



B Corp Impact Report

2023/24

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01 Message from the CEO

As CEO of Fluid IT Ltd, it's been my privilege to oversee the development of our business, our staff and our clients during 2023/2024. This has brought challenges and opportunities, highs and not-so-highs and the ability to continue to offer 'outrageous hospitality' (Guidara, 2022) to the communities within which we have a presence.

The business landscape within the UK has continued to be one where costs are finely scrutinised and where ensuring a positive return on resources invested is vital. The UK has now seen a change of government following the general election in July 2024, has bounced back from a technical recession in 2023 and is now aiming for growth.

Within our industry of managed IT services, national boundaries make little difference to where suppliers and clients are located, albeit needing to adhere to UK Data Protection regulations. Automation is a driving force, seeking to provide support for repetitive processes, that would free up the time of support and project engineers, to bring strategic and holistic development insight to clients, helping them to get better at what they do and how they do it. AI is a buzz word and systems such as Co-Pilot and Grammarly are being put into good use, but it's clear that the use of technology remains a collaborative relationship between the systems and its code, and the people that use it.

At Fluid IT, our moments to celebrate during this year have been:

- Welcoming and on-boarding new clients;
- Fully cementing our updated senior management team and Heads of Department structures;
- Increasing the capacity, skills and expertise of our operations management team;
- In collaboration with one of our clients, providing staff management training;
- Providing a health assistance programme for our staff;
- Continuing to actively embed our values into our everyday work culture; and
- Obtaining a very positive B Corp recertification.

Like any organisation, we've also had our challenges during the year:

- Supporting our staff through sickness and ill-health;
- Managing the process of changing long term suppliers;
- Obtaining the right services from suppliers who align with our values;
- Unearthing unhelpful practices and culture; and
- Working through the B Corp recertification process, as part of a different bigger track, sector, category and industry.



Jono Rodgers
CEO

02 Why did Fluid IT certify as a B Corp?

Our aim is to offer a 'blue chip' service of high-quality IT expertise to SMEs, micro SMEs, charities and third sector clients. 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.

The reason that Fluid is proud to be one of the UK's founding B Corps is also the same: to be a business for good. We are glad that we can be a member of an organisation that positively delights in balancing the equation between profit and the world in which we live, so that businesses, people, society and the planet can all benefit.

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 understand that it's not purely an IT issue we are dealing with, but rather, supporting a relationship between our client and their end customers; it's about people supporting people.

On the understanding that values are aspirational, we use our organisational values as 'signposts' to keep us on the right path to where we want to go. Our mission as a business continues to be one of service to our clients; of being their trusted partner in the operational and strategic management of their information technology infrastructure.

Certified



Corporation



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.



03 BCorp score and goals

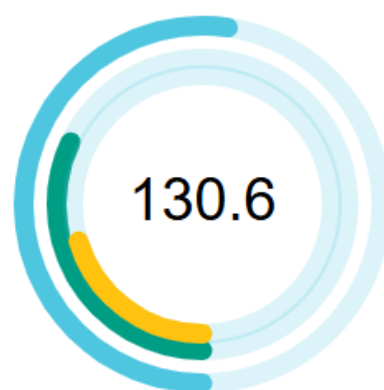
We're delighted to confirm that we have successfully completed our third recertification process. Although we've gone through the process before, it's no less arduous or exacting so it's definitely NOT a box ticking exercise! It is this type of precision that makes a B Corp certification something to be valued and celebrated. It also means that the answers given are a real reflection of how an organisation operates on a day-to-day basis over a sustained period, rather than a one-off tidy up that is ignored for the rest of the year. At a time where 'green washing', carbon off-setting and 'farm washing' can undermine the authenticity of any certification programme, the verification process of each recertification is thorough and specific.

These are our previous scores:

2021 Overall B Impact Score	141.2
2017 Overall B Impact Score	109.1
2015 Overall B Impact Score	83.2

Our 2024 recertification score:

- 130.6 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for ordinary businesses



It's important to note that this time, due to our size and turnover, our organisation has been moved into a bigger sector, different category and different industry. Our business has not changed but the criteria used by BLab to separate types of businesses has.

Classification changes

Years	Sector	Industry category	Industry
2015-2022	Service	Information, communication and technology	Other info service activities
2023 onwards	Service with Significant Environmental Footprint	Information, communication & technology	Other info service activities

These are the scores we received in the impact areas in 2021 and in our most recent recertification:

Impact Area	Score 2021	Score 2024
Governance	17.7	15.9
Workers	66.2	60.5
Customers	29.2	28.4
Environment	8.1	9.1
Community	19.9	16.6



It's clear that moving to a different sector means that we need to keep striving and working hard to get better. But we're glad to have clear direction for our new goals!

The overall goals that we set ourselves in Autumn 2023 for the next twelve months are still just as relevant now as they were then, and so our overall goals for 2025 are as follows:

- Improve our efficiency within our internal operations.
- Improve our customer collaboration and increase our overall score for customers by 10%.
- Help people to flourish, both our staff and our clients, and increase our score for the impact area of community by 5%.

04 Impact area activity

So, what have we been working on in each of the impact areas during the past twelve months? Please see below a summary of the activity we have been undertaking, to evidence our values of:

1. Helping people flourish
2. Battling for the best
3. Integrity at our core

Impact area 1 Score 15.9

Governance

What we said we would do	What we have done
Improving our efficiency in how we work and serve our clients, by getting better at our core internal operations.	An internal Service Level Agreement (SLA) is in place and provides the daily, weekly, monthly and quarterly structure for our critical processes.
Increasing the flow of information amongst our people with monthly and quarterly team meetings	Quarterly all team meetings are held 'in person', ensuring key updates are shared with the team, with the opportunity to discuss and ask questions.
	The reformulated senior management team (SMT) has had its first annual reflection and strategy away day, providing organisational direction and client focused goals for the next year.
	The SMT meets monthly, and the Heads of Department (HODs) meet every quarter.
	As part of ensuring that processes are held centrally and accessible to all, we invested in an HR management software system (SafeHR). Our employment contracts, annual leave requests, sickness and appraisal/performance processes are now managed securely and regulated in a way that better supports all our staff.

Impact area 2

Score 60.5

Workers

What we said we would do	What we have done
Investing in externally certified staff training	Senior leaders have participated in people coaching courses, as provided by one of our clients Resurgo, a charity that delivers employability programmes and training. One staff member said that that had been '...the best five days of my career...'!
Crafting leadership skills	A senior people consultant delivers monthly coaching sessions to all HODs, and all individual team members now receive weekly/bi-weekly 1:1s with their manager.
Agree our hybrid working practices	Our hybrid working policy was issued in June 2023 to all staff. This document, along with all other policies, is available to all staff, via our fully accessible SharePoint.
Improve how we communicate our values and culture to one another	We held an employee satisfaction survey in late 2023 as well as 1:1 value engagement discussions. We then used this work as the springboard for small group value engagement discussions in June 2024 and then in September 2024, carried out a group workshop focusing on psychological trust within our team. We are continuing to work on psychological safety and trust as the foundational underpinning of how our values play out in everyday work.
	We invested in an Employee Assistance Programme (EAP) covering all staff.
	We became a Disability Confident accredited employer.

Impact area 3

Score 28.4

Customers

What we said we would do	What we have done
A commitment to provide our services to our clients in the most effective way, according to their bespoke needs.	A significant part of our operational management processes came in-house in April 2024. This has given us control over critical financial infrastructure and has enabled us to gain valuable insight into the individual contexts of our clients, thus building stronger and more holistic relationships with them. This in turn has positively impacted our cash flow.

Impact area 4

Score 9.1

Environment

What we said we would do	What we have done
Continue to demonstrate integrity with supporting our clients in how to deal responsibly with hardware at the end of its lifecycle	Redistribution of laptops and equipment – sharing with staff and with organisations that they volunteer with i.e. youth groups, faith groups.
	Recycling of disks and redistribution of laptops in collaboration with Every Child Online, a Non Profit IT Asset Disposal (ITAD) Services.

Impact area 5

Score 16.6

Community

What we said we would do	What we have done
Continue to demonstrate our commitment to helping people flourish by building upon existing links with local agencies and support organisations.	New apprentices – being involved with East Bank Partnership. Local community support for IT and technical apprenticeships, helping more people get access to work. Working with good partners at WorkWhile for the levy transfer scheme, which is in conjunction with East Bank Partnership. This is a scheme focused on just 3 x East London boroughs. Introduction from our London-based apprenticeship partner, JustIT.
	Some of our staff participating in mock interviews for people wanting to get back into work, in conjunction with one of our clients, Resurgo, a charity supporting young people into work.
Develop greater participation within the B Corp community	Attendance at B Corp festival 2024.
	Regular activity on the B Hive online community, especially in areas of culture, HR and our local geographical group.

05 Looking forward - the next 12 months

	Aims	Value alignment	
Governance	Complete the final stage of everyday business control from founder to CEO with full director authorities. Work with nominated governance specialist.	Value 3: Integrity at our core	Workers
	Upskill existing workers by enrolling on appropriate apprenticeship courses.	Value 1: Helping People Flourish	
	Foster greater sense of collaboration and innovation in our department teams.	Value 1: Helping People Flourish	
	Through quarterly all team workshops, continue to embed our values into our everyday work practices and processes	Value 3: Integrity at our core	
Customers	Improve our financial operational efficiencies by supporting customers with improved payment methods and accurate documentation.	Value 2: Battling for the Best	Environment
	Communications plan for raising our profile within our community, in order to create stronger links between clients and to attract new ones.	Value 1: Helping People Flourish	
Community	Engage a regular paper/card/plastic recycling collection	Value 3: Integrity at our core	
	Redistribute at least 20 x laptops via EveryChildOnline	Value 2: Battling for the Best	
	Use proposed office move as springboard for reviewing utility suppliers for improved environmental footprint.	Value 2: Battling for the Best	
	Expand and utilise our training networks (JustIT) and access local apprenticeship levy	Value 1: Helping People Flourish	
	Enable staff to participate in mentoring schemes	Value 1: Helping People Flourish	



Company registered in England:
No. 05445643

Registered Address:
Old Poplar Library
45 Gillender St
London E14 6RN

www.fluid-it.com

