



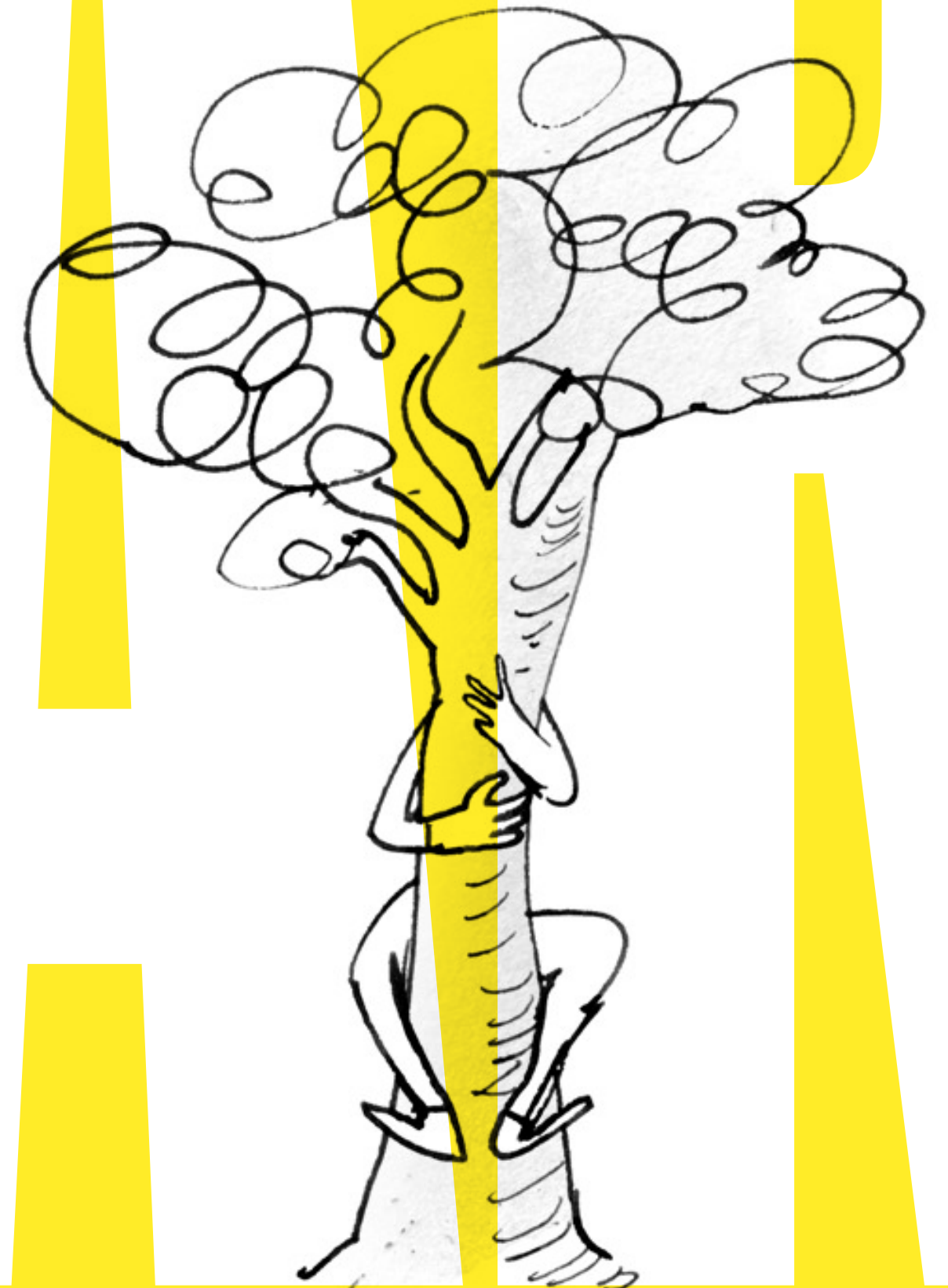
# THANK YOU

**IMPACT  
REPORT  
2023**

Certified



Corporation



# INTRO TO THE GOOD STUFF



Well that flew by, 2023 was our first full year as a B Corp and our 10th year in business. We actually got our accreditation email from B Lab on Christmas Eve 2022 – which was a lovely early gift after spending much of 2021 and early 2022 getting ourselves setup for the B Corp assessment process.

For those that don't know this is a rigorous evidence based scoring process that hones in on our people, our community, the environment and our customers. A chance to put a mirror up to our processes and policies – making them as people and planet friendly as possible. We scored 93.8 in our Overall B Impact Score (13.8 points over the necessary 80).

Luckily for us we were already doing some good things – our client list heavily weighted towards not-for-profit, education and profit with purpose clients. But we knew that becoming a B Corp would push us to do more, to do better things for people and planet. We now have policies for everything from breastfeeding to menopause to inclusion to volunteering and all things in-between. We're a better company to work with and for because of it.

As a B Corp we've committed to sharing an impact report every year. Not a box ticking exercise – more a celebration of the good we've done. And a chance to outline what we think we can do better next year. So welcome to the first of many.

# OUR REVISED MISSION



As part of our B Corp submission we worked as a team to re-write our company mission to better reflect where we want to be as a design agency. Here's the new version:

*At Supple Studio we're on a mission to prove that good design can also do good. Using our award-winning creativity as a power for good; we're a purposefully small design agency who put people and planet first. For us client chemistry comes before cash – and we aspire to work with organisations who feel the same way. Projects that make a difference are what get us out of bed in the morning. In fact we're committed to ensuring that at least 50% of our work comes from not-for-profit and purpose driven clients. So tobacco peddlers, plastic pushers and Rain Forest trampers... on your bikes.*

*We keep our footprint small and our ideas big.*

# PEOPLE



At Supple we've always known that our people are our greatest asset. We're an ideas agency and the best ideas are made by people who are happy, well looked after and valued. But we're still striving to go further when it comes to balancing work and life. Here's some of the changes we've made.



## MENTORING

We mentored one University of West of England student, one young entrepreneur setting up her first design agency and a freelance designer looking to up her game. All of which was a rewarding and fulfilling experience. We also offered over 20 students portfolio advice and hosted six work placements through the summer months.

Lecturing – we gave a lecture at the University of Gloucestershire on our journey into graphic design and agency life. And spoke at a careers day at Frome College – encouraging 16-18 year olds to choose design as a career path.

## TRAINING

We upped our training budget to £1K per person. Members of the team individually attended courses such as 'D&AD Better Together – Discover how to cultivate a culture of trust and mutual respect within your creative relationships'. 'D&AD Ideas Unlocked'. 'D&AD Pitching & Presentation'. 'Domestika Advanced Motion Design Skills'. 'Domestika Contemporary Brand Identity: Using Verbal and Visual Branding (Michael Johnson)'. And as a team we spent a mindful afternoon learning to sign write with the amazing Tobias Newbiggin (see above).

## DISCOVERY DAYS

Post COVID and all it's lockdowns and restrictions, we introduced five Discovery Days through the summer months. Every last Wednesday is a day for employees to do whatever they fancy. And the Supple crew, being an active bunch, have got up to some interesting things – Spike hit up the galleries of London, Kes went wild swimming, Becks hired a canoe and paddled the Avon, Phil cycled to Wales and back and Jamie got busy with his bass at the recording studio.

## MENTAL HEALTH

Becks trained as a mental health first aider. Completing a course with the charity Mind. So we all know who to speak to when things get tough.

# WORLDWIDE



We've always enjoyed working with not-for-profits and education clients. Going back ten years our very first batch of clients included charities like the Prison Radio Association, The Royal Institution and NSPCC, as well as education clients such as University of the Arts London. That trend has continued and we've committed to strive to make 50% of our income from working with not-for-profit, education and purpose-driven clients.



**Charity discount** – through 2023 we worked with charity clients NSPCC, Childline, Prison Radio Association, The Scouts Association, World Federation of Advertisers and the Youth Hostel Association. All of whom benefitted from a discount of up to 10% on our day rates across the board. Our way of supporting them to get more from their marketing budgets.

**FEARLESS**  
**FUL**

**LOSE THE LABELS**  
Labels stick. But only if you let them.  
10,000 children in and around Bath  
start life at a huge disadvantage.  
For just £10 a month, we can help  
change their future together.  
Scan the QR to become a regular supporter.

 Bath Rugby  
Foundation 



**ACCEPTED**  
**REJECT**

**LOSE THE LABELS**  
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Foundation 

**HOPEFUL**  
**LESS**

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 Bath Rugby  
Foundation 

Bath Rugby Foundation – we worked with Bath Rugby Foundation to create a new identity and powerful copy-led awareness campaign. Helping them to smash their fundraising target and raise much needed awareness for the great work they do in helping vulnerable children and young people in Bath.





Well done! You have taken part in

**Level 2**

*Sophia*

It's now time to go cycling!



Join our Club and continue your cycling journey



**Let's make sure this is the latest / final design...**

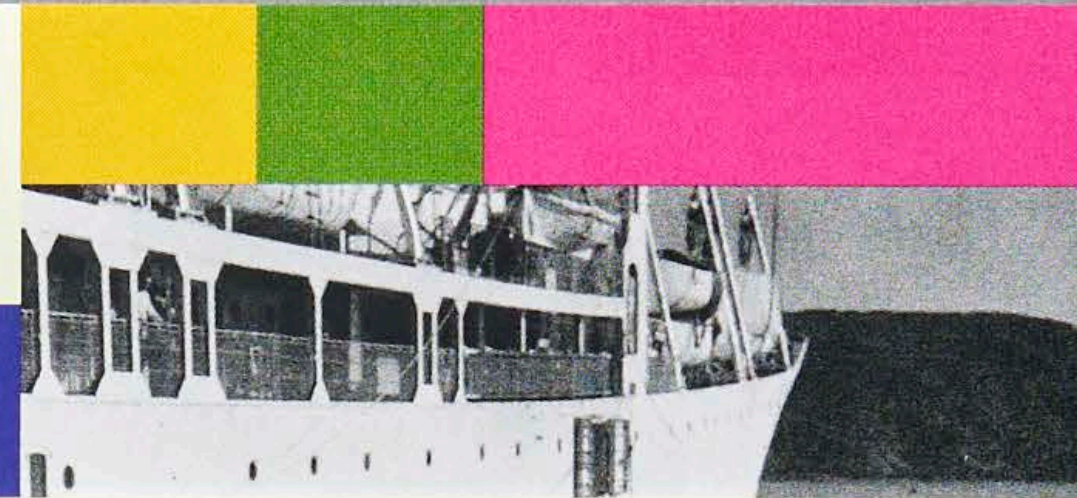
**Pedal to the metal** – we worked with The Bikeability Trust to give their awards badges and certificates an illustration heavy makeover. We hope our work will engage and encourage more young people to improve their cycling proficiency; getting out and about on two wheels during 2024.





Windrush stamps – we designed a set of special stamps for Royal Mail that celebrated 75 years since the Empire Windrush came to Britain. A collaboration with our friends at The Chase in Manchester – we proposed a set of designs that showcase Windrush Generation talent in the UK. Giving a platform for diverse artists and illustrators who maybe don't have the recognition they deserve.

# WINDRUSH: 75 YEARS



While the arrival of MV *Empire Windrush* at Tilbury Docks in June 1948 is often described as a herald of mass immigration from the West Indies to the United Kingdom, it is that it was the first of many. In 1947, West Indian immigrants numbered a million people. The Commonwealth Immigrants Act 1948 gave the public's immigration to the United Kingdom. South Africa was the only country that could not be visited. The Commonwealth Immigrants Act 1948 referred to the Commonwealth Immigrants Act 1948. A reporter who captured the arrival of the ship at Tilbury and the subsequent events. Indeed, it was what they had done that made some

gaps – often under undesirable circumstances – created by those Britons who had left. In so doing, they made notable



Number of stamps  
Work Day by E  
30mm Perfor  
at Plymouth ©  
Cover design ©  
are registered

# WINDRUSH 75 YEARS

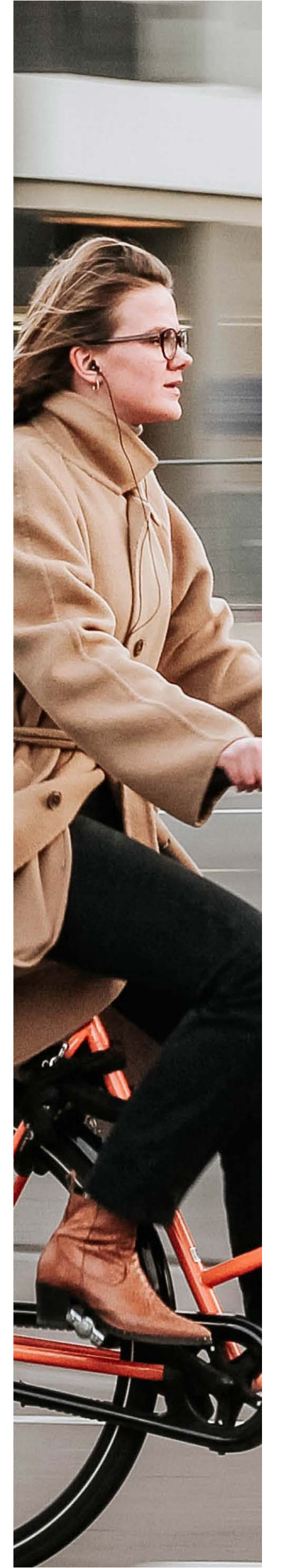
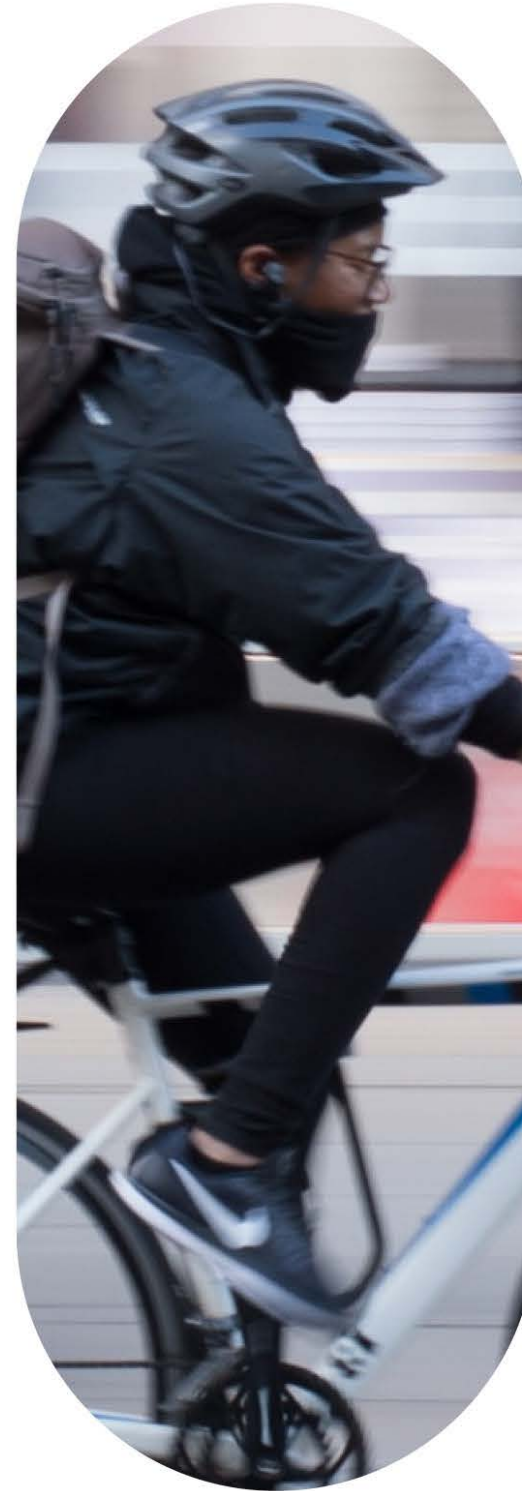
Royal Mail First Day Cover

Mr. Jamie Ellul  
Unit B  
Corinthian  
Midland Road  
BATH  
BA2 3FT

Royal Mail Tallents House 21 South Gyle Crescent Edinburgh EH12 9PB



**Fellow B Corps** – during 2023 we rebranded two fellow B Corps. First up was AWorld – an Italian sustainable lifestyle app and the official platform in support of ACTNOW, the United Nations campaign for individual action on climate change and sustainability. And later in the year we worked with Bath-based digital marketing experts Bind Media, to give them a new look and positioning that reflects their B Corp status. It's been great working with like minded clients who value the B Corp badge of honour as much as we do.





**Percentages** – 56.23% of our work in 2023 came from not-for-profit, education and purpose-led client work. That's 4% up on the previous year and more than 6% above our target. Well done us!



# 56.23% FOR GOOD

# COMMUNITY



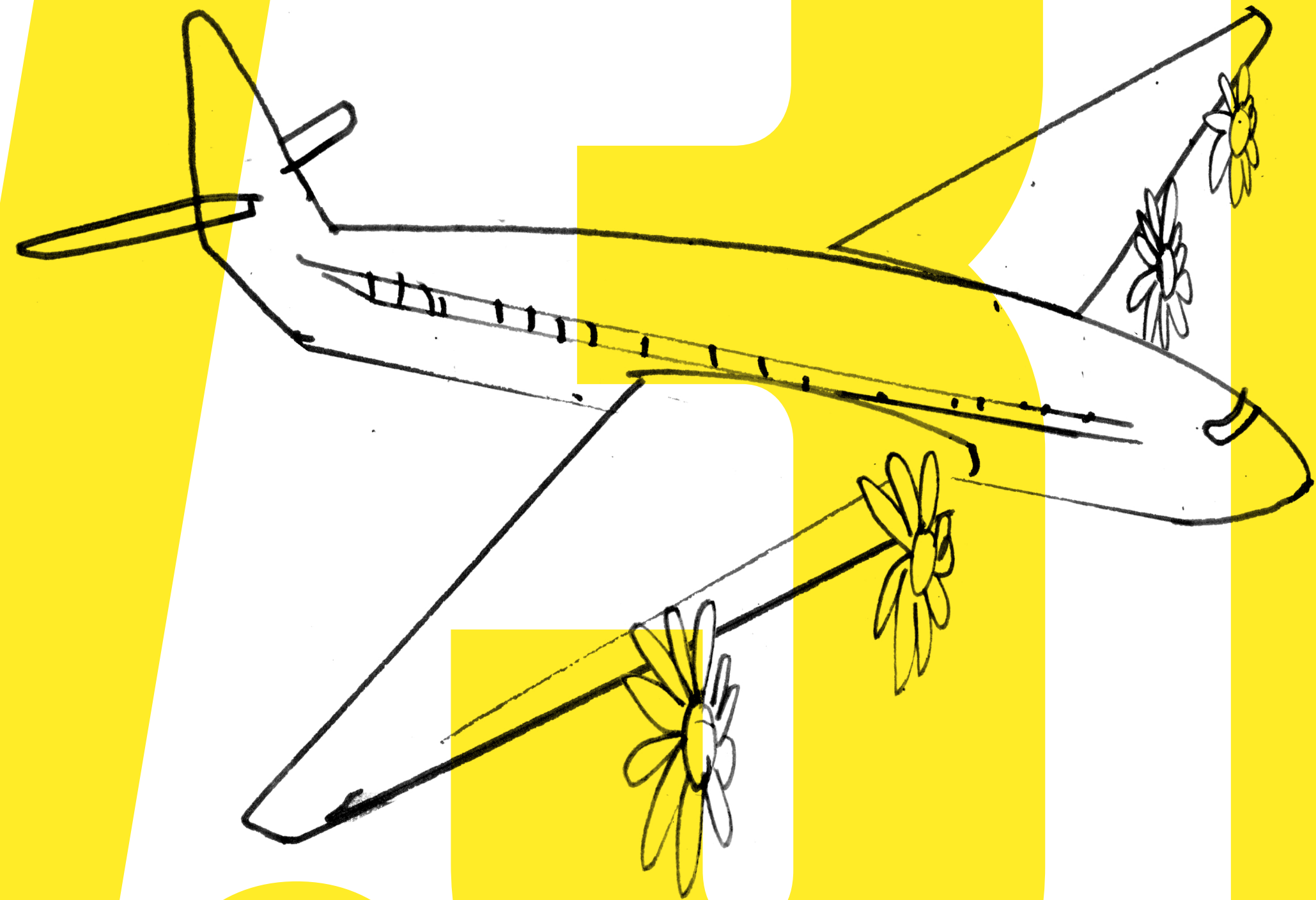
Caring for the planet has always been on our minds as an agency. From the papers and materials we specify for projects to our first electric company car in 2017. We're mindful of the impact our work and business has on the little blue and green marble we call home. Which is why we've committed to being a carbon neutral company.

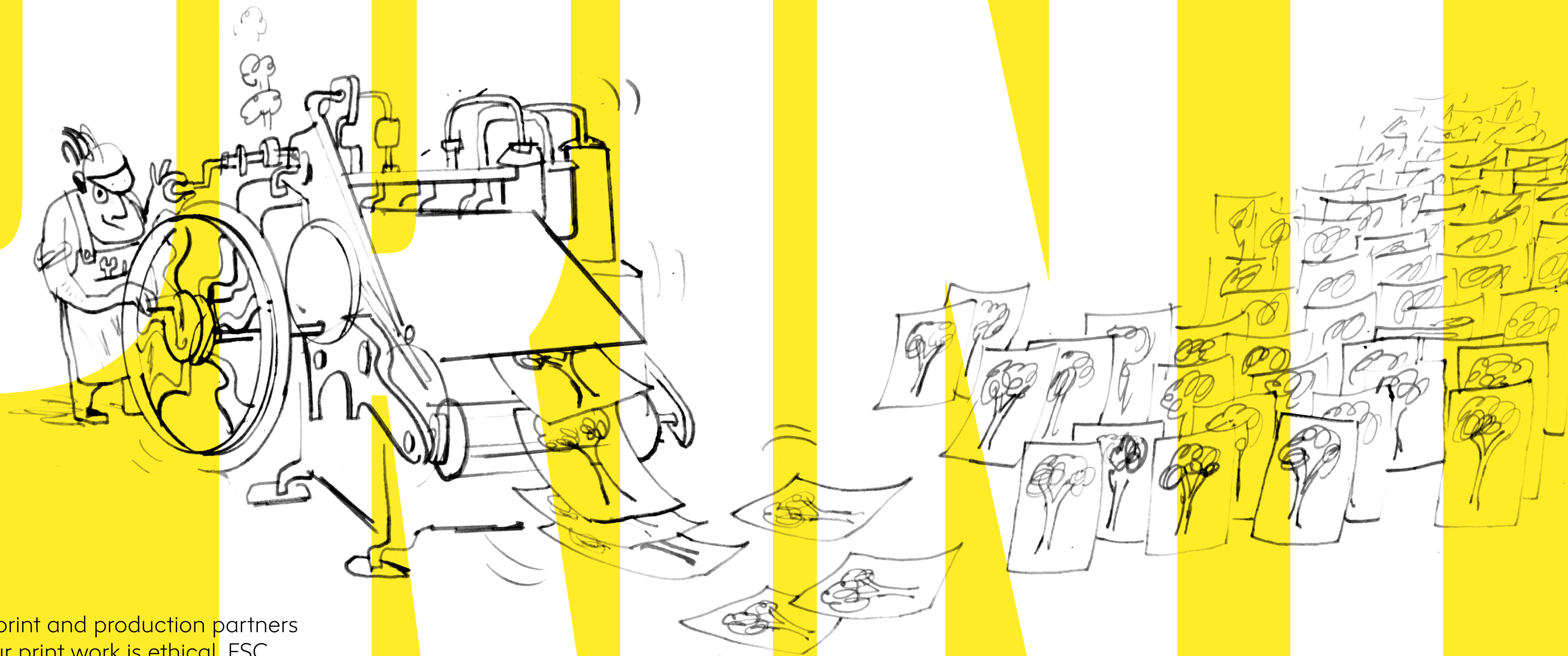


TONNES  
SAVED

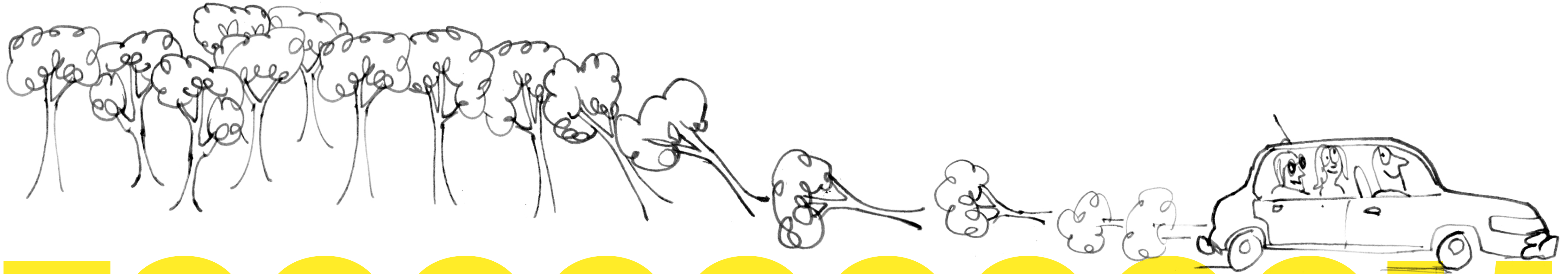
47.31

Our support of Ecologi has meant we planted over 600 trees and supported 30 projects in 2023. That's 47.31 tonnes of CO<sub>2</sub>e avoided – the equivalent of 36 long haul flights. And we've offset 2 tonnes of carbon with Ecologi's Blue Carbon scheme – planting much needed mangroves in Mexico and Pakistan.





We continued to work with our print and production partners WithPrint to ensure that all of our print work is ethical, FSC, recycled and recyclable. Like us, WithPrint also carbon offset all their activities from printing to couriering – planting trees with the Woodland Trust.



# ZOOM

## FIRST

We changed our travel policy for meetings – only travelling to see our clients in person if 100% necessary. When we do travel we use public transport or our electric car. Most of the zooming around we've done has been on Zoom.

# LOOKING FORWARD TO 2024

2023 was a great start but there's always room for improvement. Here's what we're planning to do in 2024 to go further.

We'll continue to push for our goal of 50% of our revenue coming from not-for-profit, education and purpose-led clients (who knows maybe we'll hit 60% this time!). We'll do this by seeking more opportunities in these sectors and continuing to build the relationships we have.

Upping the ante on our volunteering work as a team. We've already booked in some tree-planting dates with local initiative Co-forest.

We're going to seek more opportunities to speak at universities, colleges and schools to encourage young people to pursue art and design at a time when the current government are not valuing or promoting creativity. We want to ensure the UK's creative industries continues to thrive and attract amazing talent.

Bring on 2024...





# IMPACT REPORT 2023

Certified



Corporation

**Supple Studio Ltd**

Unit 1B Corinthian  
Midland Road  
Bath BA2 3FT

+44 (0)1225 300 300  
jamie@supplestudio.com

Registered in England &  
Wales. Company No 8436188