

Impact report 2024-2025

Our first year as a certified B Corp

FOREWORD

A year of firsts

This was the year Altitude became a certified B Corp, the first in Plymouth. It formalised something we have always believed: that a small studio can do great work and be a force for good at the same time.

Through the Good Business Fund, our partnership with Path showed what good design can do for a charity, helping its winter appeal become its most successful ever. Behind the scenes, we kept making the everyday choices that matter, from renewable hosting to carbon-offset print.

Thank you to our clients, our partners at Just Enough Brave and everyone who has supported us this year.



Miles Noble, Director, Altitude Design Ltd

86.4

B Impact score

257%

more raised by Path's winter appeal

In October 2024 we became a certified B Corp, the first B Corp certified business in Plymouth.

Certification means we have been independently assessed on how we treat our people, our clients, our community and the planet, and that we have written that commitment into our company's articles.

This report shares what we achieved in our first year.

86.4

B Impact score. 80 qualifies, and the median for ordinary businesses is 50.9.

5%

of our time given every year to social and environmental projects

£30k

of free creative and digital work given through the fund so far



ALTITUDE™

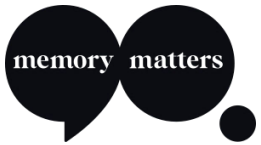
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The Good Business Fund

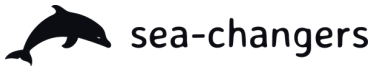
SINCE 2023

Who the fund has helped

We launched the Good Business Fund with our partners Just Enough Brave in 2023, giving free strategic, creative and digital work to charities and social enterprises every year.









path

YEAR TWO

Path

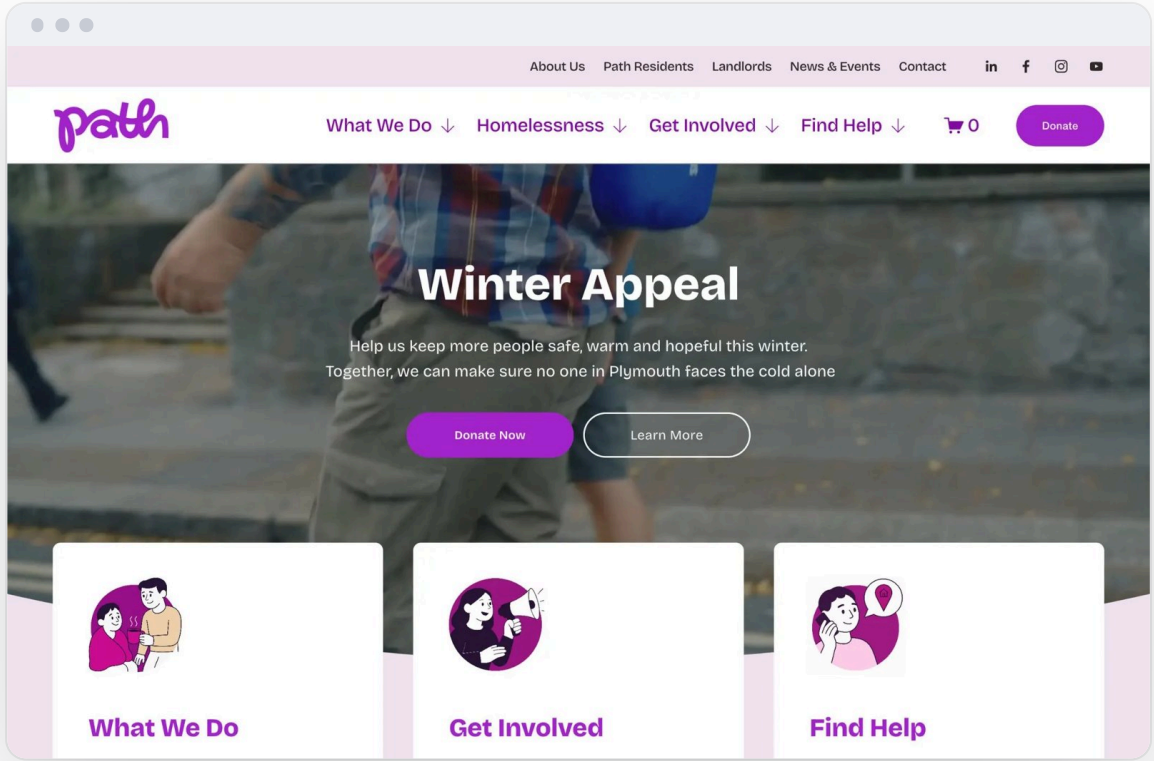
Path has supported people experiencing homelessness in Plymouth for 30 years, but a low profile limited its fundraising.

Through the fund we delivered market research, a new identity and a new website, built mobile first and designed for accessibility.

Its winter appeal became its most successful fundraising campaign to date.

257%
more raised by the winter appeal

100
applications to the fund



PATH

A new identity, from print to the street







YEAR ONE, STILL DELIVERING

Memory Matters

Memory Matters supports people living with dementia across Devon and Cornwall. Through the fund we refreshed its brand, transformed its Moments Café and built a new website with clear donation calls to action.

Over 750 people engaged with its dementia advisor service in a year.

+21%	+7%	750+
café footfall in six months	café profit	people helped

sea-changers

YEAR ONE, STILL DELIVERING

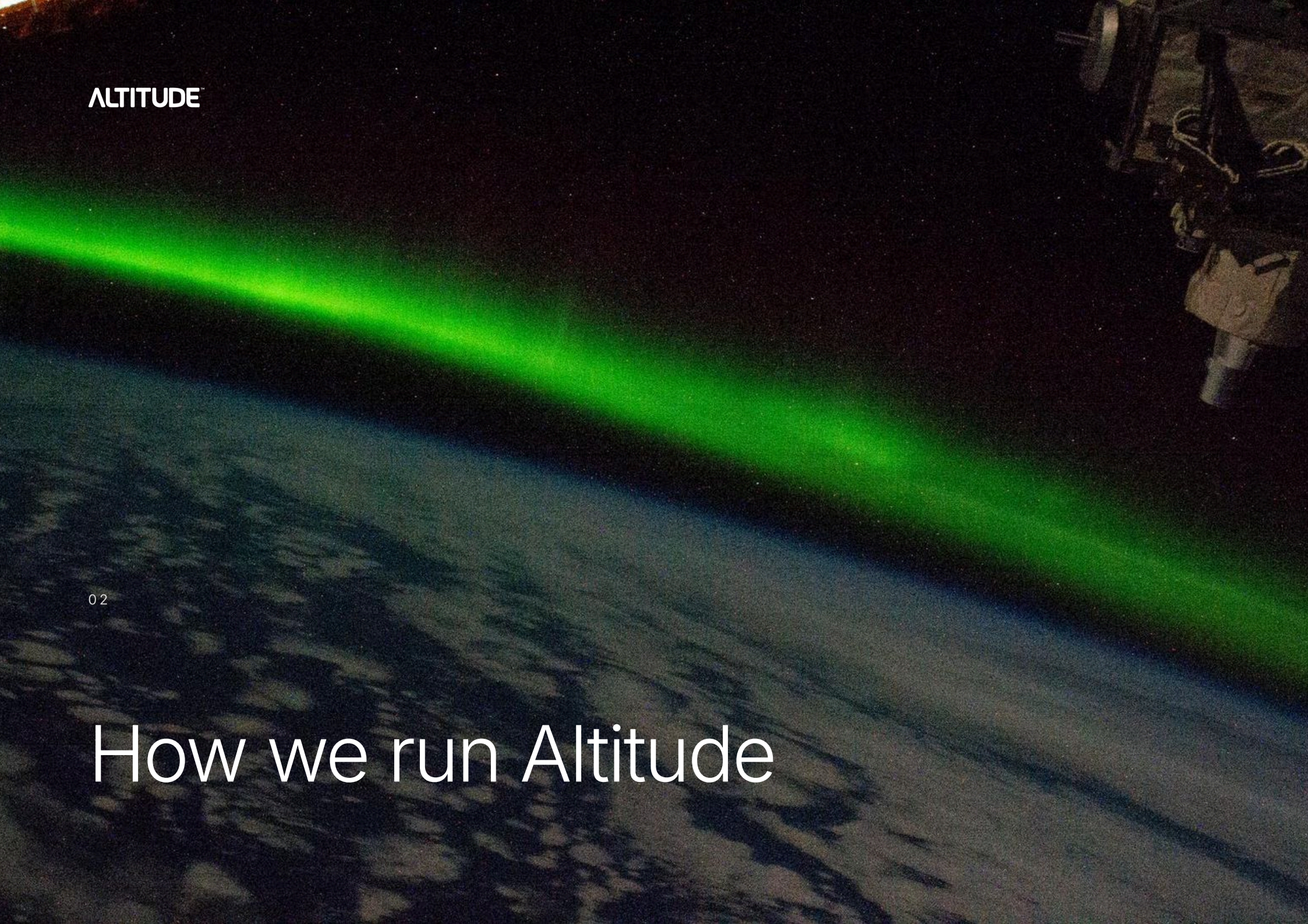
Sea-Changers

Sea-Changers is a UK marine conservation charity that gives grants to marine charities and projects. Through the fund, Just Enough Brave created a digital fundraising deck to help it raise more for the UK's seas.

£297k

raised and given to UK marine projects





ALTITUDE

02

How we run Altitude

OUR BIGGEST EVERYDAY CHOICE

Hosting on 100% renewable energy

Every website we build lives on a server somewhere, running 24 hours a day. That makes hosting one of the biggest parts of our footprint, and our clients' too.

That is why we host every website on Krystal, a UK hosting company whose servers and data centres are powered by 100% renewable energy. Krystal shares our values: it is committed to environmental responsibility, ethical business and outstanding service.

When a client hosts with us, their website runs on clean energy from day one, with no extra effort or cost on their part.



100%

renewable energy powering every site we host

24/7

clean power, every hour of every day

ENVIRONMENT AND GOVERNANCE

Everyday commitments: the planet

Renewable hosting

Every website we host runs on Krystal, powered by 100% renewable energy.

Carbon-offset print

All our print goes through WithPrint, on FSC-certified stock, with every job carbon offset.

Meet online first

Most meetings happen on Google Meet. When we travel, we use public transport or our electric car.

Future Plymouth 2030

We support Future Plymouth 2030, helping the city plan for a lower-carbon future.

Pensions that do good

Our company pensions are invested in funds that put people and the planet first.

Recertification

We are on the journey to recertify as a B Corp at the end of 2027.

PEOPLE AND COMMUNITY

Everyday commitments: people



Charities we support

Alongside the fund, we support local charities including Path and Mind.



The next generation

We support Arts University Plymouth and the University of Plymouth, mentoring their students.



Local and collaborative

We use local suppliers wherever we can, because we believe in collaboration.



Accessible by design

We build to WCAG accessibility standards, so our websites work for everyone.



Listening to clients

We ask every client for feedback and act on it. Satisfaction stays consistently high.



Tools for climate decisions

Our climate tools help public bodies weigh up impact before decisions are made.



The Altitude studio at Mount Wise House, Plymouth

ROOTED IN PLYMOUTH

Our community

We believe strong communities are built through collaboration, education and support, and we take an active part in ours.

Future Plymouth 2030: we are proud supporters of Future Plymouth 2030, bringing people together to plan a sustainable, lower-carbon future for the city.

Charities: alongside the Good Business Fund, we support local charities including Path and Mind.

Local suppliers: we choose local suppliers wherever we can. We believe in the power of community partnerships, and in keeping money in the local economy.

The next generation: we welcome students into the studio, to inspire and guide the next generation of creative talent.

WORK WITH IMPACT

Tools for climate decisions

The Climate Impact Assessment tool we built for Plymouth City Council lets officers score a proposal's climate impact, see it as a colour-coded wheel and export a report for councillors.

We have since built sustainability tools for Devon and Cornwall Police and Dorset Police, and Devon and Somerset Fire and Rescue became the second public service to commission our climate tool.



70

assessments in year one

53

council officers using it

PLYMOUTH CITY COUNCIL

Devon & Cornwall POLICE

DEVON & SOMERSET FIRE & RESCUE SERVICE



The Altitude studio, Mount Wise House

CLIENT FEEDBACK

Listening

Client feedback is at the heart of how we improve. We ask every client for feedback at the end of each project and use it to refine how we work.

Client satisfaction stayed consistently high this year.

What we did with it:

We kept offering training to every client at launch, after clients told us how much it helped, so they can update their own websites with confidence.

We kept meetings online by default, while making time to meet in person when a project genuinely benefits.

LISTENING

What our clients said

“Altitude were brilliant to work with. They really took the time to listen and understand our charity, which was so important given the breadth and complexity of what we do. They combined creativity and expertise with a very down-to-earth approach, which made the whole process genuinely enjoyable and fun. Our new website exceeded our expectations. We really couldn’t have asked for more!”

Victoria Allen, Path

“Altitude made everything incredibly easy for us. They took the time to understand our needs and vision.”

Kate Smith, Memory Matters

Becoming a B Corp was a milestone, but it is just the beginning.

In the year ahead we will open the Good Business Fund to more charities than ever, keep investing in young designers, and keep making choices that reduce our footprint.

We want to inspire other businesses to join us. True progress happens when we work together.

86.4

our B Impact score, and the bar we will keep raising



ALTITUDE

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