

Certified



Corporation

Fluidit

B Corp Impact Report 2022/23

Why we became a B Corp	.01
Journey to certification	.04
Scores and goals	.05
The next twelve months	.08

01

Why did Fluid become a B Corp?

Our journey to become a B Corp was birthed from a deep-seated desire by the founding CEO to offer a 'blue chip' service to SME's, micro-SME's, charities and third sector clients, providing high-quality IT expertise. Providing transparent advice that was driven by supporting the mission of our clients, rather than generating shareholder return was where it all began, and this is where the principles of B-Corporation certification and our own company values align.

We're in the business of finding solutions that release the potential of people and technology. We believe that this sets our clients free to thrive in doing what they do best. We're delighted to be a valued partner to our clients and when solving an IT problem, we understand that we're dealing with a person's problem, not just their computer.

Since our inception in 2005 to this day, over 50% of our revenue still comes from registered charities. In the first week of operating, we took on an apprentice from a rehab programme, one of the charities we were supporting, with a view to providing some work experience. We ended up training him as a technician, and a year later, the 36yr old ex-addict went on to do a degree in computer science, and then on to work in IT for the council. Since then, we have continued to use the work that we generate as an opportunity to train people through to employment.

Fluid IT is a founding member of B Corp in the UK and we're delighted that after many miles on our corporate journey, we're entering a new phase of our development and excited to see our horizons expand.



What happened in the past year?

An important moment for us has been turning 18 years old in 2023! We celebrated this by a significant moment of succession, a change of CEO. The ability to adapt and develop demonstrates an organisation that is agile and moving with the times. The pace of change in the IT industry is quite often breathtaking and our advisory board fully endorsed the change of personnel at the helm of our business and have provided an invaluable constancy during this period of flux.

In common with many businesses in the UK, we've experienced flux in our staffing as people adapted to life after the Covid-19 pandemic. As an organisation, we enable virtually all of our clients to work from anywhere, at any time and like many other UK businesses, we've been adapting to what that looks like for us internally, and how to do this in the best way possible.

As an organisation, we're actively responding to the cost-of-living increases that are across the full spectrum of the UK economy. This has meant an increase in our engineering fees for the first time in six years. The specific pressures of the energy crisis prompted us to provide targeted financial assistance for our team, by accessing the tax-free contribution of the 'working from home allowance' as well as providing additional support to help with heating and lighting costs, whilst working at home.

What are we looking forward to in the next year?

Harnessing the power of automation within our systems and processes, to make us more efficient and effective in delivering services to our clients. This requires consideration in the round, considering the needs of all our stakeholders.

Our people are our most important asset and we've consciously invested in different roles and specific personnel, who have come from a broad cross-section of UK industries. This is so we can expand our understanding of our client's contexts, and bring fresh thinking into what we do and how we do it. We're very pleased that we are able to offer both work experience placements and meaningful volunteering opportunities.

After various facility issues and experiences over the years, including floods, power outages and other 'interesting' events, we're excited to be exploring new premises for our base of operations. New premises will enable us to grow and develop.

Our top three moments of the year

1. Seeing the Fluid IT branding re-fresh launched on our website and our suite of corporate documentation
2. For the senior management team being able to take ownership of the branding re-fresh and the fresh commitment to our foundation, values and mission. This enabled a gracious handing over of the reins from the founding CEO to the now current CEO
3. Being able to bring on new staff and celebrate the achievement of apprenticeship milestones

So, what's our direction of travel?

We want to be focusing on our values, serving our clients and growing our business in alignment with these core aims.

What are the Fluid values?

Helping people flourish

We believe people are more important than profit. No one is a lost cause, and everyone has something to offer.

Yes, we're a business, but our purpose is so much more than making money. In everything we do, we put people first.

We invest in our people's development using our specialist knowledge, and we help clients fulfil their mission.



Battling for the best

We believe in doing what's right, not what's most convenient. It might mean more effort, but all problems can be solved in a way that benefits our clients and our people.

We don't give up on our employees but help them improve constantly. And because we're on board with our clients' purpose, we do all we can to help them achieve it.

We never cut corners. Instead, we go the extra mile to find solutions that bring about better outcomes and save time (and money) over the long run.



Integrity at our core

We believe that the truth matters. Accountability is a non-negotiable for lasting relationships.

We have massive respect for and belief in our staff and clients. That's why we're straight-talking and completely open with them – we never hide our mistakes. We want them to hold us to our word. They know where they stand with us, which builds the trust essential for good long-term working partnerships.



02 Journey to certification

As an organisation, we are an IT solutions provider, that is a social business. For us, this means the following:

Fluid IT: is a highly skilled IT support firm on a mission.

That: loves to find solutions that release the potential of people and technology

Because: individuals and organisations thrive when they're set free to do what they do best

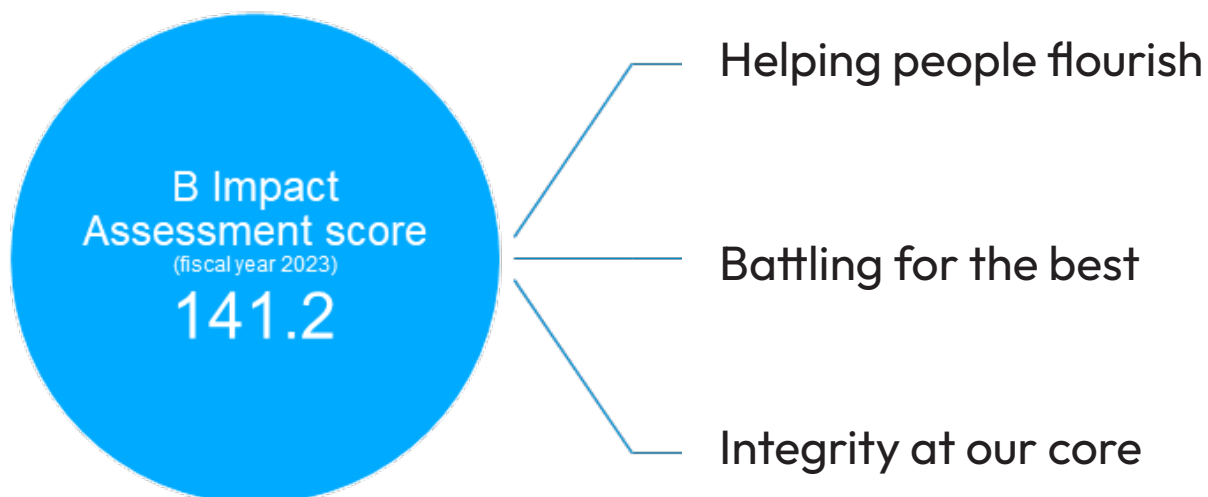
How did we become a certified B-Corp?

We operate as what is known as a 'Managed Service Provider' (MSP): providing IT support and services to a wide variety of SME's. We are a private limited company, and have filed the B Corporation Articles of Association, committing us to the success of our stakeholders. We were one of the founding cohort of B Corp's in the UK in 2015, and amongst this group of companies pursuing a higher standard of operation and social impact, we rank in the top 1% of scores world-wide on their assessment platform. There are now over 1,500 B Corps in the UK alone and we are proud to be one of them.

How do we embed the BIA into our business?

The B Impact Assessment (BIA) is a performance measurement tool to help us measure and manage our organisation's impact on its workers, communities, customers and the environment, with the aim of continuous improvement.

Being able to measure ourselves and manage how progress is an important part of our commitment towards 'battling for the best'.



03 Verified scores and goals for recertification

Impact area 1
Score 17.7

Governance

What have we done	Value alignment
Our mission is a commitment to serving our staff as a beneficiary group in need as well as supporting organisations making a positive social impact	Value 1: Helping People Flourish
We instruct our employees on our code of ethics; employee training includes social and environmental materials related to our company and mission; and employees are encouraged to articulate goals and achievements related to social and environmental metrics, both individually and collectively	Value 2: Battling for the Best
We maintain strict financial controls as well as company transparency (including with employees) around financial information and social and environmental performance	Value 3: Integrity at our core

Impact area 2
Score 66.2

Workers

What have we done	Value alignment
We pay the London Living wage and offer bonuses or profit sharing and pension plan, as well as counselling, training opportunities, apprenticeships and other employment benefits	Value 1: Helping People Flourish
We provide part time and flexible work schedules, as well as remote working to enable employee success whatever their situation, as well as regular appraisals and feedback	Value 2: Battling for the Best
We have policies that support and protect our staff and their wellbeing, including anti-harrassment, benefits, training, leave, maternity and paternity	Value 3: Integrity at our core

Impact area 3
Score 29.2

Customers

What have we done	Value alignment
We engage our clients in understanding their needs and desires when scoping our services and offer lower or subsidised pricing for NFP organisations	Value 1: Helping People Flourish
We share customer satisfaction, monitor customer outcomes and wellbeing, and aim to continually improve outcomes for customers	Value 2: Battling for the Best
We have a formal publicly available data and privacy policy and maintain strict data governance and GDPR compliance	Value 3: Integrity at our core

Impact area 4
Score 8.1

Environment

What have we done	Value alignment
In 2020 we worked with another B Corp called Green Element to review our carbon footprint. In 2021 we updated our assessment with them. In 2022, a client of ours, Good Business, helped launch a social business called Net Zero Now, and as well as doing our update with Green Element, we did another carbon footprint through Net Zero Now. Later this year we hope to have a clear path to Net Zero, and our ambition is to reach that goal before 2025. We also encourage people to buy brands that have better repairability and serviceability	Value 1: Helping People Flourish
Our energy is 100% renewable; we aim to work with environmentally preferred suppliers, and encourage environmentally friendly practices	Value 2: Battling for the Best
We monitor and record our carbon emissions	Value 3: Integrity at our core

What have we done	Value alignment
We are committed to diversity and more than 30% of our workforce comes from low-income areas or do not have a college degree; we work with organisations that support our local community, including WAF Angels (cleaning company). We supply services to charities, B Corps and businesses, as well as procuring services from them. When clients retire their equipment, we channel it towards a B-Corp called Reconome who will either put it to work in a social inclusion project, or send it on for mineral recovery recycling.	Value 1: Helping People Flourish
The charities we support range from youth engagement and employment (Resurgo) to networks of care homes (Keychange and Cedarmore), outdoor pursuits centres for children (Rock UK), homelessness (Providence Row and the Spitalfields Crypt Trust) and organisations providing social cohesion (Abbey Community Centre and Wimbledon Guild.)	Value 2: Battling for the Best
We also love working with other B Corps and supporting the work they do! We currently work with organisations working on carbon emissions (Green Element), sustainability consultants (3Keel), PR (Forster, the Wilful Group), social impact investment (Tribe), IT training (Happy), corporate CSR consultancy (Good Business) and IT asset recovery (Reconome).	Value 3: Integrity at our core

To summarise, last year we said we were going to:

- Grow the business
- Carry out a brand re-fresh with the agency, Sparks
- Invest internally
- Increase our prices

And what were we able to achieve?

- We increased our headcount to 25, including senior members of staff to lead in key revenue areas
- We launched our new website and branding
- Some of our senior management team went to an international conference to discuss our ongoing investment in key parts of the technical products suite, that we use to serve our clients. This is still a work in progress
- We increased some of our prices (engineering, FMPC, etc) but kept support costs the same. This presents different challenges, particularly in the current economic climate



04 Our goals for the next twelve months

As a service company that is committed to battling for the best, integrity at its core and helping people flourish, the below image is effectively the end result of all our hard work. By supporting our clients in the best way possible, the communities that are at the very end of the 'supply' chain. This statement from one of our team explains it in the best way –



“Hey all, I wanted to share some pics with you all to show the impact we are having as a company whether direct or via clients asking us to donate machines. It’s not only here we are impacting people as the pictures added are of a machine that i got from Fluid to donate a while back and this has been on a bit of a journey to make it all the way to an orphanage in the south of Philippines. They use it for school and for fun. Just wanted to share.”

Efficient and effective processes

We know that we can improve our efficiency within our internal operations, and we know that by doing so, our business can grow, develop and be the IT infrastructure partner of choice for our clients. One of our core values is **‘Battling for the best’** and as part of our commitment to the specific needs of our clients, is to ensure that we provide their services in the most effective ways.

We plan to do this through a number a steps, including:

- ✓ Establishing an internal ‘Service Level Agreement’ (SLA). This will develop the pacing and regulation in our core operational functions
- ✓ Ensuring processes are documented and held centrally
- ✓ Ensure that processes are updated as required and any changes, clearly communicated to the whole team

Communications

Using our staff survey of May – June 2023, we have identified that as a team working together, we want to be better at how we communicate with each other. Communication is more than just the transfer of information, it's about how we convey our values, culture and ultimately, our brand reputation.

When we compare ourselves to the benchmark scores in the BIA, there is plenty of room for development and so we're setting ourselves the goal that we'd like to increase our overall score in the impact area by 5% by the time of our next assessment.

We're planning to do this by:

- ✓ improving our internal library of 'how to' guides
- ✓ increasing the flow of information amongst our people with monthly and quarterly team gatherings
- ✓ in a post-Covid, working from home or in the office set up, we're going to be explicit about spending regular time in direct contact with our colleagues – time spent together is valuable. This includes the agreement of our hybrid working practices.



This directly aligns with our value of **'Helping people flourish'**.



Customers

As a service provider, serving our customers is a key part of our DNA. Any organisation can provide a service, but it takes kindness, knowledge, and excellent team work to place the needs of our clients foremost and to be an integral part of how they deliver their work.

We want to be in a position where all of our team members consider the service we provide to both our internal and external client, as an act of service. As a team altogether, we want to be considering how the service we provide, makes others feel. We know also that this goal is interlinked with our goals for communications and processes.

As a team, when we exchange information clearly and simply, using processes that are well understood and specific for the purpose, this allows excellent collaboration to take place. As a service provider, we are in the business of active collaboration with our clients; we want to be consistent and full of integrity in how we operate.



When we compare ourselves to the benchmark scores in the BIA, we don't want to settle for being like everyone else. We want to be proactive and so we're setting ourselves the goal that we'd like to increase our overall score by 10%.

We're planning to do this through a number of steps, including:

- ✓ Investing in externally certified staff training
- ✓ Crafting leadership skills
- ✓ Building values-based 'how to' procedures for applying policies

This reflects our commitment to our value '**Integrity at our core**'.

Fluidit

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