

# Impact Report

2023/24

# Introduction

**Welcome to our third annual Impact Report, covering the period April 2023 to March 2024.**

This report marks the third year of our business. It is the opportunity to reflect on the previous year's activity, while also setting out our goals for the year ahead. It is a public demonstration of our commitment to transparency, and to being accountable to all our stakeholders for our social and environmental impact.

**Read on to find out more!**



# Contents

This report covers the following categories, in line with B Corp's own reporting structure:



**Governance**



**People**



**Work**



**Community**



**Environment**



# Governance



# Governance

## Standards and frameworks

**We contributed to the B Corp standards revision consultation and held active discussions with customers to ensure our current reporting and ESG practice aligned with their supply chain requirements.**

We held a dedicated B Corp session with our full team at our September team retreat, to embed understanding and engage.

We developed a comprehensive staff handbook – **Get Stirred** – that covers everything related to the business from A to Z.

We contributed to industry-wide initiatives that are looking at ESG standards e.g. research led by the **Foresight Committee of the Healthcare Communications Association**.

## Financials & benchmarking

We reviewed our banking arrangements and set up new accounts with some of the highest rated ethical savings banks – including **Charity Bank** – which uses its savers money to lend to charities and social enterprises.

We invested in a new operations, resourcing and project financial management platform, and hired a fractional **finance director**, to support our operational management.

Plus, we firmed up our rhythm of financial information sharing so that staff know exactly when they will receive updates on how the company is doing.

Finally, we participated in the annual Health Communications Association **benchmarking** exercise for the third time to ensure that we understand the sector-wide performance and use this to inform our decisions on pay and benefits, prices, and service evolution.

Charity bank





A group of approximately ten diverse young adults are smiling and posing for a photo in front of a city waterfront. The image is overlaid with a semi-transparent blue filter. A large, thick blue spiral graphic is centered on the right side of the image. The word "People" is written in a bold, yellow, sans-serif font on the left side.

People

# People

We grew the team, taking our total number of employees up to 11 by March 2024 and at the time of releasing this report, that number has grown to 13.

We fully adopted the team feedback platform **Office Vibe**, achieving an overall engagement score of 8.7/10.

We fully embedded the HCA CPD scheme and collectively clocked up **167 CPD** hours across specific structured learning and ethics/codes of practice.

We again delivered on our commitment to reward all staff, regardless of level and time in the business – by paying out a **bonus**.

We continued to build a strong culture as a remote-first business – maintaining our commitment to quarterly **two-day get togethers**.

We trained and appointed a **mental health first aider** and rolled out procedures and support tools to the team.

We continued our commitment to DE&I through the creation of a new **action plan** for 24/25, designed to take DE&I principles into everything we do.

— 11 employees  
— Engagement score  
8.7/10





# Values

We co-created our values over a two-day workshop in September, before testing and then launching them. Together they reflect who we are and how we want to act as a team.

# Stirred

See the  
**possibilities**



Think we,  
**not me**



It's got to  
**be good**



# DE&I programme, policies & goals

**The Vision:** To place a high priority on diversity, equity, and inclusion efforts, embedding these ideals in our operations, culture, and partnerships, while upholding B Corp certification principles and our Stirred core values.

As a business, we have developed a range of practices/ policies that support our application of DE&I principles in all that we do. In 2023/24, we conducted a root and branch audit, including engagement with our whole team through an anonymous questionnaire process. Following this work, we identified three focus areas where we aim to drive improvements in our daily practice with tangible actions:

## Procurement: Talent / Suppliers

- Build a comprehensive profile of our workforce & our supplier base for recognised protected characteristics, and identify any specific resulting actions for capturing in our forthcoming Impact Report
- Review & update our recruitment process, in line with best practice



## Inclusive Work Environment

- Implement company-wide training on 'DE&I Fundamentals'
- Adopt the Wellbeing of Women Menopause Workplace Pledge and utilise the related resources, as well as the HCA 'Me and my Menopause' toolkit
- Launch and integrate the Mental Health First Aider role thoroughly across the organisation, ensuring this role effectively supports urgent challenges and acts as an advocate for positive mental health
- Develop a specific employee Wellbeing Strategy



## Comms Consultancy & Community Outreach

- Evaluate & maintain our pro-bono partnerships
- Actively seek work to support underserved communities
- Explore Patient Information Forum membership to support the production of high quality and accessible health content
- Embed quarterly 'Lunch & Learn' internal sessions, inviting experts from underserved communities to share best practices on effective communication and outreach





**Work**

# Work

**We continued to focus 100% on delivering better health outcomes, reinforcing our belief that effective communications is a health intervention in its own right.**

We constantly aim to measure the work we do to ensure we are striking the right balance between commercial objectives, behavioural outcomes, and overall health impact, as well as tracking the % focusing on underserved populations and charities / other B Corps.

This is reflected in our B Corp score and recognised as part of its **Impact Business Model**.

We delivered work as follows (expressed as a percentage of our total activity /income).

	2022-23	2023-24
Underserved populations	53.5%	76.3%
Pure health behaviour outcomes	18.9%	31.8%
B Corps and charities	10.7%	3.6%

## Other key highlights:-

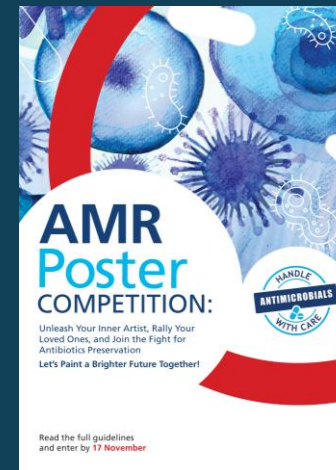
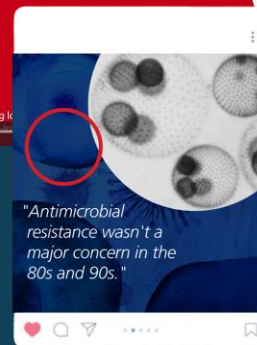
- We committed to a further year of pro bono work with the **Vavengers**, supporting the charity's work in tackling FGM/C.
- Towards the end of the year, we launched **Stirred Well** – a new offering focused more on health prevention, than treatment.
- We achieved **100% client retention**.





- Addressing the global threat of AMR.
- Removing communication barriers in healthcare for those with hearing impairments.
- Leveraging social norming approaches to encourage uptake of the free flu vaccine.
- Convening a multi-stakeholder roundtable to explore the issue of age discrimination in clinical trials as part of a client's ESG programme.

**Around  
430 million**  
people in the  
world experience  
hearing problems



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# Recognition

We were fortunate enough to be recognised at the PM Society Awards, winning Gold for Internal Communications.

Our campaign commissioned an art collection through which we could tell the stories of staff living and working with cancer, reminding everyone within the client's business about the impact they have on the world through their work in Oncology.



A blue-tinted photograph of a diverse group of people, including men, women, and children, smiling and holding white plastic bags, suggesting a community cleanup or recycling event. Overlaid on the right side of the image is a large, dark blue spiral graphic that starts from the center and expands outwards. The word "Community" is written in a bold, yellow, sans-serif font on the left side of the image.

**Community**



# Community

We took part in multiple charitable events, including the Big Sleep Out and The Brighton Marathon, and matched staff fundraising across the year to the tune of £2,900 (doubling our donations from the previous year).

We continued to support the HCA Foresight Committee through its 'Briefing Room' interview series and contributed to its industry guidelines on Artificial Intelligence.

We also invested time to establish a relationship with the Brighton University Business School, committing to a range of activities, including speaking to students and judging course presentations.

We joined a new collaboration of 25 independent agencies – The Health House – created to champion and put the case for working with more agile independents.

We introduced a new supplier screening form to better gather information covering environment, DE&I and pay, while agreeing to comply with Stirred's ethics policy. We also fully analysed all our supplier spend, with data from 23-24 showing that ~90% of our supplier base fits the criteria of a micro/small or diverse business. As a small business ourselves, this is important to us.

We also attended and supported a number of Women in Pharma meetings and events, and took part in a Passion Partnership webinar to share best practice relating to pro bono work.



# Environment





# Environment

**We committed to investing more time and effort into understanding and managing our environmental impact – which it's fair to say, has been a huge undertaking!**

As a small business, we initially struggled with the requirement to understand the complexities at both a conceptual and practical level while still trying to

manage the day jobs. This was further complicated by needing to address the requirements of our different customers as part of their supply chain, while also making our own headway in creating a meaningful environmental roadmap.

This meant having to spend time re-adjusting our goals and planned actions.

## Key actions achieved:-

Committed to a target of achieving **Net Zero status by 2050**, as publicly declared via the SME Climate Hub.

We hope to achieve this goal before 2050, but until we conduct our full baseline assessment and set fully verified SBTi targets, this was our first step.



We reviewed our methodology of measuring our carbon emissions to align with our growing team (see next page) **and for the first time included data relating to our Scope 3 emissions.**

We appointed an **environmental steward** and invested over **100 hours** in training and development in the area of environmental sustainability – and began a programme of education and support for our team on how to make greener choices on everything from water saving to pension plans, as well providing guidance and policies on sustainable business operations (recycling, home office use, etc).





# Carbon emissions tracking

	2021-22	2022-23	2023-24
Scope 1 (tCO2e)	3.057	2.713	0
Scope 2 (tCO2e)	0.262	0.279	0.043
Scope 3 (tCO2e)	–	–	54.39
<b>Total Emissions (tCO2e)</b>	<b>3.31</b>	<b>2.99</b>	<b>54.43</b>
Staff	2	6	11
<b>Emissions/head (tCO2e)</b>	<b>1.655</b>	<b>0.498</b>	<b>5.047</b>
Method	Manual – reported using % of individuals home energy bills	Manual – reported using % of individuals home energy bills	Ecologi spend-based methodology

## Explanatory notes

For 2021–2023, Scope 1 & 2 figures were manually calculated using a proportion of the gas, oil & electricity usage of our employees to account for our remote working model.

For 2023–24, these emissions have now been re-categorised and removed from Scope 1 and 2, instead being included in Scope 3 as part of a standardised home working calculation provided by the Ecologi platform.

Our Scope 2 emissions for 23–24 are solely associated with a measurement of the electricity used to charge one of our co-founders cars for business use, after they switched from a personally-owned diesel vehicle last year.

We still don't feel that we have a robust enough methodology in place to determine a baseline year against which to set reduction targets against. This will be a goal for the forthcoming year.

## Some (tCO2e) carbon footprint facts – just for fun (and context!)<sup>1</sup>

One week average food shop (with meat)	Av pet dog (annual)	Heart bypass operation	Av British person (annual)	UK healthcare (annual)
0.061	0.77	2.3	13	31 million

1. How bad are bananas – the carbon footprint of everything. Mike Berners Lee. Revised 2020 edition.

# To offset or not to offset?

We dedicated time in 2023/24 to more deeply research the practice of carbon offsetting, and how it's used in the context of Net Zero efforts.

While we don't intend to make any claims re: carbon neutrality, as we haven't yet got to the point where we have done everything we can

to reduce our carbon emissions at source, we agreed as a team that we wished to continue to utilise company funds to further sustainability efforts by supporting credible carbon off-setting projects. Using our 2023-24 carbon emissions figures as a guide for how much to invest felt like a reasonable approach.

## What we did

Our environmental steward researched the market and **identified 6 potential projects** for us to support – including those focused on carbon reduction, carbon capture and carbon removal.

Each project offered the purchase of **high integrity carbon credits** – providing us with the reassurance of independent verification (including Gold Standard ratings).

Projects were presented to our whole team, and **each person voted** on their preferences.

**2 projects**

**were selected for 23/24:-**

- *Uganda Gender Responsive Safe Water Project*  
**= 54 carbon credits**
- *Enhanced Rock Weathering Carbon Removal in Scotland*  
**= 1 tonne of carbon removal**



# Goals

2024/25



As we build our business,  
we build our impact



# Governance

Undertake **EcoVadis sustainability performance assessment** and achieve a **rating >45** to meet customer current and future requirements.

Continue to engage with the **B Corp standards update process**, and adjust future goals and reporting structures accordingly.

**Root and branch review of all policies** and ensure alignment with latest regulations and best practice. Identify and fill any gaps.



# People

Develop our **people management structures** as we grow and invest in our people leaders.

Refine our Stirred **'perks package'** to ensure it continues to support and motivate a happy and thriving workforce.

Implement the first stages of our **DE&I** plan to strengthen our team and ensure we are fulfilling our mission to **mix up the agency model**.

Continue to embed the **HCA CPD** scheme and aim for **all team members** to gain initial accreditation.

Prioritise spend on specialist HR support to bolster in-house resource.



# Work

Broaden our client base to have greater impact from prevention to treatment through **Stirred Well**, while continuing to find new briefs focused on **underserved populations** and better **health outcomes**.

Explore an **additional pro bono** client, tied to health, while continuing to support the **Vavengers** through 2024/25.

Strengthen our **planning** and **evaluation** capability, including exploring new frameworks and tools, while also rolling out **AI** tools to improve and enhance client programmes.

# Community

Invest time in external networks, most notably the **HCA, The Health House** and **Brighton University**, to foster productive connections and move our industry on.

Continue to match **individual fundraising**, while exploring specific volunteering or fundraising team activities linked to healthy outcomes.

Review and publish supplier data as part of 2024/25 impact report, spanning **location, ethics and sustainability**.



# Environment

## Quick win actions:-

- Switch to **green web hosting**.
- Trial **search engine Ecosia**.
- Review all **policies and guidance documents** with an environmental lens.

Complete our **full carbon footprint baseline for the calendar year 2024**, and **set/verify targets via the Science Based Targets Initiative (SBTi)** SME route.

Create a **full environmental action plan** to support the achievement of our verified targets.

**We hope you found this a useful read.**

We are always happy to chat to others about our journey,  
please do get in touch, at [hello@stirredhealth.co.uk](mailto:hello@stirredhealth.co.uk).

**Stirred**



[www.stirredhealth.co.uk](http://www.stirredhealth.co.uk)

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