

Sustainability Report 2026.



**At Arch Creative,
we believe**

creativity has the
power to shape a
better world.

As a design agency working in health and wellbeing, we are committed to building a sustainable future - not just through the brands we create, but also in how we operate. This report highlights our environmental, social, and cultural contributions, reflecting our values and impact.



Our Commitment to a Better World.

Our mission is rooted in collaboration, innovation, and sustainability. We work with purpose-driven organisations to create designs that inspire change, particularly in health and wellbeing, while ensuring that our own practices align with our vision of a more sustainable future.

Guiding Principles

- 1 Sustainability by Design:**
Infusing eco-conscious principles into our creative process.
- 2 Creating Community Impact:**
Giving back to the places we live and work through initiatives like Street Stories and Social Gallery.
- 3 Empowering Wellbeing:**
Supporting the health and wellbeing of our employees, clients, and the communities we serve.
- 4 Celebrating Diversity:**
Building an inclusive culture where everyone feels valued and supported.



Environmental Sustainability.

Sustainable Commuting

Cycle to Work Scheme: We actively encourage employees to adopt greener commuting options through our Cycle to Work scheme, helping to lower emissions and promote active lifestyles.

Electric Cars: Our directors exclusively drive electric vehicles, reinforcing our commitment to reducing our carbon footprint.

Remote Work Policy

Our hybrid model reduces commuting emissions further, with employees working remotely on Mondays and Fridays. This initiative supports both environmental sustainability and work-life balance.

Eco-Friendly Practices

Digital-First Design: We prioritise digital solutions over print wherever possible, helping to minimise paper waste.

Green Office Spaces: In-office sustainability measures include energy-efficient lighting, minimal waste practices, and recycling programs.

Sustainable Partnerships: We align with vendors and suppliers who prioritise environmental responsibility.

Climate Action Reforestation Project: For every job booked with us, we will plant a tree at the end of each month. We'll send you a confirmation email detailing how many trees your business has helped us plant, so you can see the positive impact we're making together. This initiative is carried out through the registered B Corp, Ecologi, which plants native trees in areas needing reforestation, such as Madagascar, Peru, and Uganda.

Social and Cultural Impact.

Street Stories: Revitalising Local Communities

Street Stories is our flagship community initiative, designed to breathe life into high streets and support local artists.

What It Is: An art trail project featuring local artists' work in empty shop windows, enhanced by augmented reality (AR) storytelling.

Impact: Street Stories not only transforms urban spaces into engaging cultural experiences but also provides a platform for artists while driving footfall and engagement in city centres.

Social Gallery Company Collaboration

About Social Gallery: We're aligned with Social Gallery, a community interest company dedicated to creating social history and subculture exhibitions, films, books, and events.

Focus: Through this partnership, we contribute to projects that address social issues and amplify underrepresented voices, creating platforms for dialogue and connection.





Focus on Health+ Wellbeing.

As a key focus of our business, health and wellbeing shape our collaborations and initiatives. We work with clients who promote physical, mental, and emotional health to amplify their positive impact.

Employee Wellbeing

We foster a workplace where our team can thrive, prioritising their mental and physical health through:

- Flexible work schedules to support work-life balance.
- Access to wellness resources and development opportunities.
- A culture of openness, inclusion, and support.
- **Team Connect Days:** On the last Friday of each quarter, we take our team out for meals and activities, creating opportunities to bond, reflect on achievements, and discuss company plans.



Diversity, Equity, and Inclusion

We value the power of diverse voices. From our hiring practices to our client work, we strive to reflect the communities we serve and create an equitable environment for all.

Diversity enriches our creativity and strengthens our team. We are proud to have a diverse workforce that includes individuals from a variety of communities.

Our Vision: We aim to foster an inclusive workplace where everyone feels valued, respected, and able to bring their whole selves to work.

Actions: We actively recruit diverse talent, ensure equitable opportunities for growth, and promote a culture of learning and collaboration.

Community Engagement and Creative Support.

At Arch Creative we are committed to nurturing the next generation of creative talent and fostering a vibrant arts and culture scene in our community.

Sponsorship of Leicester Museums and Art Gallery

We are proud to sponsor the Leicester Museums and Art Gallery's prestigious Open Exhibition, which celebrates creativity and artistic excellence. As part of our sponsorship, we present the **Rising Star Award**, recognising emerging talent and providing prize money to support their artistic journey.

Work Experience and Internship Opportunities

We are dedicated to creating pathways into the design industry for students and young professionals. Each year, we offer work experience placements and internships to students, giving them hands-on exposure to agency life and professional development opportunities.

University Partnerships

Collaboration with local universities is at the heart of our mission to inspire and prepare students for successful careers in design:

- Through the 'Champions' graduate recruitment programme, we have welcomed talented graduates into our agency, helping them transition into the creative workforce.
- In partnership with De Montfort University, we actively participate in their **Industry Ready** event, where we provide portfolio reviews, one-to-one advice, and insights to help students bridge the gap between academia and industry.
- We also support the university's design curriculum by setting live briefs, offering students a chance to work on real-world challenges and build industry-relevant skills.



Our Commitment to Community Support.

At Arch Creative, giving back to our community is a core part of who we are. We're proud to be one of the main sponsors of the annual **Mattioli Woods Rothley10K**, a popular event that raises vital funds for **LOROS**, a charity dedicated to providing free, high-quality, and compassionate care for terminally ill adult patients, as well as supporting their families and carers across Leicestershire and Rutland.

Since our inception, we have also been dedicated to supporting the incredible work of **Our Aim Appeals**, a charity dedicated to helping children and families facing illness and disability. Our contributions provide vital financial assistance for essentials such as travel to treatment, hospital stays, specialist equipment, and respite care - or offering families much-needed short breaks.

Our co-founder and director of Arch Creative, Joe Nixon, has served as a trustee for **BrightSparks Arts in Mental Health** since 2021.

This local charity uses creativity and the arts to support mental health, providing transformative opportunities for individuals to express themselves and build resilience.

Arch Creative are Silver Members of the **Hope Against Cancer** Business Club. The Arch Hope Against Cancer is a Leicestershire & Rutland charity funding vital local cancer research and clinical trials, creating a hub of expertise with universities and hospitals to bring cutting-edge treatments to the region, funding research projects, supporting PhDs, and running the internationally recognised Hope Cancer Trials Centre at the Leicester Royal Infirmary. Directors have been involved with Hope since it's inception, having devised the original dove logo.

Through our sponsorships, partnerships, and personal commitments, we remain dedicated to making a meaningful and lasting impact in our community.

Designing for Accessibility.

At Arch Creative accessibility is at the core of our creative process. We believe that great design should be inclusive, ensuring that everyone, regardless of ability, can engage with and benefit from the brands, campaigns, and experiences we create.

Our Approach to Accessible Design

User-Centric Design: We prioritise the needs of all users, including those with visual, auditory, cognitive, or physical impairments, throughout the design process.

Adherence to Standards: When required, our work aligns with global accessibility standards to ensure digital and physical outputs are accessible to everyone.

Inclusive Tools and Techniques: From colour contrast optimisation to keyboard navigation and screen reader compatibility, we incorporate inclusive practices into our projects.

Empowering Clients with Accessible Solutions

We help our clients build brands and platforms that are not only beautiful but also accessible, opening doors to wider audiences and creating meaningful connections. Whether it's designing inclusive digital interfaces or creating accessible print materials, we deliver solutions that make a difference.

Our Vision

By championing accessibility in design, we contribute to a world where everyone can participate fully and equally. For us, inclusive design is not just a practice - it's a commitment to creating a better, more connected world.



Sustainable Printing Practices.

While we prioritise digital solutions to reduce waste, we recognise that print still plays a vital role in certain projects. When print is necessary, we are committed to working with environmentally responsible partners to minimise our impact on the planet.

Our Preferred Printing Partners

We collaborate exclusively with printers who uphold the highest standards of environmental and quality management:

- **ISO 9001 Certified:** Ensuring excellence in quality management systems.
- **ISO 14001 Certified:** Demonstrating rigorous adherence to environmental management practices.

Sustainable Materials and Processes

- **FSC-Certified Paper:** All paper used by our printers is certified by the Forest Stewardship Council (FSC) and sourced from sustainable forests.
- **Vegetable-Based Inks:** Only vegetable-based inks are used, avoiding harmful petroleum-based alternatives.

Carbon Balancing and Offsetting

For larger print jobs, our printers offer carbon offsetting services. At approximately 10% of the paper cost, this initiative allows us to offset the environmental impact of the materials used. Both our agency and our clients receive a certificate to demonstrate the carbon balance, fostering transparency and accountability.

By partnering with eco-conscious printers, we ensure that even our printed materials align with our sustainability values, contributing to a better world while delivering exceptional quality.



Governance and Accountability.

Measuring Our Progress

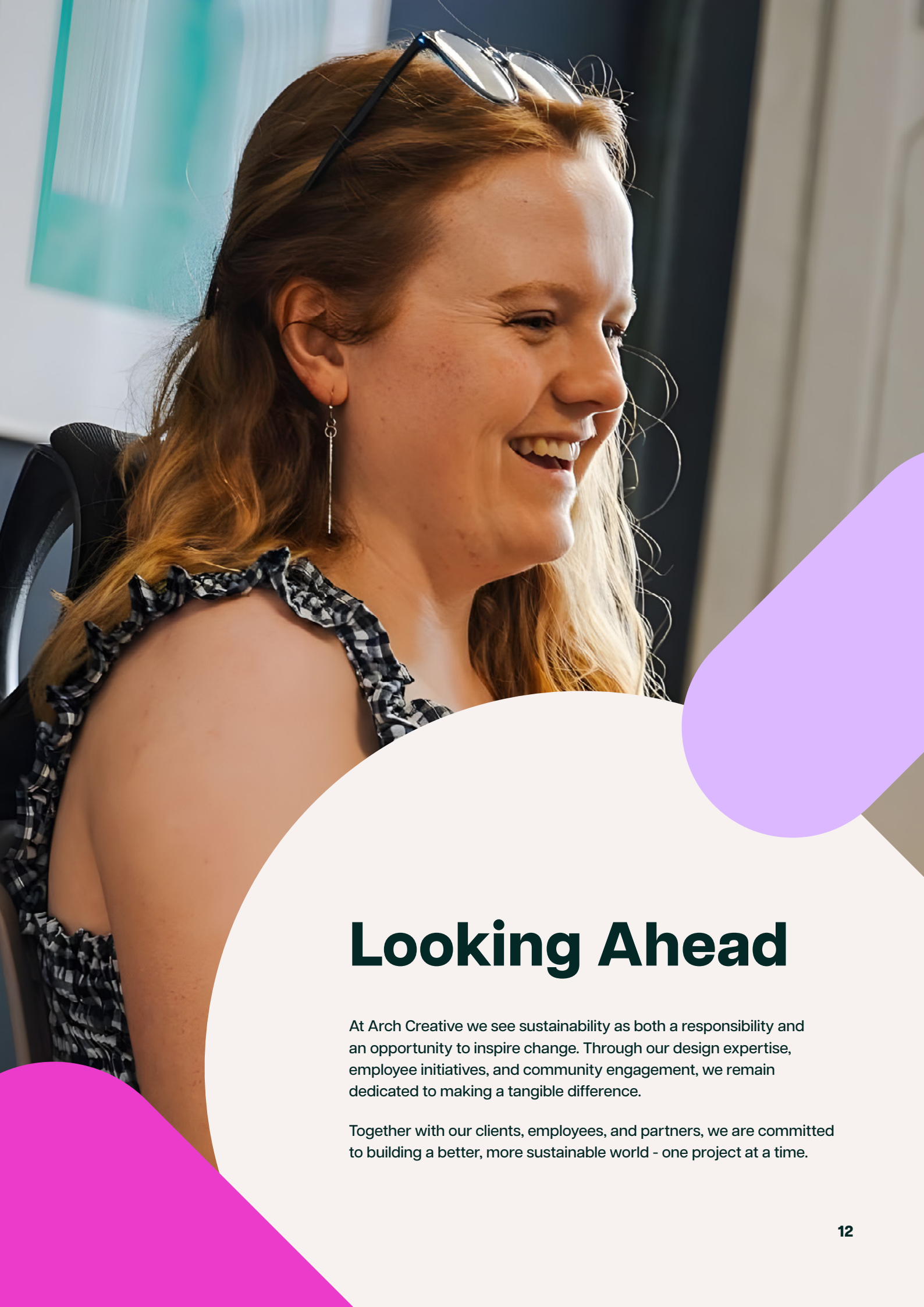
We will continue to:

- Monitor how we can reduce our carbon footprint, including commuting and office emissions.
- Evaluate the sustainability impact and accessibility of our client projects.
- Expanding the reach of Street Stories and Social Gallery collaborations to new cities and communities.
- Enhancing employee engagement and diversity through ongoing dialogue and initiatives.

Transparent Reporting

This report is a starting point for annual sustainability updates. As we grow, we will refine our strategies to ensure we continuously meet and exceed our environmental and social goals.





Looking Ahead

At Arch Creative we see sustainability as both a responsibility and an opportunity to inspire change. Through our design expertise, employee initiatives, and community engagement, we remain dedicated to making a tangible difference.

Together with our clients, employees, and partners, we are committed to building a better, more sustainable world - one project at a time.

Drop us a line.

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