

A·SIDE

Certified



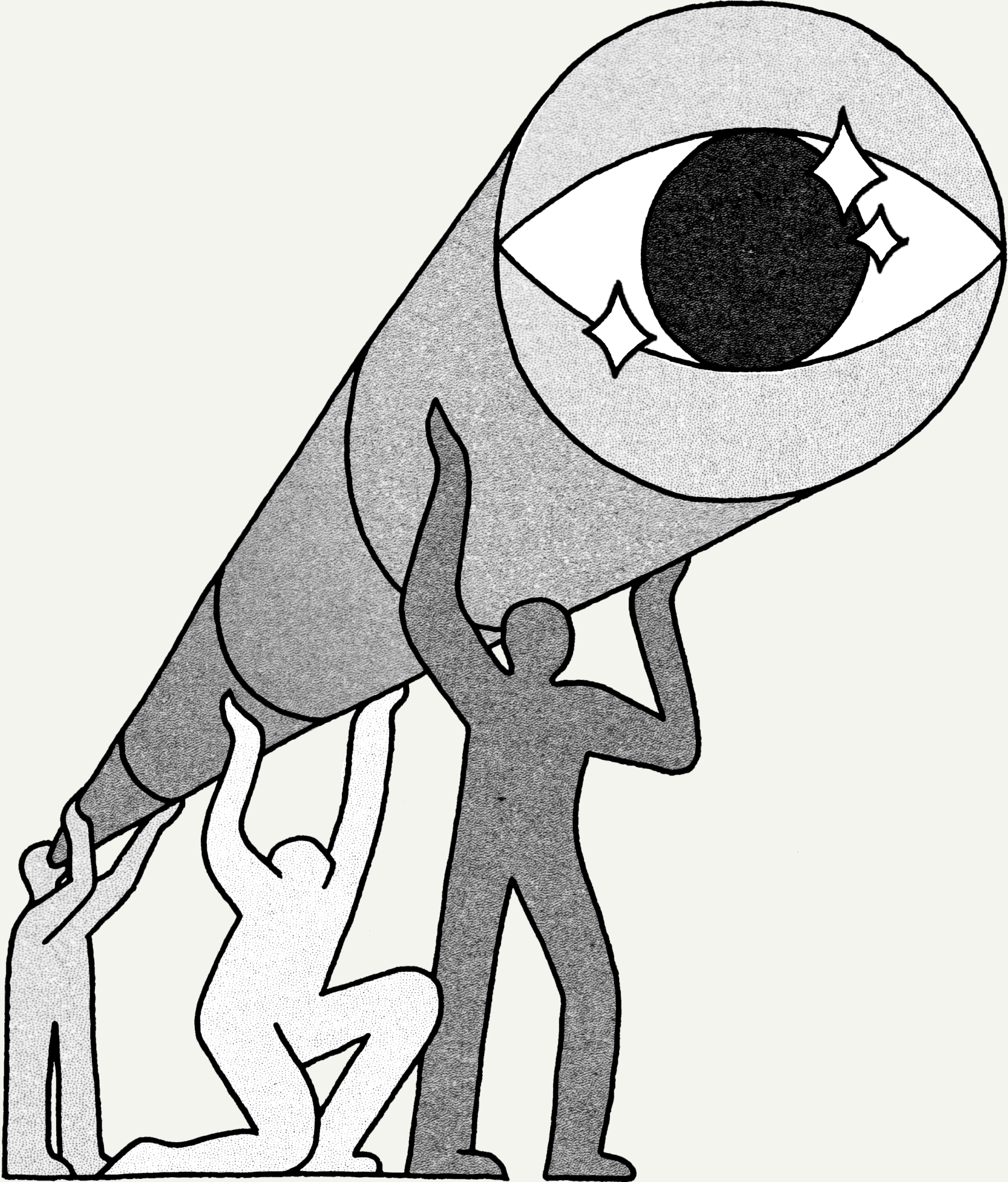
Corporation

Impact Report 2024-26

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Introduction



In 2024/5 we focused on our B-Corp recertification, increasing our overall score significantly. Following this commitment, we were subsequently unable to dedicate time to our 2024/5 impact report, and so we have taken a broader approach this year, looking at 2024-26 as a whole. This has given us a broader perspective on our longer term goals and impact, and we've maintained our commitment to continuous improvement across all areas of our work. Crucially, our roots in the region have remained strong, with 74% of our turnover coming directly from clients based in the South-West during this period. This strong local focus reflects our continued dedication to our regional community and local economy.

Beyond our core business, our studio made a substantial pro-bono impact. Our largest contribution was through gifted design time towards supporting the River Action organisation in two key projects. By dedicating our expertise to amplifying the message of these vital environmental causes, we leveraged our skills to make a meaningful difference.

Our B-Corp Score

A-Side qualified as a B-Corp in 2022 with a score of 83.3. In 2025 we completed the rigorous recertification process, with an increased final score of 90.5. In collaboration with our team, we have set ourselves some fresh goals for the year ahead, and look forward to meeting the challenge of creating even more positive impact through our work.

90.5 + 7.2

We've separated our efforts and achievements into five categories*, sharing what got us here, how far we've come, and what's still to come on this journey.



Governance

Score 17.3

+ 3.5



Governance defines how we make decisions as a business and how we manage our projects and profit. This section provides an overview of our governance focus over the past two years, which has primarily been about finding a more ethical banking solution in line with our own values.

What we said we'd do

Move our finances to an ethical banking choice.

Make our Impact Report available to all, via our website.

What we did



Ethical banking — we moved our accounts from Santander to Allica Bank, which focuses on established UK SMEs and excludes environmentally harmful sectors from its business banking offer. This is a step in the right direction.

To ensure transparency for our customers and community, we have designed this Impact Report and made it available to all via our website.

We maintain our commitment to the Nest Ethical Fund for our pensions.

In 2025, we entered into the DBA Design Effectiveness Awards* to reach new customers with impact-driven projects.

*our project for Cornish Bakery won a Bronze Award

Workers

Score 30.7

+ 5.2



This section is all about our team: our studio culture, work/life balance and overall happiness at work.

What we said we'd do

Write a policy and commit to a budget for personal development and training

What we did

We continue to be a Real Living Wage employer and commit to quarterly reviews and annual pay reviews.

We gained a Skilled Worker Sponsor License to enable us to hire from abroad, and diversify our hiring process.



Workers

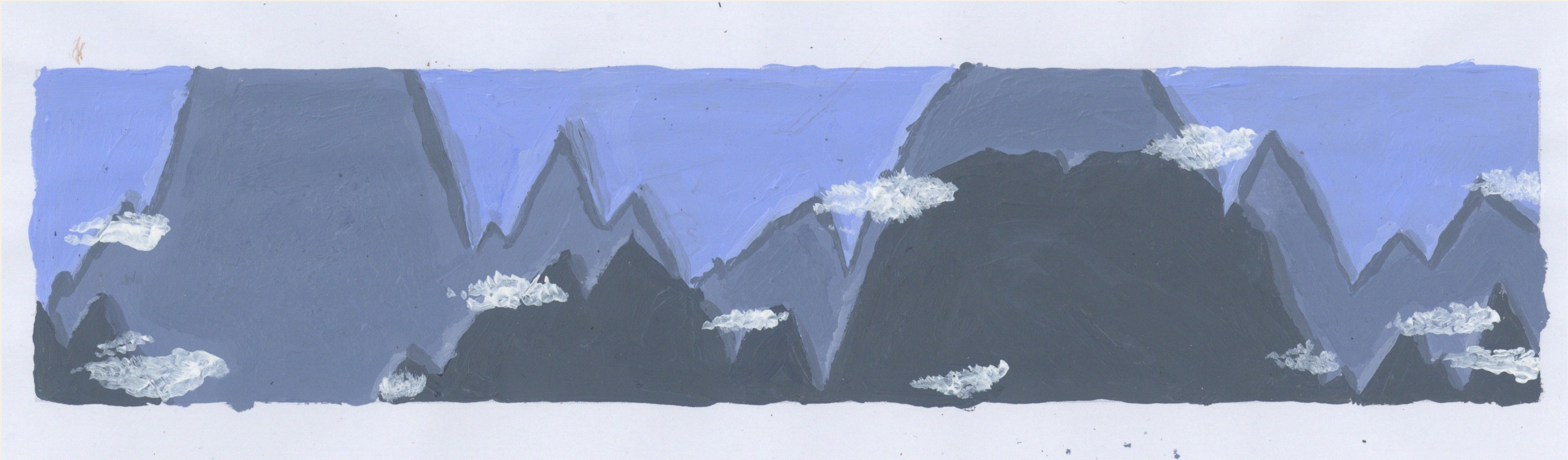
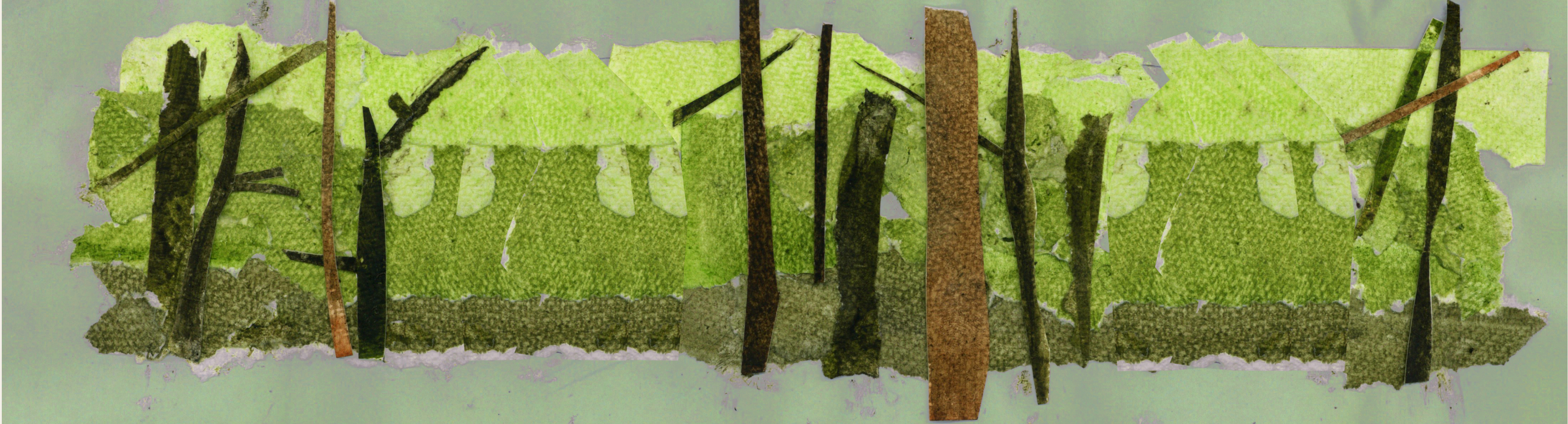
Summer away day
Spending time outside the studio



Exploring our local beaches
Connecting to the area

Gifted time

Throughout 2024 and 2025 we hosted four students from the local colleges and university for week-long work experiences. We also gave time towards several portfolio reviews to support emerging designers.



4 Weeks

Community

Score 22.4
+ 1.3



Our studio doesn't exist in a vacuum, and for us, community is all about how we exchange creative skills and perspectives with the people on our doorstep.

What we said we'd do

Education — create a seminar for local schools, explaining how to enter and navigate the creative industry.

Attend more B Local events, and engage in the B Corp community.

Continue to collaborate with a diverse range of external creatives, and promote their skills.

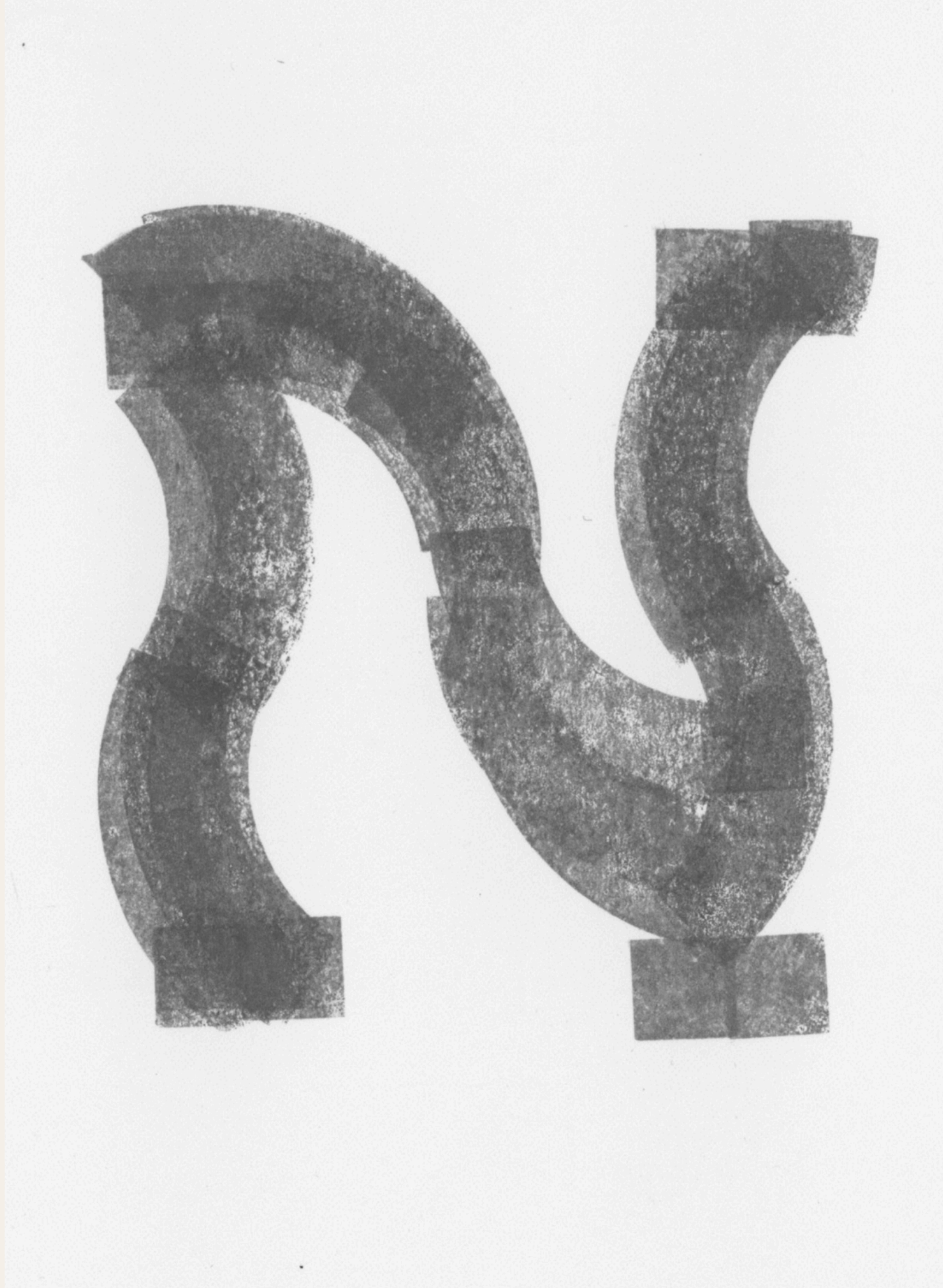
What we did

We actively participated in B Local events, notably the Blue Monday event at Watergate Bay.

We worked with 7 new artists. 100% of collaborators reported they would work with A-Side again. We have promoted their work through our 'Stop&Chat' publication.

We developed a scaleable workshop concept for school and college students, to help them understand more about typography as a design discipline.

Community



Gifted time

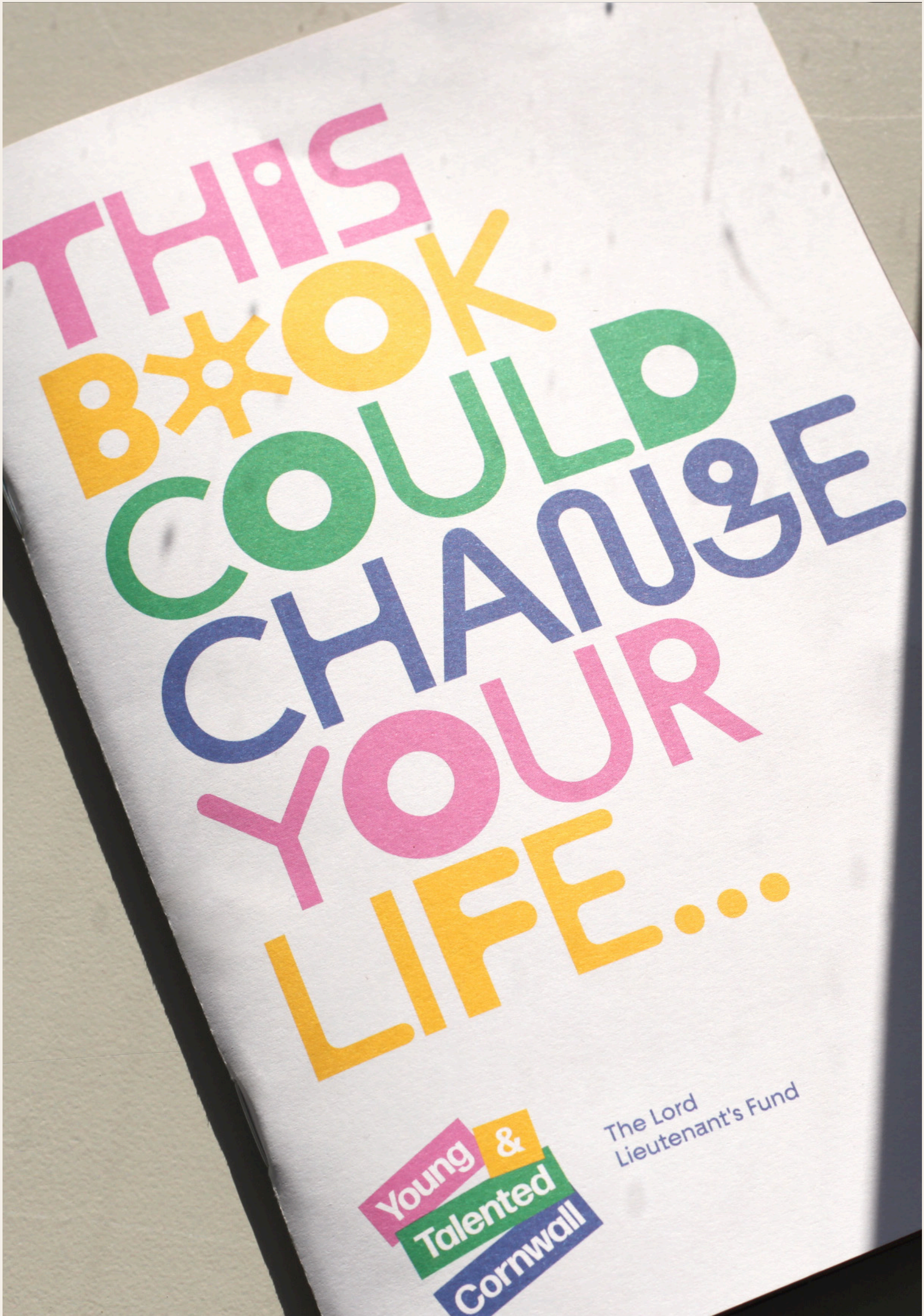
Young & Talented Cornwall: YT20

Marking 20 years of investment in Cornwall's Young and Talented, the YT20 event celebrated the community of Y&TC alumni and showcased how powerful belief, backing, and opportunity has been for young people in our county.

Young people played a central role in every aspect of the production, from lighting and film to stagecraft. The event raised £20,000 towards the next generation of Young & Talented in Cornwall, and it was a pleasure to gift our time and expertise to design an identity for the event.

To mark the anniversary, we also produced the YT20 book, sharing powerful stories from awardees across the fund's history, while adding a sense of legacy to the celebration.

£7,682
85 hrs

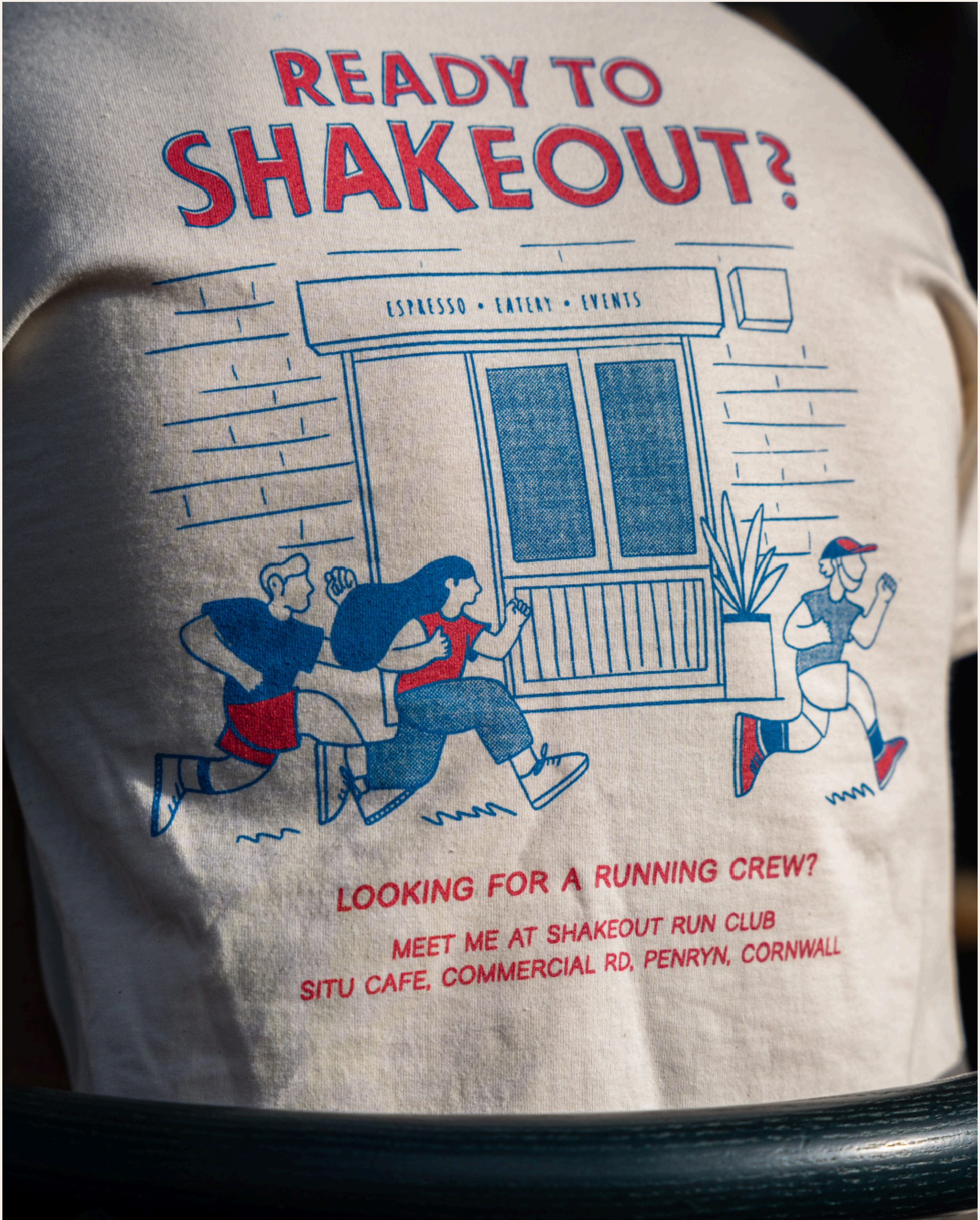


Gifted time

ShakeOut run club

ShakeOut run club is built for runners of all levels with a simple mission: to help more people find their community. We created graphic tees to attract new members and help boost visibility for the club.

£1,300
13 hrs



Environment

Score 13.1
+ 0.6



This section is all about how we understand our impact on the world around us, whether it's quantifying how much waste we create, or measuring less tangible impact such as how our projects might contribute to climate problems and/or solutions. A big picture view of our impact, both direct and indirect, allows us to keep improving in this area.

What we said we'd do

Write a manifesto for promoting sustainable for sustainable business — including web hosting, packaging and print. Make this available to all on our website.

We planned to reduce recyclable studio waste by 10%.

Ensure 100% of studio furniture and computer hardware purchased is second hand or recycled.

Put systems in place to measure our impact through client projects.

What we did

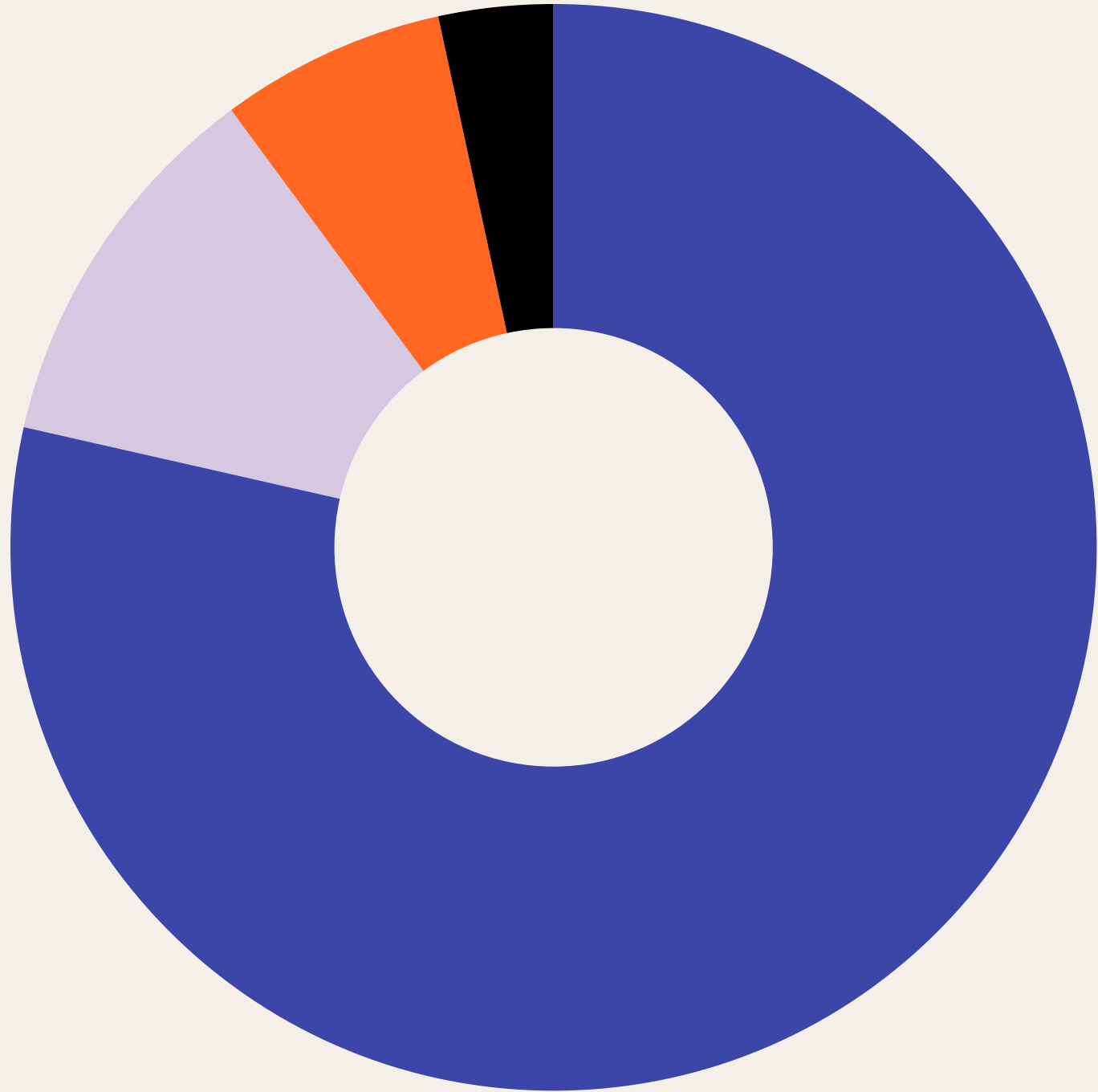
We exceeded our goal for reducing the amount of waste the studio creates, with an overall reduction of 30.5%.

We have lift-shared where possible, which has reduced our carbon emissions by 2.5 tonnes.

All of our kit, including hardware and studio furniture were sourced from recycled and refurbished sources.

Waste

We continued to enforce our 2023 policy that all personal non-recyclable waste must be disposed of off-site to promote conscious consuming. On top of this, we reduced our overall recyclable waste by a further 30.5 percent. We composted more and wasted less hard plastic, aluminium and paper. Our soft plastic use stayed the same. In 2026, our goal is to dedicate time and thought towards promoting Krowji's underused composting facilities.



Total 2024-2026 waste — 1398L
Average per year — 699L

- 7% Compost — 150L (av. per year 75 L)
- 27% Paper and Card — 1100L (av. per year 550 L)
- 75% Aluminium and hard plastic — 37L (av. per year 18.5 L)
- 0% Soft Plastic — 111L (av. per year 55.5 L)
- N/A Non-recyclable waste — N/A
- 30.5% Reduction on waste since our previous report

Gifted time

River Action was founded to tackle Britain’s polluted river crisis. In England, just 14% of rivers have ‘good’ ecological status and zero have good chemical status, compounded further by climate change driven factors and poor government regulation. River Action have devised a solution that goes into the root causes of the problem, using a holistic approach to cascade urgent system change across the country.

Their website is their main tool for communicating these issues, documenting campaigns and insights, and sharing downloadable tools and guidance with the public. Their existing site was outdated and underperforming. In 2024 they came to us to radically redesign the site, re-routing the user journey, lifting the user experience with moving image and powerful imagery, and designing a more engaging and digestible interface.

£4,196
52 hrs



Gifted time

March For Clean Water was a national gathering for everyone concerned and outraged about the state of our waterways. A one-off event with a clear ambition: to resolve a public health emergency by demanding that the new government enforce the current law and deliver new legislation that will end all pollution and restore our rivers, waterways, seas and reservoirs to full health by 2030.

We worked with the organisers to develop a communication strategy and campaign, encouraging everyone to #wearblue, #floodthestreets, and march on Whitehall as a collective human river, a visual spectacle that mainstream media couldn't ignore.

With 15,000 individuals and a coalition of 150 organisations attending, MFCW was the largest ever water quality demonstration in the UK. The march concluded with a rally, with celebrities calling on the government to stop the poisoning of our waters.

To promote the march, we created physical and digital assets in the language of protest and set the tone with a 'manual to march'.

£5,991
71 hrs



Customers

Score 6.9

-3.6



We are privileged to work with so many clients that share our values, and are particularly proud to be developing a model where we can support more charities and NGOs, as well as be in a position to "gift" high-value skills to purpose-led businesses that have a real-world impact.

What we said we'd do

Nurture our 'model for sustainable growth', ensuring a balance of revenue from independent businesses, in order to support our charity and NGO clients.

Commit to contributing 'gifted time' to key projects that require financial and creative support.

Maintain our 10% discount for charities and NGOs.

What we did

We're pleased to report a strong income distribution with an average of 74% coming from the South-West over the past two years. We hope this reflects a healthy growth of businesses in this region, across both established and emerging brands.

We have maintained our 10% discount for charities and NGOs.

We gifted a total of 221 hours towards purpose-led projects.

Model for sustainable growth

The aim for our model for sustainable growth is to ensure that at least 75% of our revenue is sourced from independent businesses. This ensures that we can commit to a 10% discount for our charity and NGO clients, supporting their vital projects.

Although we have occasionally worked with a small number of non-independents, our preferred clients are those that remain independent from shareholders, where their priorities tend to be more focused on their employees, and generally better align with our own values. In the last two years we have secured on average 78.5% of our income stream from independent businesses, which has allowed us to support several charities and NGOs, as well as offer 'gifted time' to new talent, as well as community and environmental projects.

Targets

2024

2025

Clients from the South West:
at least 70%

South West 73%
National 27%
International 0%

South West 75%
National 25%
International 0%

Independent businesses:
at least 75%

Independents 76%
Charities 24%
Public companies 0%

Independents 81%
Charities 19%
Public companies 0%

10% discount for charities and nonprofits

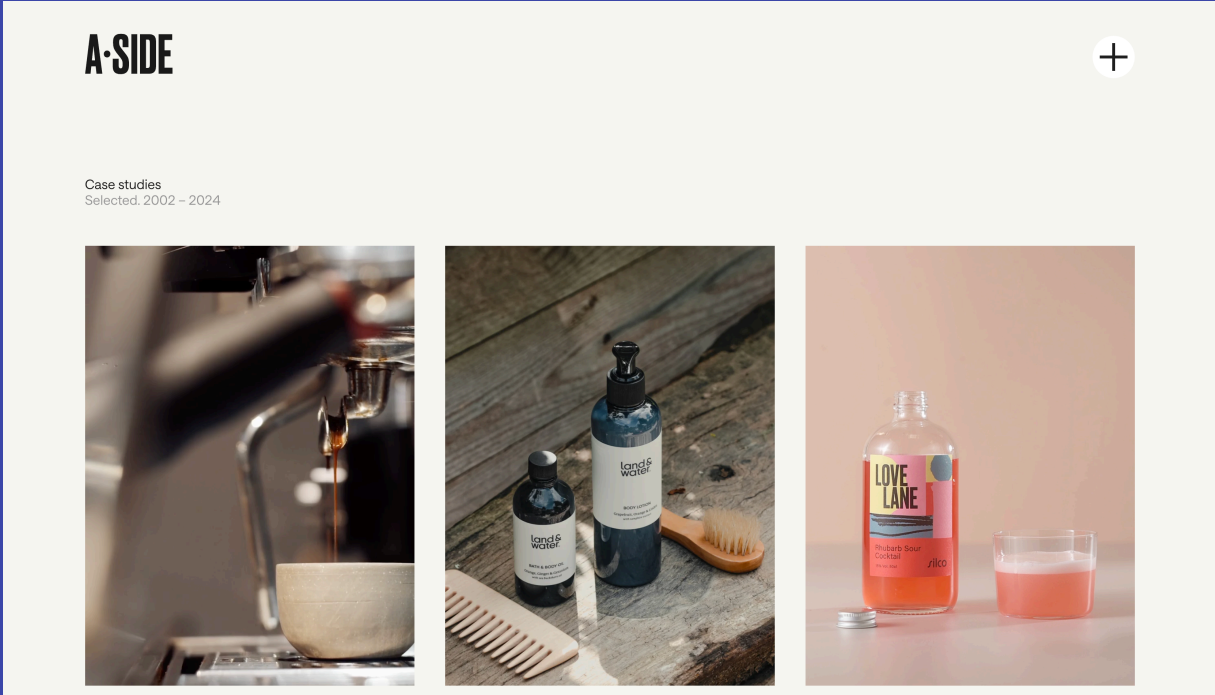
This included Southside, a charity that supports individuals and families to reduce social isolation and to build strong, resilient communities. We continued our work with Surfers Against Sewage, notably on their quarterly Publication, “Pipeline”, as well as the National Maritime Museum Cornwall, which hosts exhibitions, award-winning education programmes and conservation projects in order to preserve and promote Cornwall's maritime heritage.



We've put our heads together to come up with an ambitious list of aims and intentions. Our key focus this coming year will be to achieve several goals that have been on our wish-list for some time, such as implementing a composting campaign at Krowji and committing to a budget for staff personal development and training.

Our goals for 2026-27

Governance



→ Update our website with our latest work to attract new clients that share our values.

→ Develop a new marketing strategy using social media ads to improve reach amongst local independent businesses.

Workers

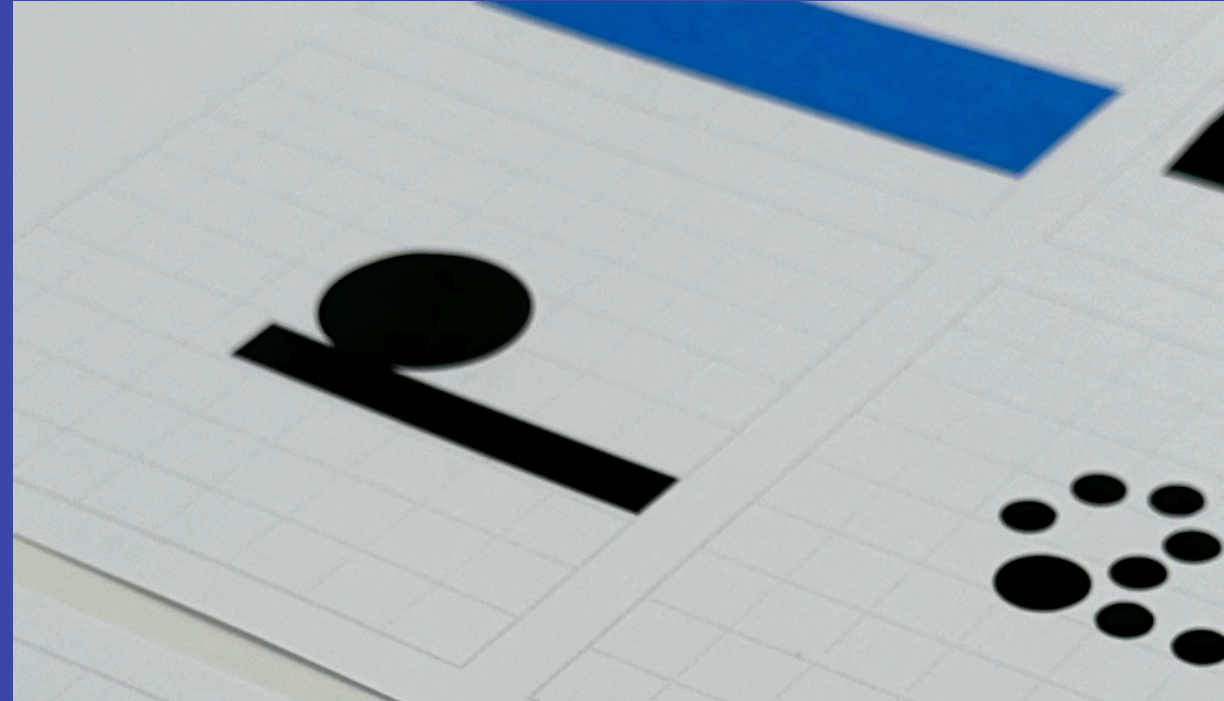


→ Write a policy and commit to a budget for personal development and training.

→ Write a flexible working policy to increase flexibility around core work hours.

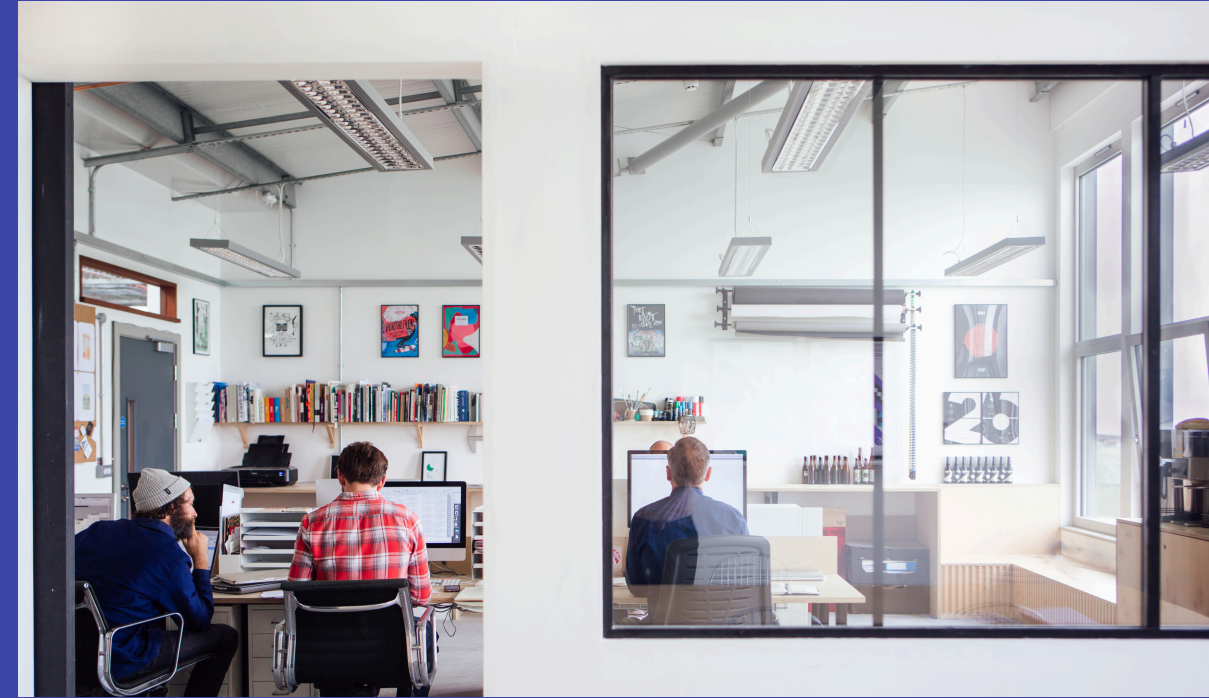
→ Launch a formalised 5 days annual 'work from anywhere' scheme.

● Community



- Continue to collaborate with a diverse range of external creatives, and promote their skills.
- Focus on small, simple acts that can support other businesses on our doorstep (Krowji) — e.g. Refill milk from the Café to support local and reduce plastic.
- Aim to lead 3 talks/workshops with local schools, colleges and the university.

● Environment



- Ensure 100% of studio furniture and computer hardware purchased is second hand or recycled.
- Write a manifesto for promoting sustainable practice for sustainable business — including web hosting, packaging and print. Make this available to all on our website.
- Work towards a campaign to promote composting at Krowji.

● Customers



- Commit to contributing 'gifted time' to projects that align with our values and require financial and creative support.
- Platform Cornish brands by sharing our work with national/international design blogs and publications.
- Continue to gather qualitative and quantitative data that measures the impact of our projects. e.g. by implementing an off-boarding flow and 6 month check-back for our clients.

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