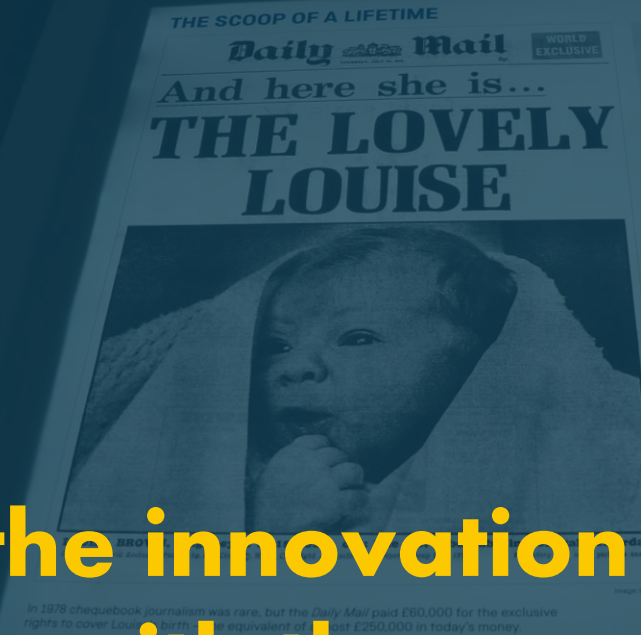


Stirred

A healthy hybrid agency

**Impact Report
for 2022/2023**

On a mission to match the innovation of
the health sector with the
communications innovation it deserves



Introduction

Welcome to our second annual Impact Report, covering April 2022 to March 2023.

This report is a public demonstration of our commitment to transparency, and to being accountable to all our stakeholders for our social and environmental impact.

It was a year full of exciting new hires, impactful work, greater investment in the community, and the start of some new environmental initiatives.

Read on to find out more!

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Contents

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



Governance



Workers



Customers



Community

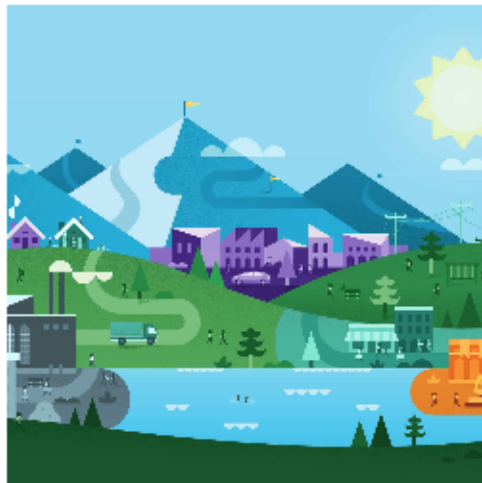


Environment

Governance – 2022-23

Our continued commitment to running the business in an ethical and transparent way was recognised through the gaining of full B Corp status. Having submitted our application in June 2022, we received news of our certification (albeit slightly outside of the reporting period, in July 2023!) with a score of **103.1** – significantly above the required minimum threshold of 80.

See more here <https://www.bcorporation.net/en-us/find-a-b-corp/company/stirred/>



This management tool, used by over 50,000 businesses worldwide, including over 3,000 Certified B Corporations, helps companies assess their impact on various stakeholders, including their workers, community, customers, and the environment.

OVERALL SCORE
103.1

COMPLETION
100%

OPERATIONS SCORE
71.6

IBM SCORE
24.1

N/A SCORE
7.2

Score: **103.1**



People – 2022/23

- We grew the team, taking our total number of employees up to **five by March 2023** and at the time of releasing this report, that number has grown to **nine**
- We built a robust people development process, from onboarding to 360-degree feedback loops, with **100% of team members having an agreed growth plan** in place to focus and fuel their career
- We didn't quite manage to fully embed the HCA CPD scheme into our operating systems, but all team members have been introduced to the principles and it remains a goal for the year to come
- However, we still made the most of our access to training and learning opportunities via our HCA membership and other recognised training providers. Across the year this has included a **DE&I Week event series**, plus the **Under the Tree mental health training programme**, both of which our team enthusiastically participated in
- We introduced a **range of policies** to support our team operations and ensure our people feel confident in how the business 'does business'
- We delivered on our commitment to reward all staff – regardless of level and time in the business – by paying out a **bonus** at the end of our first, full financial year
- We carefully considered how to build a **strong culture as a remote-first business** – which included a new daily-stand-up meeting with a roving weekly chair, quarterly physical full team get-togethers incorporating both business and pleasure (as well as lots of mini meet-ups), and introducing a new online survey platform to gather valuable team feedback on a broad range of topics



Customers / work – 2022/23

- **100%** of our focus as a business is to ultimately influence positive health outcomes, and we are proud to work with a diverse mix of businesses and organisations which all align with this mission
- While all our clients will measure our service impact in different ways (including commercial objectives relating to services, products or organisational effectiveness), we specifically measure the amount of work we do in particular areas as a guide to making sure we are striking the right balance. This is reflected in our B Corp score and recognised as an **Impact Business Model**
- In 2022/23, we delivered work as follows (expressed as a percentage of our total activity/income):-

Underserved populations

21.4%

Pure health behaviour outcomes

18.9%

B Corps and charities

10.7%

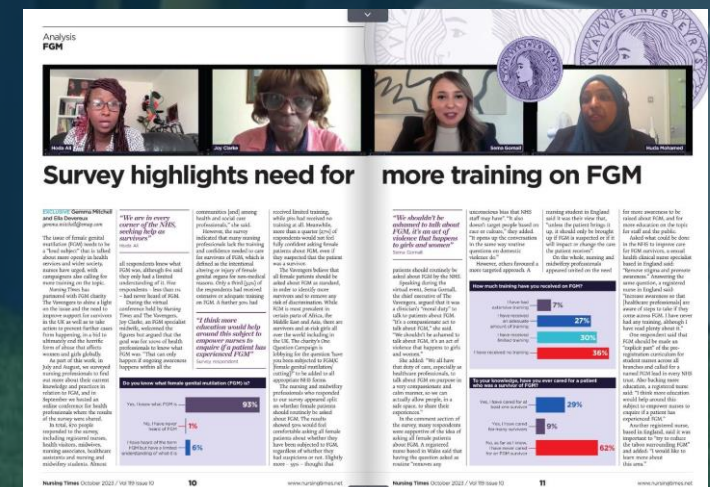
Other notable highlights:

- Our ongoing client survey monitored satisfaction and tracked a number of metrics, spanning partnership to price – with an NPS of **91**
- We won our **first industry award** – at the first attempt – for work helping a charitable organisation recruit members of the public into an important safety trial
- We continued to offer discounted rates for charity or public sector clients and became a founding member of the **Passion Partnership**, who matched us up with our first pro bono client – **The Vavengers**



The Vavengers – pro bono

- The Vavengers is a charity committed to ending **Female Genital Mutilation/Cutting (FGM/C)** and **Violence Against Women and Girls (VAWG)**
- This pro bono partnership holds significant importance for the team, allowing it to leverage its expertise and resources to push for transformative change
- We are currently working on the **One Question campaign**, a campaign that's asking for a simple, standardised question – relating to FGM – to be added across NHS patient forms to better identify survivors
- So far, this has seen the team manage media activity for a **House of Lords** event, supported by **Sabrina Elba**, and oversee a range of activity with **Nursing Times** – including a webinar and front-page feature
- The team invested circa **£12,000** of its time in the first five months of the partnership, which commenced in October 2022



A flavour of our impact



A national campaign that contributed to over 22m people taking up their free NHS flu vaccine in 2022/23



A highly creative internal communications campaign that inspired 1 in 3 staff to have discussions about cancer with colleagues, friends and family



A collaborative project to address the lack of age diversity in clinical trials through the provision of expert-led recommendations

Community – 2022/23

- We created a **clear community support and charitable giving policy**, to provide clear guidance to our team on what the business will commit to, and how personal activity can work in synergy
- We donated a total of **£1,500** to a range of causes, including the **Clock Tower Sanctuary**, to help them continue to run the only Brighton drop-in day centre for homeless or insecurely housed 16-to-25-year-olds
- This total also included matching fundraising for one of the team, who took on an ambitious and gruelling trek with **Millimetres2Mountains** from Amman to Petra
- We also continued our investment into the health communications community via **voluntary roles with the HCA**, plus our founders participated in several **B Corp-focused speaking engagements** to advocate and share best practice



Environment – 2022/23

- We switched one of our co-founder vehicles to pure **electric** and will aim to switch the second this year
- We created a staff ‘best practice guide’ for reducing environmental impact when working from home, covering advice on **energy consumption, water saving, appropriate waste disposal and links to green stationery suppliers**
- We introduced our **supplier screening process** to make more informed decisions and ensure we are satisfied that any regular or long-standing suppliers subscribe to similar environmental impact standards as we do
- We continued to measure our Scope 1&2 carbon emissions, which became a little more complex as we grew our team! We produced **2.9 tonnes of GHG**, which is a reduction from the previous year, and just over **43% of our energy came from renewable sources**. In addition, one of our team members participated in a **certified carbon offsetting scheme** via their energy provider to go some way to addressing the impact of using burning oil for heating – it’s not the whole solution but it’s a start
- As a business, we also decided to participate in the Ecologi tree planting programme, and for the year 2022-23 we retrospectively bought **500 trees** and funded two projects in **Brazil and Colombia**



2023/24 action plan

***As we build our business,
we build our impact***

Governance

Embed B Corp philosophy fully
across the whole team

Spend time reviewing
performance, seeking feedback
and sharing responsibility for
delivery against goals set

Ensure our **sustainability
methodology/accreditations are
aligned with those across our
whole client and supplier chain**

Seek stakeholder feedback and
meaningful discussion

Dedicate time to understanding
and contributing to the **revision of
B Corp standards/certification**

Ensuring we continue alignment
and the further development of
our business growth journey

People – team, training and working

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Upweight investment in company operations, including:-

- Fully embedding the **HCA CPD system** as the bedrock to our company training
- An **SaaS platform** to support our company's financial and project management operations

Identify and embed **company core values**, co-created in conjunction with the whole team

Build a more formal **DE&I strategy** for the business with a measurable action plan

Work / customers

Continue to focus **100% of our work** on positively influencing health outcomes, and explore new ways to **reach more people and deepen our impact**

Commit to a **further year of pro bono work** with The Vavengers – a client and cause that the team feels passionate about

Continue to track both customer **satisfaction** and delivery of **impactful** work, including maintaining a client **NPS score of 90+**

Community

Build a new relationship and invest time in one local **FE institution or university**, to support the next generation of communications talent

Donate up to **1% of annual profits** by matching staff fundraising or providing one-off donations to charity

Establish a new **team fundraising** activity for 2023/24

Review banking arrangements and explore whether we can support **ethical banking** efforts more fully, in line with B Corp standards

Environment

Commit to **Net Zero by 2050** and align with the B-Corp Climate Collective (BCCC) and the SME Climate Hub / Science Based Targets Initiative (SBTI)

Sign up to the emissions calculation tool – **Ecologi Zero** – to include **Scope 3** emissions in future reporting

Offset our 2023-24 carbon emissions through purchasing **high impact carbon credits**

Appoint an **environmental steward** to reduce our digital footprint – through procurement choices, partnering with suppliers who can provide transparency around how they measure and manage their emissions, and by embedding **better digital habits** amongst our team.

We hope you found this a useful read.

We are always happy to chat to others about our journey, please do get in touch
hello@stirredhealth.co.uk.

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