RACCOON WEB

MEDIA SHEET 2026 01 / 02



FOUNDER. SOFTWARE ENGINEER. INDUSTRY ADVOCATE.

Holly *Swinburne.*

Building websites businesses actually own. Challenging the agency practices that make leaving difficult.

MEET HOLLY

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.

CREDENTIALS AT A GLANCE

4+ YEARS

Building Raccoon Web.

SIX-FIGURE

Signed project and retainer agreements.

Signed agreement values, not turnover or revenue.

2 AWARD-RECOGNISED PROJECTS

CSS Design Awards 2026: Special Kudos, Best UI Design, Best UX Design and Best Innovation for Blanchette Soho and the Society of Operations Engineers.

> "Clients should stay because they want to. *Not because they have to.*"
>
> HOLLY SWINBURNE, FOUNDER



There's a *story here.*

Founder experience. Technical expertise. A different perspective on the website agency industry.

01

Why should leaving your web agency feel like a breakup?

From costly website disputes and unexpected invoices to unfinished projects and difficult agency handovers, Holly shares the experiences that made her question how the web industry approaches transparency, ownership and accountability.

02

Building an agency clients are free to leave

A British technology entrepreneur growing an independent UK digital agency around transparency and client ownership, which has secured six figures in signed project and retainer agreements.

IN DEVELOPMENT

03

What UK businesses really experience with web agencies

Holly's State of UK Web Agencies research explores website ownership, costs, agency transparency and trust.

04

Building a business while building yourself

A young female technology entrepreneur balancing computer science, an established independent agency and a second venture empowering ambitious women.

BEYOND THE AGENCY / BUILDING INDUSTRY ACCOUNTABILITY

01 LIVE

Agency Red Flags

Practical educational content helping businesses spot restrictive contracts, unclear ownership, hidden costs and other warning signs.

02 LIVE SINCE 2025

Agency Horror Stories

An ongoing editorial series documenting businesses' experiences with web agencies, from unexpected costs and prolonged development to difficult handovers and restrictive website arrangements.

Each story explores potential warning signs and practical lessons to help businesses make more informed decisions.

Read the stories →

03 IN DEVELOPMENT

State of UK Web Agencies

Original research into client experiences, transparency, website ownership, costs and trust, aiming to produce useful insights and practical guidance.

AVAILABLE FOR COMMENTARY ON

- Website ownership and agency lock-in
- Web design and development
- WordPress, Webflow and digital platforms
- AI and the future of website agencies
- Technical integrations and digital strategy
- Entrepreneurship and women in technology

MEDIA CONTACT

Interviews. Podcasts. Expert commentary. *Founder stories.*

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