

Stirred

A healthy hybrid agency

**An Impact Report
for 2021-2022**

Sociological, technological and political systems have **evolved**.

Agile working, digital literacy and the need for value have been **accelerated**.

Healthy products and services have never been needed more and the companies behind them have never been more **visible and accountable**.

Health is now **everyone's** business.

In the beginning

It was against that backdrop that we launched our business in the **Spring of 2021**.

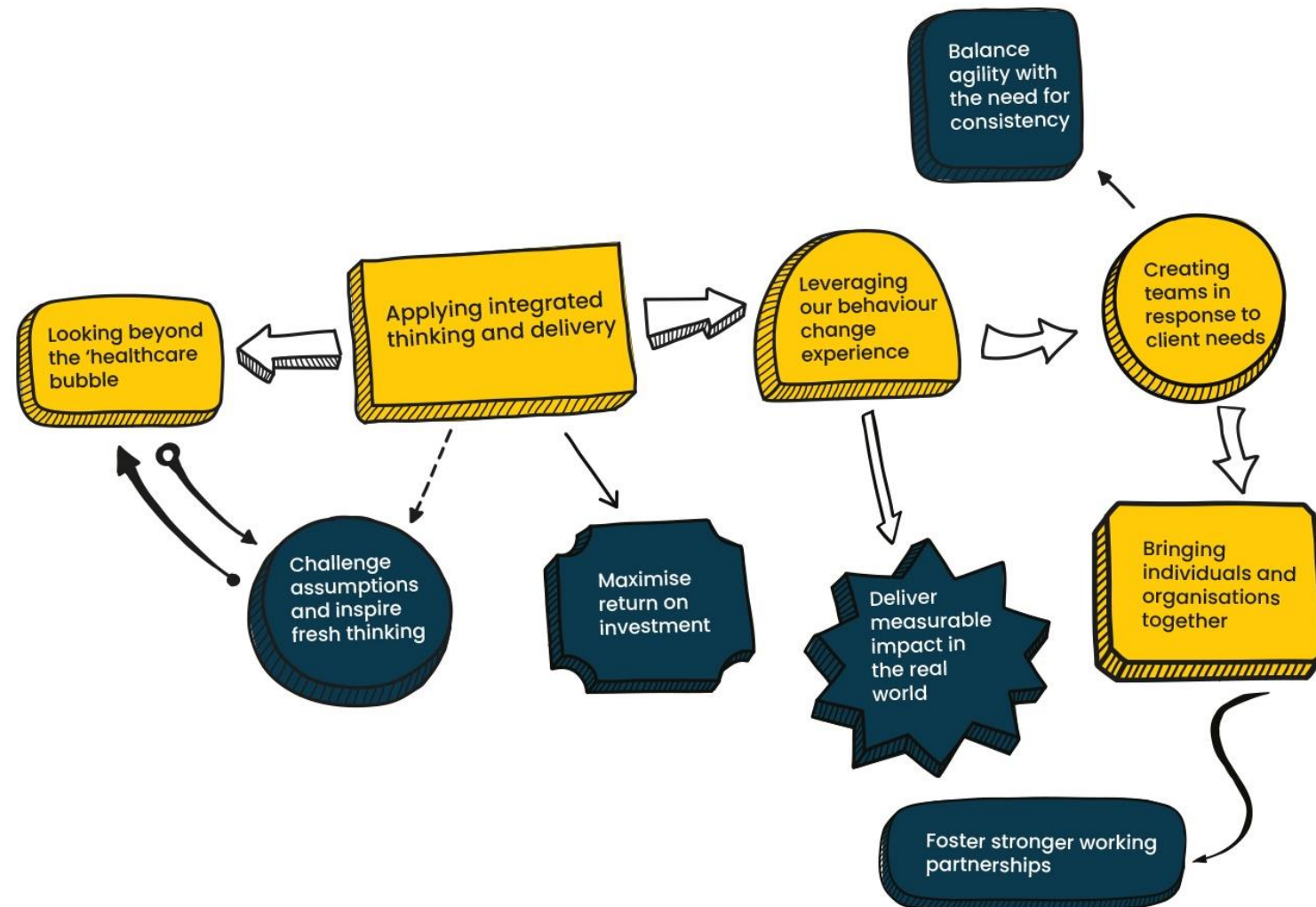
We came to market with bold ambitions.

Our mission – *to match the innovation of the health sector with the communications innovation it deserves* – was what had brought us together as agency founders.

We believed in the power of effective communications to **make a positive difference to health outcomes**.

We wanted to offer a fresh blend of communications services **purpose-built for today's health landscape**.

**A healthy hybrid
operating model
was our answer.**



Why even report on Impact?

It should go without saying being in the business of health, but from the word go we wanted to hold ourselves to account and run our own business in a way that reflects our belief that it is possible to do good whilst doing good business.

An impact report is a public document that captures the things we have done that are just as important as our financial performance. It demonstrates our commitment to transparency, and to being accountable to all our stakeholders rather than just shareholders for our social and environmental impact, past and planned.

This report outlines how we are making sure that our actions are having a positive impact on our team, the clients and communities we serve, and the wider environment too.

It's an extension of our healthy hybrid model – balancing profit and purpose.

**A year in,
so how have we done?**

Accountable from day one

We have officially made our triple bottom line intentions **legal obligations** by enshrining them in our Company Articles of Association. This means we will always ensure the business and its operations have a material positive impact on society and the environment.

better business
act

It's actually something that we feel strongly should be in the governance frameworks of all businesses, so we signed up to support the Better Business Act campaign which is lobbying Parliament for such a move.

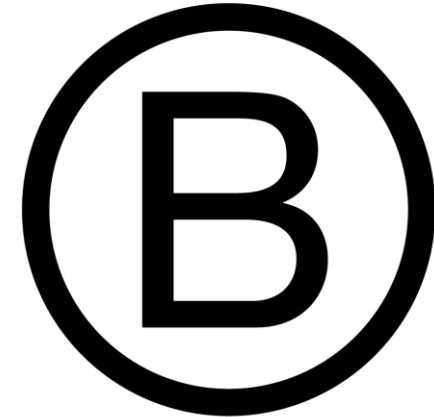
Our B Corp Journey

We've also started our **B Corp journey**, by joining the 100 other companies in the UK who have B Corp pending status.

This has meant that every decision we have taken this year as our company finds its feet has been informed by the B Impact Assessment framework, from our code of ethics to our employment policies.

We've also made it our business to discover many examples of best practice that can be found among the inspiring B Corp community.

Certified



®

Corporation
PENDING

In pursuit of meaningful work – customers

We believe that it is perfectly possible for profit-making to co-exist with societal benefit, and **we are proud to work for successful, thriving businesses** across health & wellness, pharmaceutical, life sciences and healthcare service provider sectors.

But we do always apply an ethical filter to the type of work we take on, and where we can, we measure our impact on people as well as pounds.

In 2021-22 we worked with **10 clients** across the health & wellbeing space.

~40% of our income was working on projects which aimed to directly educate, engage and inspire people to take more action to stay as healthy as they are able to*.

~22% of our income was from working with charitable organisations, who benefited from discounts on our standard pricing terms.

* While 100% of our focus as a business is to ultimately influence positive health outcomes, some of our work also has a more commercial objective relating to services, products or organisational effectiveness. Any work that has a primary commercial objective has not been included in this calculation.

A few of our 21-22 projects:-



Raising awareness of the mental health impact of a rare disease diagnosis, and facilitating sharing of best practice



Demonstrating that it's not just frequency of attacks in hereditary angioedema that are important, it's a much bigger picture



Providing Type 2 diabetes patients with facts, tips, and inspiration to help manage their condition more optimally



Getting the British public to volunteer to take part in vital Covid vaccine research

Setting the foundations for a happy and healthy workforce

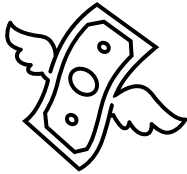


As part of setting our initial ambitions, we decided as co-founders that while we had high hopes for our business and wanted to give it our best shot at being **a force to be reckoned with** in the health communication world, we did not want that **to come at the expense of our personal lives**.

And that goes for anyone else that decides to join our merry band, whether as permanent or associate team members.

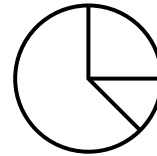
So as we have grown **from two co-founders to a bigger team**, including taking on our first employees, we've given plenty of thought to how we want to shape our culture.

That includes...



Signing up as a **living wage employer**.

It might seem a bit odd to do that in an industry that is generally pretty well remunerated, but this adds a further layer of security for our team members, and those of our supply chain.



Supporting on-the-job training and self-selected personal development, plus **access to continuous learning** through a full company subscription to member organisations like the Healthcare Communications Association.



Balancing remote-first working with 'work together Wednesdays' to build the **in-person camaraderie** that we all missed so much during lockdown. A healthy staff entertainment budget means that lunch or post-work drinks are on us for those days.

Offering **pension contributions ahead of the statutory minimum**. It's a nod to our belief that investing for the future is important for sustainability, so we want to encourage our team to do the same.

Encouraging a performance-based culture that rewards commitment through **operating flexibly and on a basis of trust**. That includes an uncapped paid time off policy that has minimum, not maximum limits.

Operating with **transparency about business goals and ongoing performance** – team members are invited to 'ask anything' and opinion is sought on key company decisions.

Supporting our communities

Another of our founding principles is that we believe in the importance of supporting the wider community.

For us that could mean our local geography, although as we are currently operating as a remote-first business we have disparate areas amongst our team which has made it a little difficult to know where to focus our efforts.

But it also means the health community, in its widest sense. That could be those who are currently underserved by health services and support, or - closer to home - colleagues and connections who are also working in the same industry as us.

In 2021-22...

We clocked up **80 hours** of our time in supporting the various communities we feel part of, in addition to making a financial donation to our chosen charity of the year – the Clocktower Sanctuary, which is the only drop-in day centre in Brighton & Hove for 16-to-25 year olds who are homeless or insecurely housed.



Providing Check in and Chat services to those in greatest need during the COVID-19 pandemic



Sitting on the HCA Foresight committee, which aims to equip the membership with industry insights that support their professional and personal development



Contributing to industry thought leadership in the form of articles, to share our expertise more broadly, alongside 1:1 mentoring

The environment

We'll be honest and say that this one took a bit of a **backseat for us this year**. As a remote-first service business, and one that started up in the midst of a pandemic which saw a dramatic reduction in things like travel, we felt we had bigger fish to fry.

But that's not to say it's not important to us. Indeed, as part of our work with the HCA Foresight Committee, we championed the facilitation of best practice sharing when it comes to environmental sustainability amongst the membership, and deeper into the pharmaceutical sector as a whole, through an educational webinar held to coincide with COP26.

Looking internally, we have taken the first steps to measure our Scope 1 & 2 carbon emissions so that we'd have a clear benchmark moving forward. In our first year, we generated around **3.3 tonnes of GHG** and around 46% of our energy came from renewables.

**Areas we plan to work on
next**

Goals for 2022-23

Our first year in business has been one we look back on with pride. Pride in reaching our first anniversary, delivering work that has made a difference to people's lives and doing it in a way that we feel is the right way. It's fair to say it's been a huge learning journey and we have much more learning to do, but by starting out with the ambition to build and grow the business with an equal focus on our people, community, environment and work, we have established Stirred with strong foundations for the future.

For 2022-2023, we have set ourselves a clear road map to continue on this path, focusing on growing the business in a way that's sustainable and responsible. The following slides outline our ambitions and targets for the upcoming year.

Work / customers

We will continue to apply an ethical filter to the type of work we take on, and where we can, we will measure our impact on people as well as pounds. In 2022-23 we will continue to only work with clients from across the health & wellbeing space and have set the following targets:

Maintain 40% of our income from working on projects which aim to directly educate, engage and inspire people to take more action to stay as healthy as they are able to*. As part of this, aim to deliver at least **one project** / programme that specifically supports the needs of underserved populations.

As we grow, target 10% of our income from working with purpose-driven organisations. This percentage is lower than last year but reflects the reality of where our growth will come from.

We will **monitor client satisfaction** against a wide variety of parameters, from strategy to implementation and partnership to price, and share all results with our teams to support ongoing development of our service offer.

* While 100% of our focus as a business is to ultimately influence positive health outcomes, some of our work also has a more commercial objective relating to services, products or organisational effectiveness. Any work that has a primary commercial objective has not been included in this calculation.

Our people

We will continue to focus on our people and growing a team that is supported and invested in.

For 2022-2023, we have specific plans to do this through:

- Focusing on D&I – where possible and given the opportunity, always seeking to build a diverse and inclusive workforce
- Integrating the **HCA CPD** scheme into the business and training programmes for staff, ensuring our professional and personal development reflects the gold standard for our industry
- Aiming to reward all staff – regardless of level and time in the business by paying out a **bonus** at the end of the financial year
- Developing and drafting the Stirred **employee handbook** – as per B Corp standards

Community

We will continue to focus on our community support through a mix of giving back financially and investing time to support both purpose-driven organisations and our industry.

For 2022-2023, we have specific plans to do this through:

- Ensuring that all team members have at least one objective in their personal development plan that focuses on a **social and/or environmental goal**
- Formalising our approach to volunteering, which will enable team members to support industry initiatives and community organisations – **24hrs per person, per year**
- Donating and/or matching employee fundraising up to the value of **1% of annual** profit for the year
- Supplier screening and tracking to ensure our supply chain reflects our DE&I principles

Environment

We will kick-start a greater focus on our environmental impact with an aim to better track and mitigate our impact on the world

For 2022-2023, we have specific plans to do this through:

- Switching our co-founder vehicles to either pure **electric** or **hybrid** alternatives
- Ensuring our web hosting is sat with a **certified green server host**
- Better tracking and **reducing / offsetting** our carbon emissions
- Introducing our **supplier screening process** to make more informed decisions and ensure we are satisfied any regular / long-standing suppliers subscribe to similar environmental impact standards as we do

Achieving B-Corp status

From day one, we set out to create a business that operated in line with standards set by B-Corp, gaining Pending status.

In 2022-23 we will have submitted our application and hope to turn our pending status into approved and gaining official B-Corp certification.

We hope you found this a useful read.

We've been bowled over by how much support has been given freely by others to help and advise us through our first year in business and are always happy to chat to others about our journey, please do get in touch hello@stirredhealth.co.uk.

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