



CHAOS IMPACT REPORT 2024

chaosTM

GREATER IMPACT PEOPLE. PLANET. COMMUNITY.

For over 22 years, we've believed design is about more than just aesthetics; it's about creating positive and effective change for our team, clients, community, and the planet. I'm thrilled to share our first Impact Report, capturing our commitment to this mission and the progress we've made.

This report is one of many positive steps accelerated by our B Corp journey. It's been an intense and exciting year, reaffirming that we're on the right path.

I hope you enjoy this snapshot of where we stand today. Ethical practices and meaningful impact have always been at the heart of Chaos, and this process has been a rewarding way to reflect on our ongoing efforts. Of course, the work is never done.

As the saying goes, if nothing ever changed, there'd be no butterflies.

**Peter Campbell,
Creative Founder**

chaos

WHO WE ARE

We're an independent creative branding and communications agency that believes in blending creativity with responsibility.

Profit isn't our only goal. Ethical practices and meaningful impact are core to our DNA. This is what drives us and connects us to our team, clients, suppliers, and partners. It's also what we look for in new hires and how we measure our success.

We're naturally **enthusiastic** people, **agile** in what we do and a great **collaborative** partner for our clients seeking effective change. We're not egotistical like some agencies, just a close community of friendly professionals who are genuine and still have fun along the way.

DRIVEN BY PURPOSE

OUR PURPOSE

To create meaningful change for our clients, our people and our local community. **Maximising the impact of what we do** while minimising the impact on the world around us.

HOW WE ACHIEVE OUR PURPOSE

Chaos Thinking: We blend strategy, creativity, tech, and tactical thinking. Ideas can come from anyone, at any time.

Client-focused: We protect client interests by changing perceptions and behaviours through distinctive or disruptive branding and creative communications.

Supportive environment: We nurture an inclusive environment where our team can thrive and deliver their best work.

Giving back: We dedicate time and energy to causes that matter to our people and community whilst also investing in the future of the creative industry.

Selective partnerships: As a boutique UK agency with global reach, we carefully choose clients who align with our values and consider their environmental impact.

GREATER IMPACT ON OUR PEOPLE

We aim to create a workplace where everyone feels welcome, respected, valued, and empowered to contribute and thrive.

OUR PEOPLE DIVERSITY, EQUITY & INCLUSION

We celebrate our differences and focus on what each person brings to the team. We do our best work when every voice is heard, and every idea matters.



One way we've embraced AI is by using gender decoder tools to spot potential bias in recruitment materials. It's been incredibly helpful as we strive to improve.

RUTH BERRY-CUDMORE,
MD / CLIENT ENTHUSIAST



I can genuinely be myself here, always with acceptance and never with judgment.

SARAH CUPITT,
DESIGN DIRECTOR

OUR PEOPLE DIVERSITY, EQUITY & INCLUSION



0%

GENDER PAY GAP AT ALL LEVELS

240

HOURS INVESTED IN E&D TRAINING THIS YEAR

100%

BIAS REVIEW OF JOB ADS/ DESCRIPTIONS AND CVS

10 YEARS

AVERAGE EMPLOYEE TENURE

X4

EMPLOYEES ARE NOW TQUK LEVEL 2 EQUALITY & DIVERSITY QUALIFIED

100%

OF EMPLOYEES PROUD TO WORK AT CHAOS (2024 PEOPLE SURVEY)

OUR PEOPLE MENTAL HEALTH & WELLBEING

We're glad mental health is an open topic today. At Chaos, we work hard to **keep stress low, spirits high, and support accessible whenever needed**. Our team tells us the resources we provide are reassuring, and as we currently continue hybrid working, we'll **keep reassessing** to ensure support remains effective.

94%

of our people believe Chaos genuinely cares about their wellbeing, inside and outside of work.

(2024 PEOPLE SURVEY)

TRAINED SUPPORT

We introduced a dedicated Mental Health First Aider, trained to offer support, guidance, and a listening ear.

ACCESSIBLE RESOURCES

Employees have continued access to mental health tools, including Headspace, now a paid benefit for all.

ACTIVE WELLBEING

We subsidise wellness programs and host active social events like the Runch Club and agency walks.

RECHARGING SABBATICALS

We now offer up to a year of sabbatical leave for personal growth, skill development, or self-reflection, with full support and a role waiting upon return.

PICK-ME-UPS

Whether it's bacon sarnies, croissants or ice creams, we know the power of small treats to boost morale. Throughout the year we have offered pick me ups or home deliveries – chocolate at Easter and burgers during the summer.



Being part of Chaos is like being part of a trusted family through the highs and lows.



KIRSTY BURDIS
SENIOR ACCOUNT DIRECTOR

chaos

OUR PEOPLE PHYSICAL & SOCIAL WELLBEING

We promote a **balanced approach to physical activity, social interaction, and flexible working arrangements** to enhance overall wellbeing.



The flexibility that colleagues have with childcare and extracurricular activities is amazing. Management are always so understanding and accommodating.



ANDREW DIDENKO
SENIOR ACCOUNT DIRECTOR

HYBRID WORKING

The hybrid working model was formalised to provide a balance between in-person collaboration and the flexibility to work remotely, where client commitments allow. Currently we ask everyone to work in the office at least two days a week, but the office is open every day for those who want to come in.

SUPER SUMMERS

During the summer months of July and August, Chaos has introduced early 4pm finishes, allowing team members more time to enjoy outdoor activities and spend time with family and friends.

WHATSAPP WELLBEING

Our newly introduced People Value Proposition clarifies that participation in all-agency WhatsApp chats is optional, with no expectation to engage outside of work hours.

TEAM SOCIALS

Over the year, 23 agency social events were organised, with all team members attending at least twelve. Activities ranged from agency walks and axe throwing to graffiti-making sessions and a long-awaited Chaos 20 year anniversary in Paris.

OUR PEOPLE PROFESSIONAL WELLBEING

We are committed to fostering an environment where **professional growth and career development are integral to the employee experience.**

94% 495HRS

of our people reported feeling confident in requesting training and event attendance to enhance their knowledge.

(2024 PEOPLE SURVEY)

This year we dedicated almost 500 hours into training and upskilling the Chaos team.

LIFE AT CHAOS

A **People Value Proposition** was developed and shared, ensuring all team members are aware of the full range of support available within the agency.

ANNUAL PEOPLE SURVEY

An annual survey was introduced, providing an opportunity for employees to contribute feedback on various aspects of agency life, including their role, team dynamics, health and wellbeing, and areas beyond their immediate responsibilities.

CAREER DEVELOPMENT

Chaos achieved 100% coverage in the annual employee review process. This includes in-depth discussions about career ambitions, with written guidance provided to support progression and professional growth.

TRAINING & UPSKILLING

Recognising the importance of continuous learning, all employees have access to a dedicated training budget. This allows individuals to upskill, stay updated on industry trends, and explore new areas of development, fully supported by the agency.

OUR PEOPLE FINANCIAL WELLBEING

We are dedicated to ensuring that financial wellbeing is an **integral part of the overall employee experience**, with fair compensation and recognition for contributions.

ANNUAL BONUS

For the 22nd consecutive year, Chaos distributed a bonus pool equally among all employees, adjusted for working hours, and based on year-end financial results.

SERVICE BONUSES

Employees who reach five years of service receive a £500 tax-free loyalty bonus, with an additional £500 for every subsequent five-year milestone. This recognises long-term commitment and fosters loyalty within the team.

FAIR PAY

Annual salary reviews are conducted to ensure compensation aligns with industry standards, using the Design Business Association (DBA) as a benchmark. Chaos strives not only to match but exceed industry averages where possible, recognising the value and expertise each team member brings.

ENHANCED MATERNITY PAY

In addition to standard maternity and paternity allowances, Chaos offers discretionary top-ups at the Managing Director's discretion, providing additional financial support during important family milestones.

OVERTIME RECOGNITION

While Chaos doesn't promote a culture of overwork, occasional overtime is acknowledged. Employees working beyond 7pm. are compensated with either time in lieu or overtime payment. Additionally, complimentary food and beverages are available for those working late at the office, ensuring their efforts are appreciated.

GREATER IMPACT ON OUR PLANET

We strive to be a sustainable business taking proactive action to minimise the environmental impact of our activities and services, and champion sustainable practices.

OUR PLANET

REDUCING OUR CARBON FOOTPRINT

We take our responsibility to **protect our local and global environment** seriously because it matters to us personally.

CARBON REDUCTION PLAN

Chaos is committed to achieving Net Zero by 2050. Due to 2023 being the first year we have measured our CO₂ emissions, our Baseline Year is 16.52 of Total Emissions.

Chaos is committed to achieving Net Zero by 2050 as part of our dedication to combating climate change. In 2023, we completed our first measurement of CO₂ emissions, establishing a baseline of 16.52 tonnes of total emissions. This baseline year serves as a critical starting point for our carbon reduction strategy, enabling us to set measurable targets and track our progress.

Where possible, we will implement actionable measures to reduce emissions across our operations, focusing on energy efficiency, sustainable procurement, and waste minimisation. Our plan will be reviewed regularly to ensure alignment with best practices and evolving sustainability standards, reinforcing our commitment to a greener future.

WFH POLICY

As part of our commitment to reducing greenhouse gas emissions, we have established a sustainable remote working policy that incorporates energy use, waste management, and ethical consumption for all employees working from home. Employees are required to measure and report their carbon consumption quarterly. Data collected is integrated into our overarching carbon impact reporting.

Our policy emphasises energy efficiency through simple practices such as using natural light, reducing screen brightness, and switching off devices when not in use. Employees are also encouraged to avoid unnecessary printing, and make environmentally conscious purchasing decisions. Waste management, including proper recycling and secure disposal of confidential materials, is an integral part of our approach. Senior management oversees the implementation of these practices, ensuring all employees contribute to our sustainability goals.

OUR PLANET

REDUCING OUR CARBON FOOTPRINT

MORE SUSTAINABLE PREMISES

This year we moved from our offices on Guildford High Street. For us it no longer delivered what we needed. It didn't align with our sustainable commitments. All windows were single glazed. Also re accessibility it wasn't inclusive – no lifts.

The Boathouse currently hits all the right Chaos notes: well-connected, full of riverside soul and Scandi vibes, with sustainability obvious in every design decision.

ENERGY

- Quooker taps instead of kettles to reduce energy and water consumption.
- Heating and cooling via a heat pump.
- No gas at all on the premises.
- LED lighting. Solar panels.
- Energy efficient appliances.

MATERIALS

- No single use plastic cups or cutlery.
- Environment-friendly building materials, paints and finishes.
- Upcycled furniture where possible.
- All staff have committed to avoid printing, unless absolutely necessary.

HEALTH

- Plants throughout the building and workspaces.
- Bat and bird boxes in the garden.
- Bike racks.

WASTE

- Separated waste for recycling, including food waste.
- Zero landfill local waste disposal supplier.
- The Boathouse raises the bar on sustainable standards and supports our sustainable ways of working. From this baseline, we'll keep working with The Boathouse and on our policies, communication and monitoring to challenge ourselves and do more.

GREATER IMPACT ON OUR COMMUNITY

We want to be a proactive force for good in our local, professional and personal communities.

OUR COMMUNITY GIVING FORWARD

At Chaos, our commitment to making a difference is personal. **We invest in what truly matters to our people**, whether it's the charities they champion or causes that hit close to home. And it's not just about us. We support causes our clients hold near and dear, as well as giving back to the place we've proudly called home for over 20 years.

4.25%

is our Net Percentage of Turnover dedicated to pro-bono and discounted time accounted for in 2023-2024.

0.2%

of annual revenue donated

CHARITABLE GIVING

This year we updated our People Value Proposition to make sure all team members old and new know about our charitable giving policies, including donation matching and the team selecting our agency causes. This year we were proud to have made the following donations:

- 5 donations to local community causes selected by the team, including local schools, the Hallow Project supporting young adults with learning disabilities and the Shooting Star Children's Chase Hospice Christmas gift campaign.
- 5 donations to support team and client causes, including marathons run for Macmillan Cancer Research and the Alzheimer's Society, and emergency relief campaigns for Ukraine and the Turkish earthquake.

PRO-BONO + NOT FOR PROFIT

Our ethos of doing good doesn't stop when the workday begins. Our creative efforts have made a meaningful impact over the years on organisations such as Asthma UK, UNHCR (the UN Refugee Agency), Breast Cancer, NHS, and the Everyman Appeal – all at reduced rates or pro-bono. For not-for profit or purpose led clients, we provide 20% discount on all our services. This year we were proud to have provided pro-bono or discounted support to:

- Guildford Action
- Royal Artillery
- Horsley Wheel of Care
- Friends of Wood Street Infant School
- Australasian Centre for Corporate Responsibility
- TAAN agency network
- Lightwater RFC
- Cash Matters
- Zenergi

OUR COMMUNITY GIVING FORWARD

PRO-BONO COMMITMENT

Our target is to commit to donate the equivalent of 5% or more of our time through pro-bono services each year, to support charitable organisations, NGO's, not-for-profits, purpose led organisations and those in need.

Any unallocated pro bono time donation that remains following the audit of our end of year accounts will be added to the next year if any shortfall exists.

LOCAL PURCHASING

We have updated our purchasing policy to include a preference for purchasing from local suppliers where possible.

73%

This year 73% of our outside costs were spent with local suppliers

VOLUNTEERING

We want to help amplify our impact. That's why we introduced a volunteering policy. We annually commit at least one day per person to volunteer collectively or individually to causes which have a positive impact on our local community. From planting trees in the Surrey Hills to litter picking along the river or supporting the local food bank. It's good to get out and help out. This year we have dedicated beyond our commitment:

- 14 volunteer days to plant trees with the Surrey Hills Society
- 200 hours volunteering at Cobham Food Bank
- 8 volunteer days with Zero Carbon Guildford, collecting litter along the River Wey
- 100 hours volunteering our time to schools and students looking to enhance their education and skills in the creative industry.

“

We create meaningful and effective change by giving back to causes close to the hearts of our people and our community – and dedicating time and energy to the future of the creative industry we love. ”

PETER CAMPBELL
CREATIVE FOUNDER
CHAOS

“

I just wanted to say thank you so much to you and the team for all your hedge planting efforts last week. We really enjoyed having you and I hope you guys had a good day! ”

CHRISTA EMMETT
PROJECT AND VOLUNTEER COORDINATOR
SURREY HILLS SOCIETY

As we look to the future,
our commitment to making
a positive impact remains
stronger than ever.

This report is just the beginning,
and we're excited to continue
pushing boundaries and evolving
for the benefit of our people,
our community, and the planet.

IF NOTHING
EVER CHANGED,
THERE'D BE NO
BUTTERFLIES