WORK THAT WORKS®

IOIC Awards 2026
Class Winner.
Best Medium Agency

INSTITUTE OF INTERNAL COMMUNICATION

surgery

Digital Solutions Credentials

surgery

The Surgery is an Internal Comms + Creative Agency

Two disciplines that don’t just sit side by side, they elevate one another. Our design thinking mindset shapes how we uncover and translate insight, while our internal comms expertise ensures every creative choice has purpose, clarity and impact.

It all comes together in our mission to create work that works - strategic, insight led, creatively crafted solutions that move people and organisations forward.

It’s work that sharpens understanding, exceeds objectives and shifts behaviours.

Work that helps your people and your organisation move forward with confidence.

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WORK THAT WORKS®

We make the complex simple

By cutting through noise, bringing clarity to clutter and turning complexity into communication and design that's actionable, aligned and impossible to ignore, we make sure your messages land.

We focus on solutions

By interrogating the brief, defining the real challenge and crafting creative and strategic responses that deliver tangible, measurable impact.

We work with your team

By becoming an extension of your business. We're collaborative partners who care as deeply as you do - pushing thinking, elevating ideas and helping you reach the outcomes that matter.

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Our areas of expertise



Internal Comms & Change

We help you communicate with clarity and confidence - from insight to narrative to activation. We shape strategies and transformation programmes that inform, energise and unite.



EVP & Employer Brands

We build EVPs rooted in truth and shaped by employee insight. The result? Employer brands with purpose - attracting talent and building pride from the inside out.



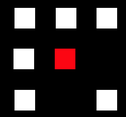
Design & Brands

We create external and internal brands, campaigns and visual identities that elevate messages and perform across channels - digital, print, exhibition and events. Design thinking with purpose, crafted for impact.



Animation & Film

We turn stories into standout moments through sharp scripting, bold visual direction and beautifully executed production. Our films and animations simplify, inspire and shift perception.



Digital Solutions

We design digital solutions that enhance campaigns, engage employees and solve challenges traditional media can’t. Built for clarity, speed and usability - online platforms that help people connect, understand and act.

Meet some of the team



Paul Cohen

Managing Director

Founder and Design Director Paul (PC) has over 30 years' experience delivering complex multichannel projects for corporate clients across various sectors, including transportation, pharma, FMCG, technology, utilities, infrastructure and telecoms.



Nick Cordell

Creative Director

Founder and Creative Director Nick has a proven track record in developing award-winning creative for clients' design, digital and internal communications businesses, collaborating with some of the world's most recognisable brands.



Adam Smith

Head of Design

As Head of Design, Adam leads our creative and design work at the Surgery. As an expert in UX/UI Design, the user is always at the forefront of his mind. Adam's experience lies in creating brands and brand languages, fine-tuning typographic layouts and translating content into structured graphics.



Fran Gillard

Digital Account Executive

As our Digital Account Manager, Fran is at the heart of the Surgery's digital projects. Thanks to her knowledge of the cyber landscape, she masterfully unpicks briefs and asks all the right questions while keeping a beady eye on timelines and budgets.



Caian Keyes

Senior Lead Developer

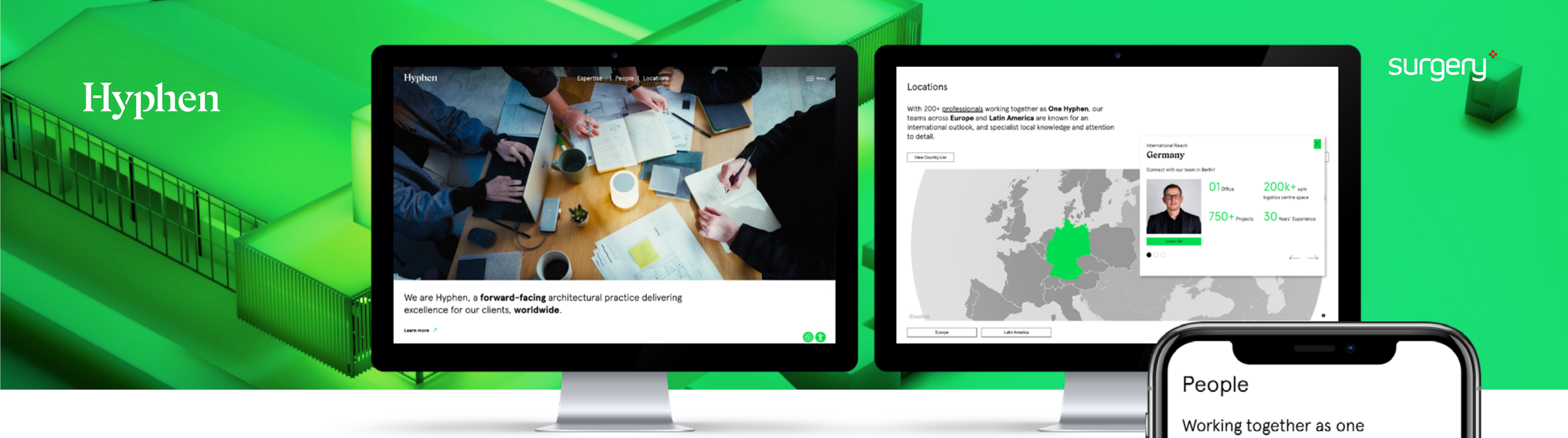
Full-stack Developer, Caian, knows his stuff when it comes to coding, partly thanks to an intensive coding boot camp. Proficient in multiple programming languages, including Javascript, Caian is driven by problem-solving challenges and enjoys building bug-free, simple-to-use platforms for clients.

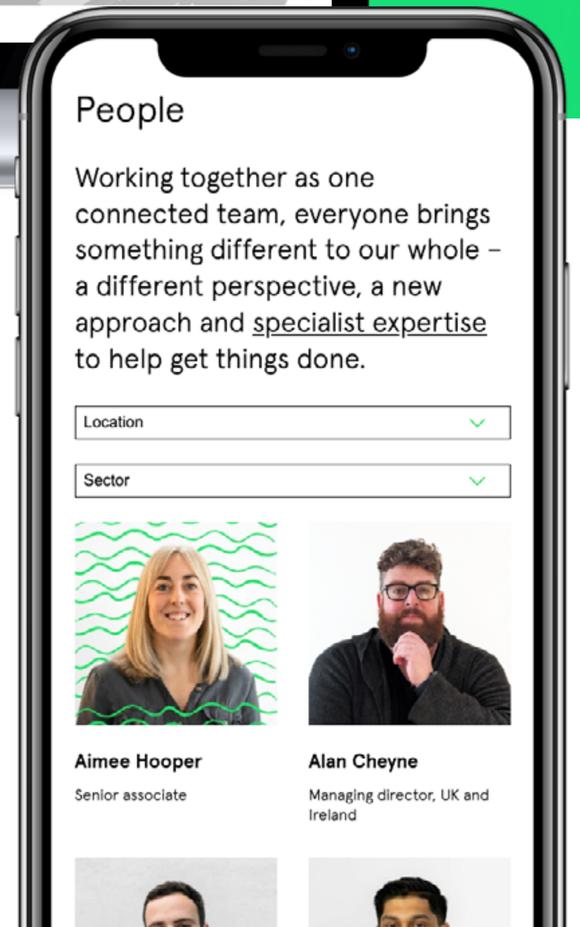
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Our work

Hyphen

surgery





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.

View website ▶

PETWORTH ANTIQUES MARKET

surgery



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

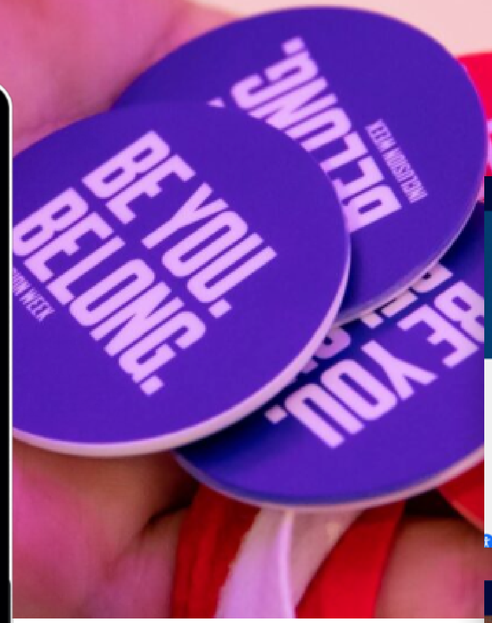
The Petworth Antiques Market website now complements the Petworth Places portfolio of businesses' online presence within the town. It can now confidently promote itself as a destination for visitors from London and beyond, with clear navigation exhibiting the number of dealers, news, events and more.

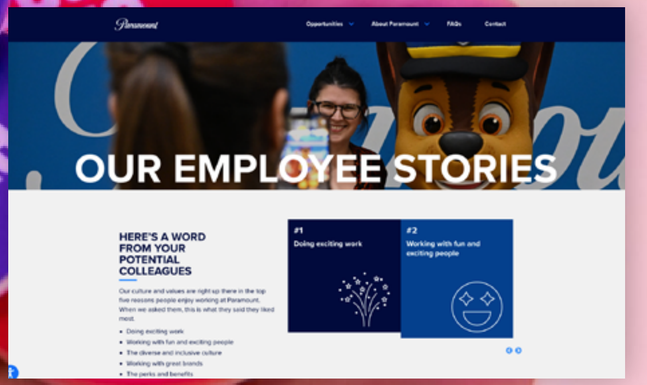
View website ▶

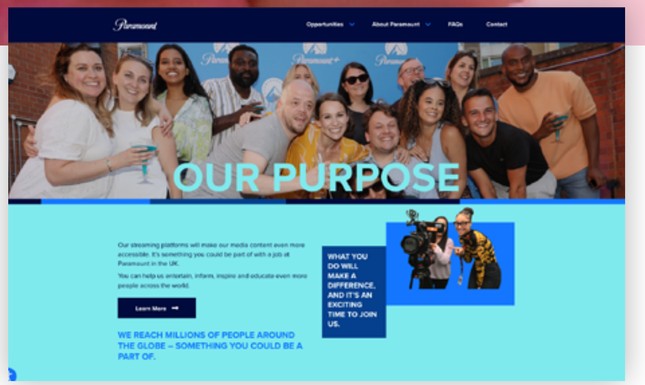
Paramount

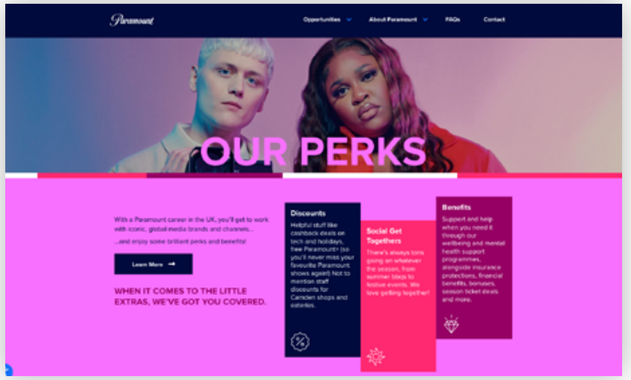
surgery











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

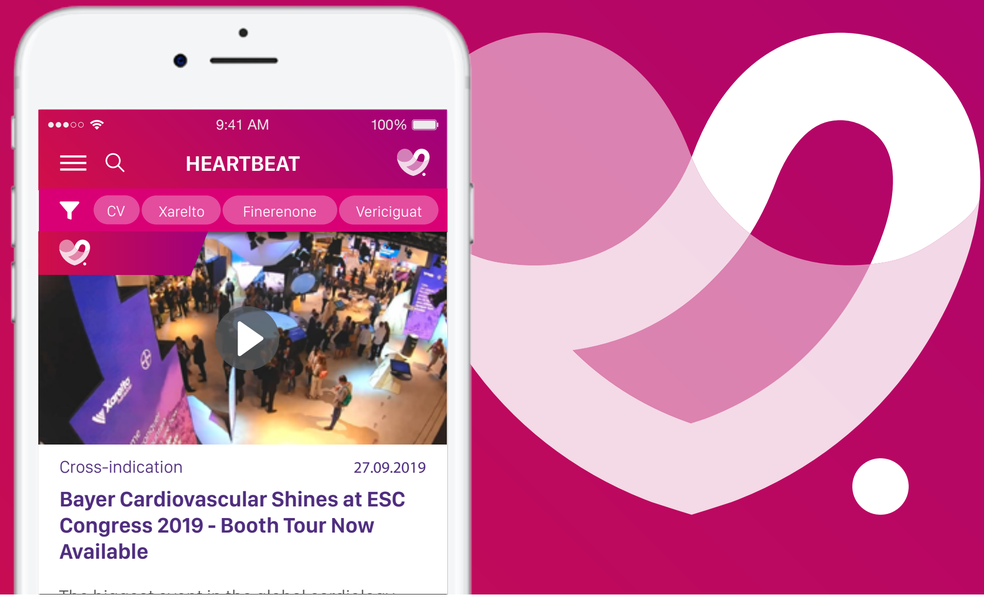
The approach chosen expressed the exciting, passionate and inclusive organisation Paramount is to work for. We looked to encapsulate the culture, purpose, opportunities, rewards and development via a dynamic but easy to user interface which made it easy for recruits to engage and apply for the opportunities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

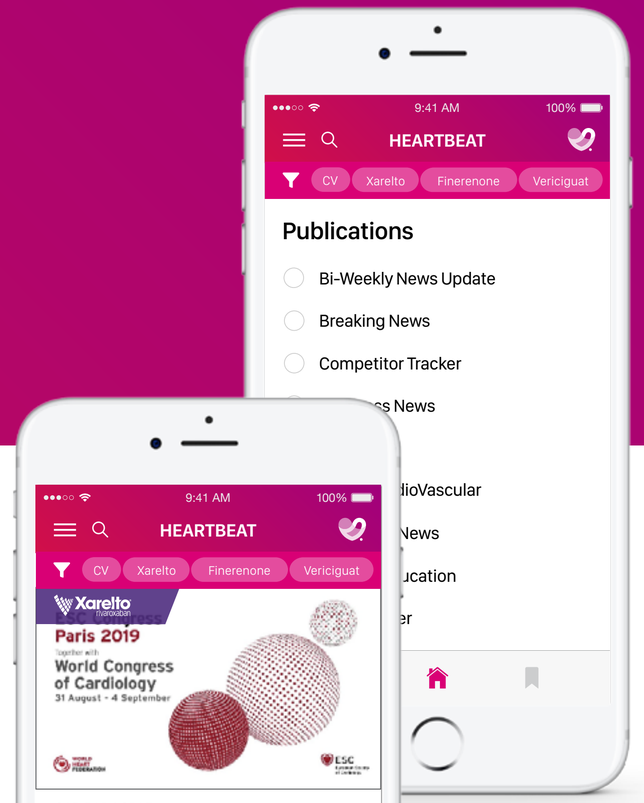
Testimonial

"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

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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

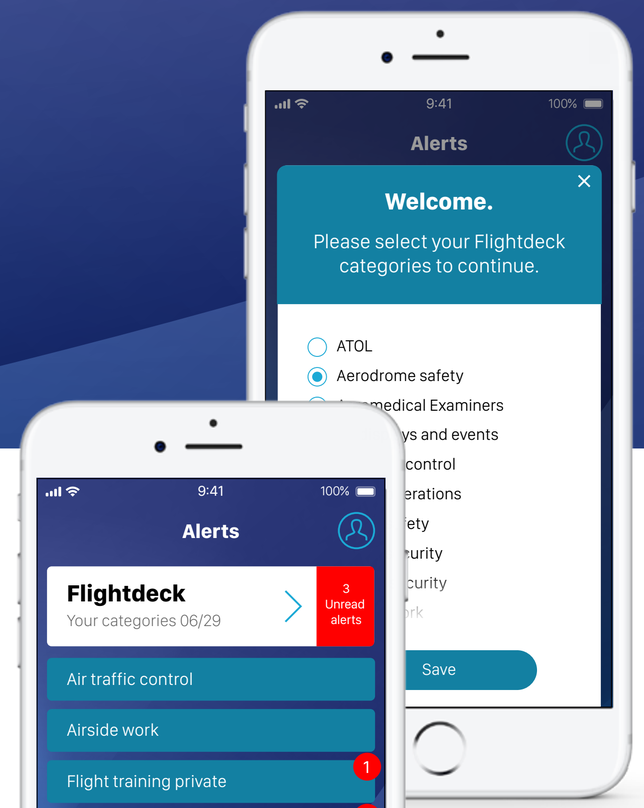
The app has proved so successful that word of mouth has clearly got around the Bayer group! We've been commissioned to build something similar for Eylea, Bayer's eye therapy brand, with more brands interested in developing an app of their own.

UK Civil Aviation Authority

surgery

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.

surgery

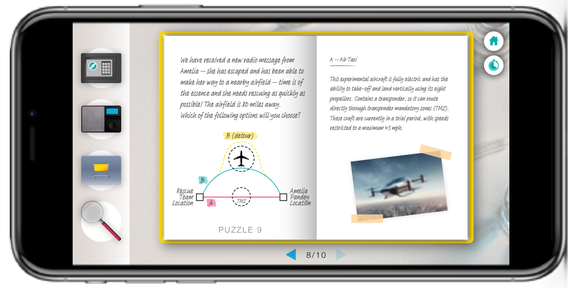
UK Civil Aviation Authority

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

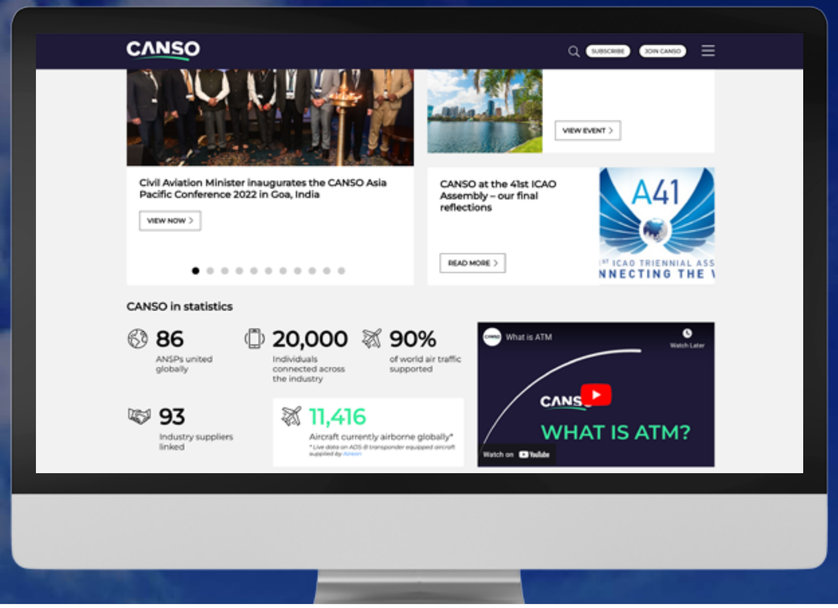
After a lot of researching and idea generation we finally landed on a puzzle-type story lead solution, that would lead the reader through the learning in an interactive way. The last two questions would then divert to a ‘choose your own adventure’ type approach, allowing for discussions — with no correct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

Impact

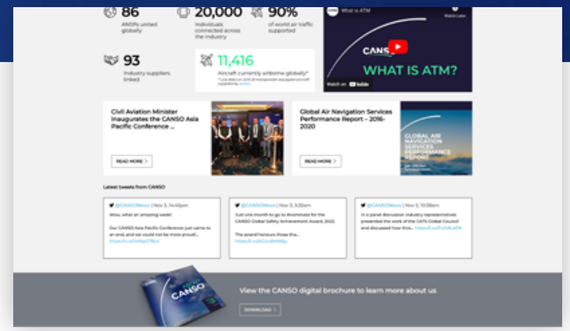
Through the two versions created we received a hugely positive reaction from both audiences.

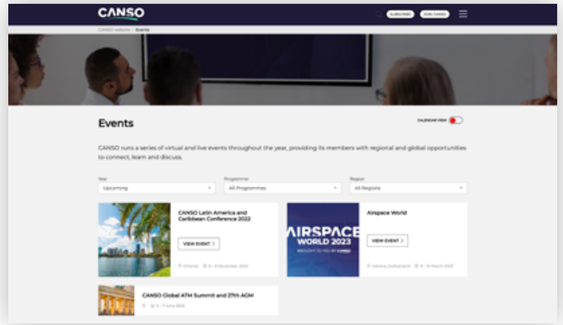
CANSO

surgery









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

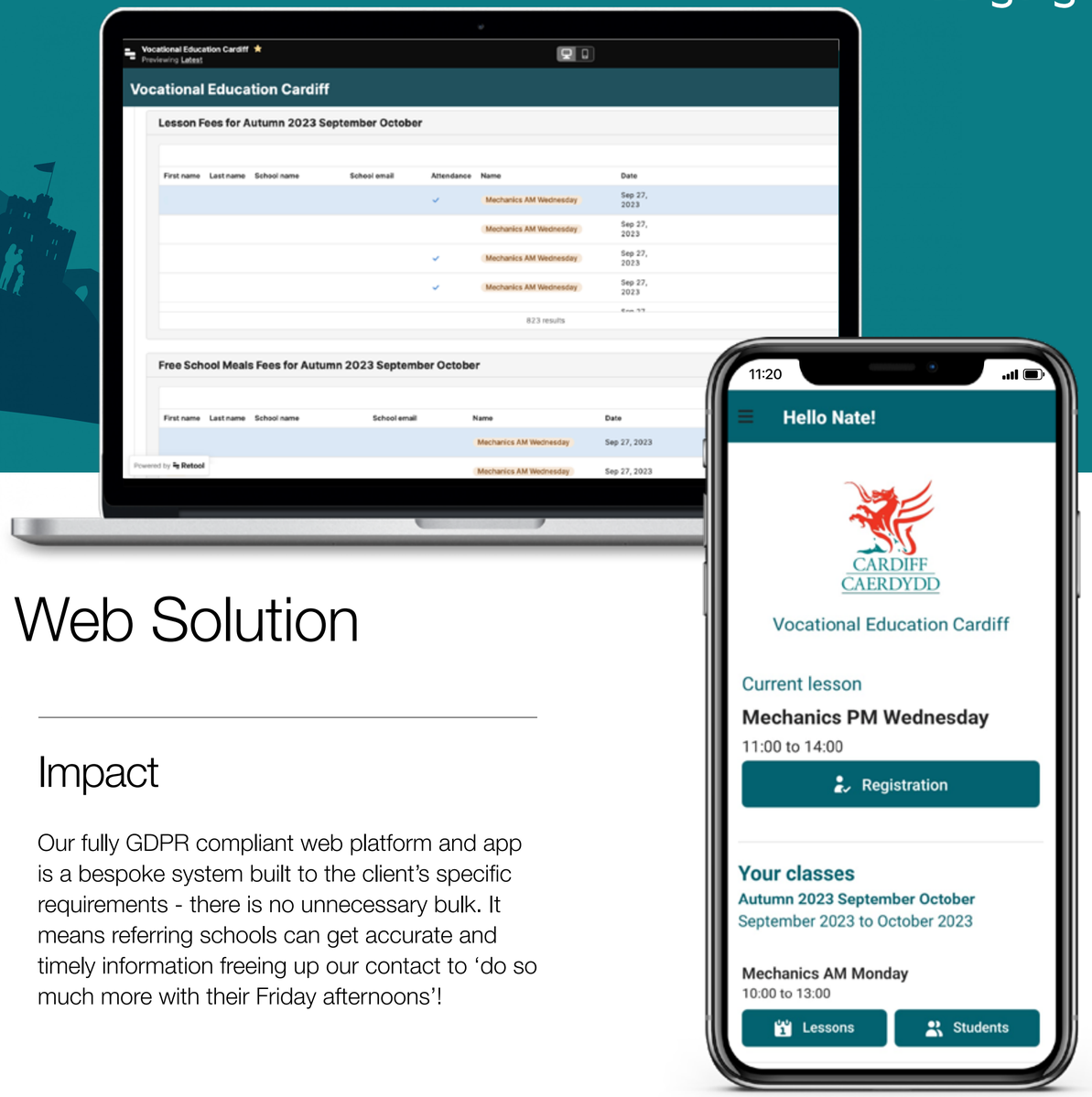
“The Surgery just get us. It helps that they have worked in the aviation sector for decades, which is hugely useful.”

Deborah Seymour
Director of Communications

View website ▶

CARDIFF
CAERDYDD

surgery



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.

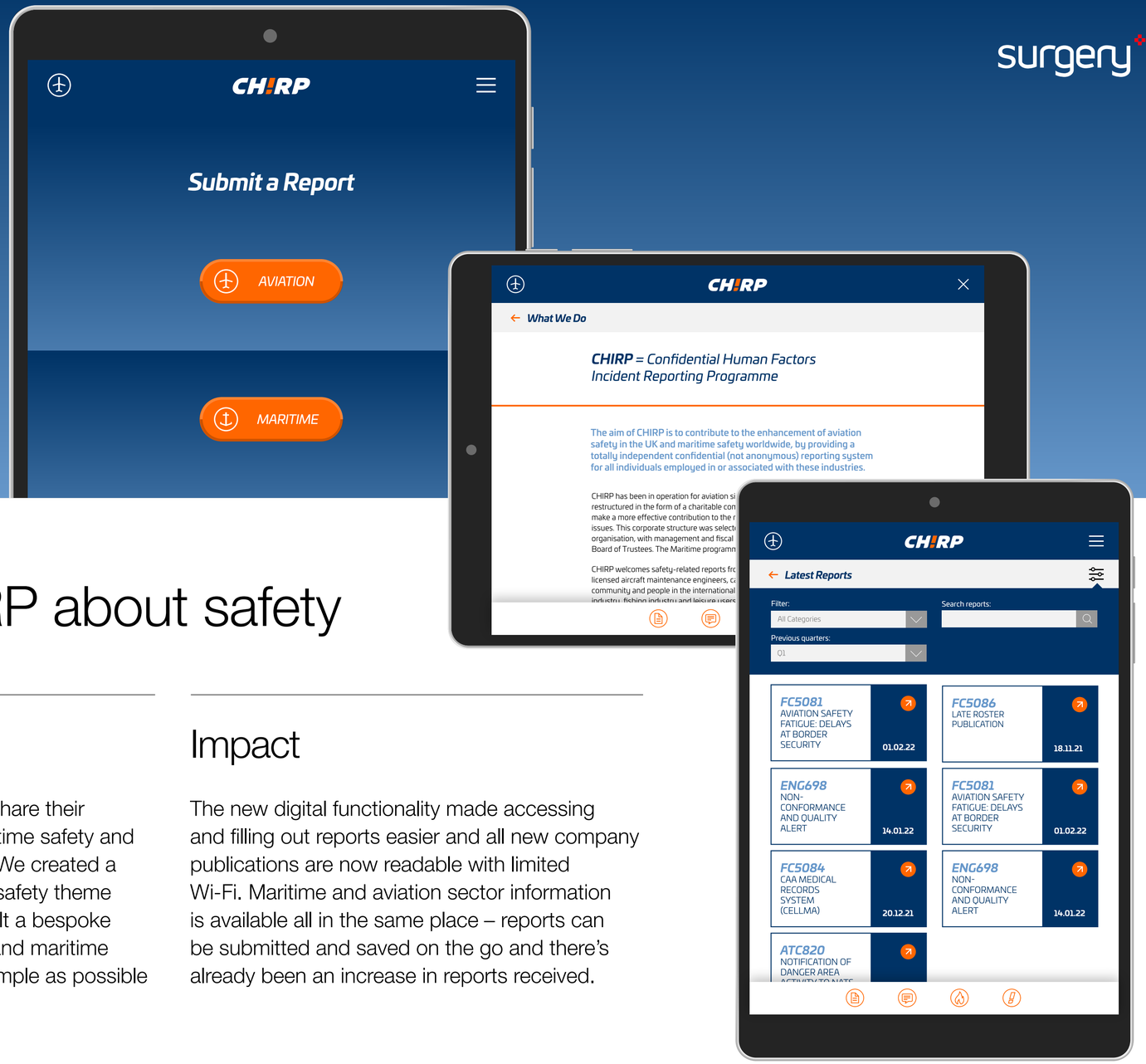
Impact

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

surgery

Confidential Human Factors Incident Reporting Programme



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.

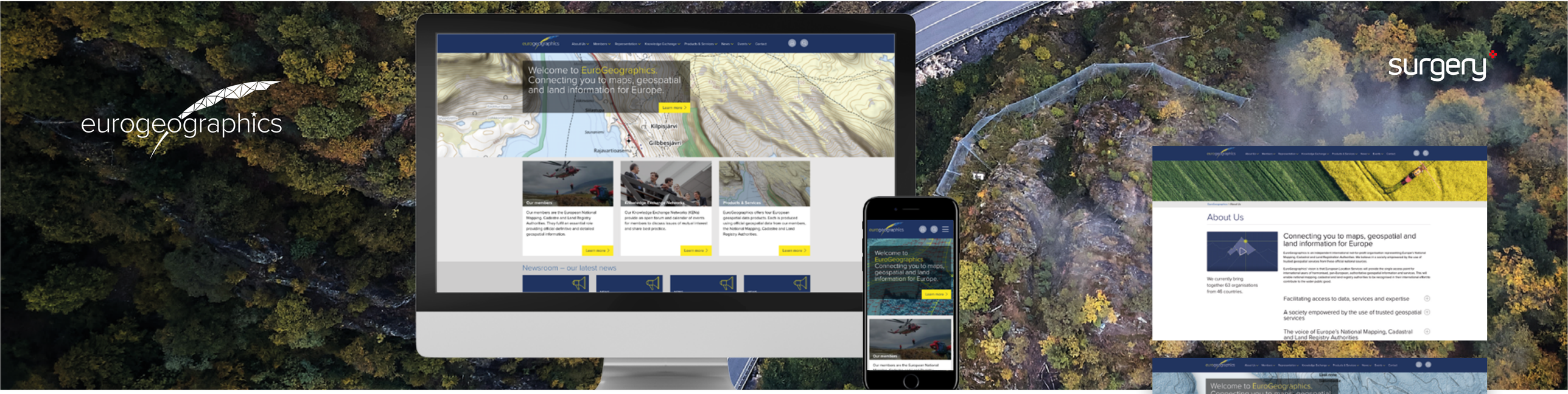
Idea

"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.

View video ▶



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

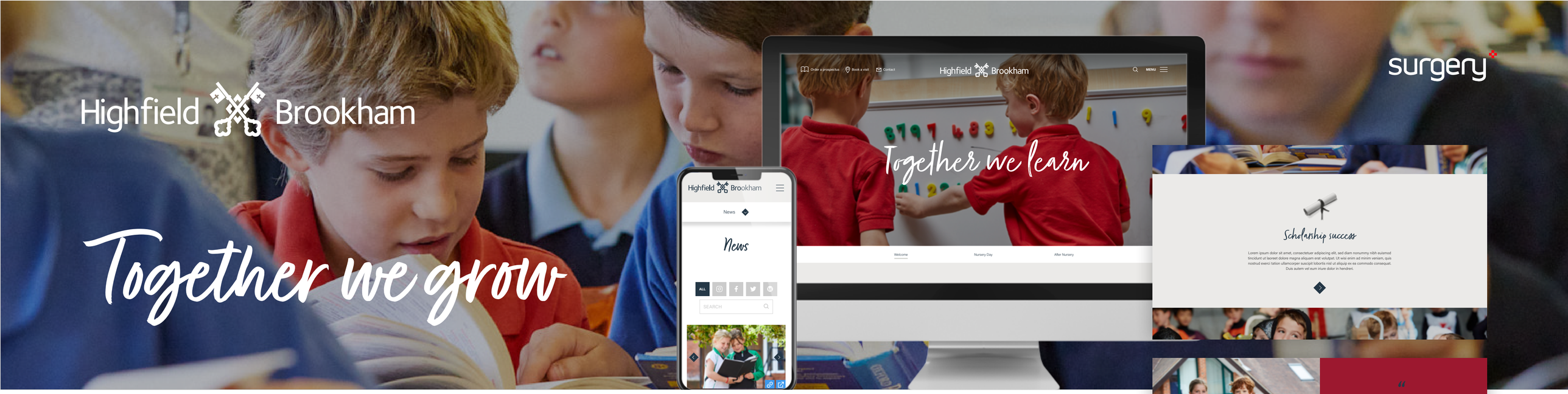
We set about building a new membership digital ecosystem for members. Using WordPress and Hubspot, we developed an online platform split into a public-facing website and a membership intranet. The latter existing site needed a major overhaull to allow for more effective inter-member comms, content archiving,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

View website ▶



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!

View website ▶

surgery

“

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.

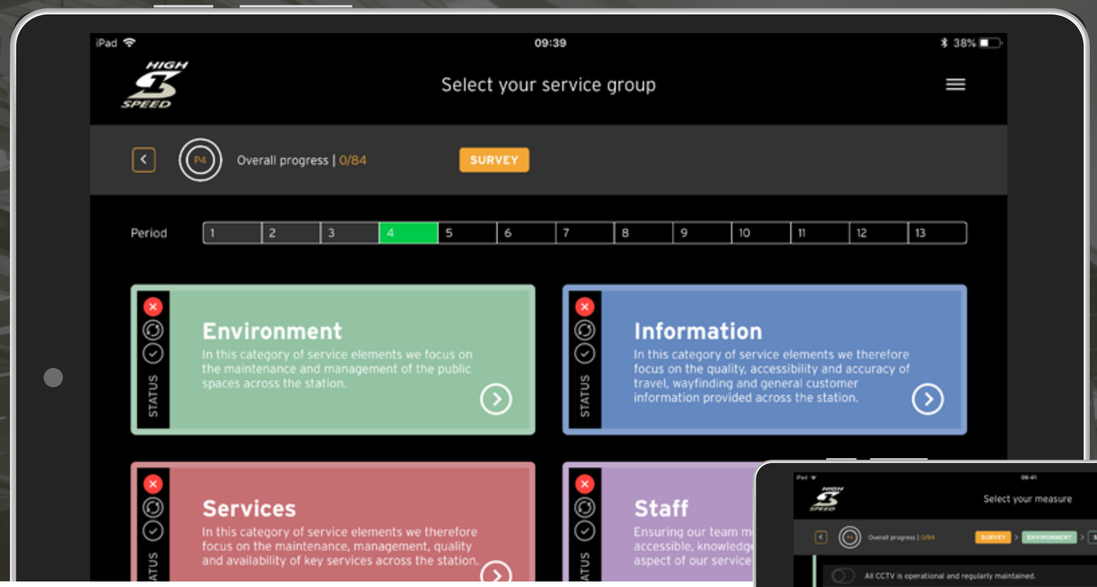
Lisa Langridge Marketing Manager

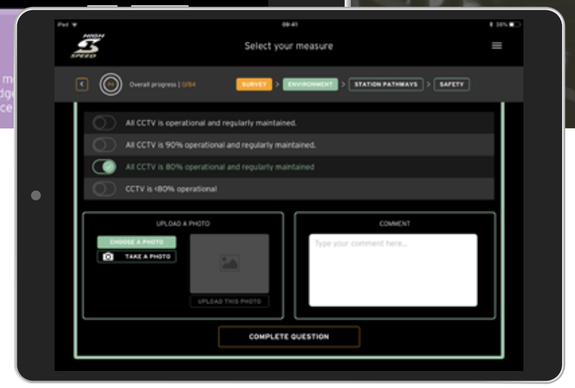
Highfield Brookham

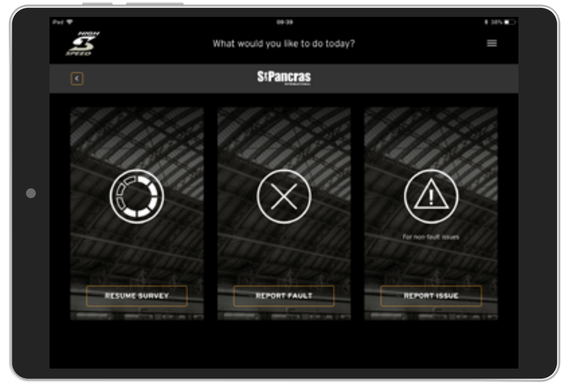
[WHAT GOOD LOOKS LIKE]

Service Standards Reporting App

VIENNA 2019 BRONZE STEVIE® WINNER INTERNATIONAL BUSINESS AWARDS







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

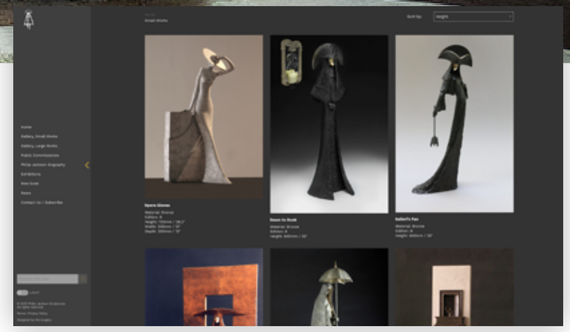
Philip Jackson is a sculptor noted for his public commissions and for his own more impressionistic private work.

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!

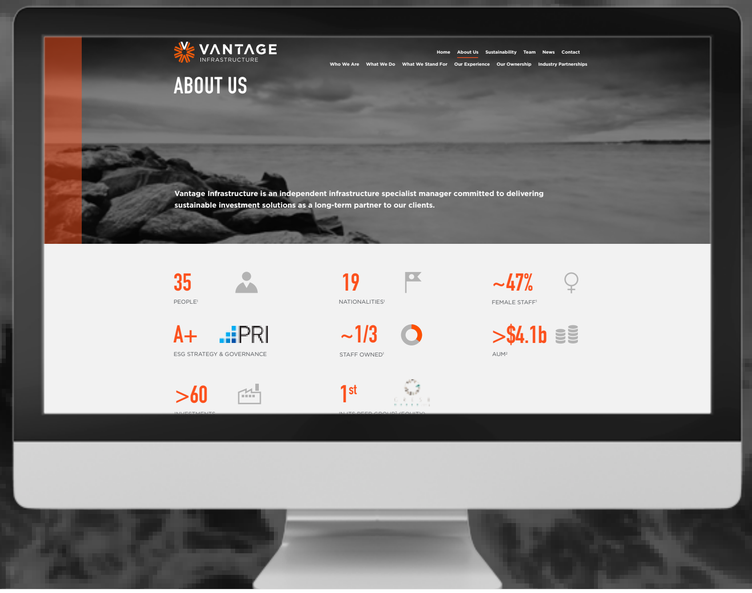


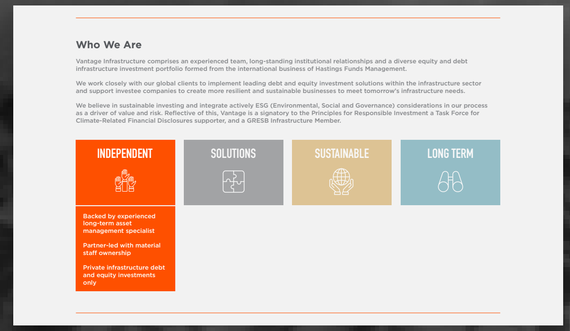


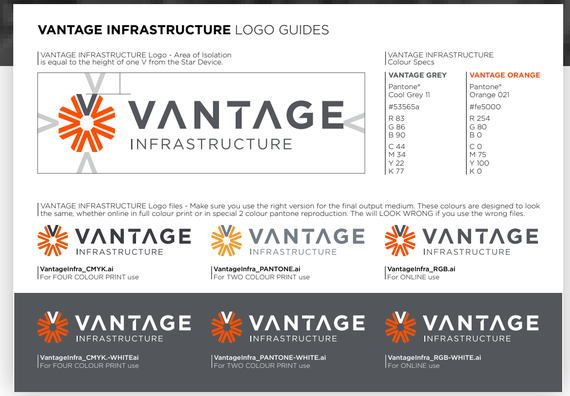
View website ▶

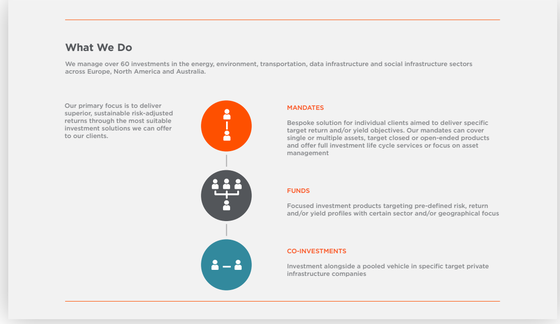
VANTAGE INFRASTRUCTURE

surgery









Giving a brand and website an **ad**vantage

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

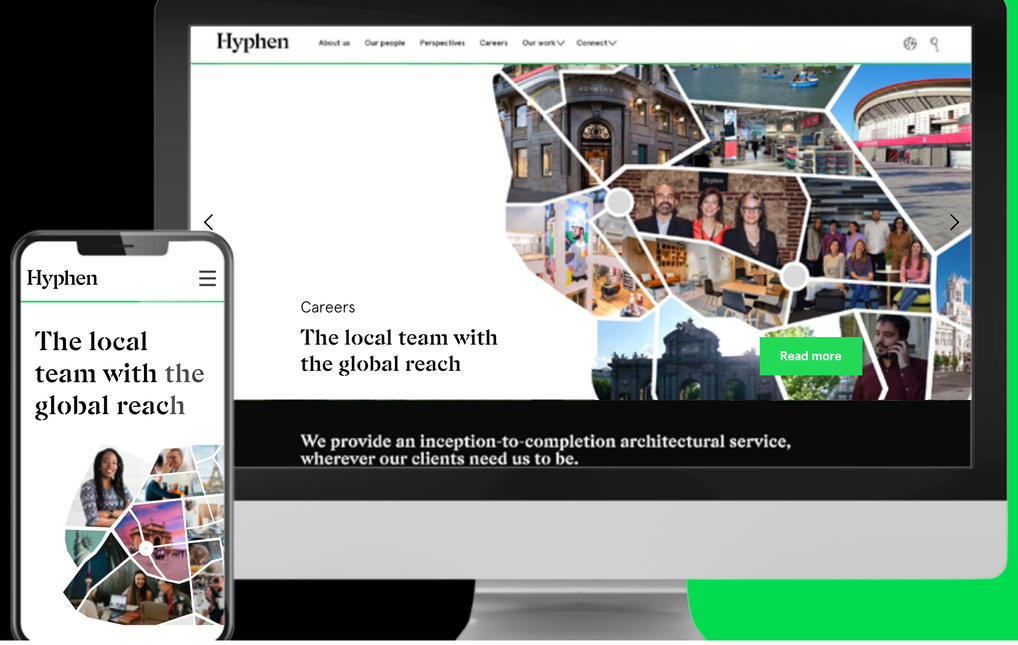
“The Surgery Team nailed our brand and produced a fit-for-purpose website to a tight brief and budget. Always insightful, helpful and a pleasure to work with.”

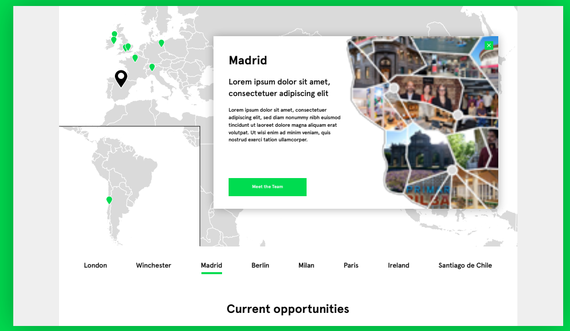
Omar Rahman
Managing Director

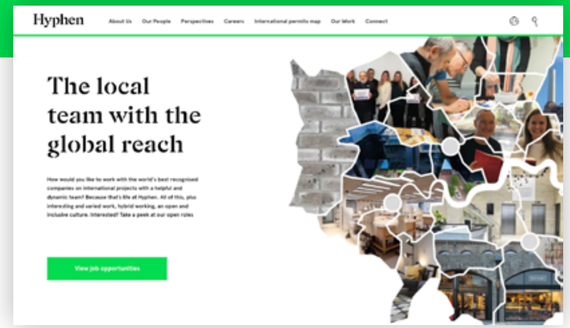
View website ▶

Hyphen

surgery







Redesigning a website to attract talent

Insight

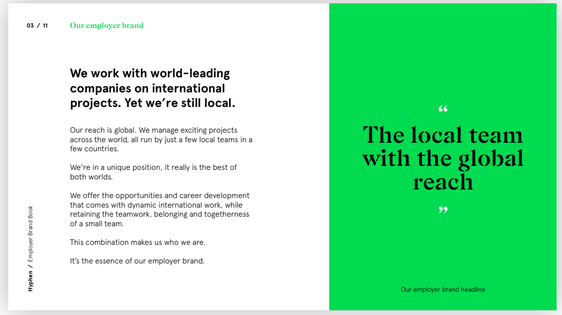
Hyphen approached us because they were not attracting enough talent to their business through their website. The site was focused on advertising to prospective clients, rather than prospective employees. Additionally, the job application forms were limited, which led to additional work for the HR team.

Idea

We created a new Hyphen careers microsite that focuses on attracting talent. We used interviews with employees to add more content about the company culture and benefits, and created a new Careers look and feel based around the top insight – Hyphen consists of local teams with a global reach.

Impact

The new microsite gave Hyphen a space to showcase their company culture and advertise to prospective employees. Each job now has its own application form, reducing the workload for HR. We are confident that our changes have made Hyphen's website a more effective tool for attracting top talent.

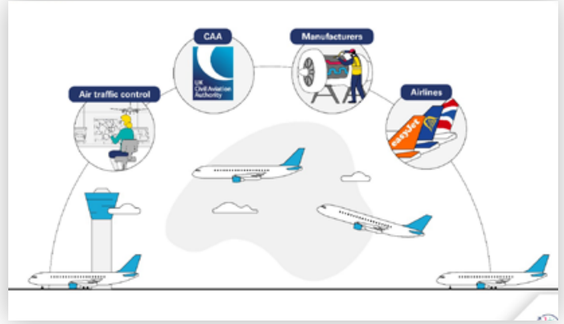


View website ▶



surgery







Engaging the next generation in sustainability

Insight

The CAA Sustainability and STEM team approached us to help with developing a suitability activity for a group of 150 students at Teesside Universities Aviation Conference. This needed to be engaging, thought provoking and be able to be delivered within the time frame of 1.5 hours by CAA facilitators.

Idea

With the specific topics decided by the CAA sustainability team, we set about creating a series of activities which ranged from Slido timed quizzes for fastest correct answer, polls, discussions and a Dragon's Den style session. For the students had to decide which sustainable product they would support from a panel of three ideas presented by CAA experts.

Testimonials

"The sustainability presentation and activity was a huge highlight of the event offering the most engagement and interactivity across the conference."

Brenda Jefcoate
STEM & Aviation Skills Consultant

“Internally and externally and across both teams, you all worked together brilliantly to make it happen, and make the event super enjoyable to be part of – so huge huge thank you.”

Nic Stevenson
Head of Strategy

About us

The Surgery was founded in 2013 by Paul Cohen and Nick Cordell, built on a heritage of graphic design, brand thinking and digital craft. From brand development, print and sponsorship activations to retail environments and digital experiences, our roots have always been in creating work with clarity, intelligence and unmistakable creative polish.

As our relationships with clients deepened, one discipline consistently drew us in: internal communications. With the insight and encouragement of client and internal comms specialist Sarah Meurer, who later joined our leadership team, we made a deliberate decision to specialise. Carly Murray soon followed, strengthening our strategic capability and helping us shape a rare blend: design thinking and internal communications working seamlessly together.

Today, Sarah has returned client side, but her influence runs deep. As part of her legacy, we continue to run Barn to Boardroom – the internal comms event she and Carly launched over a decade ago. Now in its eleventh year, it remains one of the sector's most valued forums for insight, challenge and connection.

This integration of disciplines has become our hallmark. Insight sharpened by creativity. Creativity grounded in human understanding. A combined practice designed to create communication which resonates and transforms.

We've grown intentionally, not exponentially. A 20 strong team, proudly independent and purposefully boutique. Strategists. Designers. Brand thinkers. Internal Comms specialists. All working side by side to deliver clarity, confidence and meaningful change for some of the world's most respected organisations.

Our studio sits in a converted barn on a working West Sussex farm, a place with room to think, challenge, create and breathe. It shapes how we work: focused, thoughtful and always curious. A setting that invites fresh thinking and fosters great ideas.

We're proud of our blue chip client list. Proud of the awards we've earned. But most of all, proud of the impact we create – work that helps people understand, connect and move forward with confidence.

This is The Surgery.
Independent.
Insight driven.
Creatively led.
WORK THAT WORKS®

What drives us

Our mission

To create work that works - strategic, insight led, creatively crafted solutions that move people and organisations forward.

Why we do what we do

Because when people understand, believe, and feel connected to what's happening around them, organisations thrive. Clear, purposeful and creative communication changes everything.

What we do

We combine human insight, strategic intelligence and creative craft to deliver internal comms, EVPs, brand, design and digital solutions that align and inspire your people.

How we do it

We listen deeply, think boldly and design with intention. We cut out the unnecessary, focus on what matters and turn complex challenges into clarity - and clarity into action.

surgery

A few of our clients

































































Our awards



Best
Medium Agency
2026



Best Evaluation Process
of Internal Communications
Domino UK Ltd.
and The Surgery
2025



The Surgery IC Director Carly Murray
Internal Communicator
of the Year Finalist
2024



Best
Medium Agency
2023



Award of Excellence
GBG All Employee
Virtual Kick Off
2023



Best New Event
CANSO
Airspace World
2023



IC Consultancy
of the Year
2022



Best Interactive Content
Cadent Gas'
Challenge Campaign
2021



Best Use of Storytelling
Cadent Gas'
Challenge Campaign
2021



Nestlé's Ignite
Leadership Programme
2019



Consultancy
of the Year
2019



easyJet
Employee Pension Campaign
2019



HS1
'What Good Looks Like' App
2019



CAA Dronesafe Brand,
Website & Drone Code
2018



CAA
The Skyway Code
2018



E.ON
Heartbeat CRM Video
2018



Southern Co-op
Annual Report
2018



easyJet
Employee Pension Campaign
2018



National Grid Bring Energy
To Life App & Web Platform
2018



NATS Your Space Employee
Engagement Programme
2017

Get in touch

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