

**WE
CRAFT
IMPACT.**



DIRECTOR'S NOTE

2023 was Kingdom & Sparrow's 11th year in business, and it was a humdinger. If you know, you know! As with all B-Corps, our mission (aside from designing incredible brands and packaging) is to put people and planet before anything else. This year in particular, **people have been at the centre of our focus**, and both of us would like to extend our greatest thanks to the team, old and new, for being brilliant, resilient and kind. **Legends!**

JOHNNY
Creative Director

LENNY
Managing Director

**CHAMPIONING
CREATIVE
WELLBEING**



I feel very lucky working for a company that values work-life balance and genuinely cares about the wellbeing of its employees. The 4-day work week gives me time to pursue hobbies outside of work or travel to see friends and family outside of Cornwall.

- Polly

PEOPLE

Until now, we have had a gender pay gap, particularly impacting on women in positions of leadership. This year **we became 50% female owned and eradicated the gender pay gap** across all roles in the business.

We provided training for staff to become Mental Health First Aiders.

As part of our dedication to work-life balance, **we introduced a 4 day work week**, building on our previous 4.5 day week, and allowing the team more time for the things that matter outside of work.

Thanks to the team's effective, purposeful work, we won **13 World Brand Design Society awards** and maintained our Global Agency Ranking as **3rd in the world**.

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COMMUNITY

In 2023 we continued our **support of local craftspeople** by working with local maker, EOT Ceramics, on our Christmas staff gift commission. It was important, as always, for the product and the making of it to be sustainable, and with kiln firings fuelled by solar power, and use of recycled clay, this year's gifts are just that.

We dedicated **105 hours of pro-bono work to Young People Cornwall**, a charity which supports people aged 8-25 in our local community, providing the charity with a new brand and better tools to showcase their incredible work.

We worked with Falmouth University, providing a live brief for third year Graphic Design students. In the lead up to this project **we provided crit opportunities and portfolio reviews for students** engaged with the brief, with access to our Creative Director and Senior Designer.

We hosted work experience students at further and higher education levels, and provided a paid internship.

A senior staff member was given paid leave to **coach up-and-coming designers** at a summer bootcamp, hosted by Falmouth University.

👏 We are proud of our Cornwall studio and of its hometown in Falmouth. It offers us so much - the opportunity to visit art exhibitions at lunch, walk along the beach to commute and even the odd lunchtime pasty and pint on the harbour. So whenever the opportunity to be able to support a local organisation for positive social change arises, we are always delighted to get stuck in. Being able to see our work having a positive impact on the lives of people who share our lifestyle and values is incredibly rewarding and enriches our connection to where we work.

- Liam

105 HOURS OF PRO-BONO WORK.

PLANET

We contributed to the Sustainability Action Plan for the Cornwall and IoS Creative and Cultural Sector. Two of our team attended the inspiring SWARM event.

As promised, we switched to **100% eco-friendly cleaning products**. We continue to use **100% renewable energy**, including that used to host our servers.

We welcomed our friends, fellow B-Corp and creative geniuses, Bull & Wolf to share our amazing building. We have **reduced our physical footprint by approximately two thirds** and have reduced our energy consumption as a result of this.

“ Living in such a beautiful part of the world, it is important that we play our part in protecting the planet - that's why it is great to know our studio is running on 100% renewable energy and all decisions big or small are made with sustainability in mind.

- Jake

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THANK YOU

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