



Impact report 2024/25



Published August 2025

Introduction

Welcome to our fourth annual Impact Report, covering the period April 2024 to March 2025.

This report marks the fourth year of our business and serves as the opportunity to reflect on how we did against the objectives we set for the year, and to establish our ambitions for the 2025–26 year ahead. It's 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:



Governance



People



Work



Community



Environment

The background of the slide is a dark blue gradient. It features a large, faint, circular graphic in the center, composed of several concentric, slightly offset rings in shades of blue and green. Overlaid on this is a semi-transparent image of two hands, one palm up and one palm down, as if holding or supporting each other. In the bottom left corner, the text '01 Governance' is displayed. The '01' is in a large, light blue, sans-serif font, and the word 'Governance' is in a smaller, bold, yellow, sans-serif font.

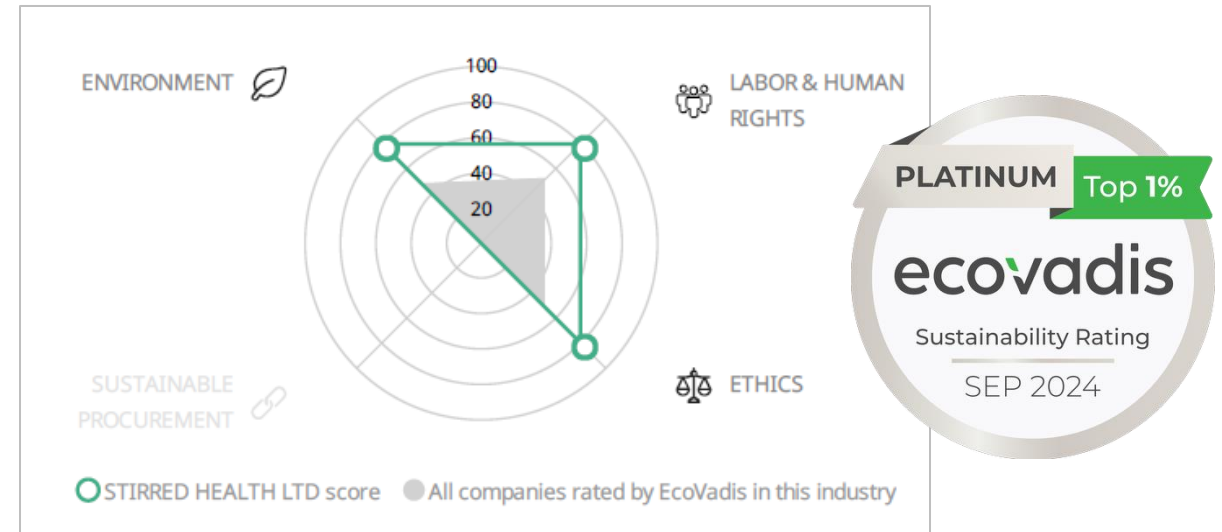
01 Governance

Expanding our accreditations

In 2024-25 we built upon our B Corp certification status by also participating in the EcoVadis sustainability performance assessment, enabling us to contribute to the supply chain management of our client partners.

We were delighted to be awarded with a platinum medal, placing us in the **top 1%** of all companies that have been assessed by EcoVadis. As far as we are aware, we are the only health communications consultancy to be awarded with this status.

Of course, the hard work is now to maintain this status as we continue to be assessed on an ongoing basis.



The B Corp standards have recently undergone one of the biggest overhauls in the history of the movement, and we have been spending time reviewing the new requirements and how they relate to our business.

The early signs are that B Corp continues to be a certification scheme that we are proud to be part of, and we will work hard to remain a B Corp and everything that it represents when we are due for recertification in January 2027. We have already started to use the new requirements to inform our goals for 2025-26, which you will see in the latter half of this report.

Policies and guidance refresh

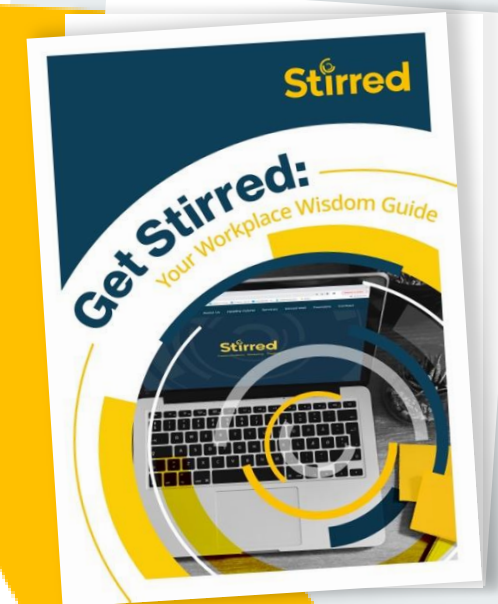
In 2024-25 we undertook a root-and-branch review of our policies and guidance, to ensure that we put our principles into practice.

We reviewed and strengthened everything that we felt needed it, for a small but growing business, which included:

- **Data protection processes** – we’re already Cyber Essentials certified, but we built on this further with clear policies and guidance
- **Health & safety** – considering both physical and mental health and safety
- **Time off** – yes, we have decided to keep our uncapped annual leave policy as it seems to be working for us! We have, however, decided to separate out our sickness policy, just for complete clarity
- **Travel** – the driver for this was linked to stepping up our carbon footprint measurements (see environmental section) but this led us to consider our guidance around travel from a much more holistic perspective as we know it’s all about balance. So, our travel policy considers the safety and comfort of our people, the financial impact on our business, and the environmental impact of good travel choices.



We rolled out our full package of updated policies and guidance to our line managers first, followed by a whole team training session to raise awareness and embed understanding



Our 'Get Stirred' workplace wisdom guide continues to provide an easy way of navigating all things Stirred – the feedback we are getting from new joiners is very positive

Progress against our DE&I action plan

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.

In 2024–25, we took our first steps against the dedicated DE&I plan that we published in last year’s Impact Report, and we made some solid progress, thanks to our DE&I champions.

Procurement: Talent / Suppliers

- We continued to collate a profile of our supplier base for recognised protected characteristics, and expanded that to look at our own team demographics in a more purposeful way
- While we are not ready to set any specific targets relating to these metrics – indeed, it is not generally advised for businesses of our size – we commit to continuing to measure our current make-up and aim to always consider how we can cultivate a diverse team and supplier base, in as broad a way as we can



Inclusive Work Environment

- We held a great training session with the fantastic team from ‘The Unmistakeables’ to give our team a consistent baseline in DE&I fundamentals and really kickstart the conversation
- Our mental health first aider led a full annual programme designed to not only raise awareness of how to support others, but also how we can all look after ourselves too
- We adopted the Wellbeing of Women’s ‘Menopause Workplace Pledge’, and had the pleasure of one of their Women’s Health Collective members visit us and share her story



Comms Consultancy and Community Outreach

- We actively sought out work to support underserved populations (see work section), including through our continued commitment to pro bono work
- We enriched our knowledge through establishing a lunch & learn series ‘In My Shoes’ – inviting guests to share lived experience and best practice on effective communication and outreach. Topics for 2024–25 included poverty, neurodiversity and menopause
- We decided to enhance our team’s expertise further through becoming organisational members of the Patient Information Forum – the independent membership body for people working in health information and support



02 People

People

We added three new staff, taking our total number of employees up to 13 by March 2025. In addition, we cemented relationships with several new specialist partners and freelancers across the creative side of the business.

We developed our people management structures and invested in growing leaders across the business. This meant devolving line management roles and reworking job titles, along with relevant descriptions and competency frameworks.

Our team feedback platform, Office Vibe, brought its eNPS methodology in line with the industry standard and we registered an overall engagement score of 8.6/10 (considered *great* by the platform's benchmarking) and an eNPS score of 82 (considered *amazing*).

Engagement
score

8.6/10



Training and development

A comprehensive review of our benefits package and staff survey in 2025 is already being carried into a new employee offering for 2025/26, although we all the groundwork to introduce a new cash plan benefit at the start of the next financial year.

We registered **961 CPD hours** across specific structured learning and ethics/codes of practice. Of these hours, around 35% were spent on innovation and trends, 30% on environmental, social and governance topics (including industry code training and DEI), and some 25% on leadership, partnership and management development.

Every team member gained HCA CPD certification and associated accreditation.

961hrs

of CPD-certified accreditations



We again delivered on our commitment to share the results of our company success by paying out a **healthy bonus to all staff.**

We continued to build a strong culture as a remote-first business, maintaining our commitment to quarterly **two-day get togethers** where we lift each other up through learning and laughter.

Our values

We continued to live our values, regularly sharing and celebrating examples of where and how we've lived them, as well as taking steps to embed them in a revised recruitment process for 2025/26.

See the
possibilities



Think we,
not me



It's got to
be good

03

Work

Work

We focused on delivering better health outcomes, reinforcing our belief that effective communications is a health intervention in its own right.

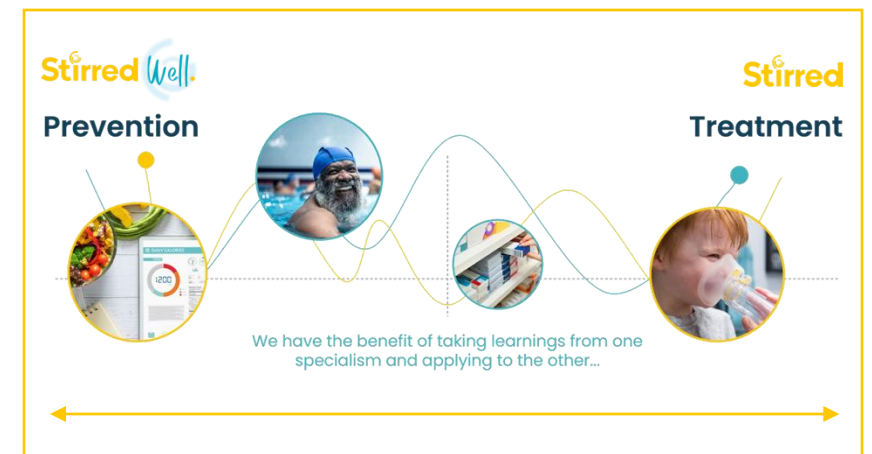
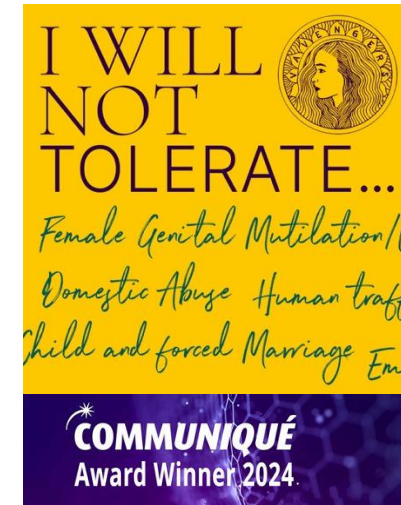
We track the work we undertake to ensure we are striking the right balance between commercial objectives, behavioural outcomes, and overall health impact, as well as tracking the work focusing on underserved populations and charities and other B Corps. Expressed as a percentage of our total activity / income, we delivered work as follows:

	2022-23	2023-24	2024-25
Underserved populations	53.5%	76.3%	75.3%
Pure health behaviour outcomes	18.9%	31.8%	28.1%
B Corps and charities	3.6%	3.6%	4.3%

Note: categories are not mutually exclusive, so don't add up to 100%

Other key highlights:

- We **grew our client base** to 12, spanning the full health spectrum from prevention to treatment
- We took on a **new pro bono client** – Wellbeing of Women, as well as continued to support The Vavengers, investing over £70,000 worth of billable time
- We **won Communiqué Pro Bono Campaign of the Year** for our work with The Vavengers



A flavour of our impact

- Addressing the realities of living with migraine
- Driving tens of thousands of women to download Wellbeing of Women's new Period Symptom Tracker
- Tackling the rise of Tweens using harmful skincare products
- Generating a new bank of COPD patient photography
- Harnessing corporate storytelling to help find the best talent in the fight against AMR



Innovation

In 2024–25 we invested in our mission to match the innovation of the health sector with the communications innovation it deserves, focusing on several key areas to drive greater impact:

- **Evaluation and Planning** – the AMEC measurement framework was embedded into our daily client consultancy, and we developed a proprietary planning framework ‘Shift and Stir’. The model blends human empathy with multiple AI tools to help unearth insights, establish the right channel mix, explore real-world parallels and ensure we look and think beyond the healthcare bubble for creative inspiration from the world around us. It’s being rolled out through 2025–26
- **AI** – like many, 2024 was the year we invested in upskilling our team in AI technology and tools to deliver greater impact, starting with establishing a clear set of robust policies and guard rails. Whether integrating tools to support meetings and note taking, enhancing the creative process through visuals or voiceovers, or simply sharing best practice and staying abreast of developments, 2024 was the year that the team went from ‘intrepid intermediates’ to ‘daily users’ – as assessed through a series of surveys throughout the year.



Stirred

INTEGRATED EVALUATION FRAMEWORK

by amec



From ‘intrepid AI intermediates’ to ‘daily AI users’

Stirred

Guidelines on using AI

AI is transforming the way many professions operate. Industry many organisations are striving to be at the forefront, with AI already being used in groundbreaking ways. As pathways, the development of new treatments and the development and the increasing number of tools at its disposal, AI has the potential to revolutionise aspects of our work at

AI presents many opportunities. At the same time, if AI is not used appropriately, the risks could be significant.

Stirred employees with a set of principles to follow to ensure the potential of AI and benefit from the huge advances it offers, while safeguarding ourselves, our company and our clients.

We have drawn from the available industry best practice, including the HCA's guidelines on Generative AI and the HCA's guidance on AI (soon to be published). We have not yet had any input into the development of these guidelines. There may be times when specialist legal or technical advice is sought in order to build on these guidelines in the future.

Stirred's position on AI

We believe AI presents an opportunity for our profession. Many existing AI tools can already help us in our mission to 'match the innovation of the health sector with the communications innovation it deserves', and many more are in development. If used appropriately and responsibly, AI programmes can be a valuable part of the toolkit at our disposal as we help clients to achieve their goals. As with everything we do, it is vital that we maintain the highest standards of professionalism, confidentiality, accuracy and rigour when using AI.

The background of the slide is a dark blue gradient. Overlaid on this is a large, semi-transparent image of a diverse group of young people, likely students, smiling and posing together. Several thick, curved yellow lines are drawn across the image, creating a sense of movement and design.

04 Community

Community

Beyond our pro-bono consultancy and healthcare community engagement, we continued to support both individual fundraising efforts and Brighton's Clock Tower Sanctuary – a day centre specifically focused on supporting young homeless people in the area.

In total we donated approx. £4k from business funds and invested 87hrs in volunteering time across the team.

We supported staff wanting to invest time in personal projects, such as mentoring schemes and we continued to support the HCA Foresight Committee through its 'Briefing Room' interview series as well as contributing to industry benchmarking, environmental sustainability initiatives, and ongoing guidelines on AI.

Our relationship with the Brighton University Business School saw us speak at several events and sponsor prizes for a 2nd year student pitch competition.

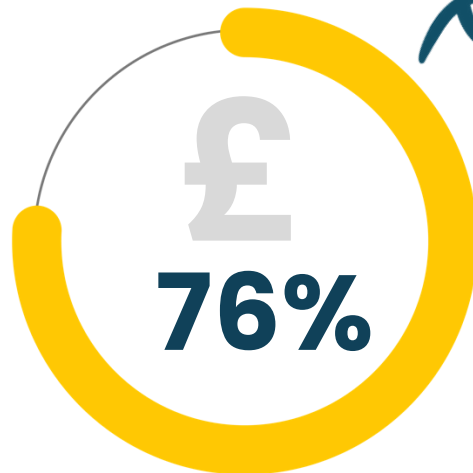
Having joined a new collaboration of 25 independent agency leaders – The Health House – the previous year, we attended its first two-day get together where we took time out to discuss the challenges of running a business, shared ideas and best practice, forming relationships for future collaboration.



Our supply partners

We continue to gather as much information as we can to feed into our purchasing choices, including deploying a tailor-made questionnaire for all new suppliers.

Key statistics from 2024-25, focusing on our **top 50 suppliers** (excluding one-off purchases) which represented **76% of all spend** include:



66%

of our top 50 suppliers, representing ~80% of spend, are SMEs, with many of these single-operator businesses (including freelancers) and/or classed as diverse-owned

45%

of our top 50 supplier spend is currently covered by our supplier questionnaire, giving us a rich view of their ESG credentials, ranging from ownership to ethics and environmental performance

We also subscribed to **the ethical consumer publication** to help inform our personal and professional purchasing choices.

Looking deeper at our purchasing choices will be a focus for the business in 2025-26 (see goals section).



The background of the slide is a dark blue gradient with several large, overlapping, semi-transparent circular arcs in shades of teal and yellow-green, creating a sense of motion or a stylized globe.

05 Environment

Baselining our GHG emissions

The focus of our environmental activity in 2024–25 was establishing a robust baseline of our greenhouse gas emissions, so that we could firm up our targets and develop a well informed, meaningful action plan.

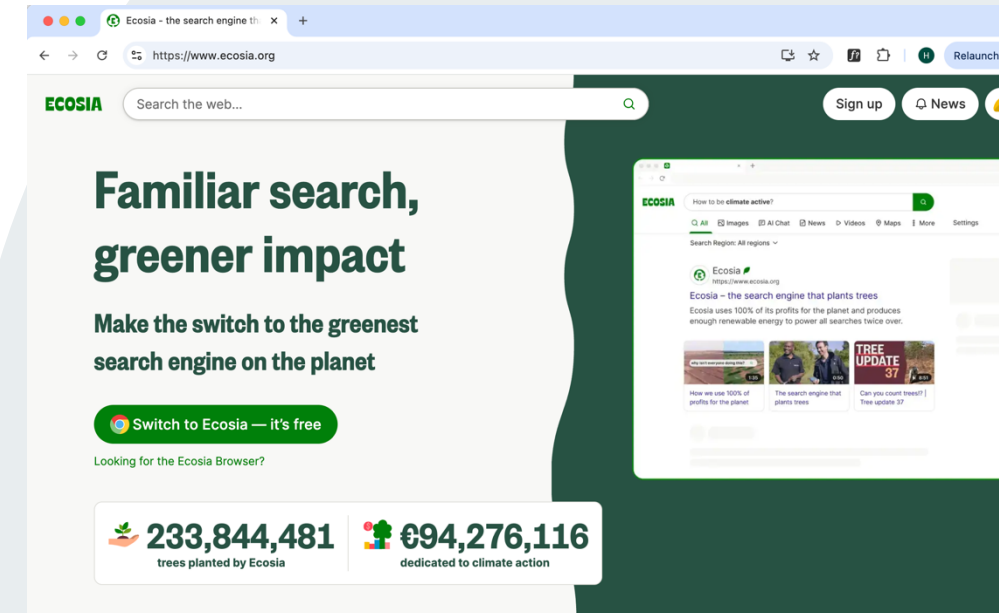
To achieve this, we enlisted the help of C Free, a tech enabled carbon footprint calculation consultancy. The main data and our confirmed reduction targets are reported in the following slides*.

While this was in progress, we took some ‘quick win’ actions:

- We updated our travel and AI policies to include environmental considerations to give our team support and guidance on making positive choices
- We switched our website hosting to a green provider
- We made our pilot use of Ecosia as the default search engine permanent across the business
- Our environmental champion continued to provide tips and information

While we made the decision in 2023–24 to support two credible carbon-offsetting projects – more to support overall sustainability efforts than to make any claims about carbon-neutrality – we decided not to do the same in 2024–25 as we prioritised investment in other ESG activity. However, we did support conservation projects such as Project Seagrass (saving the world’s Seagrass) on a smaller scale through our charitable giving match-funding programme.

We will continue to consider this every year as part of our journey, and welcome dialogue on this as it is a very complicated area for us non-specialists!



*If you'd like to see a copy of our full GHG Report for 2024 then please contact us at hello@stirredhealth.co.uk.

OUR CARBON FOOTPRINT

January – December 2024



Scope	CO2e in tonnes	Outcome	
1 	0.0	We have no scope 1 emissions	
2 	0.15	Electricity consumption of two Electric Vehicles	
3 	47.35	Included emission sources: - Purchased Goods and Services - Capital Goods - Fuel and Energy related activities - Business travel	- Employee commuting - Waste generated in Operations - Investments

INDIRECT EMISSIONS FROM PURCHASED ENERGY

SCOPE 2

	Tonnes CO2e
Electricity	0.15

INDIRECT EMISSIONS FROM VALUE CHAIN

SCOPE 3

	Tonnes CO2e
Purchased Goods and Services	22.66
Capital Goods	9.01
Fuel- and Energy-Related Activities (not included in Scope 1 or Scope 2)	0.03
Waste Generated in Operations	0.76
Business Travel	5.96
Employee Commuting	6.34
Investments	2.58
Total Scope 3	47.35

REDUCTIONS



HOW ARE WE GOING TO REDUCE THESE EMISSIONS?

To continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets.

Near Term

We commit to maintain zero scope 1 emissions through to 2030, reduce absolute scope 2 GHG emissions by 42% by 2030 from a 2024 base year, and to measure and reduce scope 3 emissions.

Long Term - Net Zero

We also commit to reach net-zero across Scopes 1, 2 and 3 by 2045, reducing absolute emissions by 90% from a 2024 base year and neutralising residual emissions*.

**We have brought this forward from our original targets set via the SME Climate Hub platform – where we aimed to reach net-zero by 2050*

Targets



Tonnes CO2e	2024 (actual)	2030 (target)	2045 (target)
Scope 1	0.00	0.00	0.00
Scope 2	0.15	0.09	0.02
Scope 3 (included sources)	47.35	27.46	4.74
Total	47.51	27.55	4.75
Percentage change (from base year)	0.0	-42%	-90%

Communiqué Awards

Everything we did came together and resulted in us being awarded **Small Consultancy of the Year at the Communique Awards 2024.**



As we build our business,
we build our impact



2025/26 Goals

Governance



1

Retain our **EcoVadis
Platinum** sustainability
rating

2

Engage with the **B Corp** new
standards as they roll-out,
ensuring that we are ready to
resubmit for certification in
January 2027
(using 25-26 full year data)

3

Deliver against our Year 2
DE&I Action Plan goals
(summarised on the next slide)

DE&I Action Plan 2025–26

Stirred's DE&I 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.

Within the workplace

Regular engagement on DE&I topics (including via the company feedback platform) and further training & development on a wide range of topics, including health equity

Refinement of company policies and practice, including roll-out of new formalised recruitment approach which incorporates inclusivity considerations

Beyond the workplace

Continue to track diversity of ownership among our suppliers
Updating our company website to meet AA/AAA criteria of WCAG guidelines

Consider DE&I criteria in our selection of projects – both paying clients and our pro bono work

Production of an inclusive language and ethical content guide for internal and external use

People



1

Continue to build the team while evolving and investing in our **onboarding** process.

2

Benchmark and evolve our staff value proposition and overall **benefits package**

3

Review and revise **our recruitment process**

4

Revamp our **training** programme and relaunch back to the team

1

Introduce a **formalised client filter** as part of new B Corp standards and engage in discussions relating to sustainable practices

2

Deliver on existing commitments and initiate partnership for new **pro bono work**

3

Launch and rollout our new **'Shift and Stir'** planning framework to the team and embed within the agency

Community



1

Continue to invest time in external networks – **HCA, The Health House** and **Brighton University** – to foster productive connections and move our industry forwards

2

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

3

Continue to review suppliers and if appropriate, establish **ESG credentials** and engage in discussions relating to sustainable data. Review and publish data as part of 2025/26 impact report

Environment

1

Verify our newly updated carbon reduction targets via **SBTi** by end December 2025

2

Deliver an ongoing **internal training programme** to support carbon literacy

3

Initiate and/or extend work relating to suppliers and clients as part of goals set in previous sections to ensure environmental action plan is supported

Our first year on the journey to Net Zero 2045 (from baseline)

We hope you found this an insightful read.

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

Stirred



www.stirredhealth.co.uk

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