Useful Simple Trust

Purpose-driven design and consultancy
for our changing environment

IMPACT REPORT

A review of our impact in FY 2024-25 with a focus on
Collaborative Innovation

expedition
thomas.matthews communication design
usefulprojects
Useful studio

Useful Simple Trust volunteering 2024

WELCOME TO OUR IMPACT REPORT

This year, our focus is innovation through collaboration — a principle that sits at the heart of everything we do. As a forward-thinking organisation, we're exploring bold ideas and fresh approaches to tackle some of the biggest challenges in our sector, from decarbonisation and material efficiency to nature-based solutions.

We believe progress happens faster when knowledge is shared. That is why we're continuing to invest in long-standing, cross-industry programmes to help drive transformation and practical education across the built environment.

Our profits do not sit still either — they are being reinvested to benefit local communities and upskill our teams, so we stay future-fit and ready to lead.

Thank you to our clients, partners, and collaborators for your continued trust and support.

Judith Sykes, CEO

Canning Town strategic regeneration framework workshop, led by Useful Projects

WHAT'S INSIDE

About us

Collaborative innovation themes

DRIVING TRANSFORMATION

We are on a shared journey with clients and collaborators, captured in our trailblazing purpose to 'transform our natural and built environment to meet the needs of all people and the planet'.

This purpose is embedded in the Trust Deed*, and underpinned by our Business Plan Goals. Transformation, and the innovation required to support it, does not happen in isolation. It requires breadth of expertise, broad perspectives, and the collective drive to push for better outcomes. By forming meaningful relationships with our clients, stakeholders, and wider industry networks, we have delivered solutions and set new standards with impacts that ripple far beyond our organisational boundary.

*The legal document outlining key agreements, structures, and obligations within the Trust.

Not everything has worked out as we intended. We embrace honesty and transparency as we continue to share our experiences of navigating technical challenges and industry barriers to innovation.

Extending the Trust's influence
The challenges facing construction are highly systemic in character. That's why we leverage our 'Expert Network' to bring the best minds and broad perspectives to both crisply define problems and resolve solutions.

Our Business Goals

To deliver lasting impact

Leaving a lasting effect on places and industries through our work and sharing our impact through education and outreach to benefit society.

To lead in the adaptation and regeneration of our built and natural world

Making our environments more resilient to climate change using a range of skills, including communication for behaviour change.

To be the best workplace we can be

Attracting and retaining talented people, fostering collaboration and growth, and creating an environment that encourages curiosity and innovation.

To be resilient and generate purpose with profit

Reinvesting profits to generate meaningful work and impact, supporting our people, and furthering our mission through research, learning, and giving.

PROFIT WITH PURPOSE

Our commercial principles for a regenerative business require us to invest a portion of our profits towards furthering our trailblazing mission.

To provide a focus for this work, we have formalised our volunteering, engagement, pro bono, and R&D programmes into 'Useful Giving' and 'Useful Trailblazing' – two key initiatives that amplify and scale positive impact across the Trust.

Useful Giving

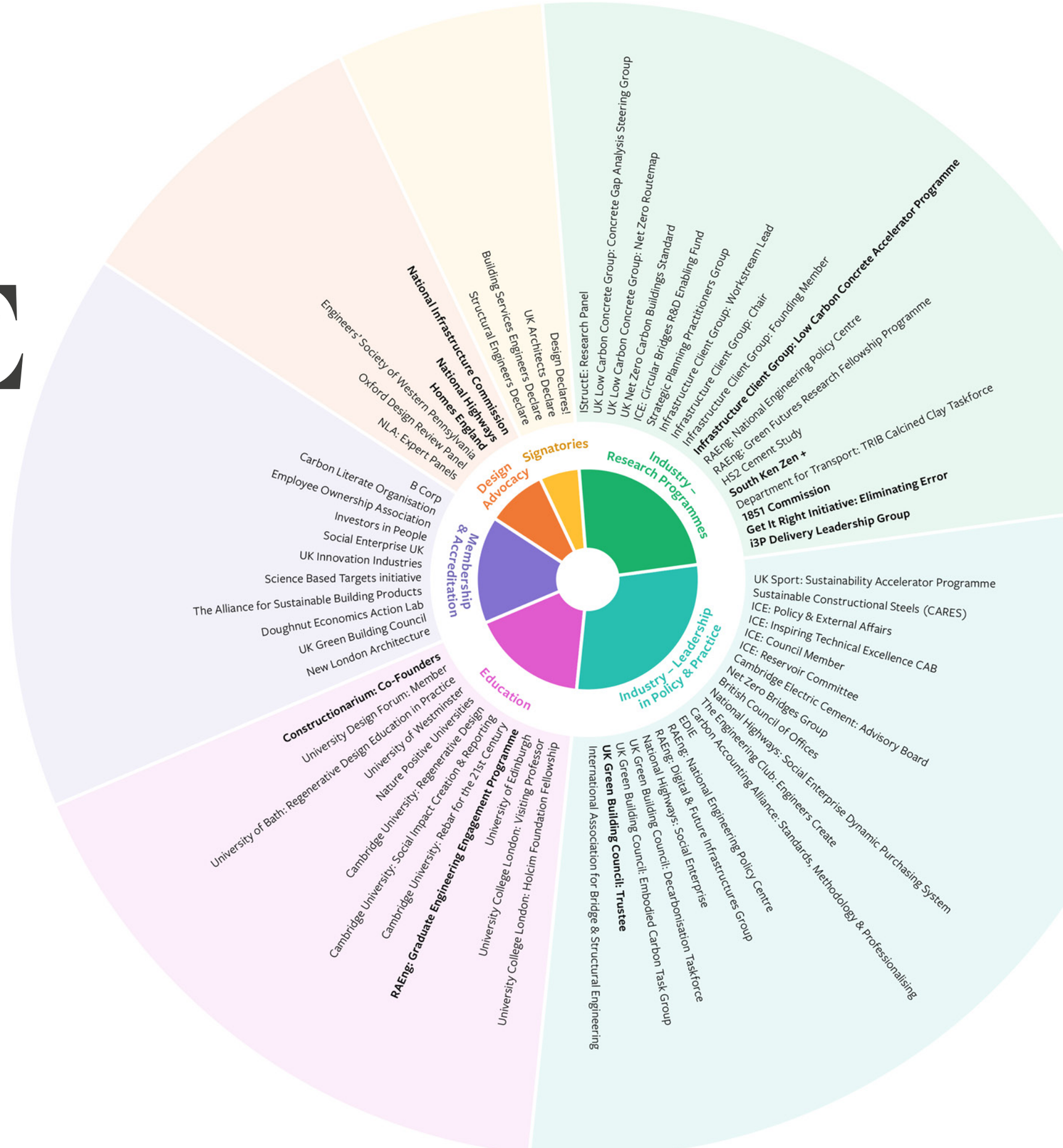
Supporting projects that benefit communities in need through partnerships or pro-bono work, maximising positive social impact while providing demonstrable value to the Trust. It empowers employees to use their skills meaningfully and aligns with our Social Value Framework and status as a certified Social Enterprise.

Useful Trailblazing

Focusing on innovative, impact-oriented projects that leverage diverse skills, enhance delivery processes, and offer novel insights. It aims to create scalable solutions, develop new products or services, drive industry change, and contribute to the Trust's mission and impact focus areas.

Our impact network

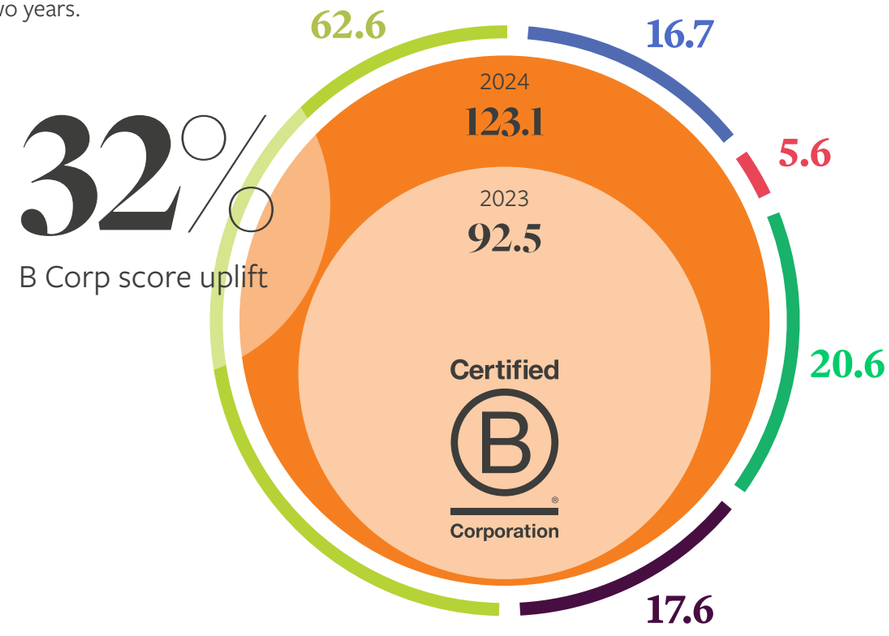
Since Expedition's founding in 1999, we have worked with experts beyond the Trust to shape the industry. Our long-term programmes include Constructionarium and the Get it Right Initiative (GIRI). This year, we launched new initiatives with the Royal Academy of Engineering (RAEng) on inclusion, infrastructure policy, and allocating £150 million in Green Futures Fellowship funding.



OUR FOOTPRINT

As one of the first multidisciplinary design consultancies in the UK to achieve B Corp status in 2020, the Trust is committed to continuous improvement. We aim to increase our score by at least 15% in each recertification cycle, demonstrating our dedication to delivering profit with purpose and leading the responsible business movement.

In 2024, the Trust achieved B Corp recertification with a score of 123.1 – a 32% improvement from our previous score and surpassing our 2027 target by two years.



B Corp scores

- Governance
- Customers
- Environment
- Community
- Workers

Carbon emissions

The Trust is firmly committed to achieving carbon neutrality and net-zero aligned emissions by 2030. Our target is to cut emissions across all scopes by 46% by 2030, compared to our updated FY 22/23 baseline, while offsetting residual emissions in line with SBTi 1.5ºC guidelines.

In FY23/24, our Scope 1–3 carbon emissions totalled 313 tCO_2e (3.6 tCO_2e per FTE). We had no emissions for Scope 1 + 2 and of Scope 3, the largest contributor was purchased goods and services, which presents unique challenges but also opportunities for impactful change.

Our Climate Transition Action Plan outlines a clear pathway to achieve our targets, including engaging key suppliers on carbon reduction, empowering low carbon purchasing decisions, and revising travel and expense policies to prioritise sustainability and ethical practices.

The Trust does not have any Scope 1 + 2 emissions because it does not own or control the energy systems of any facilities or vehicles. The energy emissions from gas, refrigerant leakage, and electricity at our London office are counted within Scope 3.8, upstream leased assets.

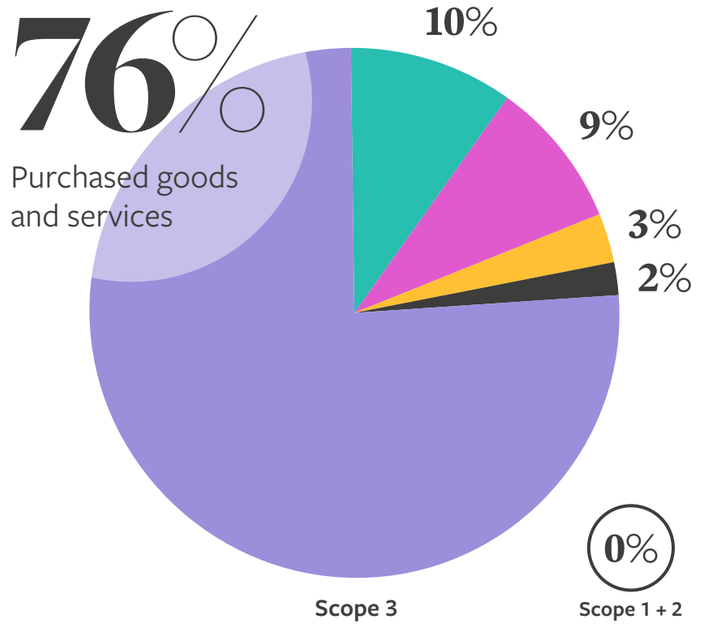
UST's carbon footprint by scope category FY 22/23 was 330 tCO_2e (tonnes of carbon dioxide equivalent).

Scope 3 criteria

- Purchased goods and services
- Business travel
- Home working energy use
- Employee commuting
- Upstream leased assets

<1.1% each

- Business travel accommodation
- Waste and wastewater
- Water supply



COLLABORATIVE INNOVATION

Collaborative innovation drives lasting change by uniting diverse expertise, fostering dialogue, and co-creating solutions with positive social, environmental, and economic impact. To showcase the breadth of our impact in 2024-25, we have focused on four interconnected topics:

- **Pioneering industry-shifting innovation**
- **Applying nature-based solutions**
- **Driving low-carbon innovation**
- **Advancing social value**

AVA Footbridge prototype demonstration

1

Pioneering industry-shifting innovation

Industry fragmentation has slowed progress on carbon reduction, productivity, and resilience. By reframing challenges and uniting expertise, we foster collaboration that drives meaningful solutions; shaping new standards, sparking innovation, and developing transformative products and services for a more sustainable future.

2

Applying nature-based solutions

We have a long history of implementing nature-based solutions to address climate adaptation and mitigation. As climate impacts intensify and awareness of species loss grows, we continue to enhance biodiversity, resilience, and water management through nature recovery and blue-green infrastructure solutions.

3

Driving low-carbon innovation

Meeting demand for new buildings and transforming infrastructure while staying within national carbon budgets presents a significant challenge. We are advancing energy and material decarbonisation - from low-carbon concrete to net-zero urban districts - through partnerships that align investment, R&D, and supply chains. Additionally, we are setting regenerative design benchmarks to cut emissions and drive a just transition.

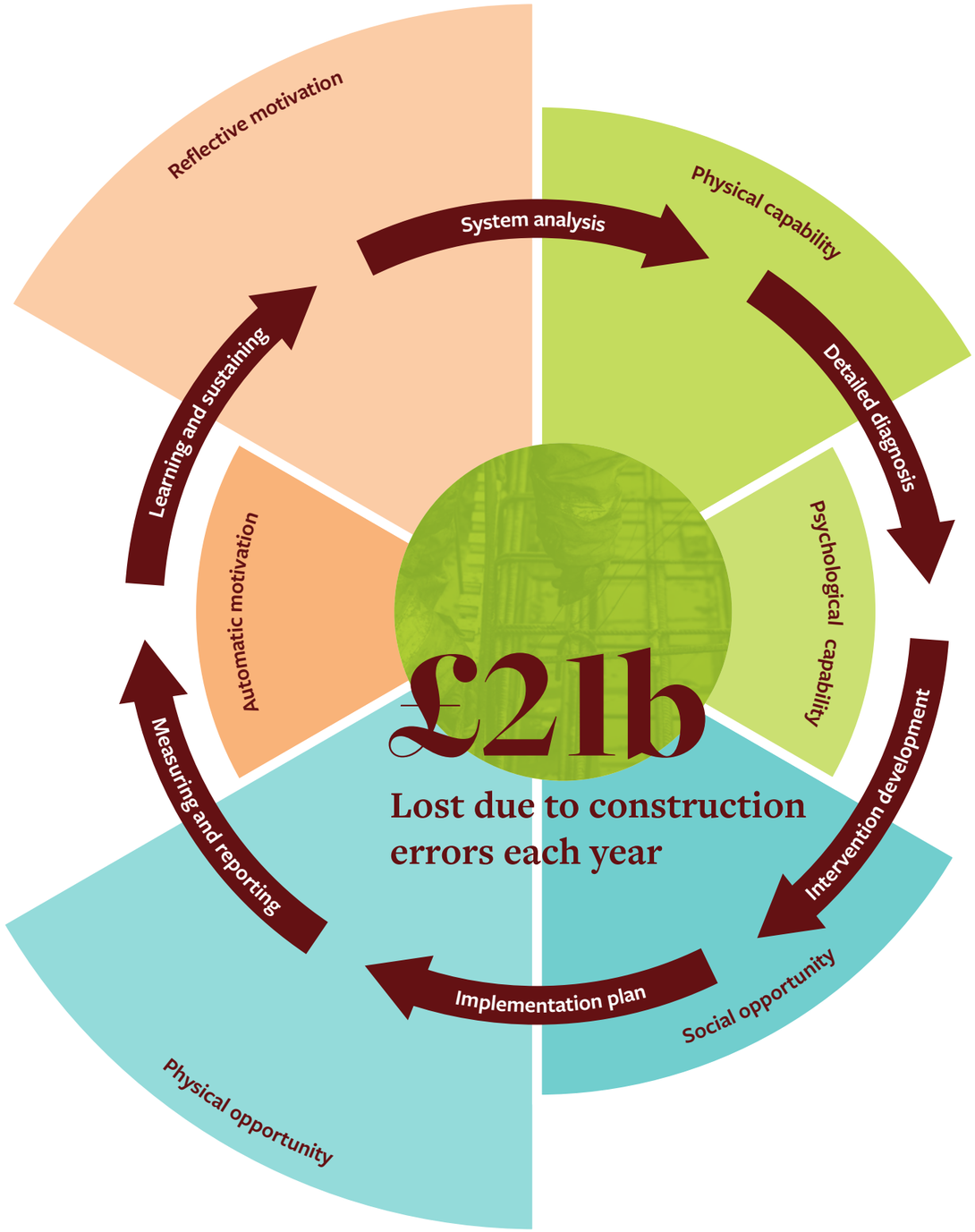
4

Advancing social value

Inclusive, sustainable environments require diverse perspectives and an empowered workforce to flourish. Through hands-on education, industry partnerships, and community investment, we drive lasting impact. From practical learning to diversity initiatives and climate education, we are breaking barriers and creating opportunities for lasting social change.

PIONEERING INDUSTRY-SHIFTING INNOVATION

The construction industry is facing increased pressure to reduce carbon emissions, minimise costs and deliver projects more effectively. Traditional delivery methods are not working to meet needs of clients or society. In this section, we showcase our efforts to drive industry change through collaboration.



Get It Right Initiative (GIRI): Error Reduction Framework – a step-by-step process, developed by UST, for minimising errors in construction. The central segments represent the GIRI Error Maturity Model, highlighting the organisational maturity factors needed to drive error-reduction behaviours.

Industry transformation

Our focus on productivity has the power to transform the way we deliver infrastructure by reducing cost and carbon, whilst also ensuring the benefits for people and planet are optimised.

Expedition on-site at South Bank Quay. ©GRAHAM

51%
improvement in productivity

22%
reduction in programme duration

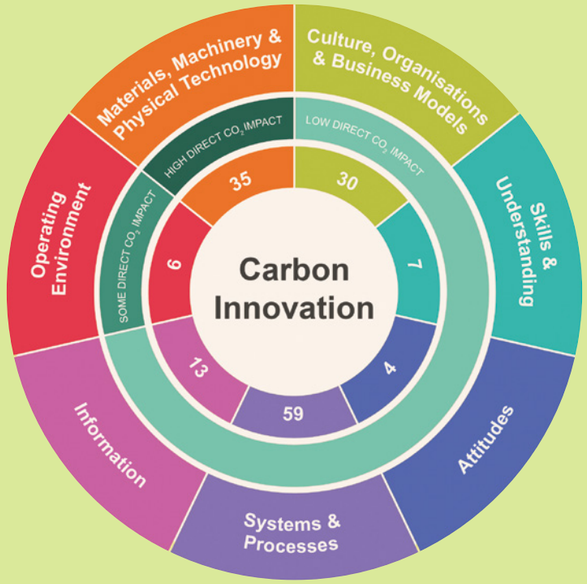
£230k
project cost savings

18
days reduced plant operation

↑

The Tiger Team at South Bank Quay
This approach to innovation, co-created with GRAHAM, achieved a 51% productivity boost for marine tie rod installation at the South Bank Quay (SBQ) project in Middlesbrough, cutting plant operation by 18 days and health and safety exposure by 31 days per worker. This success earned the 'Internal Collaboration Award' from the Institute of Collaborative Working (ICW) in January 2025. We are applying the learning from this project to scale the cost and carbon benefits in other applications of marine tie rod installation, supporting GRAHAM to further deliver lean construction – SBQ alone has benefited from £230,000 in cost savings and 47.6T carbon reduction.

Get It Right Initiative (GIRI)
Having founded GIRI in 2014, we have been tackling the critical challenge of construction errors, which cost the UK industry £21 billion annually. While original research evidenced the magnitude of this issue, we have continued to shape the initiative's work. This year we have developed tools and processes such as the Error Reduction Framework - a systemic approach to minimising errors in complex environments - and the Error Maturity Model - driving behavioural change to improve organisational error resilience. These tools, piloted with our Innovation Partner GRAHAM in December 2024, will focus on reducing errors in concreting processes and create scalable solutions for broader use, setting a new standard for efficiency, safety, and error management in infrastructure projects.



Carbon Innovation Model ©Expedition Engineering

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Infrastructure Innovation Partnership (i3P)
Low Carbon Technology Accelerator (LCT)
Through Expedition's ongoing relationship with i3P, the LCT has united asset owners, consultants, and contractors to identify 150 carbon reduction opportunities and prioritise 20 for immediate adoption.

Success required a trailblazing client, the Environment Agency, to demonstrate our SOAR Innovation Model's potential by implementing low-carbon solutions across their capital programme. The Accelerator programme now transfers these proven lessons to other infrastructure owners and suppliers, accelerating sector-wide deployment.

Strategic Planning is back!
Judith Sykes

"November '24 saw the launch of the Strategic Planning Group, a ground breaking Government-backed initiative uniting experts across local authorities, academia, and infrastructure to shape the next generation of Spatial Development Strategies (SDS).

I worked with some of the best minds in strategic planning to define how they can ensure a joined up approach to infrastructure and housing delivery, enabling utilities and local authorities plan for sustainable growth.

The recommendations include a requirement to place the natural environment and long-term resilience as an important part of 'Planning Positively for the Future'.

This collaborative approach ensures strategic planning delivers real benefits for people, place, and planet - setting a new standard for tackling England's most pressing challenges."

47.6T
carbon reduction at South Bank Quay

Scalable innovation

Enabling our existing infrastructure to meet future needs by rethinking common components has been a key theme with our infrastructure clients.

22%

fewer carbon emissions compared to existing footbridge designs

AVA Footbridge prototype demonstration. ©AVA Consortium

Highest

rated by Network Rail for passenger experience, safety, buildability, cost, and sustainability

↑

AVA Footbridge & Lift System

The critically acclaimed Footbridge is an example of transforming the design and manufacture of common modular components to enable innovative and efficient delivery of infrastructure at scale.

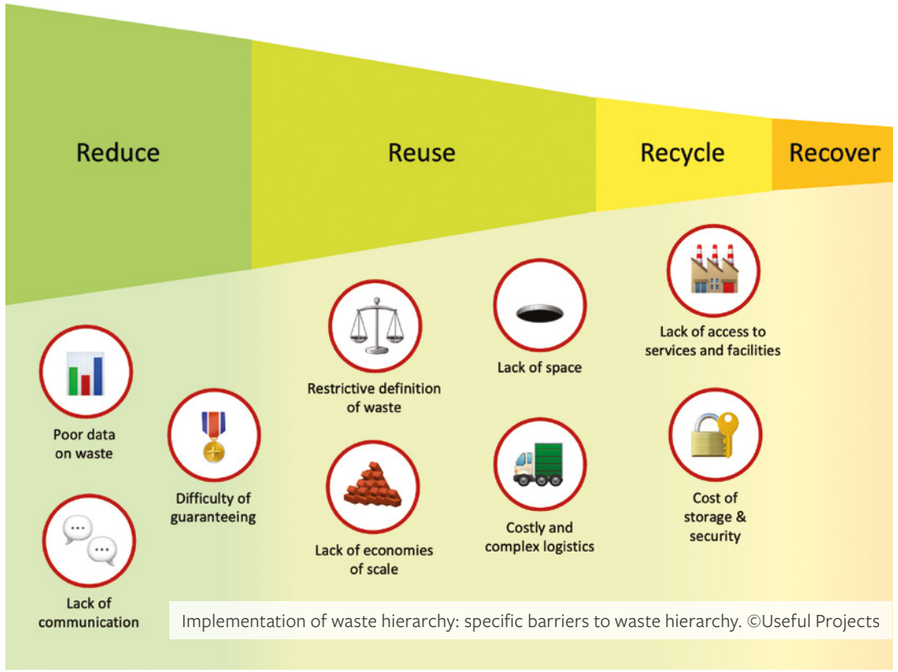
We tackled the significant challenge of applying manufacturing principles to the reality of construction, unlocking future supply chain opportunities to benefit Network Rail and other major infrastructure clients. Our phased design and prototyping approach, incorporating lessons from across the value chain, achieved a step-change in delivery, reducing contract-to-handover time by over 50%.

Developed through a multidisciplinary Consortium, including Expedition, Hawkins\Brown, Walker Construction, Network Rail, McNealy Brown, and ARX, the prototype hit headlines for its revolution of railway footbridge design and installation. Hundreds of industry visitors gave feedback on AVA's innovative solutions and cutting-edge technology, supporting ongoing system development.

Its first-of-a-kind installation is taking place at Stowmarket Station, with completion anticipated in 2025.

Encouraging system change

Our decade-long partnership with Zero Waste Scotland (ZWS) highlights the transformative power of sustained collaboration in tackling systemic challenges. While our work spans multiple initiatives, our most recent project focused on waste reduction in Scotland's built environment.



Implementation of waste hierarchy: specific barriers to waste hierarchy. ©Useful Projects

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Zero Waste Scotland

Across three months, we interviewed over 60 industry stakeholders, including tier 1 & 2 contractors, housebuilders, developers, architects, local authorities, waste managers, and reuse hubs, uncovering low levels of adoption and awareness of best practice waste reduction. Using the COM-B Model for Behaviour Change, we identified that the lack of structural incentives to reduce waste - often driven by risk aversion - was the most significant barrier to waste reduction and typically led to waste-generating practices such as overdesign and material over ordering.

Our findings highlighted sources of waste and opportunities for systemic change, and were then tested and refined through roundtable discussion, providing actionable recommendations for ZWS, the Scottish Government, and others. These insights are now helping shape the different stakeholders' strategies for enabling and incentivising waste reduction, and therefore driving circularity, across Scotland's construction industry. This project underscores how targeted research can create a more sustainable and resource-efficient industry.

APPLYING NATURE-BASED SOLUTIONS

Our work on natural systems and integrated water management demonstrates how collaborative partnerships can overcome traditional barriers to implementing nature-based solutions, creating regenerative systems that serve both people and planet. This year, we have been able to secure the adoption of innovative approaches to managing water stress and nature based solutions.

Reimagining water management for climate resilience

A core focus has been pioneering smart water management systems that integrate weather forecasting with real-time water retention and release capabilities. This integration enables us to design solutions that are resilient to future climate scenarios.

Langleybury Estate. ©IF_DO and Secchi Smith

Revitalising historic infrastructure

2,500
community members engaged

100%
of irrigation supplied from harvested rainwater, average per year (60% on drought year)

25%
of site area represented by green infrastructure

Lewisham Shopping Centre
Our collaboration with Landsec U+I and Studio Egret West on this transformative redevelopment demonstrates how cross-industry partnerships can overcome complex urban challenges. Leading the blue infrastructure design for this 4.4-hectare masterplan, we worked closely with landscape designers to integrate nature-based solutions that support 1,700 new homes and a 11,000m² central park atop the shopping centre.

The critical challenge of sustainable water sourcing for podium planting during dry periods required innovative thinking across disciplines. Through collaborative appraisal and bespoke water balance studies, we developed smart weather-controlled rainwater harvesting solutions that source irrigation directly from stormwater attenuation storage - eliminating dedicated harvesting tanks and reducing carbon emissions while significantly reducing impact on scarce water resources.

This approach enabled seamless integration of exemplar SUDS systems with biodiversity and placemaking objectives, creating regenerative infrastructure that serves both community needs and climate resilience.

300%
increase in biodiversity

Creating evidence-based change

40%
reduction in diffuse pollution entering the River Gade catchment

↑
Langleybury Estate
Creating a green-blue infrastructure strategy for the Grade II listed Estate's transformation presented complex challenges, requiring careful navigation of heritage constraints and stakeholder expectations.

Early involvement in the landscape-led masterplan proved crucial, alongside trusted client relationships and close collaboration with like-minded landscape designers and ecologists. Through persistent stakeholder engagement, we successfully integrated exemplary sustainable drainage systems, restored historic wetlands, and created multi-functional water features.

Our innovative approach included smart weather-controlled rainwater harvesting from a restored historic brick cistern, creating a sustainable irrigation system for community allotment gardens and orchards. Planning approval and the Building with Nature Design Award validated this evidence-based approach to integrating infrastructure within heritage-sensitive environments.

2,500m²
of wetlands created

Shaping Future Practice

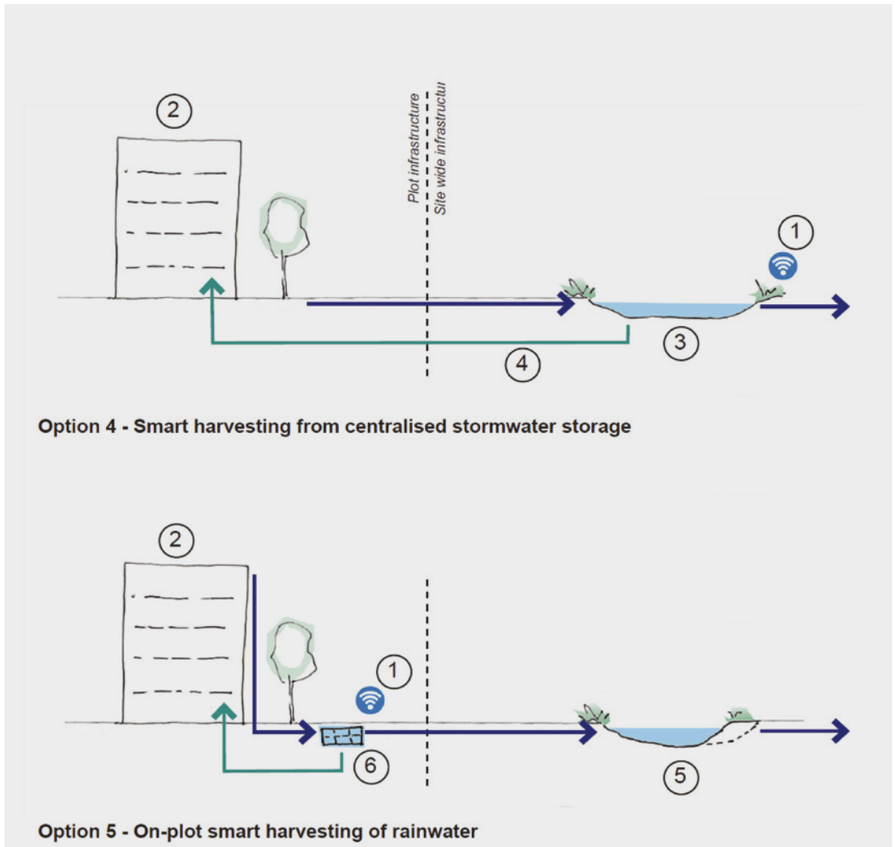
These projects demonstrate how nature-based solutions can deliver multiple benefits across biodiversity, water management, carbon reduction, and community wellbeing. By continuously evolving our approach to incorporate smart technologies, heritage preservation, and regenerative design principles, we are helping establish new benchmarks for integrating natural systems within the built environment.

Smart solutions for water-stressed regions

55%
water use reduction in non-residential buildings compared to baseline

30%
lower embodied carbon compared to conventional rainwater harvesting systems

>10%
anticipated biodiversity net gain



Hartree water harvesting sketch. ©Expedition Engineering

←
Hartree Core Site
The 48-hectare masterplan in Cambridge's extreme water stress environment required innovative collaboration to meet stringent efficiency targets for 5,600 homes. Working with TOWN, Landsec U+I, Anglian Water, and Cambridge City Council (CCC), we faced the challenge of achieving 80l per person per day residential water use - impossible through conventional efficiency measures alone.

While promoting smart water approaches across our projects, Hartree represents the largest site where we have successfully advocated for adoption. Our breakthrough came through thorough evaluation and demonstrating to stakeholders that smart, weather-controlled rainwater harvesting at plot level offered optimal balance of robustness, whole life carbon, cost, and deliverability.

A forward-thinking collaboration with the client team and CCC proved essential. Critical engagement with the Local Planning Authority, Cambridge Water, and Environment Agency, alongside bespoke water balance tools tested across building typologies and climate scenarios, enabled solutions avoiding conventional water recycling's high embodied carbon.

The Nature-Positive Built Environment Task Group
Lottie Macnair

"I was fortunate to participate in the UKGBC's Future Leaders Scheme and Nature-Positive Task Force in 2024. These initiatives connected me with motivated changemakers and helped us as a Trust to continue our work exploring the Embodied Biodiversity Impacts of Construction Materials.

The industry must leverage carbon- and waste-focused incentives to prioritise ecological and societal impacts, even when they are hard to quantify. Collaboration across supply chains is essential to address the disconnect between designers and suppliers. Nature restoration and embodied carbon reduction are deeply intertwined challenges requiring collective action to create meaningful, lasting change."

80 litres
per person daily water consumption target achieved through innovative design

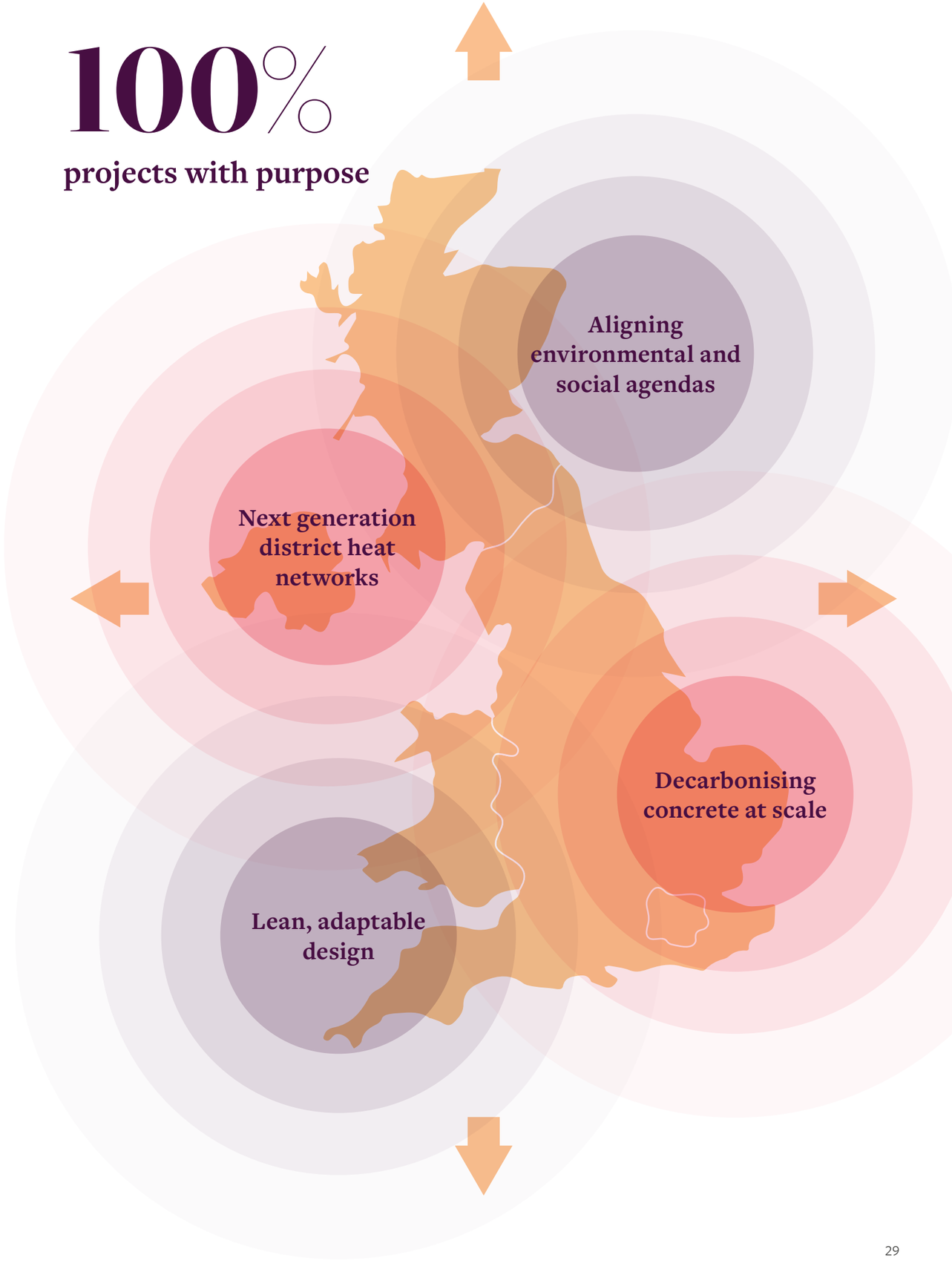
DRIVING LOW-CARBON INNOVATION

The Trust is at the forefront of community led place-based energy transition.

We are driving material decarbonisation across sectors and at different scales, challenging the accepted norm that timber is always better than concrete.

100%

projects with purpose



Next generation district heat networks

For over 15 years, we have challenged conventional heating technologies, calling out Combined Heat & Power (CHP) as a dead-end. Today, we champion low-temperature heat networks as a more effective way to balance heat demand, but only in dense urban areas, working with communities and businesses.

56
buildings identified for connection to the heat network

30MW
approx. heat capacity required from low carbon sources

36,400 tCO_2e
carbon produced annually by heating buildings in London Bridge (from 2019 baseline)

Engagement with local business network. ©Useful Projects

↑
Team London Bridge

In Southwark, we are advancing a district heat network that harnesses heat from the River Thames to cut carbon emissions - first proposed in Useful Projects' 2022 Carbon Neutral Routemap for Team London Bridge to address the area's high building emissions.

The challenge lay in bringing together a diverse group of businesses and building consensus around what can be a technically and commercially complex solution. Through clear communication and flexible strategy design, we demonstrated how the approach could be tailored to varying needs, ensuring it delivered tangible benefits for all stakeholders.

Our role as independent advisors, providing technical and financial guidance on heat networks, proved crucial in securing buy-in. Expedition's 2024 pre-feasibility study confirmed the project's potential, with further assessments and funding now underway.

Aligning environmental and social agendas

Our passion for sport runs deep, and through projects like the London and Rio Olympics, we have witnessed its transformative power in regeneration. Partnering with organisations such as Sport England and UK Sport, Useful Projects are tackling both carbon reduction and social inequality, working toward a truly 'just transition'.

80%
of NGBs now view sustainability as a pillar of long-term success

100%
feel better equipped to take meaningful environmental action

↓
UK Sport Accelerator Programme

Collaborating with Sporting Giants, we delivered the world's largest multi-sport sustainability initiative, transforming how 30+ Olympic and Paralympic organisations approach environmental action. This pioneering programme equipped National Governing Bodies (NGB) with enhanced sustainability capabilities, with 80% now recognising environmental responsibility as both a pillar of long-term success and commercial driver - fundamentally shifting sport's relationship with sustainability from cost to opportunity.

40%
of NGB's already implemented new sustainability policies

UK Sport Accelerator Programme graphic. ©Thomas.Matthews

Lean, adaptable design

Innovation and climate responsibility are driving more regenerative infrastructure solutions. Our award-winning partnership with National Highways and Jacobs Atkins Realis JV has reimagined motorway gantry design, creating scalable, low-carbon and highly efficient solutions for the UK road network.

40%
emissions cut through carbon benchmarking

65%
reduction in steel content (6.9 tonnes per installation)

46%
reduction in wind loading requirements

40%
reduction in foundation materials

Render of Gantry design. ©Useful Studio

50%
improvement in carbon efficiency

↑
National Highways Gantries
Our cross-discipline collaboration, led by Useful Studio, leverages creative design skills with a rigour in problem solving to significantly reduce material use, enable flexibility, reduce risk and time on site, and enhance carbon efficiency. By challenging traditional criteria and systems, the project is setting new benchmarks for adaptability, offering a transformative approach to infrastructure design that balances efficiency, resilience, and environmental responsibility.

Decarbonising concrete at scale

Concrete production accounts for 8% of global carbon emissions, making it a key focus for change. We are supporting initiatives to rapidly decarbonise our sector's concrete footprint.

Expedition and WSP presenting for the CDA. ©ICE and ICG

↑
The Concrete Decarbonisation Accelerator (CDA)
CDA, launched in June 2024, is driving industry-wide adoption of low-carbon concrete. Developed with the Infrastructure Client Group, and supported by Expedition Engineering and WSP, the CDA aligns major infrastructure clients like Anglian Water, National Highways, Network Rail, and Transport for London to reduce carbon impacts.

Additionally, we are collaborating with HS2, Skanska, Costain Group, and STRABAG on the Innovate UK-funded project trialling repurposed London Clay as a low-carbon cement binder. This groundbreaking initiative, launched in October 2024, combines advanced research with commercial scalability. It marks a significant milestone in decarbonising heavy construction.

The power of design for a truly circular economy
Sophie Thomas

"As a designer, I see the lasting impact of decisions on waste and sustainability. With over 20 years in waste management, I've driven change by building awareness and creating tools for circular design. On the ground at waste sites, I challenge processes to uncover better solutions, taking these insights to a TEDxBerlin Talk in May 2024, and now helping shape policies that will impact the decisions designers will make in 2025 and beyond.

Leading the Trust's work, I collaborate with industry leaders to anticipate trends, develop ground breaking solutions, and push the boundaries of innovation, driving real change toward a circular economy."

ADVANCING SOCIAL VALUE

To design sustainable resilient places and infrastructure, we need diverse skills and perspectives. We invest a proportion of our profits into our 'Useful Giving' and 'Useful Trailblazing' initiatives to achieve positive social and environmental outcomes.

65.2%

Useful Trailblazing
(R&D Investment Fund)

Vidoc scan of East India Dock Basin
as part of a trial of scanning project.

34.8%

Useful Giving
(Social Impact Investment Fund)

Bridge optimisation design for deployment
in-field for rural tracks in Liberia.

Bringing together education and practice

Hands-on education has always been central to our mission. Our programmes are educating the next generation of designers with the confidence and courage to challenge current practice.

Students at Constructionarium 2024. ©Expedition Engineering

>70
participating universities

30%
female participants

↑
Constructionarium
Since Chris Wise (Expedition's Founding Director) and Ed McCann (Senior Director) co-founded Constructionarium in 2003, this education programme has been a cornerstone of our mission, bridging academic learning with practical experience. By immersing students in real-world projects, we provide the next generation of engineers with critical skills, supported by industry professionals.

In 2024, Constructionarium's impact was expanded with the launch of the Educator Programme, offering academics deeper insights into the challenges of sustainable engineering. Chris Wise notes, *"As knowledge evolves, students can now balance their material choices with broader environmental considerations, learning to do more with less."* This tangible approach is key to shaping the engineers who will drive innovation in the built environment.

2
students taken on as GEEP mentees

Graduate Engineering Engagement Programme (GEEP)
Championing diversity is also fundamental to our work and this year saw the start of a new partnership with the Royal Academy of Engineering as we joined their Graduate Engineering Engagement Programme (GEEP). This award-winning initiative offers students from under-represented backgrounds opportunities to transition into engineering roles, exemplifying how industry collaboration can break barriers in STEAM employment.

In collaboration with over 50 engineering companies, and organisations like AFBE-UK (the Association for Black & Minority Ethnic Engineers) and Women's Engineering Society, we are offering mentorship, career guidance, and hands-on learning to drive positive change across the sector.

14,000
students engaged in Constructionarium since 2003

The Hidden Engineering Behind Public Spaces, Art, and Play
Anna Biggs

"I was delighted to support the active travel charity, Sustrans, on their Hidden Engineering initiative, engaging with students from backgrounds who are under-represented in engineering to explore the role of place-making.

With support from members of the Trust, Be First Regeneration Limited, Project Centre Ltd, Markides Associates, Islington Council, AECOM, and Mott MacDonald, the students participated in walking tours and hands-on design workshops to tackle real-world challenges such as accessibility and sustainability, proposing innovative ideas like bike-only bridges, urban greenery, and flood-prevention ponds. Their creativity and passion for reimagining inclusive, sustainable communities was truly inspiring."

Maximising 'useful' impact

As part of our business goal 'to deliver lasting impact', we are going beyond our core projects and allocating a proportion of our profit towards initiatives that drive positive social and environmental outcomes. Through Useful Giving and Useful Trailblazing, we are supporting community-focused efforts that empower the next generation and address global challenges.

©Climate Ed

11,000
students engaged across Climate Ed programme

↑
Climate Ed programme
Across 2025, four volunteers from the Trust are delivering the Climate Ed programme to four local schools, engaging Year 4-6 students with interactive workshops about climate change, its effects, and the carbon footprints of everyday activities. This initiative aims to reduce 'climate anxiety', increase Carbon Literacy, and inspire proactive solutions; equipping students with the knowledge and tools to act.

30
hours volunteered by UST staff for Climate Ed programme

100
locations for sustainable bridge installation

200km
of footpaths upgraded

Bridge being assembled in Liberia

↑
Liberia bridges
We partnered with Swansea University to address critical barriers to healthcare, education, and economic opportunities in rural Liberia. Working with the Lofa Integrated Development Association (LIDA), the programme comprises the upgrade of 200km of footpaths and the design and construction of an innovative, sustainable bridge that will be rolled out across 100 locations by 2025.

The new bridge design will use low-value timber to reduce deforestation and costs while overcoming sourcing and transportation challenges. This innovative approach not only addresses local infrastructure needs but also enhances safety and durability for these remote communities.

Empowering under–represented communities and improving access to essential services is a core driver in creating local and global impact – fostering environmental sustainability and promoting innovative global partnerships. We are committed to driving solutions that create lasting, positive change.

YEAR IN REVIEW

32%
B Corp score uplift

313 tCO_2e
operational carbon footprint

85
industry focused articles published/featured

85
employees

>50%
female leadership

19
awards won or Highly Commended

46
awards shortlisted

3,491
hours cumulative learning undertaken

1,057
hours Critical Thinking Training undertaken

60%
profits reinvested in people & purpose

1,560
hours pro-bono & voluntary work

LOOKING AHEAD

As we reflect on our journey this year, we recognise that meaningful impact requires continuous evolution and learning.

Our goal is to amplify our positive impact 'handprint' through collaboration on transformative projects that challenge conventional thinking.

We embrace the lessons from our successes and setbacks alike, using them to refine our regenerative design methodologies and strengthen our industry partnerships.

By investing in our people and knowledge networks, we are building resilience that enables us to tackle increasingly complex challenges, at greater scales.

We are committed to meaningfully contribute to climate adaptation, social equity, and industry transformation – to create lasting value for people and the planet.

Useful Simple Trust volunteering 2024

The Useful Simple Trust family is:

Expedition Engineering
Thomas.Matthews (1997–2025)
Useful Projects
Useful Studio

info@usefulsimple.co.uk
+44 (0)20 7307 8880

Useful Simple Trust Limited
Temple Chambers
3–7 Temple Avenue
London
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