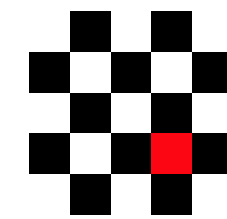
## EVP & Employer Brands

Come for the internal comms and stay for the EVP! So your internal brand is a little drab, and you're not getting your fair share of the talent out there. We get it. Our Employee Value Propositions expert team can reinvigorate your employer brand, and make you dazzle for new recruits and existing teams alike.



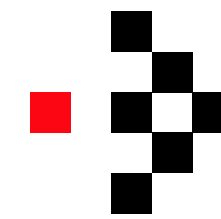
## Design & Brands

Bad design is soooo 2021. Because we get to know you before we even think about opening InDesign, we're one step ahead. We'll take your brief and turn it into something beautiful which just works across multiple channels and settings. It will hit your brief and maybe even take it to another level.



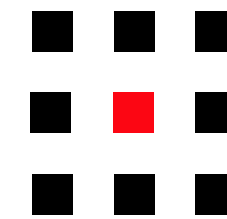
## Events & Exhibitions

Virtual or face-to-face, we apply our banish boring mantra to the events and exhibitions we set up and run for our clients, too. We're 'people' people and love connecting people to people to get important messages across and embedded in an immersive and engaging way. It's an approach that works, evidenced by how our clients keep coming back to us to tell their stories through events and team get-togethers.



## Animation & Film

Real-life videos, talking heads, interviews, animation, GIFs, minimations, rich pictures, scripting, storyboarding – whether it's for internal or external audiences, we can bring your story to life through moving pictures.



## Digital Solutions

We transform your digital solutions and bust the complex by designing, developing, and delivering multi-platform solutions for web and mobile apps and online gamification.

# What we do

We transform your digital presence through bespoke multi-platform solutions all while ensuring we are ahead of all up-and-coming tech trends! We love working with our multinational clients, SMEs, charities and local businesses and are proud to provide a full-service personal approach.

## Talk to us about...

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- Web design & development (UX/UI Design)
- App development
- Microsites & intranets
- Email communications
- Virtual events
- Film & animation
- Web hosting & cyber security

- SEO & data analytics
- Multi-platform accessibility
- Service level agreements (SLAs) for ongoing support
- How you can utilise our expertise in internal communications, design, branding, employee value propositions, content, and copy!

## We work with...

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- SharePoint, through Silicon Reef
- Chameleon (events and experiences)
- Cyber Essentials
- And we are accredited procurement partners with Bloom Services & JOSCAR

# We're a team of insight and IC gurus, creative sparks and digital wizards

Meet a few of us...



**Design Director**

## Paul Cohen

Loves all things Christmas and would like to be employed by Father Christmas one day. Paul, or PC as he's better known, creates beautiful, uncluttered and practical designs—a mere 1,785km from the North Pole!



**Head of Digital**

## Matt Prudente

Lover of all things bike and technical, he's always happy to share his knowledge. Which is great as he heads up our digital team and the whizz bang code that makes everything possible.



**Developer**

## Caian Keyes

If he's not globetrotting, cooking up a storm or taking a well-earned gaming break, you'll find coding-spark Caian developing new projects through his love of learning new technologies.



**Account Executive**

## Fran Gillard

Fran's a bit of a 'fanperson', but she can't decide between sci-fi or fantasy! While that debate continues, she manages everything digital, keeping the Surgery 'Matrix' running.



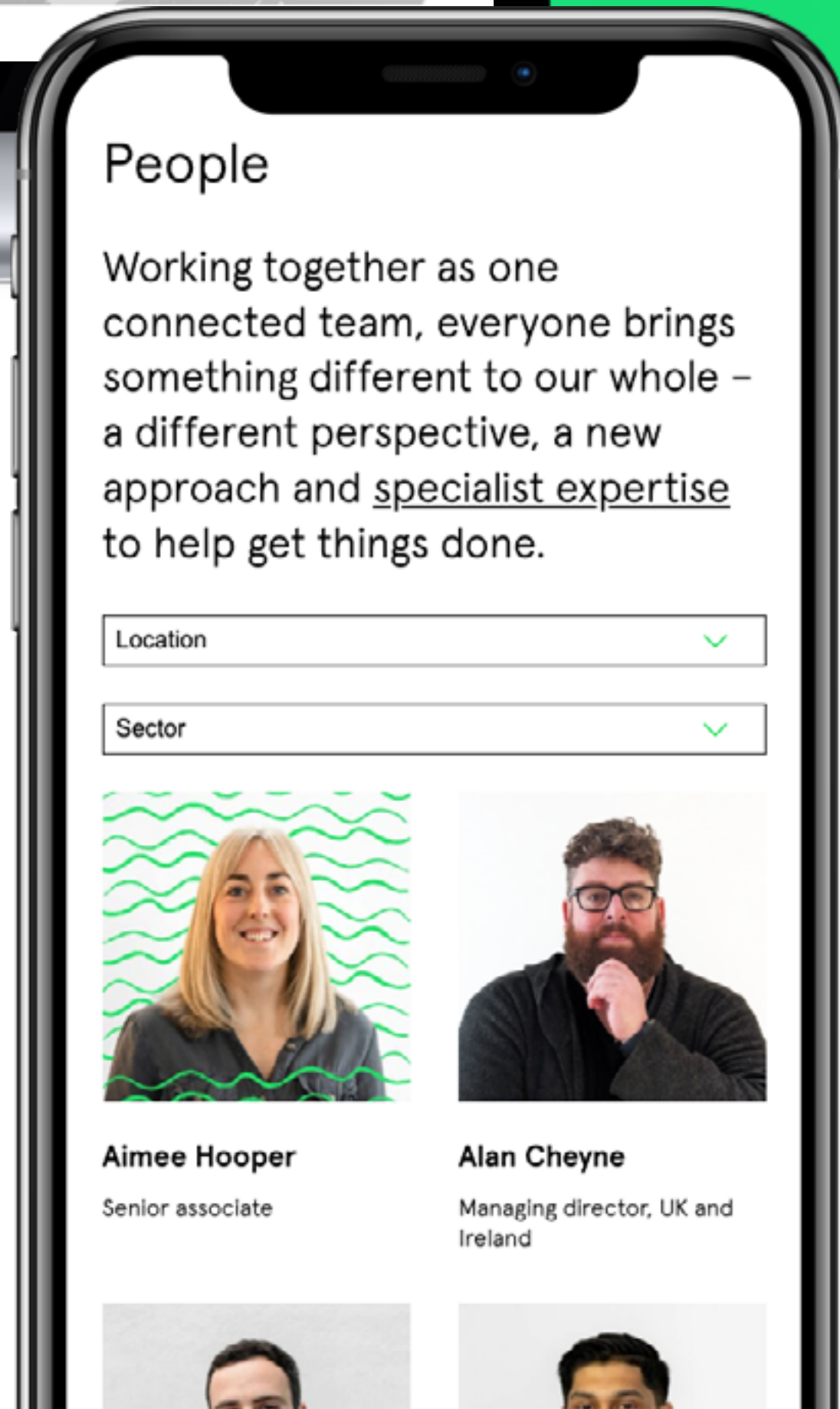
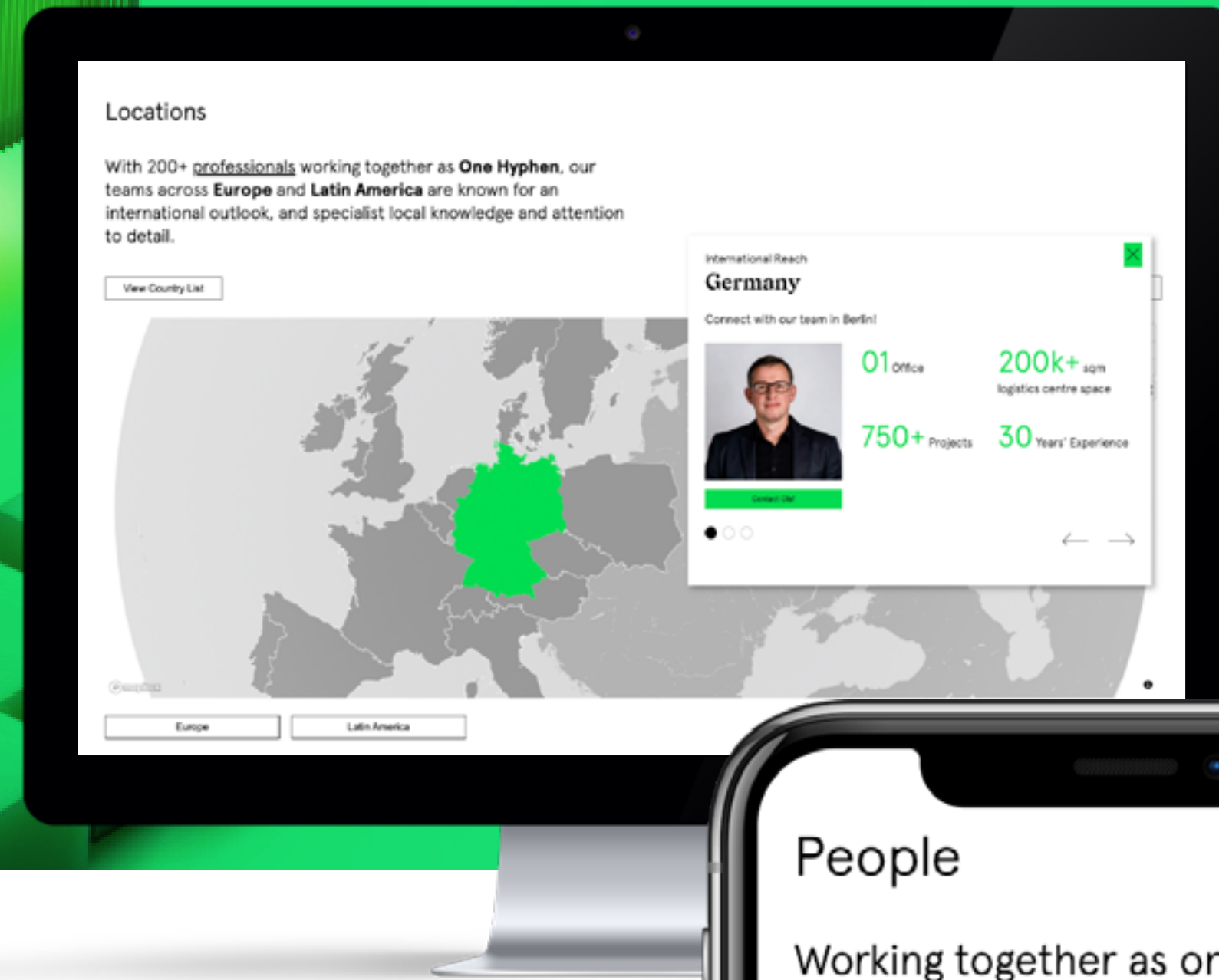
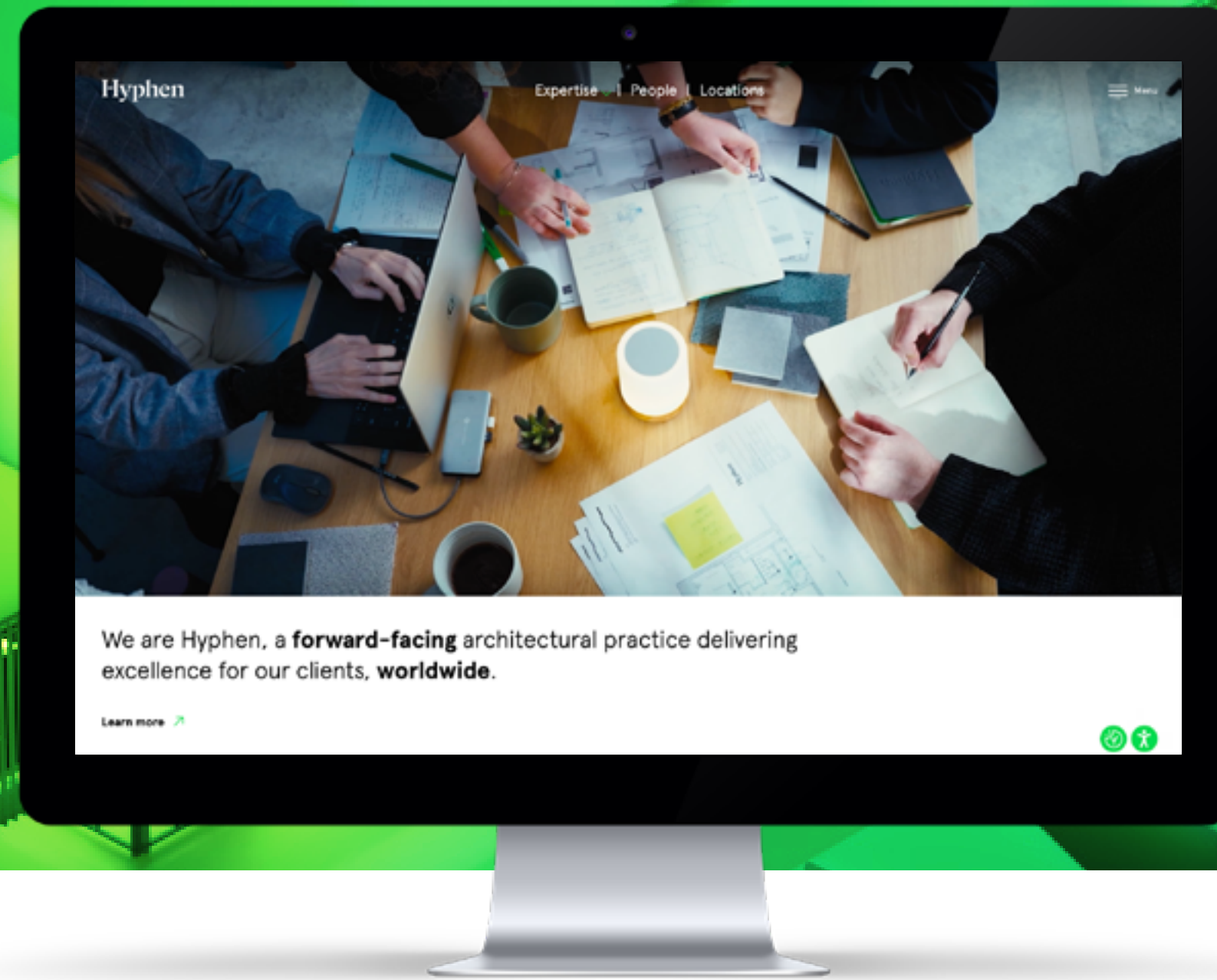
**Head of Design**

## Adam Smith

Adam splits his time at home between alphabetising his vinyl collection and tuning his telecaster. At work, you'll find him weighing up the pros and cons of a 12-column fixed grid (rock 'n' roll, man!)

# Our work

# Hyphen



## A focus on expertise, collaboration and connectivity

### Insight

Hyphen's website wasn't effectively showcasing their brand personality or company values of international reach with a collaborative, connected approach. Additionally, it was difficult for site administrators to update.

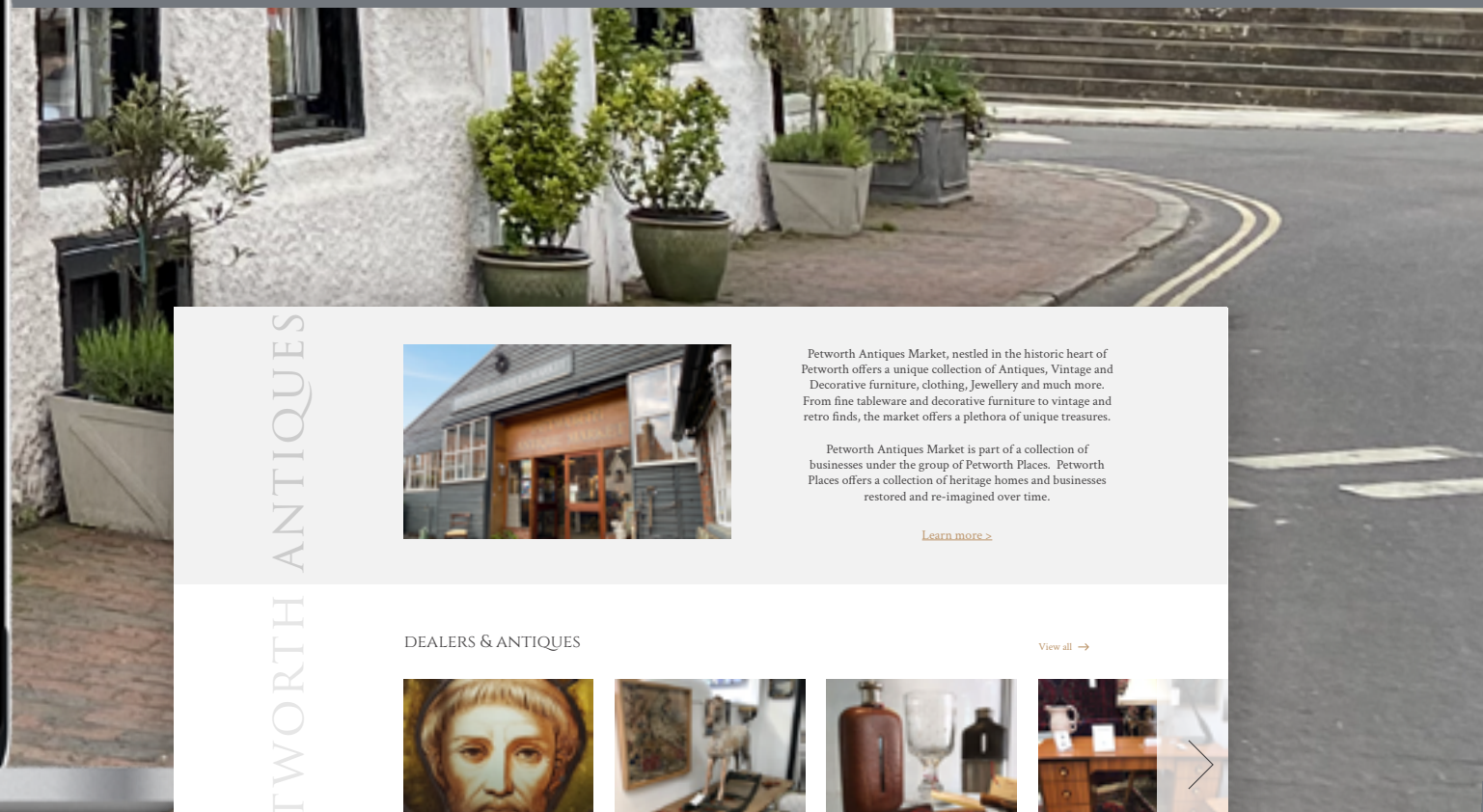
### Idea

Start by enhancing the user journey with interactive global mapping and clear signposting. Add in an intentionally clean design system to reflect their architecture expertise and allow their vibrant green to serve a clear purpose. For the site admins - optimise SEO internationally and simplify content updates and translations.

### Impact

The new website clearly presents the brand offering, its international presence and local-level knowledge, in a more user-friendly way. It is fit for purpose for both site users and site administrators by streamlining navigation and content management.

# PETWORTH ANTIQUES MARKET



## Giving an online presence a much-needed makeover

### Insight

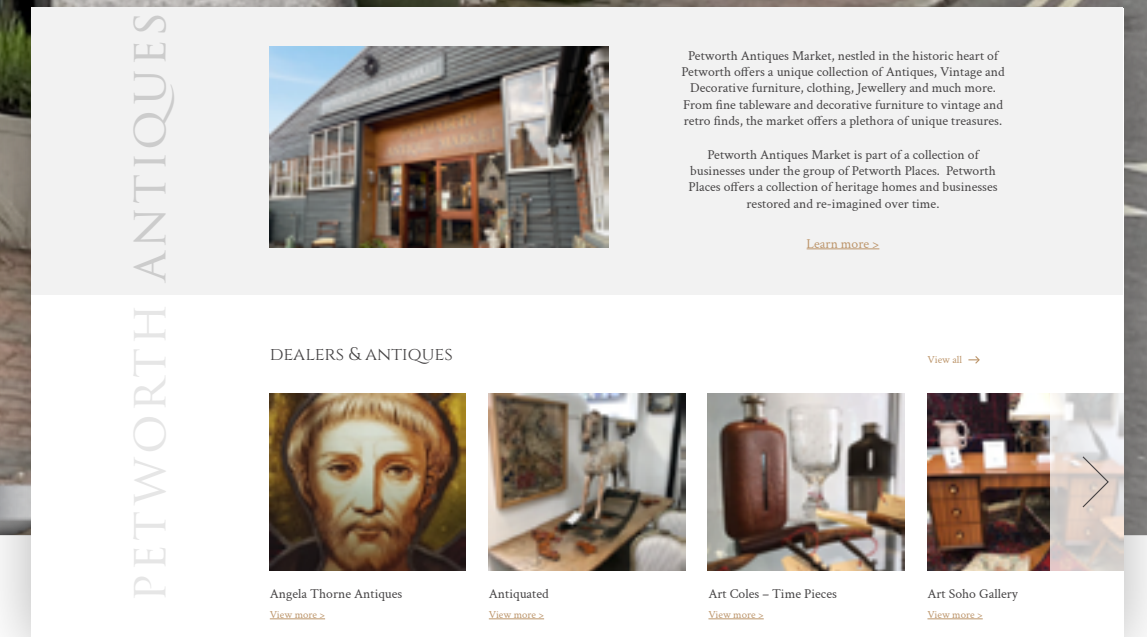
The brief was to revamp the renowned Petworth Antiques Market's existing website, to attract more visitors and make it a destination. The objective? To showcase their 35+ independent dealers and their produce in a standardised and modern way, creating a unique brand identity. Bringing the brand and website into closer alignment with the Petworth Places sister company portfolio, was also part of the project.

### Idea

After some digging and debating, we realised that the navigation needed to be more intuitive, with easier access to all of the dealers' details, new products and events. We also understood that Petworth Places needed to feature in a way that was in harmony with the rest of the site.

### Impact

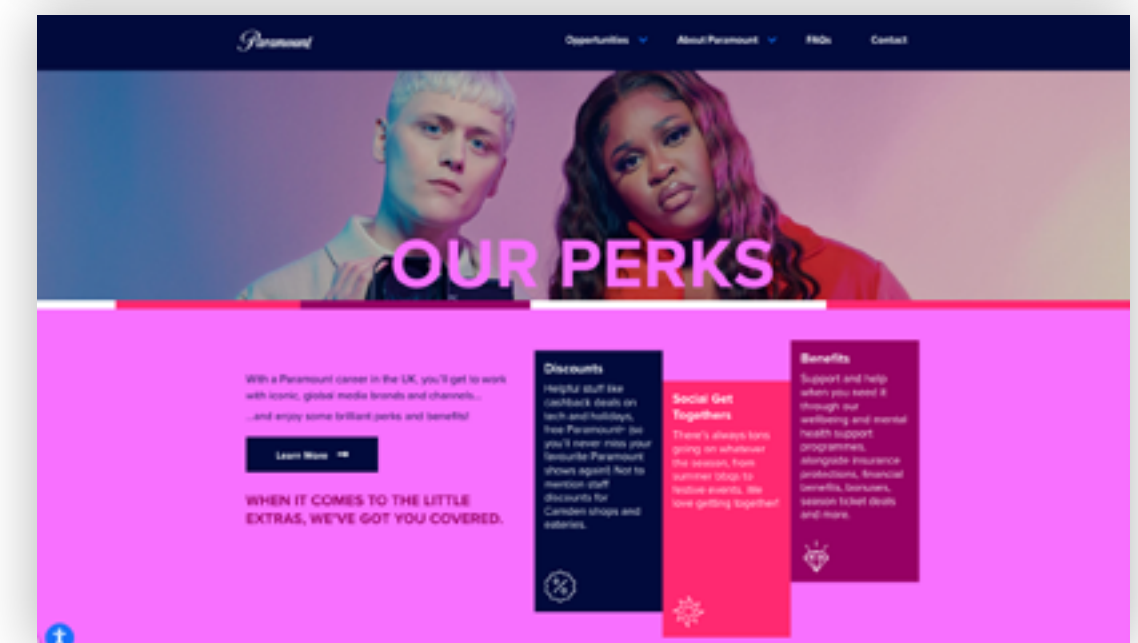
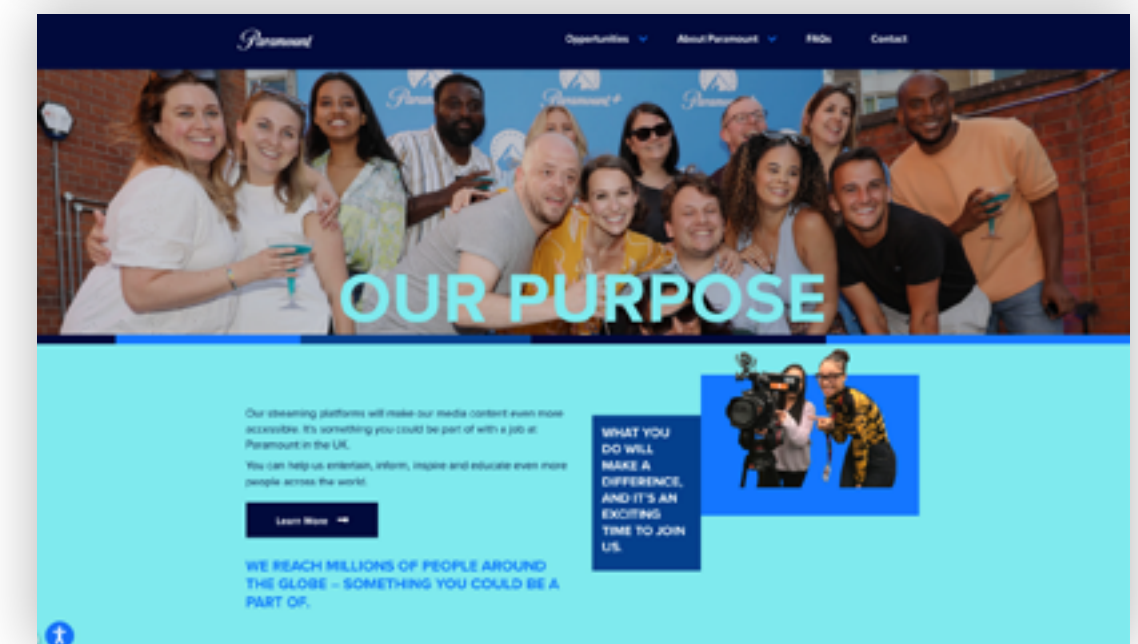
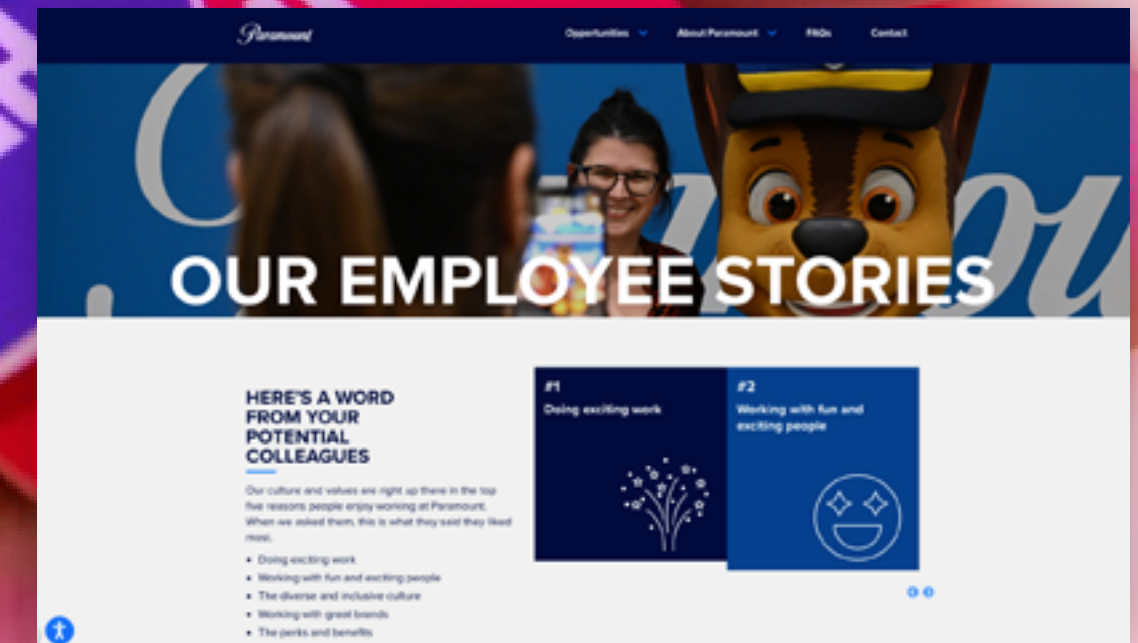
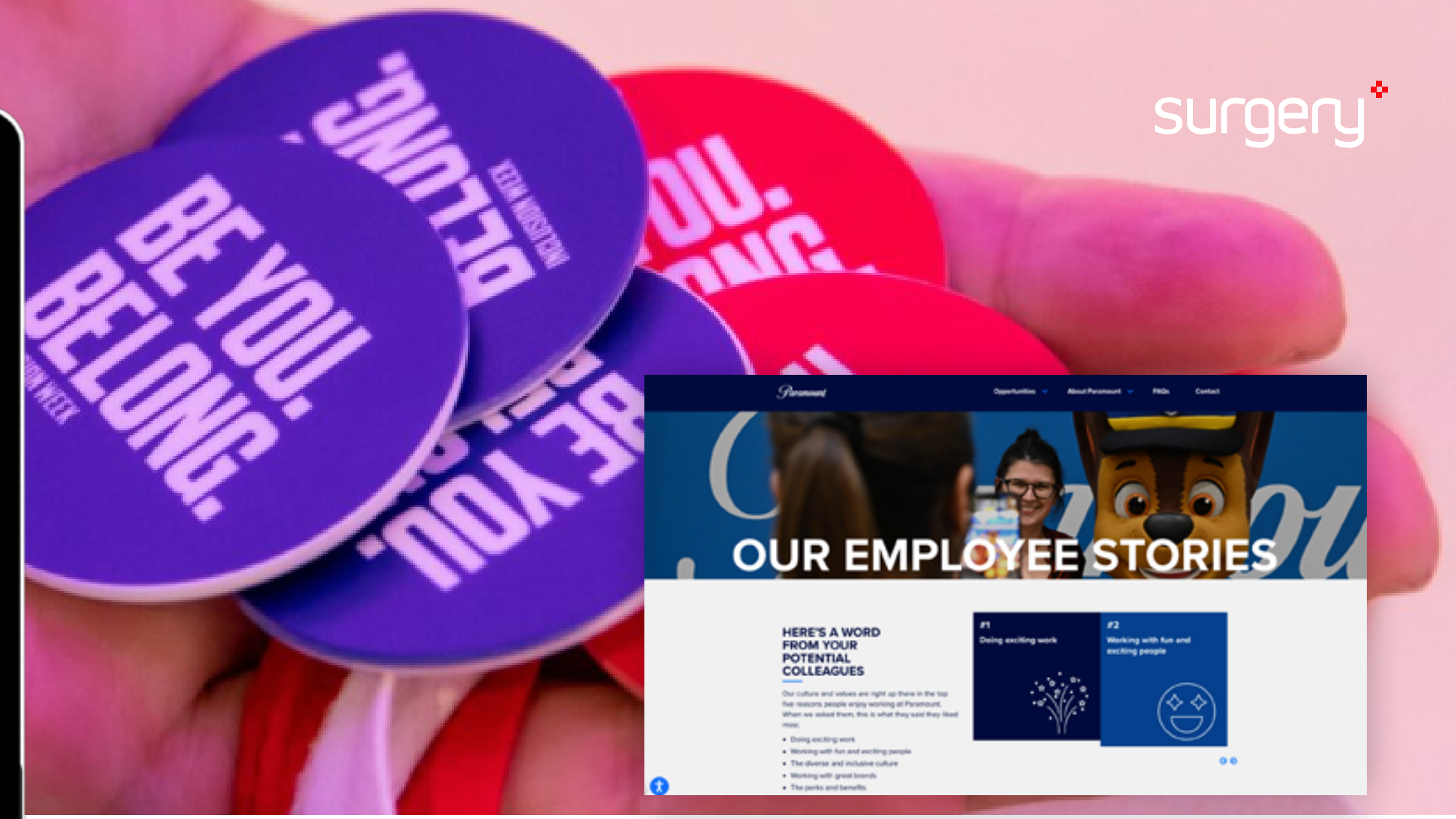
The Petworth Antiques Market website now complements the Petworth Places portfolio of businesses' online presence within the town. It can now confidently promote itself as a destination for visitors from London and beyond, with clear navigation exhibiting the number of dealers, news, events and more.





Paramount

surgery



# Building a talent finding site for Paramount

## Insight

Following the successful completion of our work to help Paramount develop and create a new EVP and employer brand, the next logical step was to create a new talent portal that allowed recruits to truly unleash their potential.

## Idea

The approach chosen expressed the exciting, passionate and inclusive organisation Paramount is to work for. We looked to encapsulate the culture, purpose, opportunities, rewards and development via a dynamic but easy to user interface which made it easy for recruits to engage and apply for the opportunities on offer.

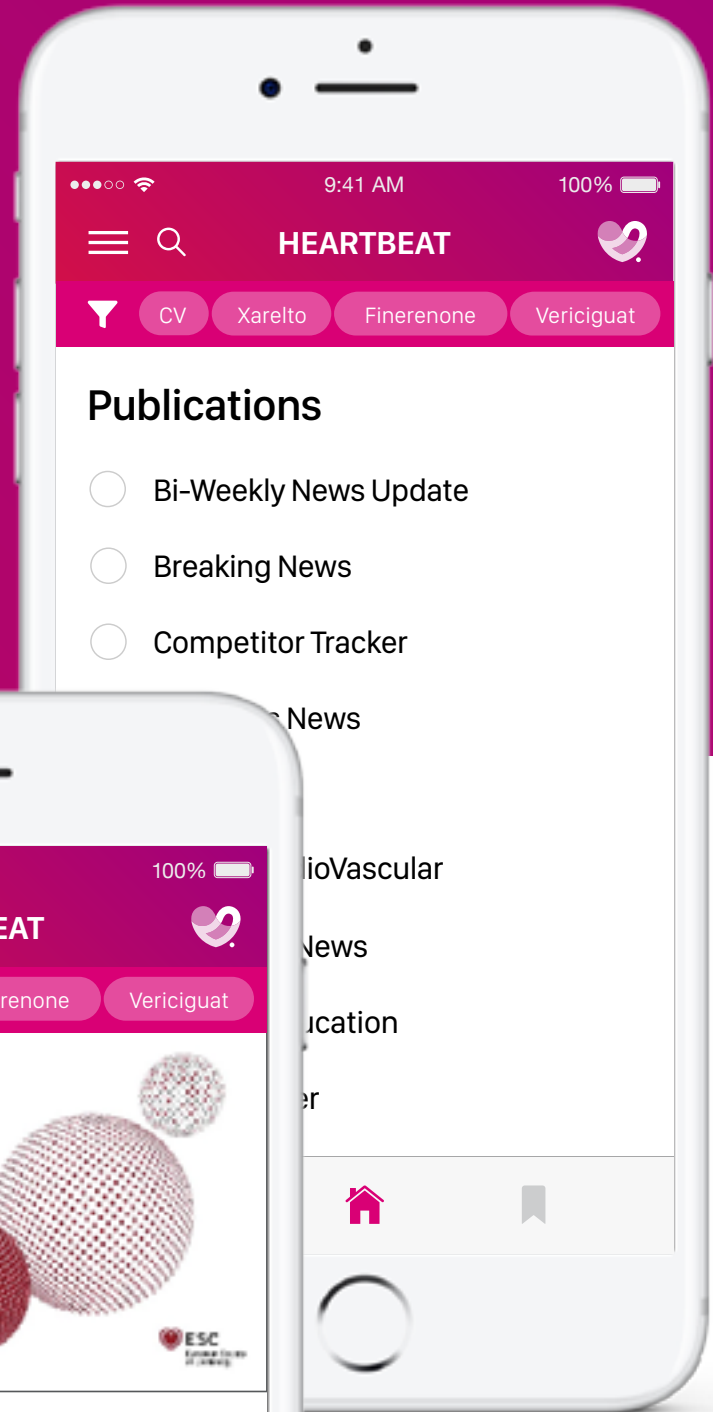
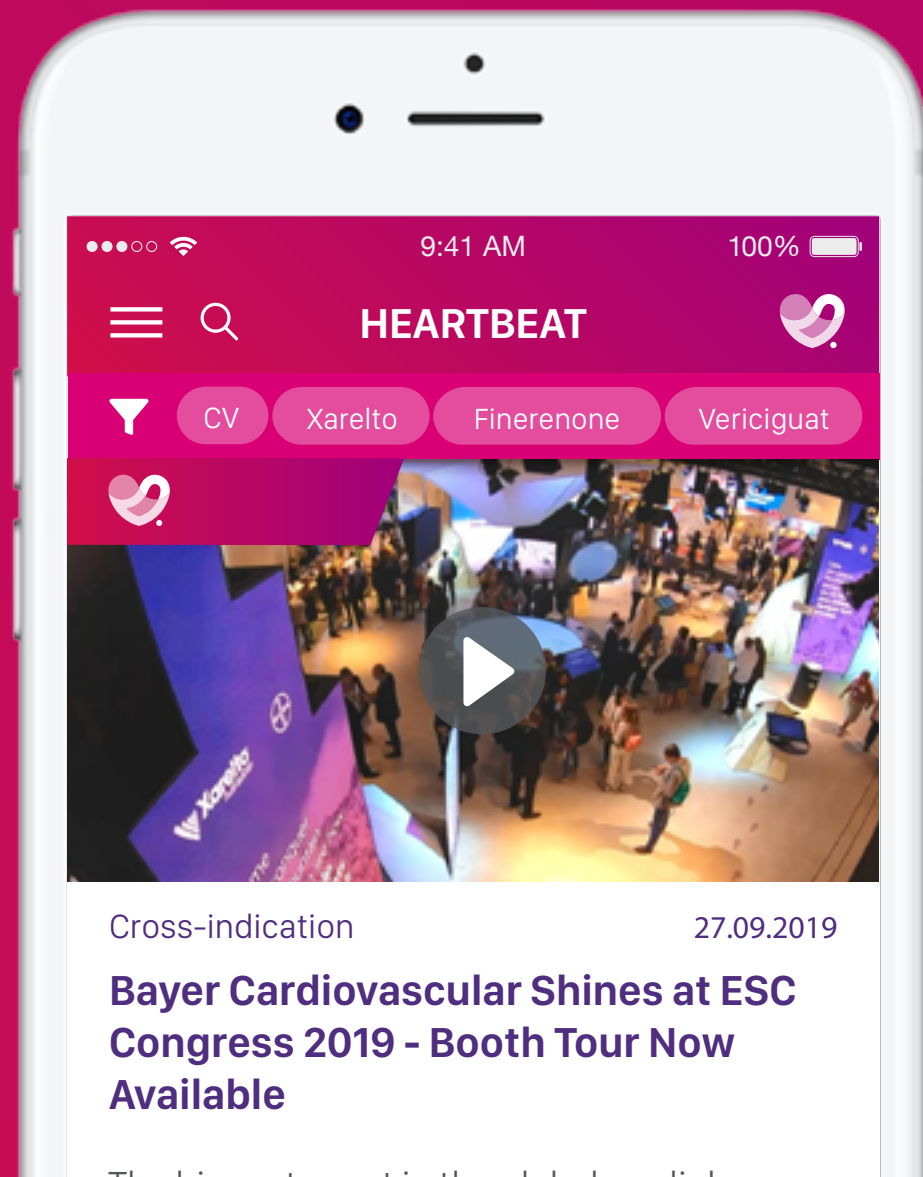
## Testimonial

"The Surgery created a path to encompassing everything we wanted and more - from identifying what our true employer brand was, to implementing it both internally and externally. Every step of the way, the Surgery worked with us to develop our vision, challenge our thinking, improve our concept and ultimately create an employee-led EVP and talent website which we can really be proud of. In 2023, the site attracted over 22k users and had 61.6k views."

**Catherine Chatfield**  
Cluster Talent Acquisition Director



surgery



# Hitting the beat – a new internal comms app for Bayer brand Xarelto

## Insight

Bayer brand Xarelto, one of the world’s leading cardiovascular therapies and treatments providers, needed a way to analyse and understand how their internal comms messages were landing with their people. The information was always important and timely, but they didn’t know how, when or even if it was being read and acted on.

## Idea

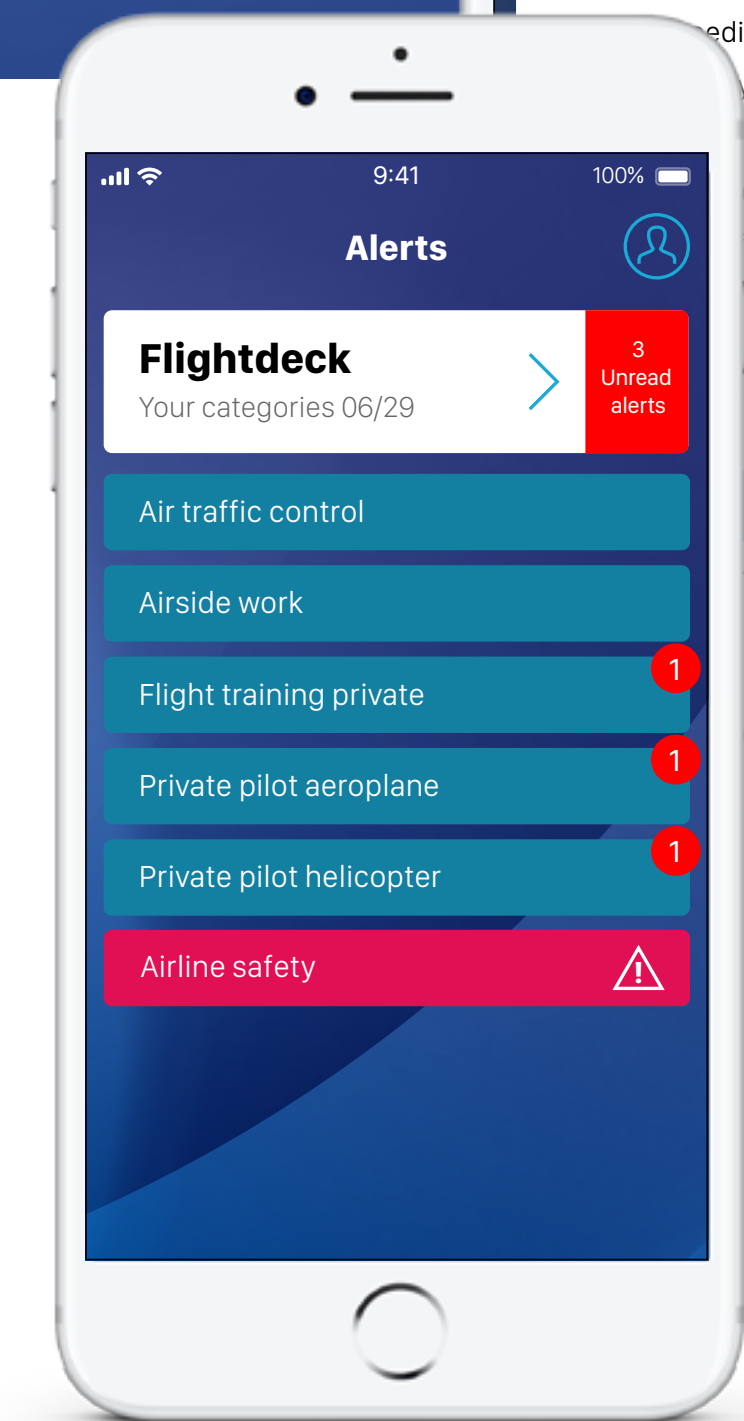
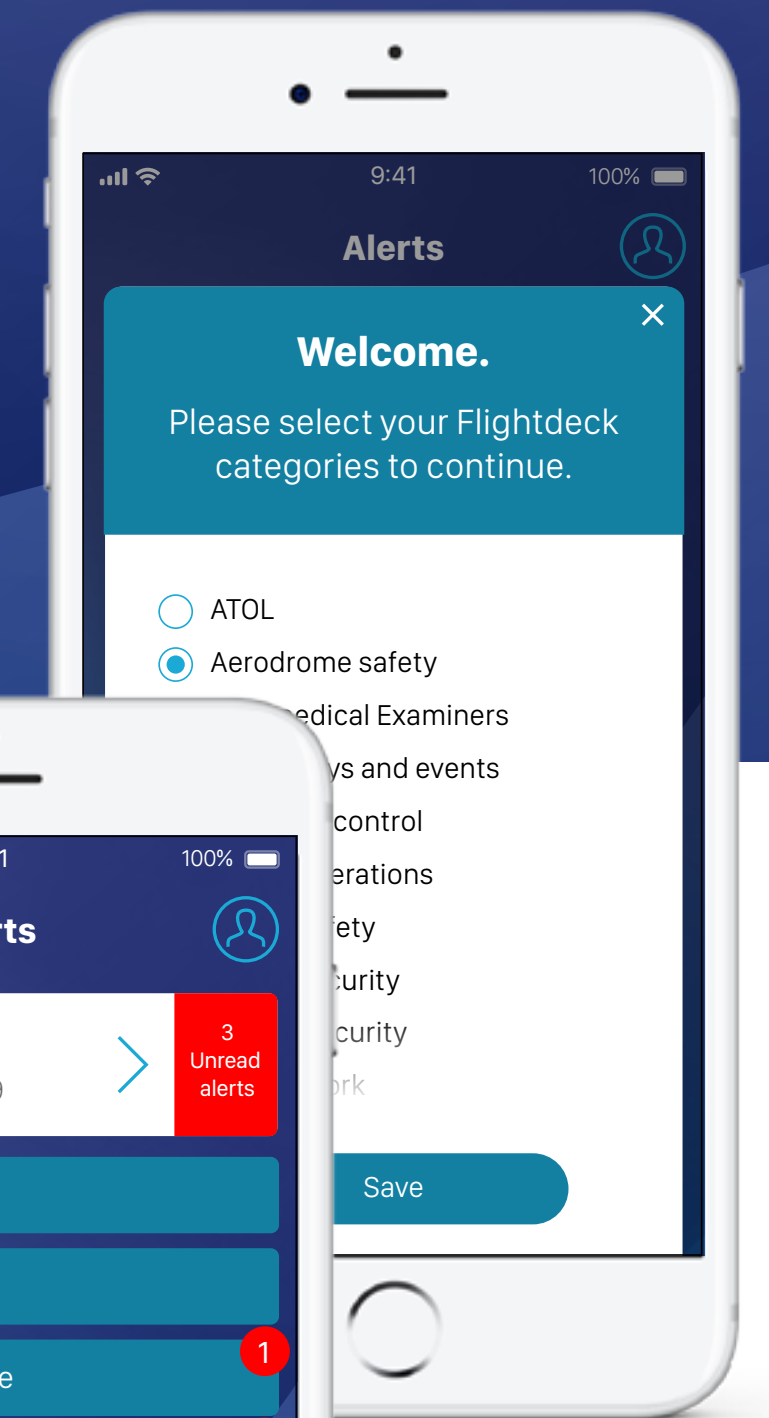
Xarelto came to us to find a digital solution to help their internal teams understand what was going on. Working within their existing IT resource framework and using platforms such as Sharepoint and Azure, we created a new ‘Heartbeat’ comms app. The functionality allowed users to set up push notifications and to track what they were sending out and the responses to it to ensure maximum impact.

## Impact

The app has proved so successful that word of mouth has clearly got around the Bayer group! We’ve been commissioned to build something similar for Eylea, Bayer’s eye therapy brand, with more brands interested in developing an app of their own.



# SKYWISE



## A platform putting safety first for the CAA

### Insight

This project was about keeping commercial and General Aviation pilots aware of statutory safety notifications. Historically, these notices had been sent out in paper or email to everyone, inundating those it wasn't relevant for. We needed to create a platform that could host instant updates and personalise content, targeted the correct audience. We needed to create a platform which could host instant updates and allow the personalisation of content so it would always be relevant to the right audience(s) within the aviation community.

### Idea

We developed a digital notification platform including a website, app, email and SMS service, all controlled by a single content management system. Designed to work across iOS and Android smartphones, tablets and computers, users would receive relevant notices, visible via an online user-curated dashboard.

### Impact

The platform has made critical CAA comms much more efficient, and the solution has been hailed as 'best in class' within the global aviation industry. It has over 30,000 registered users and has won numerous industry and design awards over the past five years. Following feedback, a second version was launched in 2023 to enhance the user experience further.



# THE SECRET OF THE LOST SCIENTIST

## AMS ESCAPE ROOM



### Aviation meets STEM in this ultimate rescue mission!

#### Insight

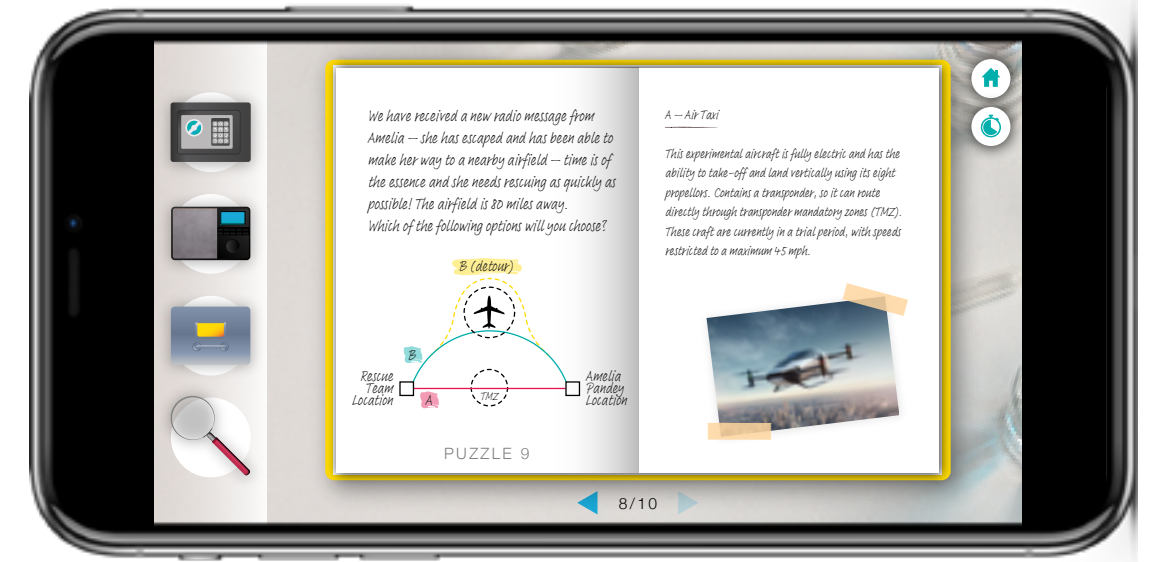
We needed to create an escape-room-based activity that centred around the airspace modernisation strategy, helped impart knowledge and learnings, while also being fun and engaging. The target audience was KS3&4 pupils and industry-focused individuals.

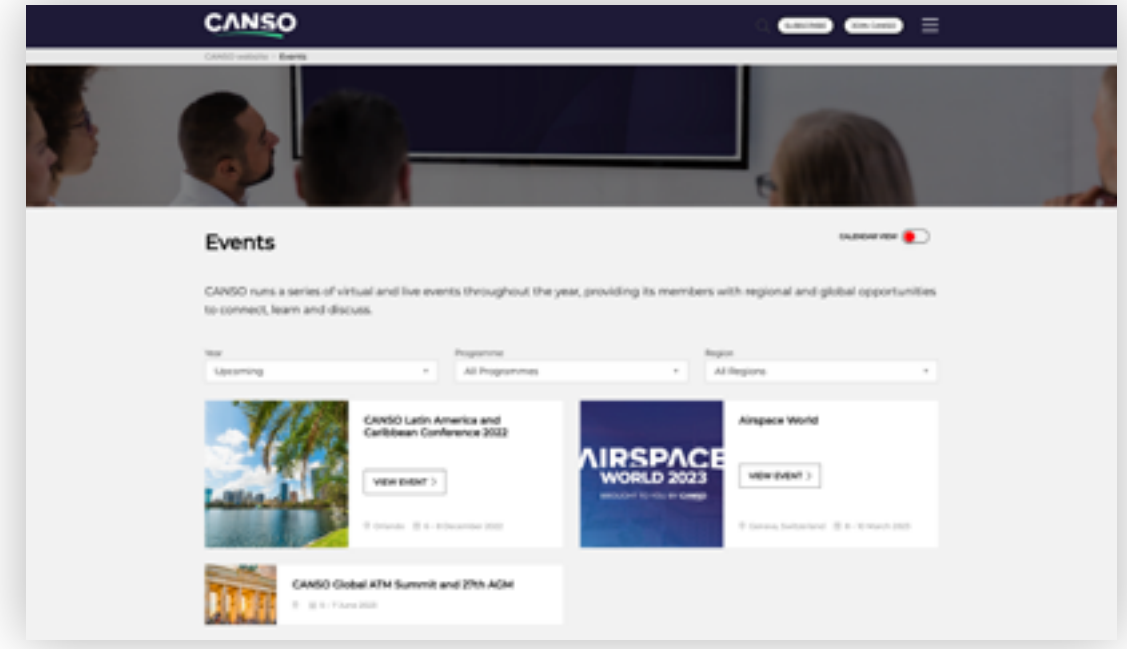
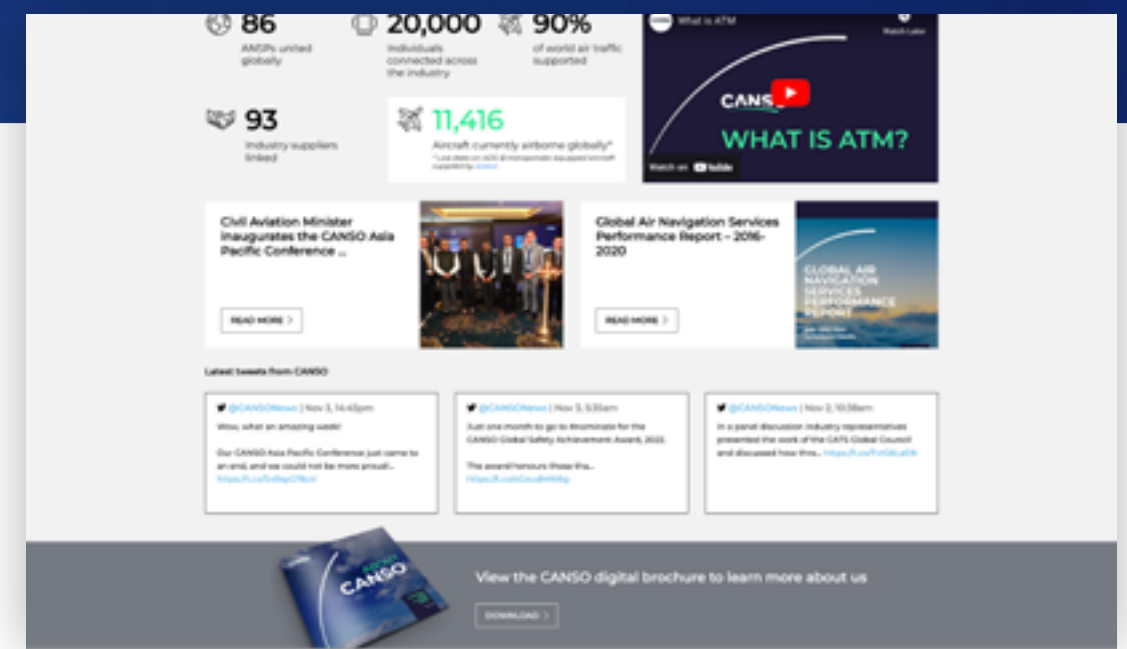
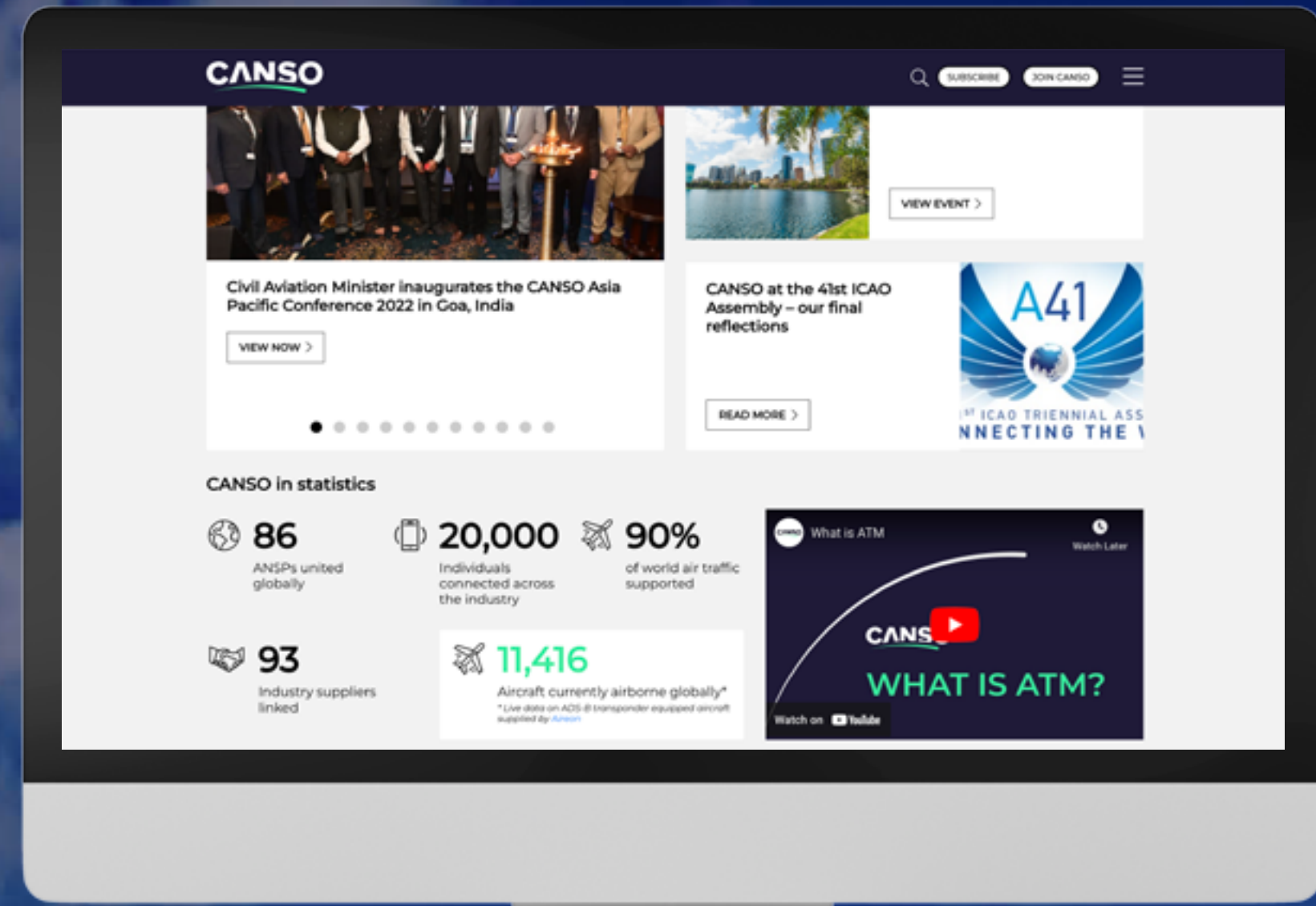
#### Idea

After a lot of researching and idea generation we finally landed on a puzzle-type story lead solution, that would lead the reader through the learning in an interactive way. The last two questions would then divert to a 'choose your own adventure' type approach, allowing for discussions — with no correct answers, just different outcomes and consequences based on the choices made.

#### Impact

Through the two versions created we received a hugely positive reaction from both audiences.





# Transforming aviation management

## Insight

CANSO is the global voice of the air traffic management (ATM) industry. They connect the ATM industry to share knowledge, expertise and innovation. Following our successful rebranding work, CANSO asked us to modernise their website to reflect industry changes around sustainability, autonomous flight and space flight. The site was split into a public-facing website and a membership intranet. The latter needed a major overhaul to allow for more effective inter-member communication and content sharing.

## Idea

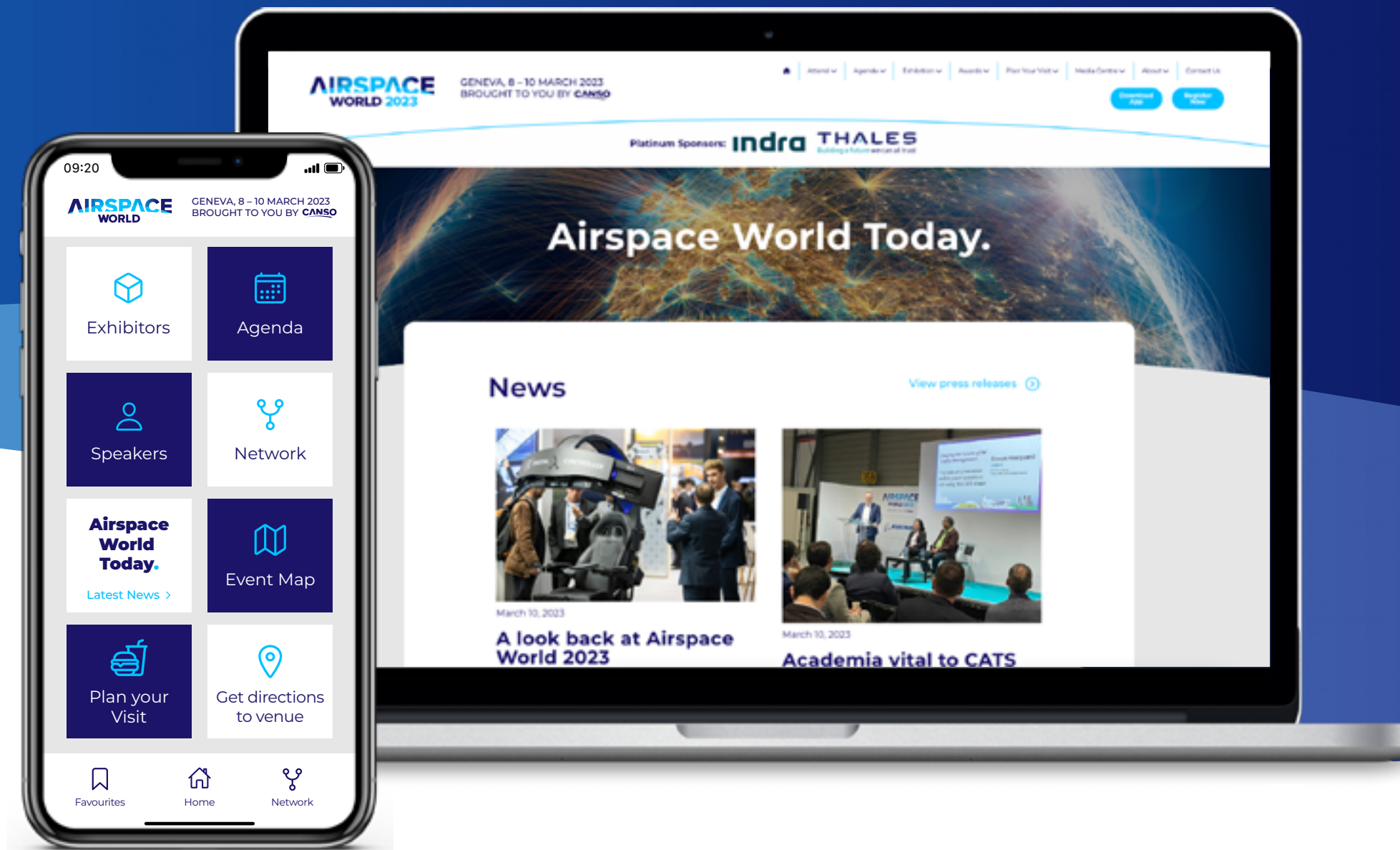
We delivered the public-facing website content and the registered membership intranet via a Hubspot CMS. Hubspot allows for targeted marketing, member segmentation and registration and provides CANSO with a single source of truth, user data and powerful analytics to help shape content and drive membership involvement.

## Testimonial

“The Surgery just get us. It helps that they have worked in the aviation sector for decades, which is hugely useful.”

**Deborah Seymour**  
**Director of Communications**

# AIRSPACE WORLD 2023



## The sky's the limit at Airspace World, Geneva

### Insight

With only nine months to prepare, CAN SO ran the world's largest ATM exhibition in Geneva. Having supported ASW's brand development, we were asked to create a platform to share event details, contact interested parties and collate speaker applications. Connecting attendees during the event and facilitating networking was also key.

### Idea

To create an engaging global corporate event website, that also served as a digital marketing and event tool for the international event teams, as well as produce an app for attendees to plan their visit and network during the exhibition.

### Impact

With over 800,000 page-impressions in the lead up to Airspace World, the website helped bring over 5,000 attendees access to over 170 exhibitors and up to 133 agenda sessions during the three-day event. Over 1,800 app downloads meant users could both network and plan visits smoothly.



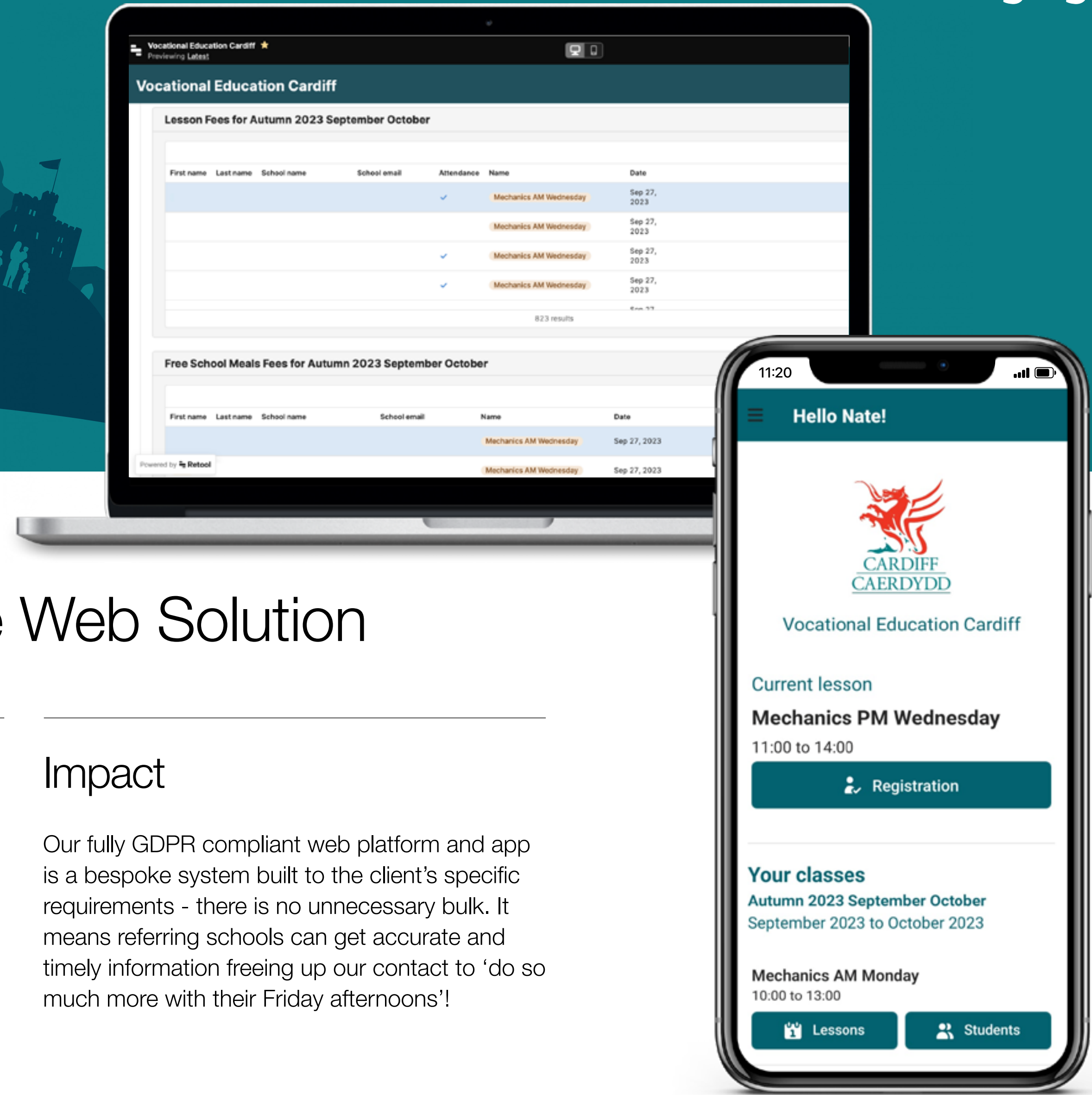
With ten months ago when I found out we would be taking over the running of the world's largest ATM exhibition, I genuinely didn't know how we would do it.

To be stood here today, having received so many great comments about the running of the show, the content of the theatres, the look and feel, the communications, the CANSO stand, the app, the best Executive Summit ever, etc is incredible.

Thank you. Every one of you played a vital role in making our inaugural Airspace World a huge success. Looking forward to the second edition!

Deborah Seymour | Communications Director

The logo for CANSO, featuring the word "CANSO" in a bold, white, sans-serif font. A white curved line is positioned below the letters "A", "N", and "S", starting under the "A" and ending under the "S".



# Streamlining Operations with a Bespoke Web Solution

## Insight

Vocational Education Cardiff is an alternative provision school offering BTEC programmes. They came to us for a web solution to help them manage pupils' attendance and behaviour and streamline their operations across the board to reduce their reliance on manual spreadsheets.

## Idea

Taking their brief, we created a web platform with a connected app. The app makes it easy for teachers to mark student registration and behaviour with a simple UX and notifications, whilst the web platform provides a central database for all student and class information. We've taken away the reliance on multiple spreadsheets, and the coding platform makes it easy to add new features as needed.

## Impact

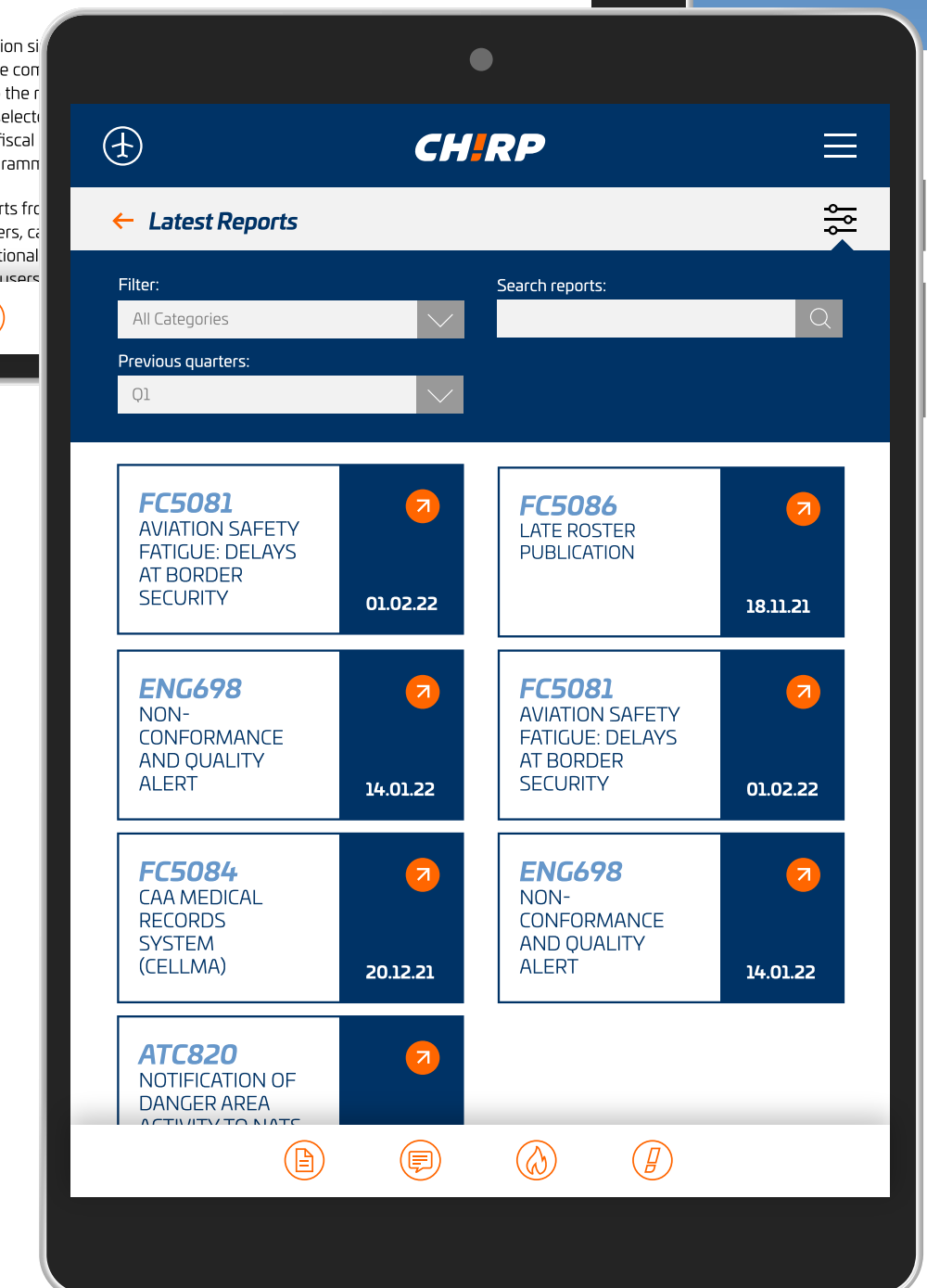
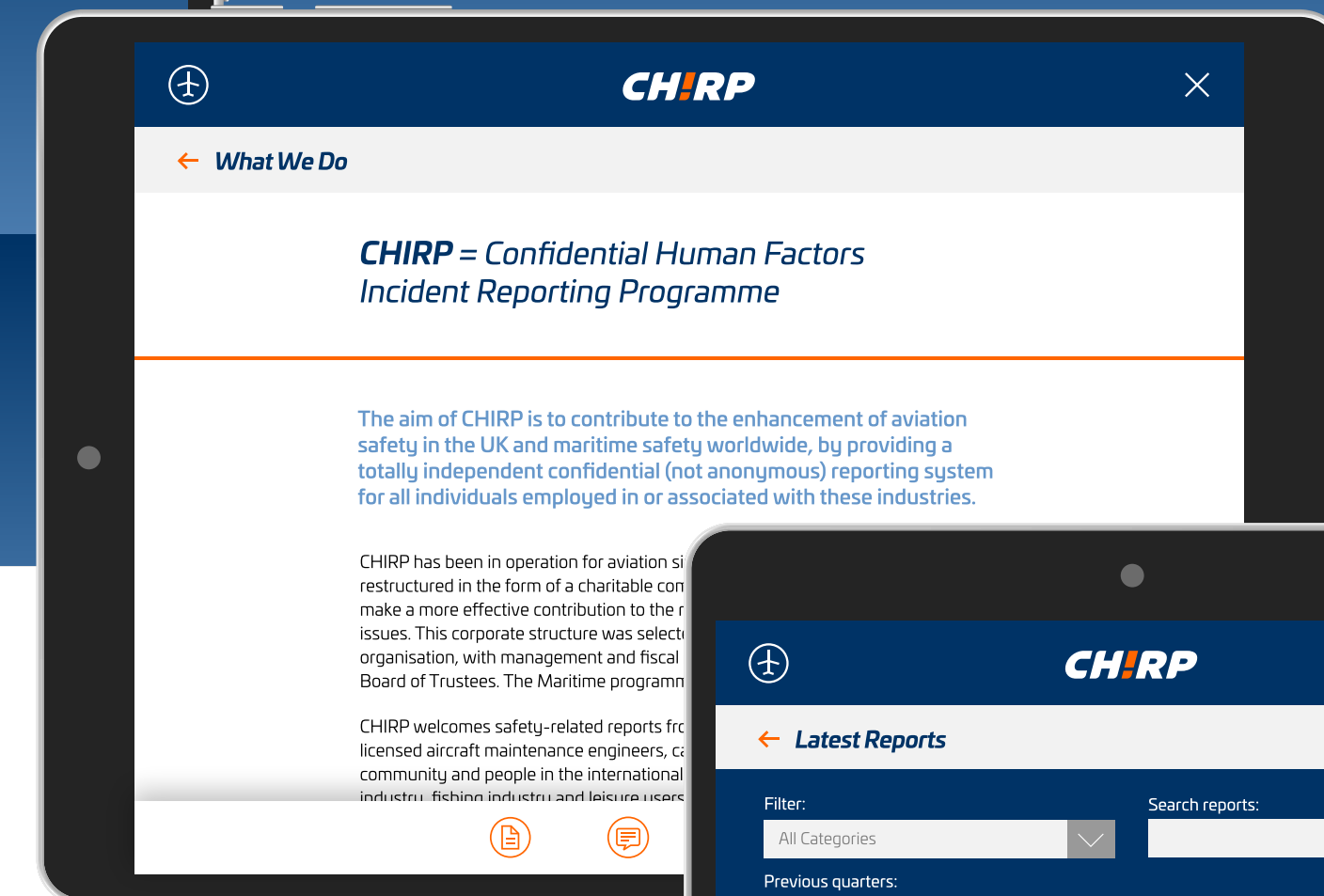
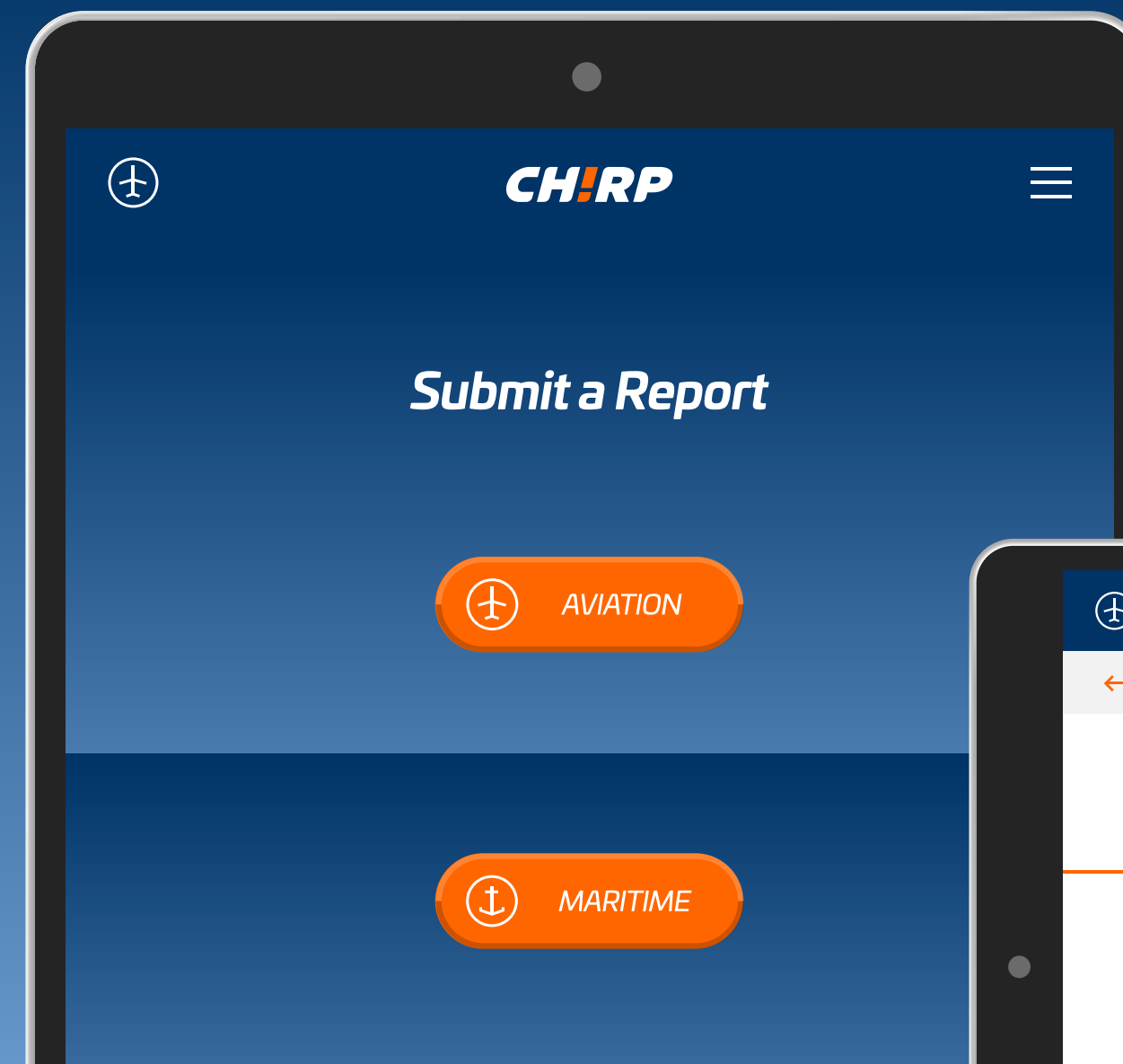
Our fully GDPR compliant web platform and app is a bespoke system built to the client's specific requirements - there is no unnecessary bulk. It means referring schools can get accurate and timely information freeing up our contact to 'do so much more with their Friday afternoons'!



# CHIRP

## Confidential Human Factors Incident Reporting Programme

surgery



## Helping people speak up to CHIRP about safety

### Insight

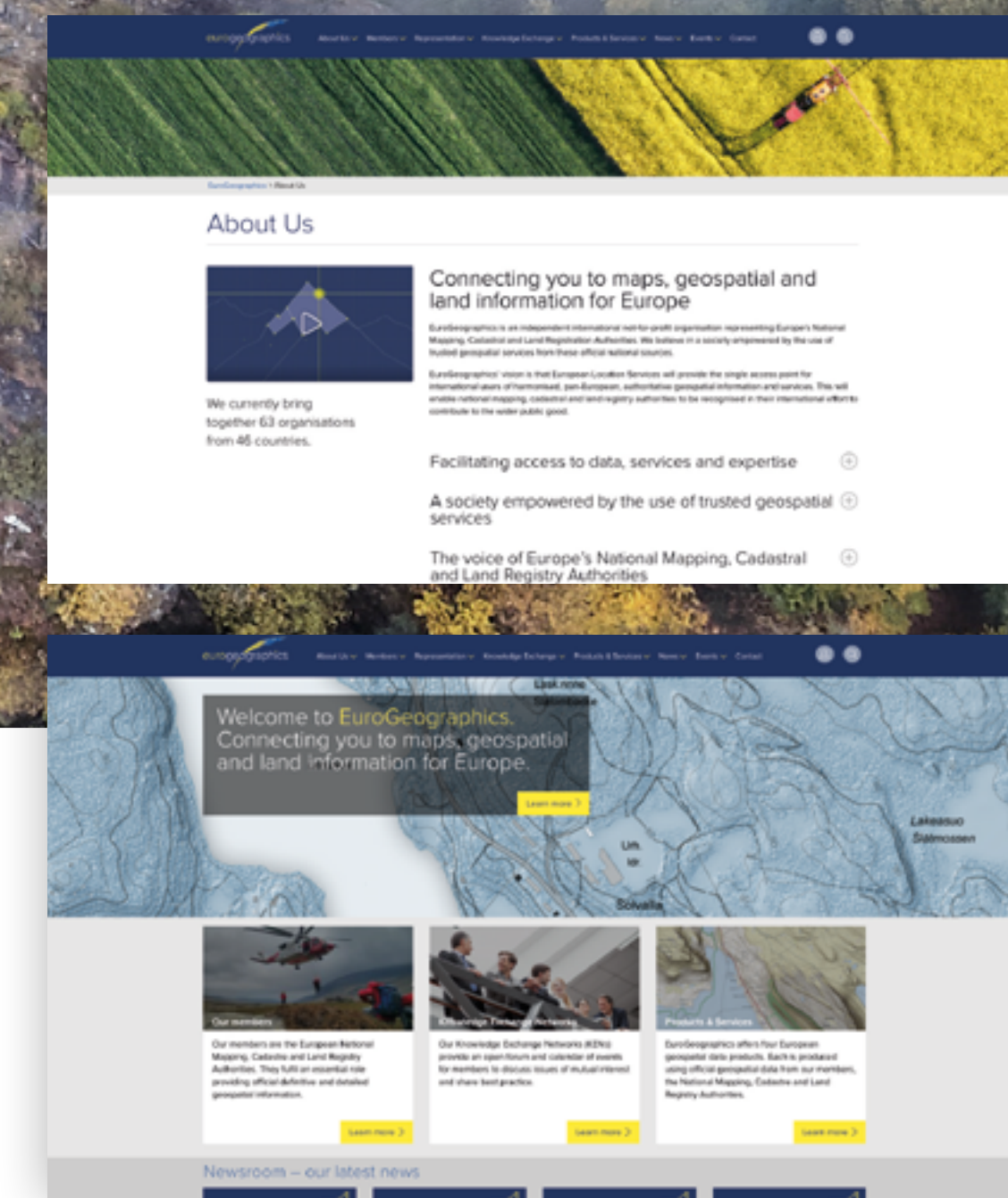
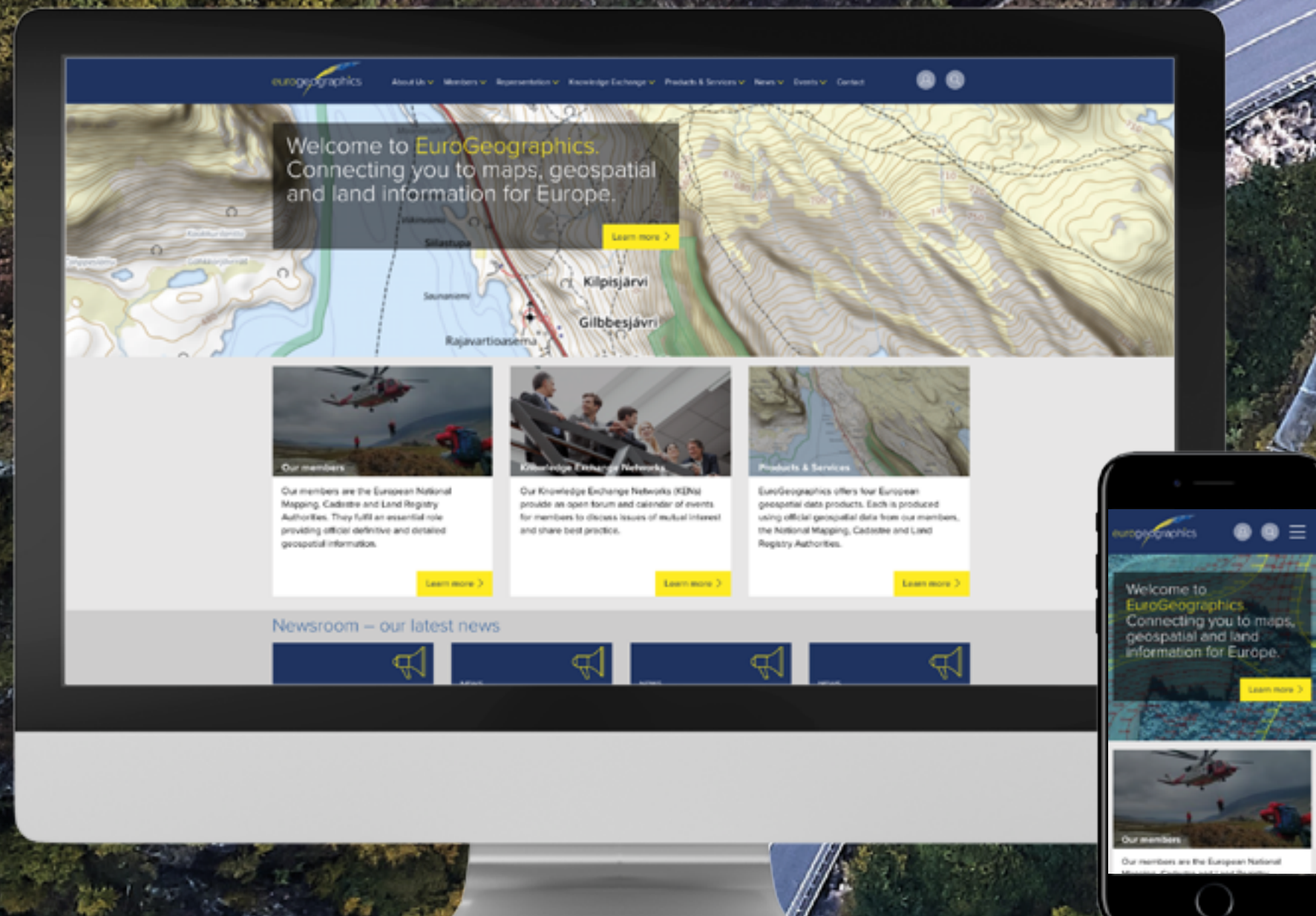
We know good digital design doesn't just need to look good; it needs to improve user experience and customer engagement too. CHIRP required a new look and a refreshed, more practical digital presence and functionality to pursue their purpose of giving people a place to share aviation and maritime safety concerns. As always, we took the time to really understand the issue.

### Idea

"We want even more people to share their experiences of aviation and maritime safety and submit reports", CHIRP told us. We created a new look around an air and sea safety theme and, through this new brand, built a bespoke website – bringing the aviation and maritime sectors together to make it as simple as possible to submit a safety report.

### Impact

The new digital functionality made accessing and filling out reports easier and all new company publications are now readable with limited Wi-Fi. Maritime and aviation sector information is available all in the same place – reports can be submitted and saved on the go and there's already been an increase in reports received.



# Connecting EuroGeographics geospatial membership

## Insight

EuroGeographics needed us to develop a new membership website out of the bones of an antiquated and organically grown online presence. Content had become out of control and couldn't be referenced, maintained or used by their membership.

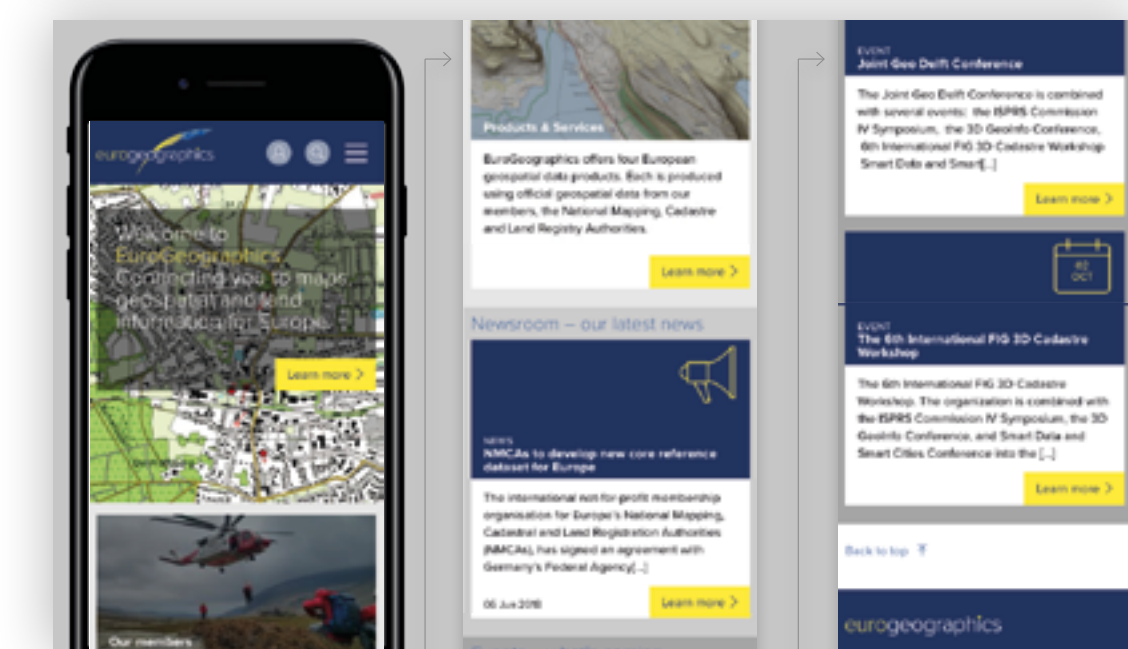
## Idea

We set about building a new membership digital ecosystem for members. Using WordPress and Hubspot, we developed an online platform split into a public-facing website and a membership intranet. The latter existing site needed a major overhaul to allow for more effective inter-member comms, content archiving, content retrieval and new member event-sharing tools.

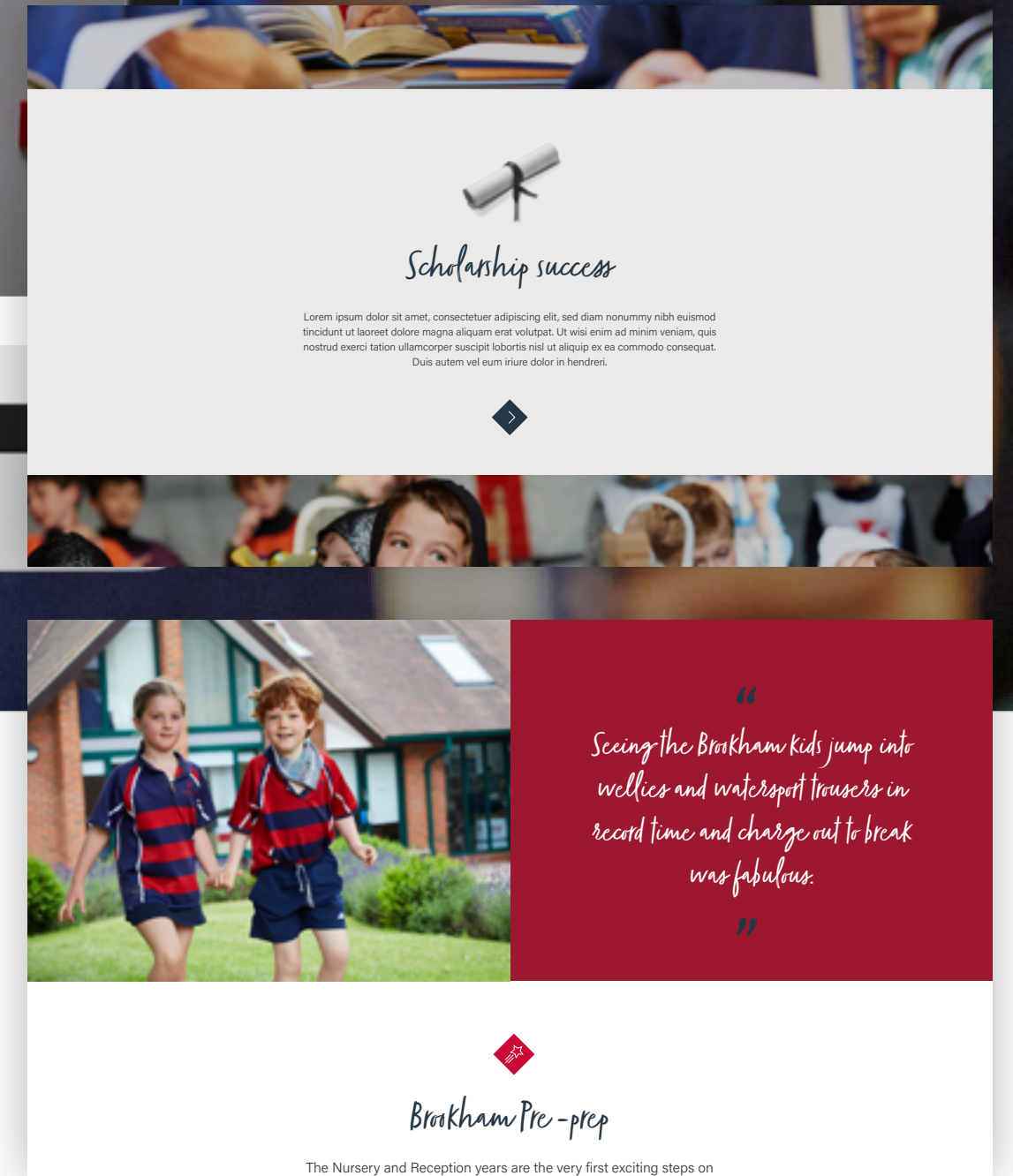
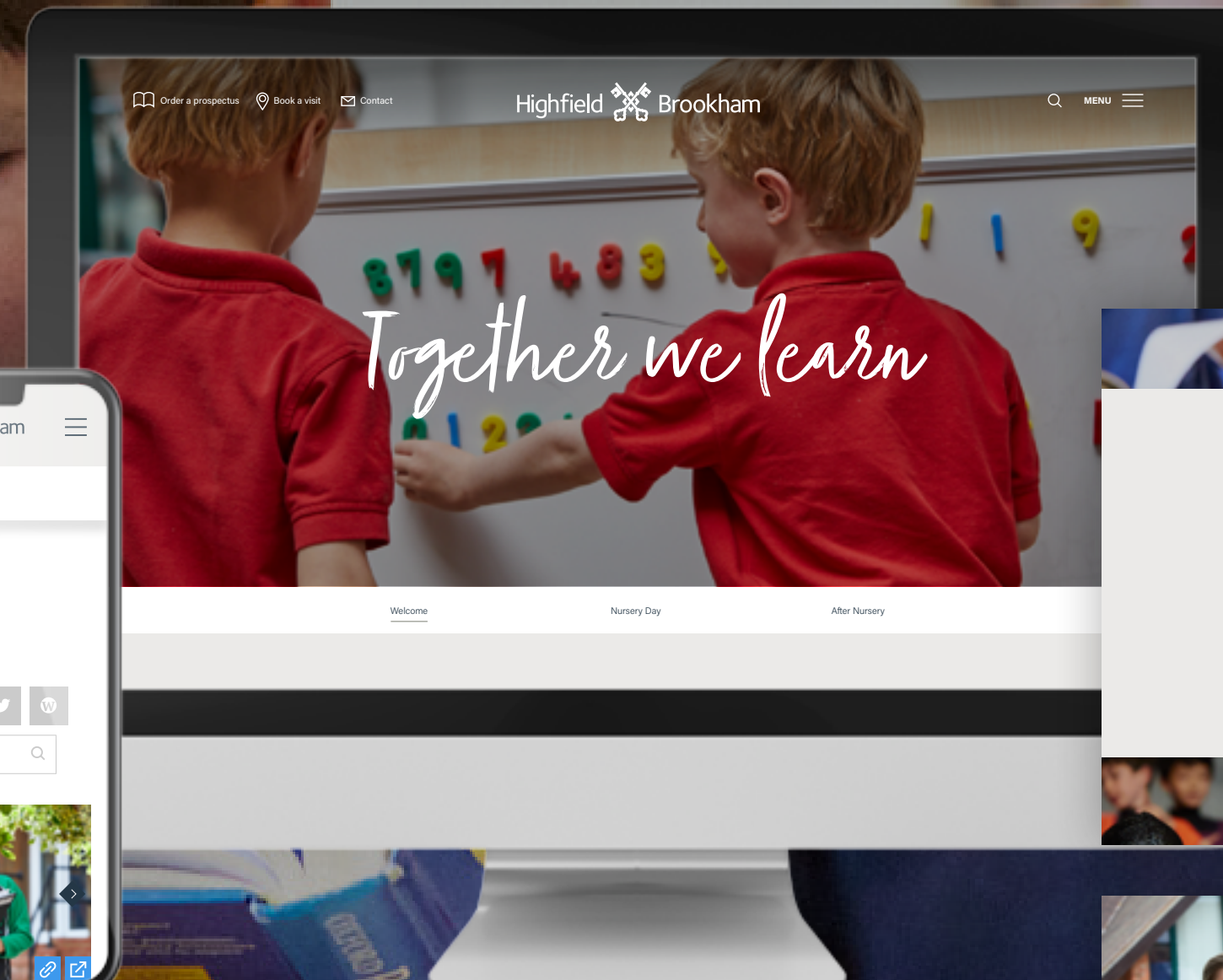
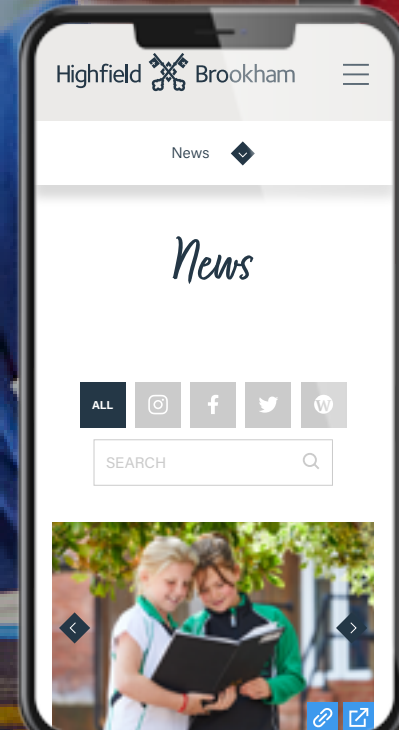
## Testimonial

“You guys were superstars in helping us navigate and build out a complex online proposition to explain our purpose and support our membership.”

**Sallie Payne**  
*Head of Operations and Association Management*



Together we grow



## Growing a look and feel for a school website

### Insight

Highfield & Brookham School website and brand wasn't reflecting their main selling points, values or ethos. Their wow factors weren't being showcased and parents were experiencing a muddled user journey. They needed a new, modern website and harmonised identity that improved on all these areas, but more importantly, to enable them to attract new families and teachers.

### Idea

We simplified the existing colour palette to bring greater sophistication. We focused on using natural photography to showcase their stunning grounds, and students enjoying being at the school. Movement and interactivity were added to encourage visitors to explore the website and we made it simple for staff to update their content and create their own premium-style pages.

### Impact

The new website reflects the school's prestige, academic aspiration and pastoral qualities. The Highfield & Brookham team now have greater ownership with the ability to create sophisticated content and automate some of their administrative workflows. Best of all – parents find it much easier to keep up to date on their child's school life!





The Surgery offered us a fresh, creative approach when we were looking for a company to design our new website. A joy to work with throughout the project and since, always open to ideas and show incredible patience when presented with our often short deadlines. Our new website is exactly what we hoped it would be.

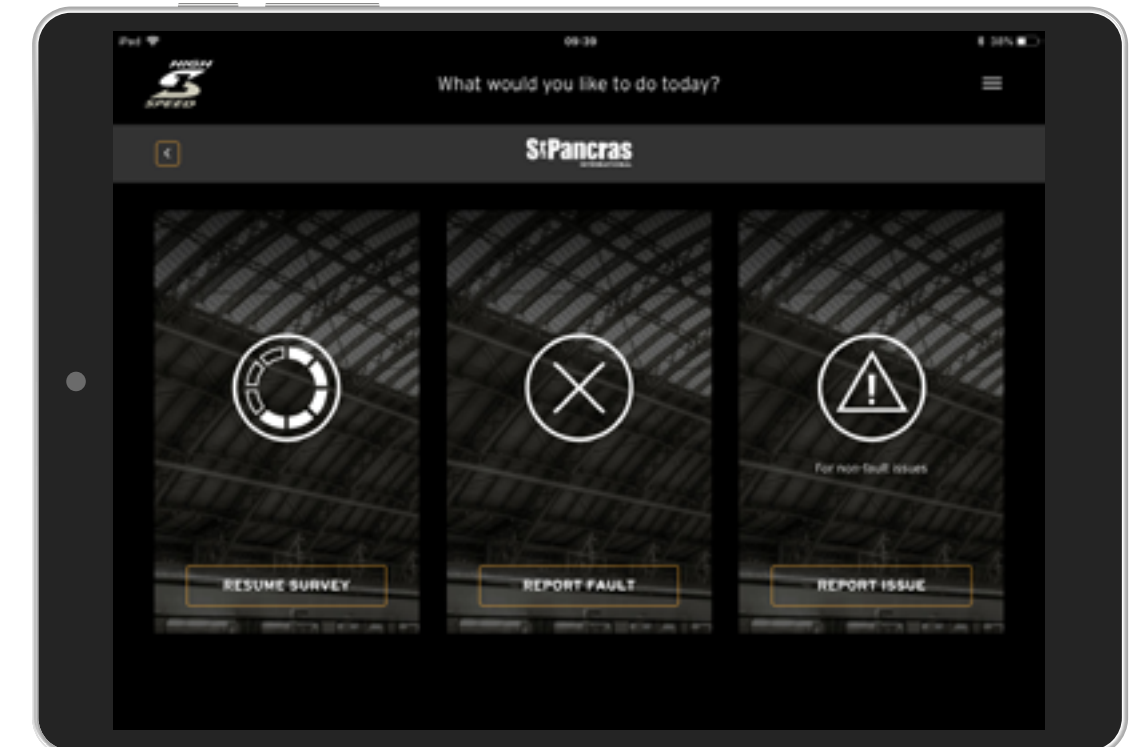
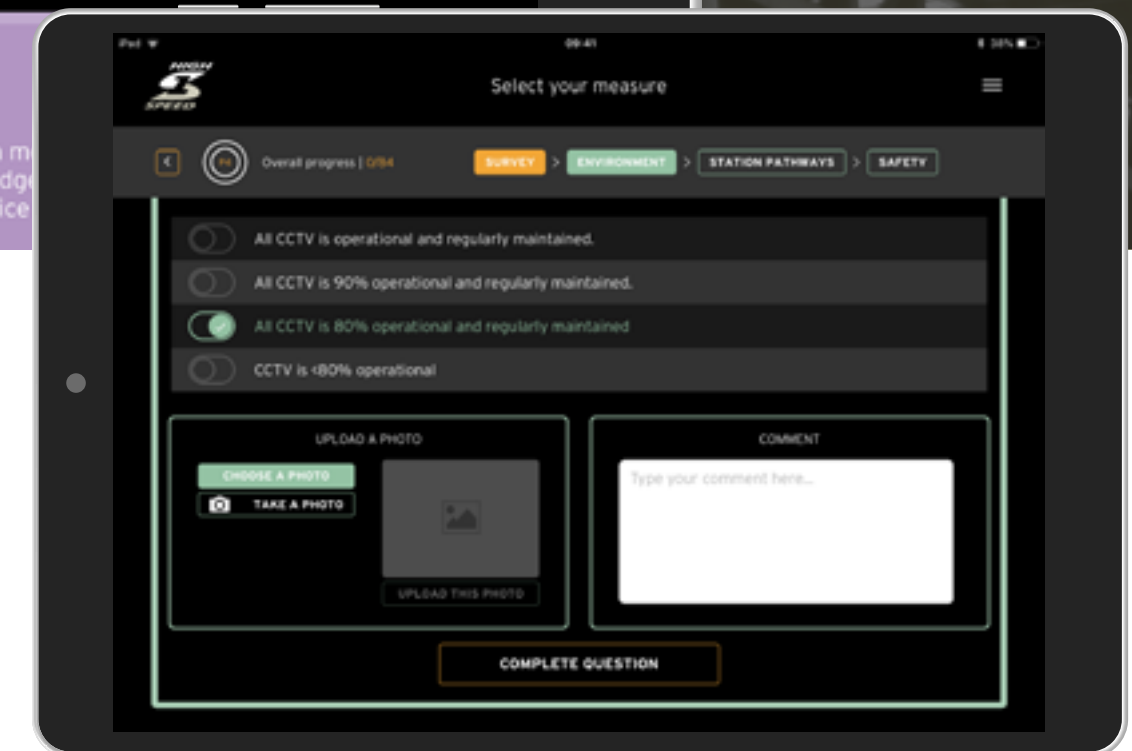
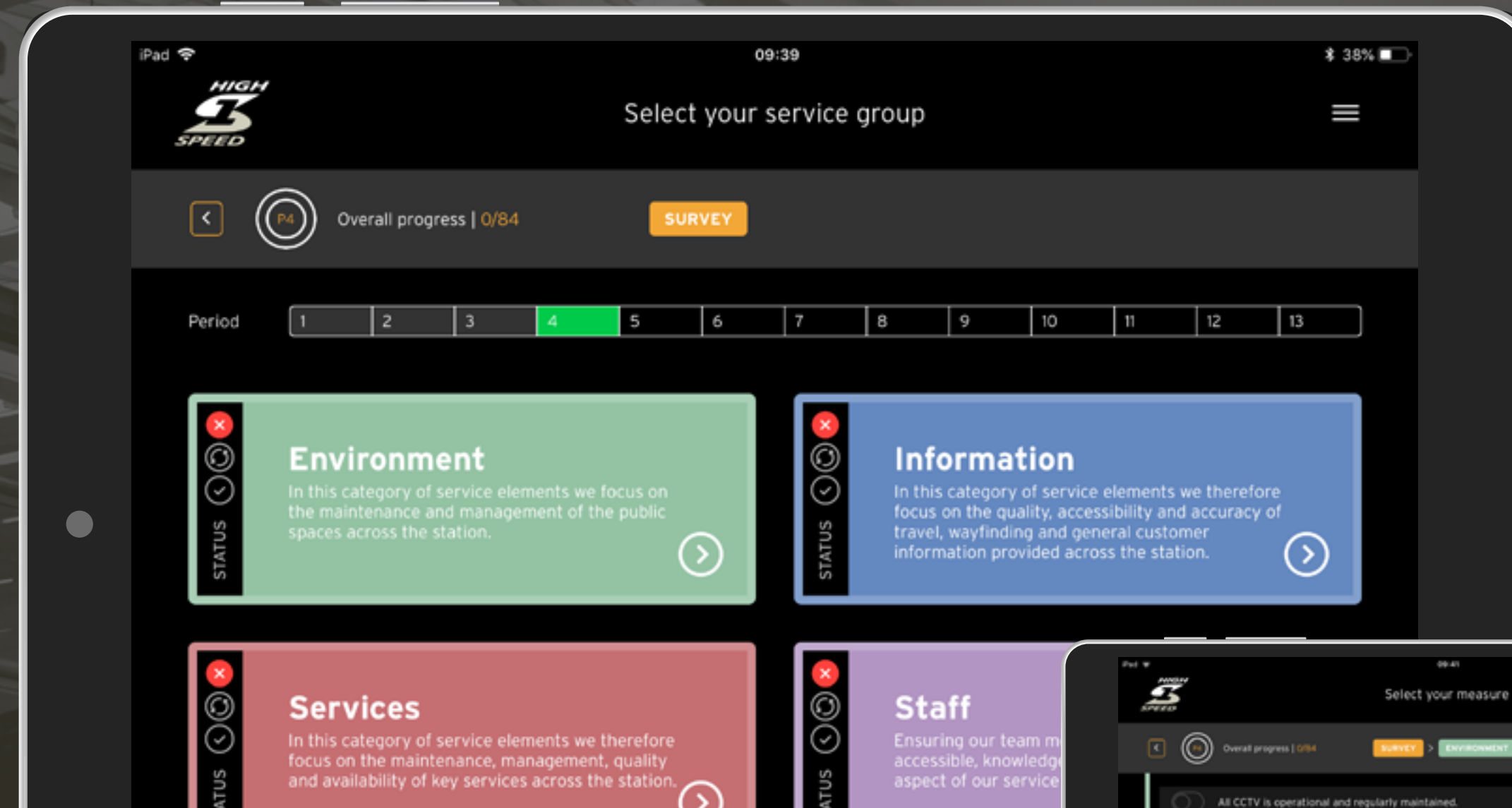
The reliability and accuracy of our events calendar has made a huge difference. The fact that any changes are reflected instantly has meant that staff and parents know they can rely on the information shown. I know this was a complex puzzle to solve.

Lisa Langridge Marketing Manager



# [ WHAT GOOD LOOKS LIKE ]

## Service Standards Reporting App



# All aboard – solving problems for HS1 with an app to improve their station experience

## Insight

HS1 came to us with a problem. Since reopening St Pancras International the station had topped the customer satisfaction charts, but not anymore. What could we do to ensure they could deliver the ‘World’s Leading High Speed Rail’ experience at the station and their other sites set against a range of service level measures?

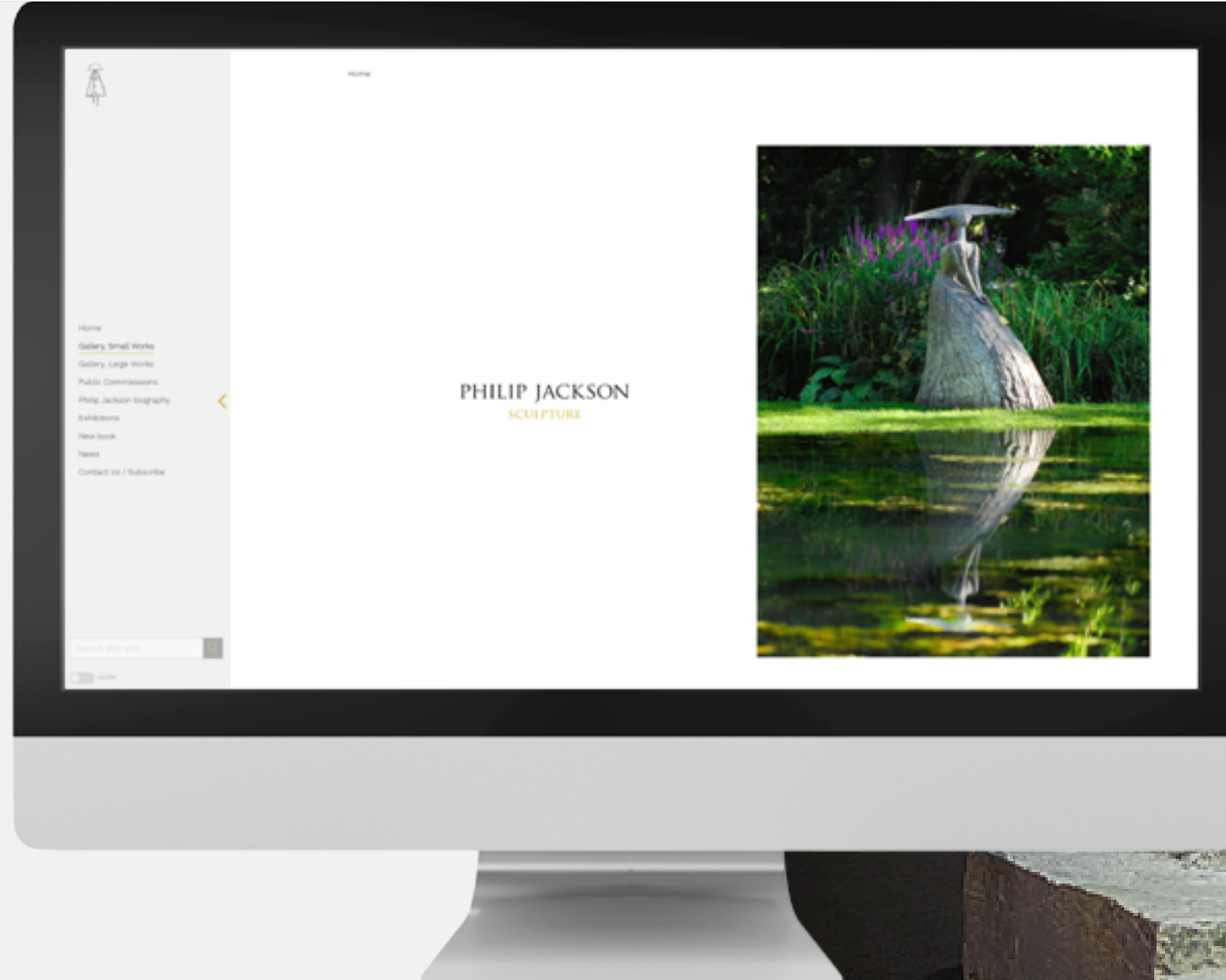
## Idea

We knew we had to make the solution as accessible as possible for their teams on the go, so we crafted a digital app solution giving them a tool to instantly record, monitor and subsequently improve the service level offering to passengers based a four-tier quality framework.

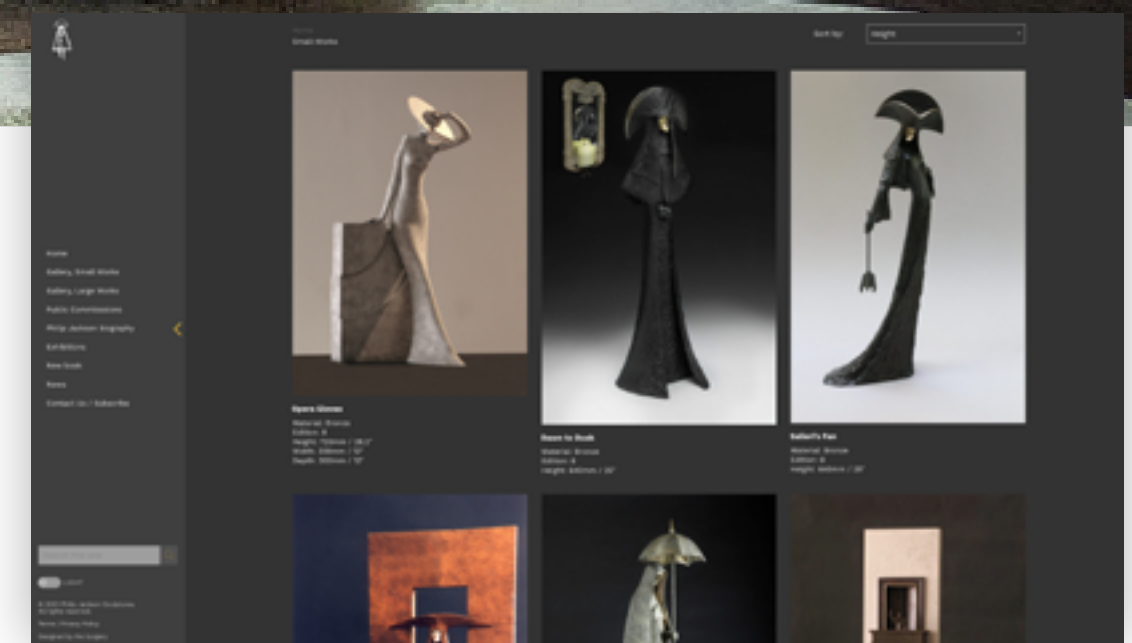
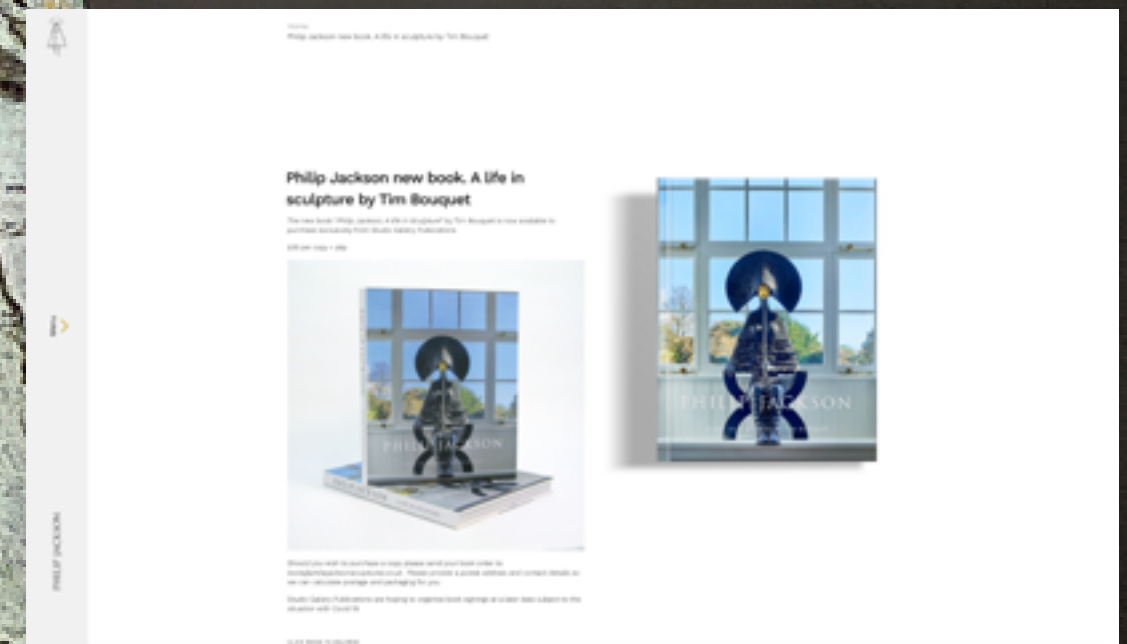
## Impact

Our ‘What Good Looks Like App’ app allowed HS1 and Network Rail High Speed teams to plan and implement improvements much more efficiently. Team members could walk each of the HS1 stations in a pre-set order to instantly score services and get urgent faults and improvements organised straightaway.

# PHILIP JACKSON



surgery



## A simple and pure website for an inspirational sculptor

### Insight

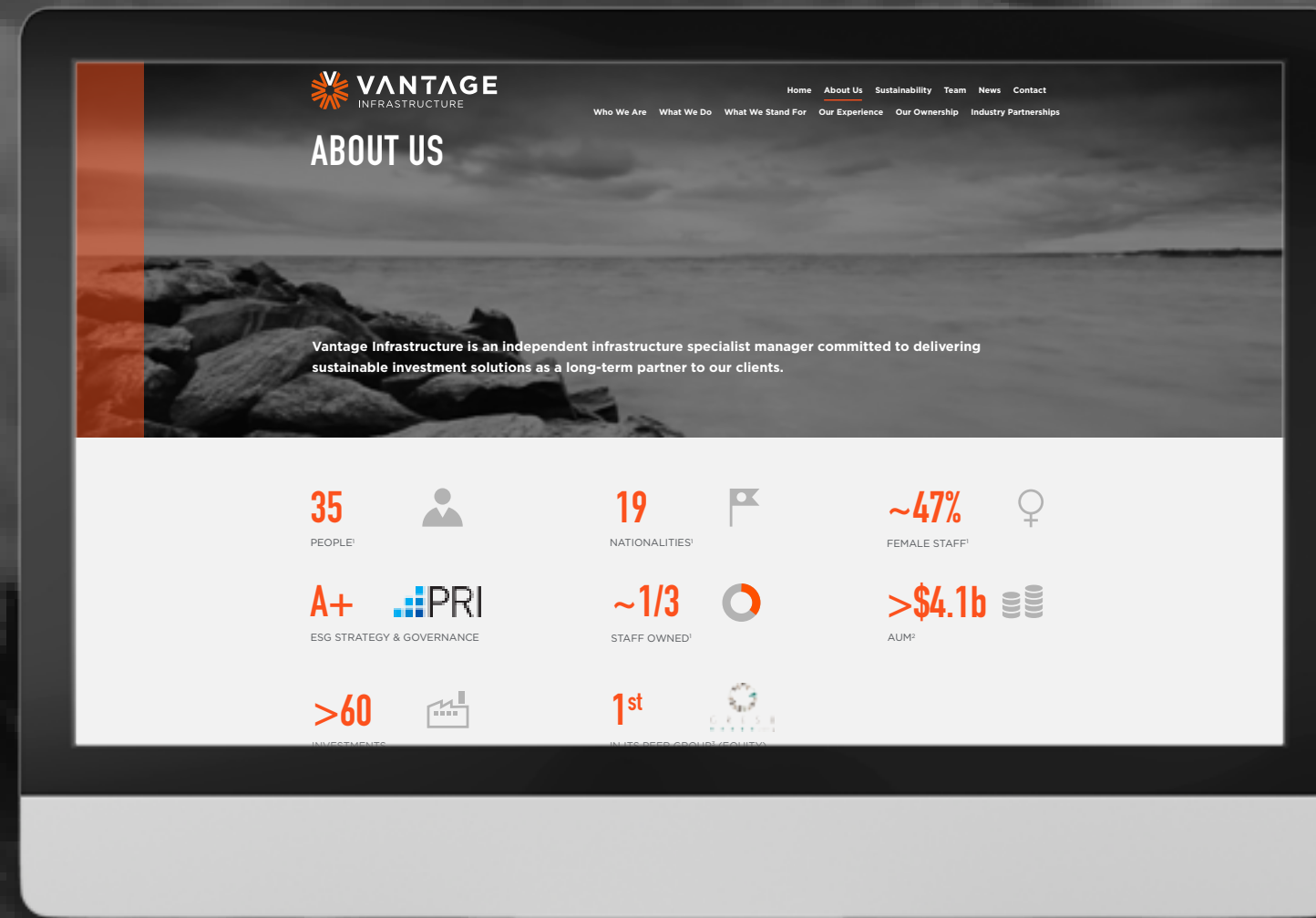
Philip Jackson is a sculptor noted for his public commissions and for his own more impressionistic private work.

### Idea

Simplicity of style and navigation to showcase the work. The website needed to be as unobtrusive as possible, almost anti-design, so the artist's work could shine.

### Impact

A very happy artist, audience and customers!



**Who We Are**

Vantage Infrastructure comprises an experienced team, long-standing institutional relationships and a diverse equity and debt infrastructure investment portfolio formed from the international business of Hastings Funds Management.

We work closely with our global clients to implement leading debt and equity investment solutions within the infrastructure sector and support investee companies to create more resilient and sustainable businesses to meet tomorrow's infrastructure needs.

We believe in sustainable investing and integrate actively ESG (Environmental, Social and Governance) considerations in our process as a driver of value and risk. Reflective of this, Vantage is a signatory to the Principles for Responsible Investment a Task Force for Climate-Related Financial Disclosures supporter, and a GRESB Infrastructure Member.

**INDEPENDENT**

Backed by experienced long-term asset management specialist

Partner-led with material staff ownership

Private infrastructure debt and equity investments only

**SOLUTIONS**

**SUSTAINABLE**

**LONG TERM**

**VANTAGE INFRASTRUCTURE LOGO GUIDES**

VANTAGE INFRASTRUCTURE Logo - Area of Isolation is equal to the height of one V from the Star Device.

VANTAGE GREY		VANTAGE ORANGE	
Pantone® Cool Grey 11	#53565a	Pantone® Orange 021	#fe5000
R 83	G 86	B 90	C 44
M 34	Y 22	K 77	

VANTAGE INFRASTRUCTURE Logo files - Make sure you use the right version for the final output medium. These colours are designed to look the same, whether online in full colour print or in special 2 colour pantone reproduction. The will LOOK WRONG if you use the wrong files.

VantageInfra\_CMYK.ai  
For FOUR COLOUR PRINT use

VantageInfra\_PANTONE.ai  
For TWO COLOUR PRINT use

VantageInfra\_RGB.ai  
For ONLINE use

VantageInfra\_CMYK-WHITE.ai  
For FOUR COLOUR PRINT use

VantageInfra\_PANTONE-WHITE.ai  
For TWO COLOUR PRINT use

VantageInfra\_RGB-WHITE.ai  
For ONLINE use

# Giving a brand and website an **advantage**

## Insight

We were given a simple brief to create a sustainable and long-lasting brand for an investment business within the privately-owned investment group B-FLEXION. It required its personality and visual language but would sit well with other group companies and product propositions.

## Idea

We based the identity around the 'v' of Vantage, represented in a repeating circular pattern/cog to signify sustainability and growth. We picked and used an orange and grey palette as these had not been taken by other B-FLEXION brands.

## Testimonial

“The Surgery Team nailed our brand and produced a fit-for-purpose website to a tight brief and budget. Always insightful, helpful and a pleasure to work with.”

**Omar Rahman**  
Managing Director

**What We Do**

We manage over 60 investments in the energy, environment, transportation, data infrastructure and social infrastructure sectors across Europe, North America and Australia.

Our primary focus is to deliver superior, sustainable risk-adjusted returns through the most suitable investment solutions we can offer to our clients.

**MANDATES**

Bespoke solution for individual clients aimed to deliver specific target return and/or yield objectives. Our mandates can cover single or multiple assets, target closed or open-ended products and offer full investment life cycle services or focus on asset management

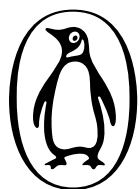
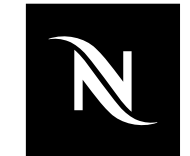
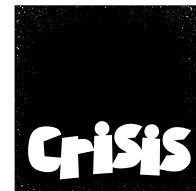
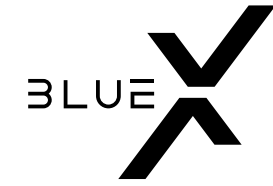
**FUNDS**

Focused investment products targeting pre-defined risk, return and/or yield profiles with certain sector and/or geographical focus

**CO-INVESTMENTS**



















Investment alongside a pooled vehicle in specific target private infrastructure companies

# Our clients





# Our awards

 <p>The Surgery IC Director Carly Murray <b>Internal Communicator of the Year Finalist</b> 2024</p>	 <p><b>Best Medium Agency</b> 2023</p>	 <p>Award of Excellence <b>GBG All Employee Virtual Kick Off</b> 2023</p>	 <p>Best New Event <b>CANSO Airspace World</b> 2023</p>	 <p><b>IC Consultancy of the Year</b> 2022</p>	 <p>Best Interactive Content <b>Cadent Gas' Challenge Campaign</b> 2021</p>	 <p>Best Use of Storytelling <b>Cadent Gas' Challenge Campaign</b> 2021</p>
 <p><b>Nestlé's Ignite Leadership Programme</b> 2019</p>	 <p><b>Consultancy of the Year</b> 2019</p>	 <p>easyJet <b>Employee Pension Campaign</b> 2019</p>	 <p>HS1 <b>'What Good Looks Like' App</b> 2019</p>	 <p>CAA Dronesafe Brand, Website &amp; Drone Code 2018</p>	 <p>CAA <b>The Skyway Code</b> 2018</p>	 <p>E.ON <b>Heartbeat CRM Video</b> 2018</p>
 <p><b>Southern Co-op Annual Report</b> 2018</p>	 <p>easyJet <b>Employee Pension Campaign</b> 2018</p>	 <p>National Grid Bring Energy To Life App &amp; Web Platform 2018</p>	 <p>NATS Your Space Employee Engagement Programme 2017</p>			

# BARN TO BOARDROOM

Bringing our friends, colleagues and clients together to talk all things IC. Our Barn to Boardroom (B2B) networking event was established way back in 2015 and is a chance for IC and engagement professionals to come together and share their challenges, experiences, ideas and frustrations.

We're very lucky to work in a beautiful bit of the West Sussex countryside. Our location (in an old converted barn) gives everyone the time and space, and the freedom they need to think creatively.

At B2B we unearth new thought-provoking and down-to-earth real life stories from our speakers (the sort you won't typically find on the speaker-circuit). We get five-star rave reviews every year, so don't be shy, just ask for an invite.



It's so easy to neglect your own personal development, but events like this, with like-minded IC professionals are a great opportunity to learn, grow and focus on the things that really matter.

**Claire Widd** Head of EMEA Internal Communications

**rackspace**  
technology

# KICK-ARSE

## EMPLOYER BRANDS THE PODCAST

WITH SPECIAL GUESTS FROM



Carly Simon (sorry Carly AND Simon), our IC Director and Employer Brand expert love to chat all things employer branding on their regular popular podcast. With insight and top tips from industry experts (alongside their interesting stories and embarrassing cock ups!) the KA podcast can help you build your own kick-arse employer brand. (Insert obligatory use of emoji here).

PRIMARK

amazon

gsk

shopify

MERCK

twilio

Entain

holidayextras

# Get in touch

We can engage your people in an **empathetic, exciting and different** way.  
We will work closely with you to develop ideas and **smash your objectives**.  
We can't wait to start working with **you**.

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## Contact us

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**ineedsurgery.com**

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## Follow us

