

ALTITUDE™

Impact report 2023–2024



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The Good Stuff

At our company, we've taken significant steps to ensure that our impact on people and the planet is as important as our financial success. In 2024, we embarked on the journey to become a certified B Corp, joining a global community of over 8,300 businesses in 96 countries that are committed to using business as a force for good. The B Corp vision is for companies to not only be the best in the world at what they do but also the best for the world.

To reinforce this commitment, we've amended our Articles of Association. This legal change ensures that our business objectives extend beyond profit to include social and environmental good.

By embedding these principles into our company structure, we've made an irreversible pledge to consider our impact both now and in the future.

In this report, we're excited to share what we've achieved over the past financial year. We believe it's possible to do 'good' while doing good business, and this report will demonstrate our transparency, accountability, and dedication to continuous improvement.

Miles Noble

Director



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Our revised mission

As part of our B Corp submission, we took the opportunity to refine our company mission to align more closely with our future vision as a design agency. Our mission reflects our belief that good design can also do good.

At Altitude, we harness our award-winning creativity as a force for positive change, operating as a purposefully small agency that puts people and the planet first. We value the quality of our client relationships over profit, and we seek to collaborate with organisations that share our values. The projects that truly make a difference are what drive us each day.

In support of this mission, every year we commit at least 5% of Altitude's time to environmental and social projects through pro-bono work, dedicating our time and creative energy to causes that matter.



Hosting on 100% renewable energy

As part of our ongoing commitment to sustainability and ethical business practices, we are proud to announce that we have successfully migrated all of our websites to Krystal.io, a hosting provider known for its dedication to environmental responsibility.

Krystal.io powers its servers and data centers with 100% renewable energy, significantly reducing the carbon footprint associated with our digital operations. Their strong commitment to sustainability, coupled with ethical business practices and exceptional service, makes them an ideal partner as we continue to align our operations with our B-Corp principles.

This migration represents a significant step toward reducing our environmental impact and supporting the global transition to renewable energy.

It's more than just a technical upgrade; it's a reaffirmation of our dedication to integrating sustainability into every aspect of our business. We believe that every decision we make should reflect our values, and moving to Krystal.io is a clear example of our commitment to operating as a force for good.

As we continue to grow, we remain focused on making choices that contribute positively to the world around us.



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Carbon free print

We maintained our partnership with WithPrint to ensure that all our print work meets the highest ethical standards, using FSC-certified, recycled, and recyclable materials. Like us, WithPrint is committed to sustainability; offsetting the carbon footprint of their entire process—from printing to delivery—by planting trees through the Woodland Trust.

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Good Business Fund

We launched The Good Business Fund in 2023 and together with Just Enough Brave we've offered at least 5% of our time to three organisations demonstrating their contribution to environmental sustainability and social good.

Sal's Shoes: An incredible charity that has distributed over 5 million pairs of pre-loved shoes to individuals in need both globally and locally, making a significant difference in countless lives.

Memory Matters: A Plymouth-based social enterprise dedicated to enhancing the quality of life for people living with dementia in the city, providing vital support and services to those affected by this condition.

Sea Changers: A UK marine conservation charity that offers grants to marine charities and non-profits, supporting crucial conservation and research projects. To date, Sea Changers has awarded over £297,000 in grants, contributing significantly to the protection of our marine environments.



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Zoom first

We revised our travel policy for meetings, opting to meet clients in person only when absolutely necessary. When travel is required, we prioritise using public transport or our electric car. The majority of our meetings have been conducted virtually, with most of our "zooming" done on Zoom.



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Our community

At Altitude, we believe that strong communities are built through collaboration, education, and support. Our commitment to these principles drives us to actively engage with and contribute to our local community in meaningful ways.

Local Collaboration: We prioritise working with local suppliers, firmly believing in the power of community partnerships. As early advocates of this approach, we take pride in leading the way in our area.

Educational Opportunities: We invest in the future by offering work placements to school children and internships to students from the University of Plymouth and University of Arts Plymouth. By doing so, we help nurture the next generation of creative talent.

Future Plymouth 2030: As proud hosts and sponsors of the Future Plymouth 2030 initiative, we are at the forefront of discussions about sustainable development and carbon reduction. This initiative is focused on equipping our city with the tools and strategies needed for a sustainable future.

Volunteering: Our team continues to volunteer with St John Ambulance, a vital charity that saves lives and supports community well-being. As leaders in workplace training, first aid, and event services, their mission aligns with our values, and we are honored to support their efforts.

Charity: Our charity of choice, Macmillan Cancer Support, provides essential assistance to those affected by cancer. We are dedicated to regularly supporting their mission, ensuring that help is available when it's needed most.



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Listening

At Altitude, client feedback is at the heart of our continuous improvement. We regularly seek input from our clients to ensure we're meeting their needs and exceeding their expectations. Here's an overview of how we've used their feedback to enhance our services from 2023 to 2024.

Key Improvements:

- **Increased Overall Satisfaction:** In 2024, we achieved a perfect score in overall service satisfaction, reflecting that our clients are more pleased with our service and processes than ever before.
- **Enhanced Email Communication:** Feedback on our email communication showed marked improvement, indicating that clients found our email interactions more effective and responsive in 2024.

Areas for Continued Focus:

- **Meeting Satisfaction:** While overall satisfaction improved, there was a slight dip in satisfaction related to meetings. Some clients expressed a preference for in-person meetings, which we've limited in favor of our environmental commitments. We recognise this concern and will continue to balance client preferences with our sustainability goals.
- **Final Website Satisfaction:** Although satisfaction with final website deliveries remains high, one piece of feedback indicated a slight decrease, from 5/5 to 4/5. We've identified the client and are taking steps to address their specific concerns to ensure we maintain our high standards.
- **Training Sessions:** In response to feedback from 2023, we made training available to all clients in 2024. This effort was well-received, and we will continue to offer comprehensive training as part of our services moving forward.

A background image of the Space Shuttle Columbia during launch, viewed from a low angle looking up. The shuttle is white with orange and black external tank and solid rocket boosters. The orbiter is attached to the tank. The shuttle is angled upwards towards the top right of the frame. The background is a dark blue sky with some light clouds. The shuttle's nose and cockpit are visible at the top right. The main body of the shuttle is in the center, and the boosters are on the sides. The orbiter is at the bottom, with its wings and tail visible. The shuttle is surrounded by a large plume of white smoke and fire from the engines.

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Looking ahead

As we move into 2024-2025, our commitment to social and environmental responsibility remains stronger than ever. Our journey toward achieving official B-Corp status is a key focus, and we're determined to meet the rigorous standards that come with this certification. This milestone will be a testament to our dedication to using business as a force for good, but it's just the beginning.

Our goal is not only to excel in our own practices but also to inspire and encourage other businesses to join us on this path. We believe that true progress is made when we work together, creating a collective impact that extends far beyond our own efforts.

We're proud of the strides we've made, from increasing client satisfaction to enhancing our environmental practices. However, we recognise that our work is never truly done. We will continue to refine our processes, listen to our clients, and push the boundaries of what it means to be a responsible business.

We're excited about what lies ahead and remain unwavering in our commitment to creating a lasting impact. The journey continues, and we're just getting started.

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Mount Wise House
Discovery Road
Plymouth, PL1 4QU

+44 (0)1752 973199
hello@designbyaltitude.com