Anthony Collins

Powered by purpose

– a journey to a thriving society

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"Our B Corp status provides a robust framework to help us deliver on Strategy 2030 – our long-term vision to double our social impact. Strategy 2030 sets the destination; B Corp gives us the roadmap."

Matt Wort, senior partner

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Beyond business

Strengthening our commitment to improving lives, communities and society

At AC, our purpose extends far beyond delivering legal services – we are driven by a commitment to create meaningful change for people, communities, and society. This report marks an important milestone in that journey, bringing together our B Corp certification and our wider social impact strategy.

Our B Corp status provides a robust framework to help us deliver on Strategy 2030 – our long-term vision to double our social impact and embed sustainability, equity, and purpose into every aspect of our work. Strategy 2030 sets the destination; B Corp gives us the roadmap. Together, they ensure we remain focused, transparent, and ambitious – not just in what we do, but in how we do it.

As a leading social purpose law firm, we believe in using our expertise and influence to drive positive outcomes. It's how we live our values, lead with purpose, and build a business that measures success by the difference we make. Social impact isn't just a project it's the foundation of all that we do.

This report reflects our progress, our aspirations, and our unwavering belief that business can – and must – be a force for good.

Matt Wort
Senior partner

From strategy to action: B Corp as a catalyst for growth and purpose

An interview with Matt Wort, senior partner

Why did AC decide to pursue B Corp reaccreditation?

We've always believed that business should be a force for good. Pursuing B Corp certification was a natural step for us – it gave us a rigorous framework to measure and improve our impact across governance, workers, community, environment and clients. We decided to go for reaccreditation as it aligns perfectly with our Strategy 2030 and our ambition to double our social impact.

What are the biggest benefits B Corp brings to AC as a business?

There are several. First, it sharpens our strategic focus. B Corp helps us embed purpose into every part of the firm – from how we make decisions to how we support our people and communities. It also enhances our credibility with clients and partners who are increasingly looking to work with values-led organisations.

Internally, it's a powerful engagement tool. Our people are proud to work for a firm that's committed to doing the right thing. And externally, it differentiates us in a competitive market – especially as a law firm with a clear social purpose.

How does B Corp support AC's long-term goals?

It's central to our Strategy 2030. The B Corp framework helps us track progress and hold ourselves accountable. It's not just about ticking boxes – it's about continuous improvement. Whether it's reducing our environmental footprint, improving equity and inclusion, or deepening our community partnerships, B Corp gives us the structure to do it well and do it consistently.

What does being a leading social purpose law firm mean to you?

It means using our legal expertise to improve lives. It's about being bold in our ambitions and humble in our approach. We're here to serve – not just our clients, but society. That's why B Corp matters. It's a signal that we're serious about our purpose, and that we're building a business that's resilient, responsible and ready for the future.

Our verified scores

Overall score	Governance	Our people
101.3	13.7	34.6

Customers

17.9

Environment

10.8

Community

24.3

Governance

13.7

Governance

What we said we would do

We set out to strengthen diversity, inclusion, and accountability across our business. Our goals included increasing female representation on the Board, publishing environmental targets, reporting stakeholder engagement results to the Board, embedding social and environmental performance in job descriptions, and maintaining our pledges to Women in Law, Race Fair Commitment, Halo Code, and Real Living Wage Employer.

What we've achieved over the last 12 months

We made significant progress on representation, including:

- Introducing Anna Dabek and Donna Holmes to the Board 2025, creating a more balanced demographic.
- Introducing diverse reverse mentoring, enabling senior leaders to learn from colleagues in junior roles and underrepresented backgrounds.
- Our ED&I strategy continued to gain momentum, with initiatives such as a Ramadan policy and external recognition through ED&I awards. Halo Code accreditation was confirmed, reinforcing our commitment to inclusion.
- We have broadened our internal events calendar to celebrate cultural moments and raise awareness. Highlights include an International Women's Day event with an external speaker, team participation in Birmingham Pride, internal celebrations of religious and cultural festivities, internal and external events for Black History Month in October and a partnership with a blood donation drive to support health equity.
- On governance, we completed the Great Place to Work (GPTW) survey in November 2024 and developed action plans for the firm, departments, and ED&I priorities.

What we're planning next

We set out ambitious goals last year and our progress reflects a strong foundation for future action. We will build on these achievements by finalising environmental reporting, integrating sustainability into job descriptions, and continuing to champion diversity and inclusion through measurable outcomes. These steps ensure we remain accountable to our pledges and committed to creating a workplace that reflects our values as a B Corp.

95%

of people feel Anthony Collins has made progress in equity, diversity and inclusion in the last year

Why ED&I is central to good governance

An interview with Christina Blacklaws, non executive director

Christina, why is representation so critical to governance in professional services?

Representation isn't just a moral imperative – it's a business one. When leadership reflects the diversity of the communities it serves, decision-making becomes more inclusive, more innovative, and ultimately more effective. In governance, representation ensures that different perspectives are heard, valued, and acted upon. That's how you build trust, accountability, and resilience.

You've led major initiatives around gender equity in law. What did you learn from that experience?

During my time as President of the Law Society of England and Wales, I led the Women in Leadership in Law project – the largest global research initiative of its kind. We engaged over 14,000 lawyers and uncovered systemic barriers that prevent women from reaching leadership roles. What stood out was the universality of these issues – across jurisdictions, cultures, and career stages. We distilled our findings into the Women in Law Pledge, which remains a powerful tool for organisations to drive change through transparency and accountability.

How does ED&I contribute to stronger governance frameworks, especially in the context of B Corp?

B Corp is about balancing profit with purpose, and governance is the backbone of that balance. ED&I strengthens governance by embedding fairness, integrity, and long-term thinking into leadership structures. It's about creating systems where diverse voices shape strategy, risk management, and culture. That's not just good governance – it's smart governance.

What practical steps can firms take to improve representation at the governance level?

Start with data – understand who's in your organisation and who's missing from decision-making roles. Then commit publicly to change. Appoint accountable champions, set measurable targets, and create inclusive pathways to leadership. Representation must be intentional. It doesn't happen by accident – it happens by design.

Christina, what does being part of a purpose-led law firm like AC mean to you?

I choose to work with AC because it's more than a law firm – it's a force for good. For AC, being purpose-led means using the law as a tool for justice, not just for transactions. It's about championing equity, access, and inclusion, both inside the firm and in the wider world. AC doesn't simply follow the rules; it strives to shape them for the better. That commitment to leadership and impact is exactly what drew me in – and what our profession and society need most.

Christina Blacklaws
Non-executive director

Our people

34.6

Our people

What we said we would do

In our strongest area of progress, we pledged to continue investing in our people by enhancing flexibility, inclusivity, and development opportunities. As part of our ED&I strategy, we committed to extending support for breastfeeding mothers and reviewing our benefits package to offer greater choice and adaptability. We aimed to increase uptake of training and personal development across the firm, informed by a robust employee engagement survey to shape our people strategy. Leadership development was a priority, with a target for 60% of line managers to complete the Great Line Managers programme by the end of 2025, alongside a 10% increase in attendance at development sessions to strengthen career progression and create an empowered, thriving workforce.

What we've achieved over the last 12 months

Progress over the past 12 months has been strong:

- We have reviewed and enhanced our benefits package, introducing the BHSF Level 1 Health & Wellbeing Cash Plan – launching in December 2025 – and adding new benefits such as the Yorktest Allergy Test.
- On development, we launched Project Pacman, a structured career pathway framework for our business services department, provided coaching and mentoring support, and introduced an apprenticeship programme.
- More than 75% of staff received skills-based training, and we expanded our learning offering significantly. This included guidance sessions on routes to qualifications for non-qualified staff, business services, secretaries, and awareness sessions for Partners and business services Heads.
- We also introduced new programmes such as the Living Leader Programme, Legal Directors Forum, Leadership Skills Development Programme, and Newly Qualified Development Programme.
- We completed the Great Place to Work survey in November 2024 and created action plans for the firm, departments, and ED&I priorities. Leadership development is progressing well, with over 80% of line managers completing the Great Line Managers programme.

What we're planning next

Our focus now is on building momentum. We will continue to expand flexible benefits, strengthen leadership capability, and embed development opportunities across all roles and further embed Project Pacman. By aligning our people strategy with feedback from engagement surveys and maintaining our ED&I commitments, we aim to create a workplace where every individual can thrive. These actions ensure we deliver on our promise to invest in our people – supporting wellbeing, career progression, and an inclusive culture that reflects our values as a B Corp.

Over 75%

of staff received skills-based training, and we expanded our learning offering significantly

Pathways with purpose: Career development across our firm

As part of our B Corp commitments and Strategy 2030, we wanted to create inclusive career development opportunities for all colleagues – not just lawyers. We recognised that our business services department, which includes roles in HR, finance, marketing, IT, and office services, needed clear progression routes to support retention, engagement, and social mobility. Project Pacman was born!

What we did

In November 2025, we launched a structured career pathway framework for business services, designed to provide clarity on progression, development milestones, and the skills required for advancement. This initiative complements our existing legal career pathways and ensures that every colleague has access to transparent and fair opportunities for growth.
The framework includes:

- Defined role levels and competencies for each function.
- Guidance on training and qualifications to support progression.
- Integration with our apprenticeship programme and mentoring schemes.

Why it matters

This initiative supports our B Corp goals by:

- Driving equity and inclusion – ensuring non-legal roles have the same visibility and opportunity as legal careers.
- Enhancing social mobility – creating accessible routes for progression regardless of background.
- Strengthening engagement and retention – giving colleagues a clear sense of purpose and future within the firm.

The career pathways framework is embedded in our performance and development conversations, helping colleagues plan their next steps with confidence.

Phil Saunders
Head of HR and office services

Apprenticeships: Nurturing future talent, driving purpose

At the heart of our commitment to being a force for good lies a belief in the power of opportunity. Our apprenticeship programme is more than a pathway into work – it's a platform for personal growth, professional development, and long-term impact. Their stories reflect our values in action: inclusivity, empowerment, and a dedication to building a better future through meaningful work.

We asked **Naran Chauhan**, business administration apprentice here at AC, a few questions about what it's like to be an apprentice at the firm:

Can you tell us a little about yourself and what attracted you to the apprenticeship at Anthony Collins?

I heard about the opportunity and already knew a bit about all the good things that the firm holds at its heart, and whilst doing my research for the role, this was all solidified. All the work that they do aligns with what I believe in, and I truly feel this is a great place to work.

What does your role in the business services department involve, and which support functions have you experienced so far?

My role involves rotating around each team in business services, starting with risk & compliance, then IT, finance, HR and finally marketing and business development (M&BD). As of November 2025, I am based in the M&BD team, which is my final seat. Working in all five teams so far has greatly expanded my knowledge of the legal process and how the different parts of business services are imperative in their work, something which I wouldn't have known had I stayed in one team.

How does working at a social-purpose law firm feel different from what you expected in a traditional business environment?

The work seems more down-to-earth, with our main purpose being to help lives, communities and society rather than profit. It really puts it into a new perspective when the firm is focusing on that, as it really feels like your work is making a difference to the world.

Which of the firm's social purpose initiatives have stood out to you during your time here?

There is a big focus on diversity. Our ED&I committee is proof of this, where they organise events and work with charities to champion their goals of inclusion within the workplace. AC is truly dedicated to what they believe in, and it has become so important across the firm, with an example of this being that a member of the ED&I committee reports in person to the Board twice a year.

How do you think your work contributes to improving lives, communities, and society?

Although I do not directly deal with clients, I know that the business services department has an important role in the client work. It may not be a direct impact but being a part that the client wouldn't see or maybe know about doesn't matter to me as I know that my work is important, whether it be in Risk and Compliance checking whether the client is allowed to seek us for help, or in Marketing furthering our reach to people who didn't know us beforehand and may need our help.

Before joining, had you heard of B Corp? What does it mean to you now that you're part of a certified B Corp business?

No, prior to my research about the company, I had not heard of B Corp. After learning that AC was accredited, I did my own research into it as I became interested, and it really struck me how there was a group of firms that are committed to bettering the environment before the deadline that the Government had set. This shows how AC and others are not just aiming to become carbon net-zero just because the Government said so, which proves how B Corp is really something to be proud of and to show off to everyone!

How have you seen B Corp values reflected in day-to-day operations or decisions within the support functions you've worked in?

One example is the office space refurbished not too long ago, with the main idea of it being as carbon-neutral as possible. The firm is 'Forest Positive', meaning we have used 23 trees for printing but planted 432 through PaperCut Grows. The lights in our office are sensor-based, so they will turn off automatically if there is no movement. There are many more examples but the values are clearly reflected in operations and the office in general.

Do you feel being part of a B Corp has influenced your own perspective on sustainability and social responsibility?

It has made me realise how much I and we all could change. I took part in a Christmas-themed mental health run at the end of November in support of Birmingham Mind, a charity dedicated to mental health. There are charity-based events happening all the time in the office, so I have donated where I can to support the cause, such as Gloweek for the CBIT (Child Brain Injury Trust) charity.

What skills have you developed so far, and how do you think this apprenticeship is preparing you for your future career?

Skills such as managing priorities or presenting may seem like relatively basic skills, but this apprenticeship has made me realise how much room I have to improve. I have progressed in using and building up these skills with the help of my peers, but there is still a way to go. The apprenticeship will hopefully lead to a role here at AC, as long as I hold up my end of the deal!

"The firm is 'Forest Positive', meaning we have used 23 trees for printing but planted 432 through PaperCut Grows."

Naran Chauhan
Business administration apprentice

Customers

17.9

Customers

What we said we would do

We pledged to design and implement a client insights programme to put the client voice at the heart of our service delivery and product development. We also committed to building on our legal aid framework following the launch of our Wolverhampton childcare hub, ensuring greater access to justice for those who need it most. In addition, we promised to continue campaigning for improved health and safety standards in white-collar boxing, driving change to protect participants and prevent future tragedies.

What we've achieved over the last 12 months

Client Insights Programme: In line with our commitment, we launched our new client insights programme in July 2025. This strategic initiative will gather independent, meaningful feedback from 21 key clients in phase one, through interviews conducted by a specialist insights provider. Insights will inform our strategies and sector-wide improvements, ensuring that client feedback translates into tangible action for our customers.

Legal Aid Framework: Following the Wolverhampton hub launch, we have been able to extend our geographical reach under our legal aid contract. We are now able to support even more vulnerable children and families, improving access to justice in the region.

What we're planning next

Our next steps include fully implementing the client insights programme, embedding feedback loops into service delivery, and continuing to expand our provision to support vulnerable individuals in need. These actions reflect our commitment to client-centric innovation and social responsibility – core principles of our B Corp ethos.

"Following the opening of our childcare hub, in our first year we supported 139 additional families in underserved areas."

Putting clients at the heart of social impact

At Anthony Collins, our clients are central to our mission of improving lives, communities, and society. Over the past year, we've delivered transformative outcomes across sectors, combining legal expertise with purpose-driven innovation.

Expanding access to justice

We opened a new Wolverhampton childcare hub, enabling us in our first year to support 139 additional families in underserved areas. This expansion strengthens advocacy for vulnerable children and families in complex cases, including deprivation of liberty and family reunification. In total, in 2024/25, we dedicated 23,000+ hours to legal aid matters, ensuring those most in need receive expert support.

Driving safer homes

Our housing team are leading sector engagement on Awaab's Law, shaping government consultation responses and guiding social landlords through compliance. This legislation will protect thousands of families by mandating timely hazard remediation, improving tenant safety and well-being.

Regenerating communities

We provided strategic legal support for a £22 million regeneration project in Stafford, transforming underused spaces into vibrant, inclusive environments. This initiative will deliver new homes, boost local employment, and enhance community wellbeing.

Innovating with empathy

We launched Aida, a pioneering AI-powered digital assistant designed to guide individuals through relationship breakdowns with empathy and clarity. Aida reduces barriers to accessing legal advice and is now live at **talktoaida.com**, offering reassurance and practical guidance before clients even speak to a solicitor.

talktoaida.com

Championing vulnerable clients

We secured £38.4 million in compensation for personal injury and clinical negligence clients and protected £130 million in assets through the Court of Protection. These outcomes go beyond financial security – they preserve dignity, family connections, and long-term well-being.

Supporting charities and faith-based organisations

We advised 695 charities, set up 100 new charities, and helped 3,675 pupils through academy conversions. Our governance expertise strengthens sustainability for charities nationwide, while our ecclesiastical law team now ranks among the top three firms for Diocesan Registrar appointments.

Empowering co-operatives

We secured a three-year partnership with Co-operatives UK, supporting the ambition to double the size of the UK co-operative sector. We acted for over 230 co-operatives, including 50 housing co-ops, and helped secure £20 million in social investment for community-led housing projects.

This case study demonstrates how our client's work is not just about legal outcomes – it's about creating lasting social value. Every project, partnership, and innovation reflects our commitment to using the law as a force for good.

White-Collar Boxing – Progress since the PFD Report

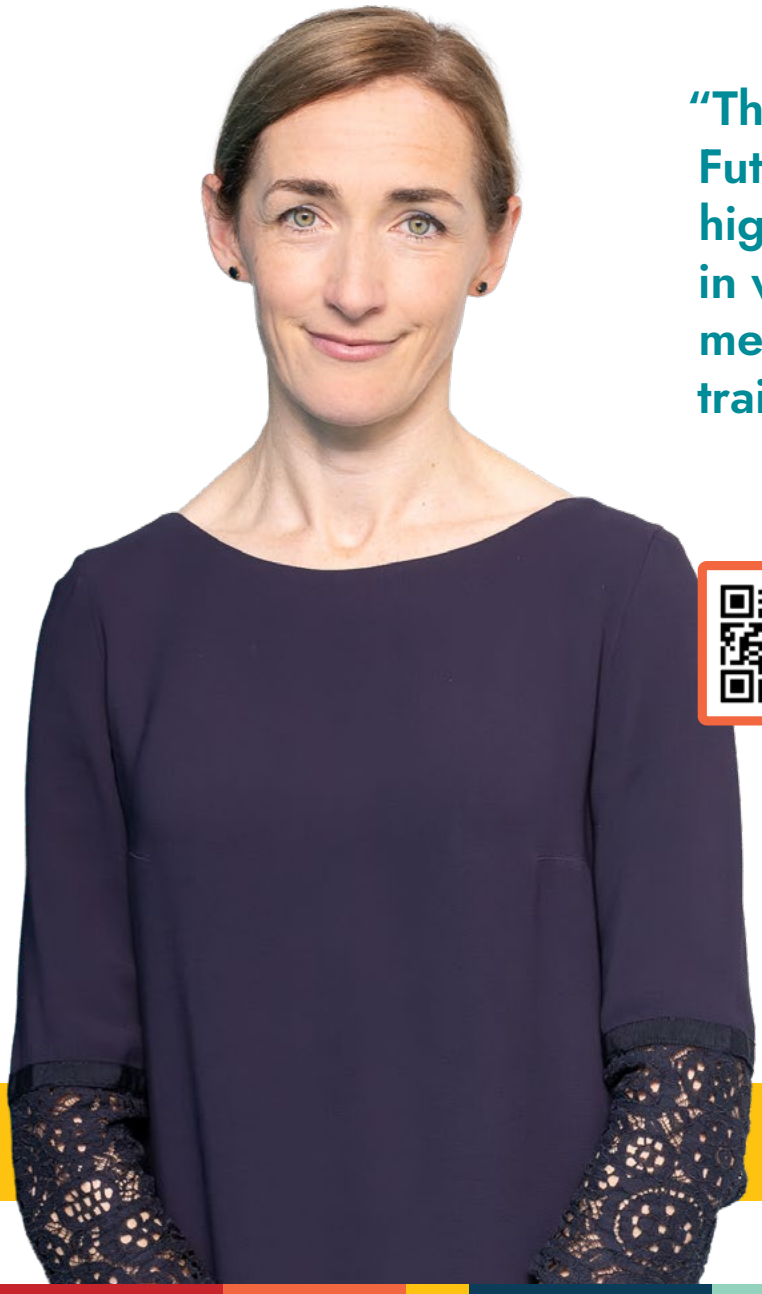
We supported the family of Dominic Chapman, a young man who sadly died after suffering a blow to the head during a white-collar boxing match. Following his tragic death, a Prevention of Future Deaths report was issued (June 2024), which highlighted critical gaps in weight-matching, medical provision, and training protocols. The report triggered sector-wide scrutiny.

In November 2024, the Department for Culture, Media & Sport confirmed plans for a stakeholder consultation on statutory guidance for white-collar boxing, marking the first formal step toward regulation.

In November 2025, England Boxing and partners published a report – The Case for Regulation of White Collar Boxing – which includes a reference to Dominic's case, recommending:

- Mandatory pre- and post-bout medical checks by registered doctors.
- Minimum 12-week training programmes logged and overseen by accredited coaches.
- Strict weight-matching (within 2.5-3kg) and age limits (18-40).
- Insurance requirements for gyms and promoters.

These efforts have created momentum for statutory oversight and improved safety protocols. While regulation is still in progress, the groundwork laid since the PFD report represents a significant shift toward protecting future participants.



"The Prevention of Future Deaths report highlighted critical gaps in weight-matching, medical provision, and training protocols."

Ann Houghton
Partner

From insights to impact

As part of our B Corp commitments and Strategy 2030, we pledged to deepen our understanding of client needs and expectations, ensuring our services deliver maximum social value. We said we would design and implement a Client Insights Program to put the client voice at the heart of our decision-making, enabling us to strengthen relationships, identify opportunities for collaboration, and innovate based on real feedback.

In line with this commitment, we launched our new Client Insights Program in July 2025. This strategic initiative will gather independent, meaningful feedback from key clients through interviews conducted by a specialist insights provider. By sourcing impartial feedback, we aim to identify trends, develop action plans, and ensure our services align with client priorities and challenges.

To date, we have held discovery sessions to shape interview questions and selected 21 key clients for participation as part of phase one. Insights will be aggregated and shared internally to inform joint strategies and sector-wide improvements, ensuring that client feedback translates into tangible action.

Why it matters

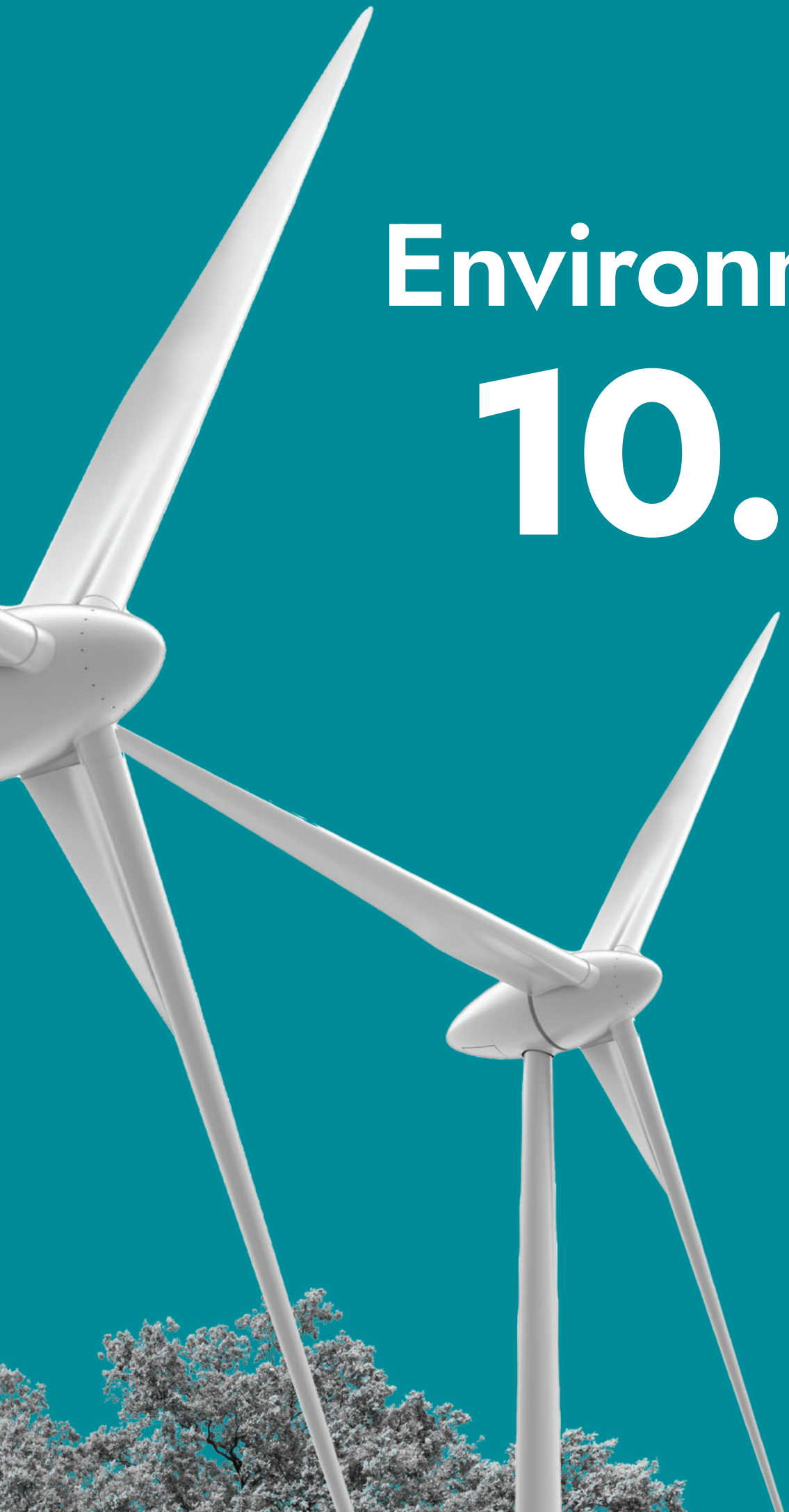
Our Strategy 2030 sets out a clear ambition: to be a purpose-driven, client-focused firm that delivers exceptional value and social impact. The launch of our Client Insights Program directly supports this vision and our B Corp commitments in several ways:

- Client-centric service: By gathering independent feedback from key clients, we ensure our services align with their priorities and challenges, strengthening relationships and trust.
- Innovation and collaboration: Aggregated insights will inform joint strategies and create opportunities for collaboration across sectors, driving innovation that benefits clients and communities.
- Transparency and accountability: Independent interviews demonstrate our commitment to openness and ethical business practices, reinforcing our B Corp principles.
- Social purpose impact: Understanding client needs enables us to design solutions that improve lives and communities, ensuring our work delivers meaningful social value.

This initiative is a cornerstone of our Strategy 2030 commitment to combine legal expertise with insight-driven action, helping us achieve our goal of being a force for good.

Environment

10.8



Environment

What we said we would do

We said we would take bold steps to advance our environmental commitments. This included measuring our scope 3 emissions and drafting a comprehensive carbon net-zero plan, creating an Environmentally Preferable Purchasing Policy (EPP), and actively monitoring water usage and waste production. We committed to rolling out advanced sustainability measurement software, Ecometrica, to improve data accuracy and transparency, and to achieving SBTI (Science Based Targets Initiative) certification to ensure our targets are science-led. Alongside these actions, we pledged to strengthen engagement with our supply chain to support carbon reduction efforts and drive collective progress toward our 2030 net-zero goal.

What we've achieved over the last 12 months

While some objectives remain in progress, we've taken meaningful steps forward:

- For the first time, we have measured and shared a broader spectrum of Scope 3 emissions – including expenditure – with our consultants, and our draft net-zero plan is on track for publication in January 2026.
- We've embedded sustainability questions into our supplier onboarding process, partially fulfilling our EPP commitment, and begun monitoring water usage and waste where data is accessible.
- Our partnership with Inteb continues to guide our roadmap, and SBTi certification has been included in our Board reporting.
- Although we have not yet published environmental targets or rolled out Ecometrica software, these remain priorities for the next cycle. Similarly, our forest-positive plan will be revisited alongside the SBTi strategy.

Our flagship office underwent a major transformation, moving from

EPC class E to A

Reimagining our office space for sustainability and collaboration

As part of our commitment to environmental responsibility and operational excellence, we pledged to ensure that our physical spaces reflect the same sustainability principles that guide our business. This meant not only reducing our carbon footprint in our flagship office in Birmingham, but also creating work environments that support collaboration, flexibility, and well-being.

Birmingham refurbishment

Our flagship office underwent a major transformation, moving from EPC class E to A, reducing unnecessary floor space and improving energy performance through smart technology and sustainable design.

Manchester – Ship Canal House (September 2025)

We relocated to a modern, collaborative office designed for hybrid working. The new space achieved an EPC B rating, significantly improving energy efficiency. Upgraded air-conditioning systems reduce energy consumption, lower carbon emissions, and create a healthier indoor climate.

Impact

- Better management of our estate footprint.
- Reduced energy consumption and operational costs.
- Enhanced employee experience through modern, collaborative spaces.
- Tangible progress toward our 2030 net-zero goal.

What we're planning next

Our progress reflects both the complexity of environmental transformation and our determination to deliver on our promises. By building robust data foundations and strengthening supplier engagement, we are laying the groundwork for ambitious targets and transparent reporting. The next phase will focus on publishing our environmental performance, finalising the net-zero plan, and accelerating technology adoption to track and reduce impact. These actions will ensure we continue to move from intent to measurable impact – upholding our commitment to sustainability and the principles that define us as a B Corp.

> **"Our progress reflects both the complexity of environmental transformation and our determination to deliver on our promises."**

Community 24.3

Community

What we said we would do

We said we would broaden the rollout of our social mobility recruitment tool beyond trainees to create fairer opportunities across the firm. We committed to making progress toward our 2030 diversity targets, aiming for at least 50% of leadership roles to be held by women and 20% by people from ethnic minority backgrounds. We pledged to advance supply chain management by introducing a new onboarding policy and analysing supplier questionnaire responses to ensure alignment with our values. In addition, we said we would increase uptake of Social Purpose Volunteering (SPV) days to deepen our positive impact on local communities.

What we've achieved over the last 12 months

- Social mobility recruitment tool: While expansion beyond trainees is still in progress, we have strengthened our social mobility initiatives and now attend many more non-Russell group universities' careers fairs to attract more undergraduate students from disadvantaged social backgrounds. We are continuing our grassroots partnerships, including working with a new school with a high proportion of students from disadvantaged social backgrounds, to inspire future careers in law as part of our ongoing effort to widen access to the profession.
- 2030 diversity targets: We are on track toward our goals, especially concerning gender. Female representation among partners has increased to 48% (up 2% from last year), bringing us close to our 50% target. Representation of ethnic minority partners stands at 10.5%, with further work planned to reach the 20% target.
- Supply chain management: Our new supplier onboarding policy is live on the intranet and website, and the CSR questionnaire rollout is underway, ensuring suppliers align with our ethical and sustainability values.
- Social purpose volunteering (SPV): Uptake of SPV days has grown by almost 60%, with colleagues engaging in initiatives that support local communities and social impact projects.
- Supplier questionnaire analysis: While the onboarding policy is implemented, analysis of responses is scheduled for the next phase to inform future improvements.

Looking ahead

Our next steps include changing our recruitment system to allow us to increase access to all people, including those from disadvantaged social backgrounds, accelerating progress toward diversity targets, especially regarding ethnicity, and deepening supplier engagement through data analysis. We will also continue to promote SPV days to increase participation and amplify our community impact. These actions reflect our commitment to fairness, inclusion, and responsible business practices – key pillars of our B Corp ethos.

Celebrating Black History Month – Standing firm in power and pride

As part of our commitment to equity, inclusion and community impact, we were proud to celebrate another successful Black History Month in October 2025. This year's theme, Standing Firm in Power and Pride, inspired a vibrant and meaningful series of events that reflected our values as a social purpose law firm.

Driving awareness through action

2025 marked the launch of our first-ever blood drive, aimed at raising awareness of Sickle Cell Disorder and Thalassemia – conditions that disproportionately affect people of Black, Mediterranean, South Asian, Southeast Asian and Middle Eastern heritage. We partnered with OSCAR Birmingham, a local charity supporting individuals and families affected by these conditions.

Thanks to the generosity of our colleagues, 27 people will benefit directly from the blood donations made during the drive. Donors were treated to a Caribbean lunch, continuing our tradition of supporting Black-owned businesses in Birmingham.

Education and engagement

We welcomed representatives from OSCAR to our Birmingham office for an inspiring in-person talk, with a virtual option to ensure accessibility across the firm. The session deepened our understanding of the importance of blood donation and the lived experiences of those affected by these conditions.

Celebrating culture and giving back

To close the month, we hosted a Jamaican patty sale, with all proceeds donated to OSCAR to support their ongoing work in the region. This event, like others throughout the month, reflected our commitment to community engagement,cultural celebration, and social impact.

Aligned with Strategy 2030

These initiatives are part of our broader Strategy 2030, which aims to double our social impact and embed equity and representation into everything we do. Black History Month is not just a moment in our calendar – it's a reflection of our purpose in action.

Launching empathetic legal tech with purpose

In November 2025, we proudly launched Aida, our new AI-powered digital assistant designed to support individuals navigating relationship breakdown and divorce. This milestone marks a significant step forward for our matrimonial team and reflects our broader commitment to social purpose, relational care, and innovation in legal service design.

Aida was developed as part of our involvement in Lancaster University's Technology in Professional Services (TiPS) accelerator, where we explored how digital tools can be used to deliver legal services with empathy and accessibility. The result is a free, 24/7 platform that helps users understand their options before speaking to a solicitor – offering information and a judgment-free space to begin their journey.

Built together, shared together

Over the past year, many colleagues across the firm contributed to shaping and testing Aida. Their feedback helped ensure the tool reflects our values and meets the needs of those we aim to support. Now, as Aida moves into full launch, our collective role in sharing it with networks, clients, and referrers is key to its success.

Why Aida matters

Aida is more than a digital innovation – it's a reflection of our Strategy 2030 in action. It helps us:

- Broaden access to legal support for those who may hesitate to seek help.
- Deliver social impact through technology designed with empathy.
- Expand our relational approach into digital spaces.

By signposting Aida in our communications and conversations, we're helping ensure it reaches those who need it most – and reinforcing our position as a purpose-led law firm committed to improving lives through innovation.

Visit **talktoaida.com** to explore the platform.

talktoaida.com

Using our voice to drive change

As part of our Strategy 2030, we pledged to amplify voices and share experiences that matter. We aim to use our expertise and platform to influence positive change and raise awareness on issues that impact individuals and families.

In November 2025, we partnered with The Child Brain Injury Trust (CBIT) to record a 2.5-hour podcast featuring one of our clients and their family, alongside our legal team. The discussion focused on the client's journey from the time of their accident to the present day, highlighting the challenges faced and the support provided by different professionals along the way. This marks a significant milestone: we are the first law firm to collaborate with CBIT on this initiative, which is set to roll out nationally if successful.

GloWeek 2025 fundraising for CBIT

In October 2025, AC proudly participated in GloWeek, an annual campaign by the CBIT to raise awareness around child brain injuries and road safety. This year's theme, Glow80s, inspired a week of vibrant, retro-themed fundraising activities designed to engage staff and support a vital cause.

Fundraising highlights

AC's GloWeek was packed with creative and inclusive events, encouraging donations and participation across the firm. Activities included:

- A lunchtime musical quiz.
- Hot desk deliveries of cakes, samosas, pakoras, Indian tea and more.
- An evening canal walk or run.
- Online craft sessions.
- A lunchtime Bucks Fizz tribute act.
- An evening Indian cook-along.

Total raised: **£4,958.37**

These funds will help CBIT provide essential support to children and families affected by brain injuries, including educational resources, emotional support, and advocacy.

Anthony Collins' GloWeek 2025 campaign was a glowing success – literally and figuratively. Through themed events, team spirit, and a shared commitment to social justice, AC made a meaningful contribution to CBIT's mission.

Building a Social Impact Framework to power Strategy 2030

We are committed to embedding social purpose into every aspect of our business. That's why we are developing a robust social impact framework to measure and double our impact by 2030 – ensuring that our growth and decisions deliver meaningful improvements for individuals, communities, and society.

Our Social Impact Framework will be grounded in our core purpose: to improve the lives of individuals, communities, and society. This framework aligns with the five B Corp impact areas and focuses on three key drivers:

- Client outcomes – ensuring our legal work creates measurable social value.
- Community engagement – strengthening local partnerships and volunteering.
- Environmental performance – reducing carbon emissions and promoting sustainability.

The framework is intentional, strategic, authentic, and impactful. It sets clear objectives, defines metrics, and integrates governance to ensure accountability. Key features include:

- Pillars of Impact: Individuals (access to justice and education), Communities (volunteering and partnerships), and Society (policy influence and sustainability).
- Metrics: Pro bono hours, access to justice improvements, diversity and inclusion progress, carbon footprint reduction, and community engagement hours.
- Reporting Tools: A dedicated Social Impact Report, real-time dashboard, and stakeholder feedback loops to ensure transparency.

Why it matters

This initiative supports our B Corp goals by:

- Driving accountability and transparency through measurable social impact.
- Creating consistency and clarity for decision-making aligned with our purpose.
- Enhancing long-term impact by linking every strategic action to societal benefit.

The framework will allow us to set ambitious targets and begin benchmarking data for pro bono work, diversity, and environmental sustainability. It will also strengthen our ability to communicate our purpose internally and externally, reinforcing our position as a business that uses its influence for good.

Andy Keith
Chief operating officer

A look to the future

Holding purpose at the heart of growth

At AC, growth never means compromise. As we grow, we remain anchored to our core purpose – using the law to improve lives, strengthen communities, and serve society. Our B Corp journey has helped us sharpen that focus, ensuring that every step forward is guided by values, not just velocity.

People inspire everything we do. From our clients to our colleagues, it's their stories, challenges and aspirations that remind us why social impact matters. They push us to be better, to do more, and to hold close the principles that define us.

This report is more than a reflection of progress – it's a reaffirmation of our commitment. To lead with integrity. To grow with purpose. And to measure success by the difference we make.

Rankeshwar Batta
Partner and Board chair

Anthony
Collins

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