

Impact report 2025-2026

A year of national recognition

FOREWORD

Recognised nationally

Being shortlisted for the Positive Impact Award at the SME National Business Awards, alongside our partners Just Enough Brave, was a proud moment for a small Plymouth studio. It is recognition for every charity we have worked with through the Good Business Fund.

More than 250 charities and social enterprises applied to the fund this year. We could only fully support two, which is a reminder of how much need there is, and why we keep doing this.

This was also the year Nakia joined us, giving a young designer a real start in the industry. Thank you to everyone who has been part of it.



Miles Noble, Director, Altitude Design Ltd

251

applications to the fund

£45k+

of free work given so far

ALTITUDE™

RECOGNITION

SME® NATIONAL Business Awards 2026

SME NATIONAL BUSINESS AWARDS 2026

Shortlisted for the Positive Impact Award

Together with our partners Just Enough Brave, we were shortlisted nationally for the Positive Impact Award, recognising the Good Business Fund and more than £45,000 of free creative and digital work given to charities and social enterprises.

Our second year as a B Corp brought national recognition, and record demand for the Good Business Fund.

With our partners Just Enough Brave, we were shortlisted nationally for the Positive Impact Award at the SME National Business Awards 2026.

We kept working to run Altitude in a way that puts people and the planet first.

251

applications to the fund, up 151%

£45k+

of free work given since the fund began

5%

of our time given to social and environmental projects



ALTITUDE

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The Good Business Fund

SINCE 2023

Who the fund has helped

More than 250 charities and social enterprises applied this year. With limited time available, we fully supported two new projects, alongside our earlier partners.

YEAR THREE

Arran UNESCO Global Geopark

In April 2025 the Isle of Arran became the UK's tenth UNESCO Global Geopark.

Through the fund we began an ongoing programme of website development, helping the Geopark share 600 million years of Earth's history with visitors and the island community.



Hutton's Unconformity, Isle of Arran



YEAR THREE

ACP Group

The Ashiana Community Project is a Birmingham charity that has worked to reduce inequality in its community since 1996, with advice, domestic abuse support, wellbeing services and community arts.

Through the fund we started a rebrand and a new website, to help ACP reach more of the people who need it.

Charities that apply but are not chosen can still work with us at a 15% discount.



People and community

THE NEXT GENERATION

Nakia Lucas-Culverwell

In October 2025 we took on Nakia Lucas-Culverwell as an intern, giving a young designer a real start in the industry. Nakia is still with us today.

We also support Arts University Plymouth and the University of Plymouth, mentoring their students and welcoming them into the studio.

ARTS UNIVERSITY PLYMOUTH

UNIVERSITY OF PLYMOUTH



Nakia collecting her award at the Plymouth Design Forum. Photo: Dave Rowswell



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.

Collaboration: many of our best projects are shared with partners in Plymouth and beyond, including Just Enough Brave and Tetley & Partners.



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.

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

We ask every client for feedback at the end of each project, and client satisfaction stayed consistently high this year.

Charity clients in particular told us how much they valued being listened to, and our suggestions to make their sites more accessible.

What we did with it:

We made accessibility reviews a standard part of every charity project.

We kept offering training to every client at launch, so they can run their own websites with confidence.

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

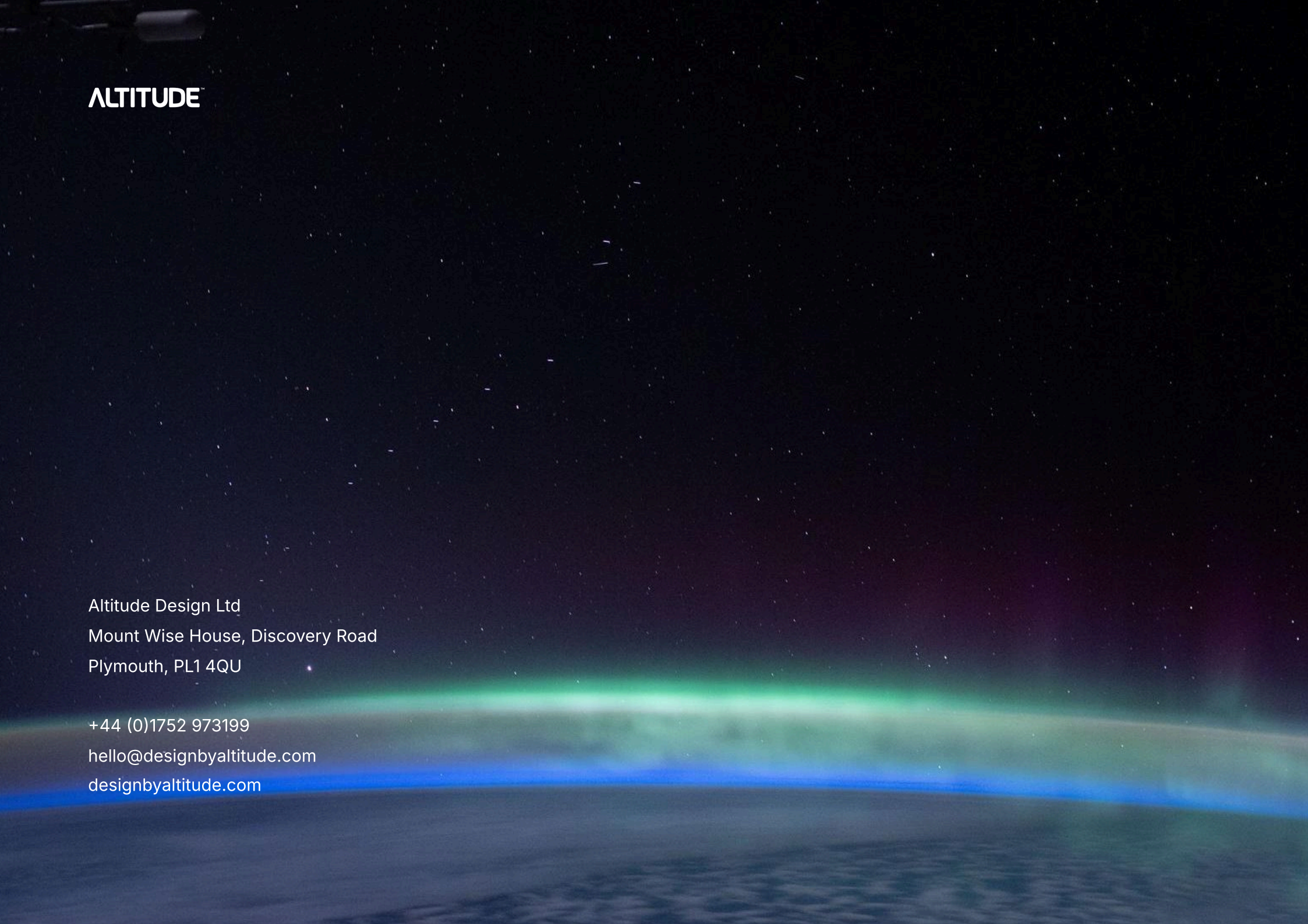
“Altitude recently helped Sea-Changers to review its homepage, and came up with some great ideas to make it more impactful and accessible.”

Rachel Lopata, Sea-Changers

We are now on the journey to B Corp recertification at the end of 2027.

Recertification will be assessed against B Lab’s new standards. We believe in the B Corp movement and we are already working towards it.

Next year we will keep investing in young designers, keep the Good Business Fund growing, and keep finding ways to reduce our footprint.



ALTITUDE

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