RACCOON WEB

FOUNDER. SOFTWARE ENGINEER. INDUSTRY ADVOCATE.

Holly *Swinburne.*

Building award-winning digital experiences. Challenging outdated agency practices. Giving businesses control of their digital future.





FOUNDER, PRESS & SPEAKER KIT 2026

PRESS & SPEAKING ENQUIRIES
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MEET HOLLY

Building differently. *On purpose.*

Holly Swinburne is a British software engineer, entrepreneur and founder of Raccoon Web, an independent UK digital agency she started in 2022.

What began as freelance web development alongside her agency career gradually evolved into a business with a wider purpose.

Having worked on both the agency and client sides of the industry, Holly experienced how restrictive systems, unclear ownership and difficult supplier relationships can affect businesses.

Those experiences shaped Raccoon Web's commitment to transparency, client ownership and long-term independence.

Today, Holly combines technical development with industry education, sharing practical guidance on agency red flags and developing initiatives designed to improve accountability across the UK web industry.

> "Clients should stay because they want to. *Not because they have to.*"

RACCOON WEB AT A GLANCE

Founder-led. *Independently built.*

From bespoke WordPress systems and CRM integrations to immersive Webflow experiences, built with a commitment to long-term client independence.

SIX-FIGURE

Signed project and retainer agreements.

Signed agreement values, not turnover or revenue.

4+ YEARS

Building Raccoon Web.

2

Projects recognised at the CSS Design Awards.

2025

Formal incorporation of Raccoon Web Ltd.



Supported by specialist expertise.

OUR STORY AND APPROACH

The website shouldn’t be *the thing holding you back.*

Businesses can spend thousands on their online presence, only to discover that maintaining, updating or moving their website is unnecessarily complicated. I’ve worked on projects where outdated systems, difficult handovers and heavy reliance on external developers frustrated the people using them.

I started Raccoon Web in 2022 and grew it from my first client into a business delivering complex technical projects and award-recognised websites. In 2025, I incorporated the business to support its next chapter, without changing the principles behind it.

01

Transparency

Clients understand their technology, their agreements and what they’re paying for.

02

Ownership

Businesses retain meaningful control over their websites, infrastructure and digital assets.

03

Independence

We build flexible, maintainable systems that clients can confidently manage and develop.



Built to be owned. *Not depended on.*

INDUSTRY IMPACT

Why should leaving your agency *feel like a breakup?*

Website ownership

Restrictive platforms

Complicated migrations

Unclear maintenance agreements

Plenty of agency relationships work well. But when ownership, access and agreements aren’t clear from the start, moving on can become harder and more expensive than it should be. Through Raccoon Web, I want to make those decisions easier to understand: what businesses own, what they’re paying for and what a healthy agency relationship looks like.

IN DEVELOPMENT

The State of UK Web Agencies

An independent research project exploring how UK businesses experience working with digital agencies, covering transparency, website control, costs and trust. Findings will be shared once the survey closes, with the aim of turning real experiences into practical guidance and a better-informed conversation about accountability.



SIGNATURE TALK

Your website. *Their rules.*



How to stop being held hostage by your web agency.

A practical, honest look at the website decisions that can lock businesses into expensive or restrictive arrangements, and what founders and marketers can do to protect themselves.

AUDIENCES WALK AWAY KNOWING

01 Five red flags to spot before you hire a web agency.

02 What website ownership actually means.

03 The access rights and agreements to secure from day one.

04 How to spot avoidable technical dependency.

05 How to change agency or migrate with confidence.

Ideal for: founders, business owners, marketing managers and digital teams.

Format: 20 to 30 minute keynote, workshop or webinar.

ADDITIONAL SPEAKING TOPICS

More conversations *worth having.*



01

The real cost of your website

The price tag is only the start. A practical look at how ownership, maintenance and early technical choices shape what a website really costs over its lifetime.

BEST FOR

Business owners, marketing teams and digital decision-makers.

02

Building an agency clients can leave

Why making it easy to leave is the best way to keep clients. An honest founder story about transparency, trust and building without lock-in.

BEST FOR

Creative agencies, entrepreneurs and marketing communities.

03

Building a business while building yourself

Running a technical business while studying computer science. On ambition, self-doubt and backing goals that don’t fit the usual path.

BEST FOR

Women in business, students, founders and early-career professionals.

Available for panels, interviews, webinars, workshops and keynote enquiries.

EXPERT COMMENTARY

Need an expert *perspective?*

Available for expert commentary, written interviews, podcast conversations, panel discussions and editorial contributions.

Need a quote? pr@raccoonweb.co.uk ↗

Digital ownership & consumer education

Who really owns a business website, what happens when you leave an agency, domain and hosting disputes, and red flags to check before signing.

Websites & technology

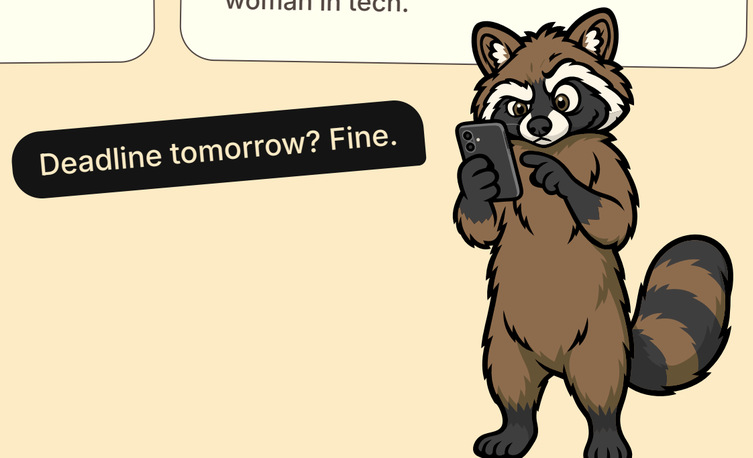
WordPress versus Webflow, why websites become hard to update, accessibility, usability and the true cost of maintenance.

AI & the future of web agencies

What AI-assisted development means for website pricing, quality and agency roles, and where it does and doesn't help.

Entrepreneurship & women in tech

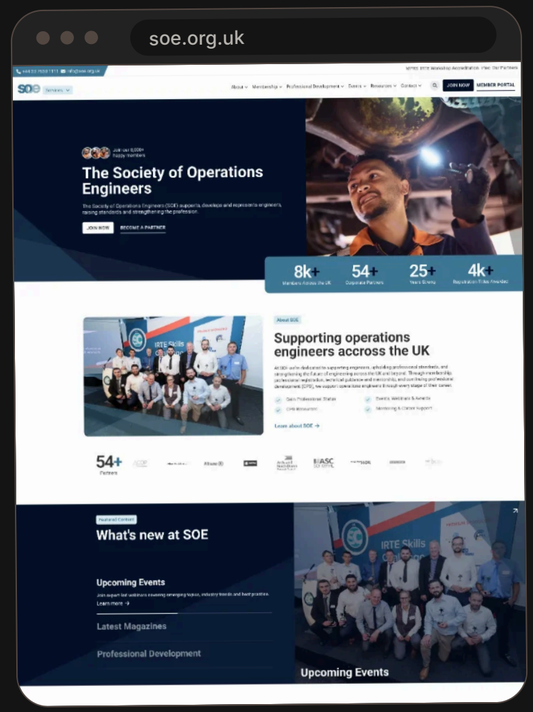
Starting an agency young, learning to code, studying while running a business and building confidence as a woman in tech.



SELECTED PROJECTS

The work behind *the words*.

Technical development, platform migrations, custom integrations, digital strategy and real independence after launch.

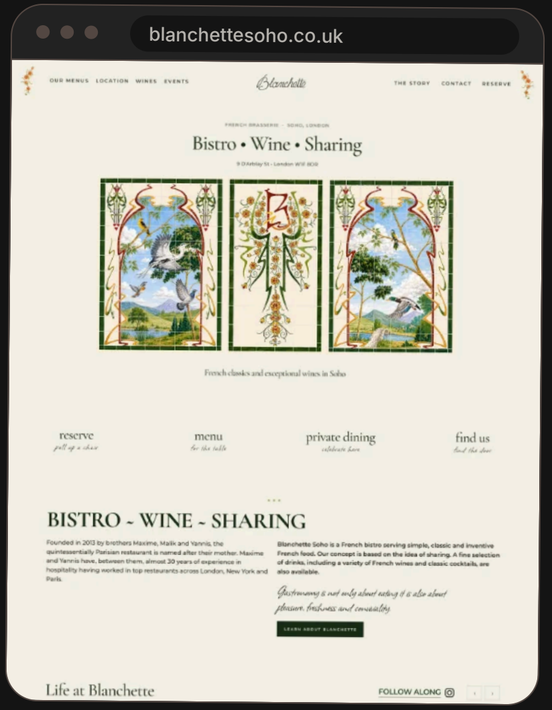


SOCIETY OF OPERATIONS ENGINEERS

A complex platform, rebuilt for greater control.

WordPress with membership functionality, portal improvements and integrations with existing systems.

- Special Kudos
- Best UI Design
- Best UX Design
- Best Innovation



BLANCHETTE SOHO

From outdated to an immersive brand experience.

A Webflow site that captures the restaurant's personality and makes content updates practical.

- Special Kudos
- Best UI Design
- Best UX Design
- Best Innovation

CSS Design Awards, October 2026: each project received Special Kudos, Best UI Design, Best UX Design and Best Innovation. Awarded to Raccoon Web Ltd for the projects.

CAREER HIGHLIGHTS

From code *to company.*



Aug 2022

The beginning

Raccoon Web begins trading under its original brand and takes on its first clients.

2022 to 2024

Developing the business

Building technical experience and delivering websites and bespoke digital projects.

2025

Formal incorporation

Raccoon Web Ltd incorporated in June 2025.

2026

Commercial growth

Six figures in signed project and retainer agreements.

2026

Independent recognition

Blanchette Soho and SOE each receive CSS Design Awards Special Kudos, plus Best UI Design, Best UX Design and Best Innovation.

Next

Industry impact

Developing the State of UK Web Agencies research and expanding speaking, education and community work.

QUOTES & MEDIA

In my *own words.*

Founder-approved statements for editorial use. Available for interviews and commentary on digital ownership, agency transparency, entrepreneurship, technical development and women in technology.

INTERVIEWS, BACKGROUND & PROJECT IMAGERY

pr@raccoonweb.co.uk

"

Clients should stay because they want to. Not because they have to.

"

A website shouldn't be a black box. Businesses deserve to understand what they're investing in.

"

Your website is a business asset. You should be in control of it.

"

Good agency relationships should be built on trust, not dependency.

Let's *talk.*

Whether you need an expert opinion, a podcast guest, a speaker for your next event or a founder with a different perspective on the digital industry, I'd love to hear from you.

PRESS & MEDIA
Interviews, commentary and editorial features.

SPEAKING & EVENTS
Panels, workshops, webinars and keynotes.

COLLABORATIONS
Business, technology, education and community projects.

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