

Anthony  
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# Community 24.3



Certified



Corporation

# 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](https://talktoaida.com) to explore the platform.



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## 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.



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