

FULL-STOP

IMPACT REPORT

JANUARY 2023

Certified



Corporation



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OUR MISSION

**To help creatively minded
business owners understand
and use financial data to make
their business and life better.**

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HOW WE WORK



Our love for business is at the core of everything we do.

We're guided by the belief that business can be a force for good when we take a more balanced approach towards money, the environment and the people around us. Yes, finances are fundamental, but a successful business is economically sustainable and ultimately profitable.

We're a small, close-knit, non-hierarchical team. We support each other and foster close relationships with our clients to ensure we're providing them with high levels of care and clear communication.

To help our clients take control of their business and finances, we use:

- Technology to simplify and streamline processes.
- Data to better understand business performance and plan for the future with financial guidance.
- Creative thinking and process design to unlock business potential.

OUR VISION

For Accountancy to be a sought-after profession that attracts professionals, or those seeking to be professionals, who operate in line with our purpose.



WHAT WE DO

We provide Accountancy know-how, process design and financial guidance, along with tools to declutter your business, desk and mind, freeing up time for the things that matter most.

The value we provide to businesses goes beyond simply understanding their finances. We go the extra mile to provide the right expertise for their needs and call on trusted partners when we need specific or niche knowledge.

We do what we can to contribute to our local community because we want to see it thrive with financially-empowered organisations. From hosting regular Money Matters conferences and creative Accountancy workshops, we're proactively making a difference.

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OUR PURPOSE

To help business owners and organisation leaders lead better lives and leave a positive impact on those around them.

This is the guiding belief that underpins everything we do.

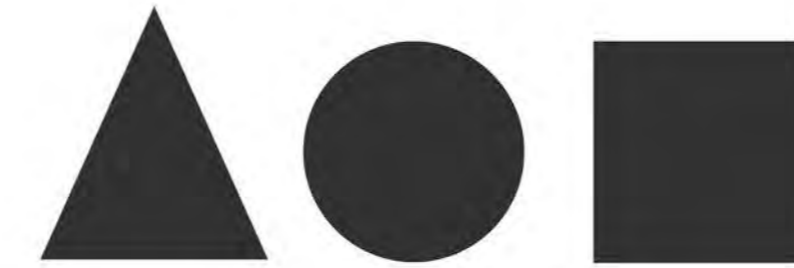


OUR SERVICE

We offer so much more than just Accountancy. We offer a combination of business planning, financial strategy and forecasting - because that's what we call accounting!

When we team up with our clients, we become their trusted partner. We work with them to identify opportunities, respond to change and harness their business potential.

There are three strands to our business:



1. OPTIMISATION

We take a holistic approach and look at the bigger picture to understand our client's business inside and out.

We look at their finances, see how everything fits together, and identify what does and doesn't work.

From there, we help people think creatively beyond traditional ideas and put sustainable processes and systems in place to help them take control of their businesses.

2. ACCOUNTANCY

Our hands-on approach to business means we're continuously involved with our client's finances all year round, not just at year-end.

With a focus on clear communications and real-time, accurate data, we use technology to streamline processes, manage cash flow, and plan and adapt as the world changes.

We make sure our clients are prepared for every milestone through workshops and training, and we try everything in ourselves before recommending it.

3. STATIONERY

Alongside technology, we love analogue tools. We run this product business, which has taught us that there are no better tools for creative thinking than a pen, a notebook and some planning time put aside. How so?

Putting pen to paper slows time and makes you think about what you're writing more considerately.

We specialise in Scandinavian and Japanese stationery that's simple, functional and elegant.

In terms of how this helps our Accountancy, we know how to help product- and service-based businesses as we run these ourselves everyday.

(We may not be a charity or Arts organisation but again our personal lives have links to various organisations so we see these organisations in action too.)

OUR POINT OF DIFFERENCE

In 2022 we worked alongside peers and suppliers to share our knowledge in the hopes of making a difference to people's approach to Accountancy.

The response was brilliant, so we're continuing this in more depth throughout 2023.

Peer events are the best place for us to share best practices, elevate the value of our type of Accountancy and explain its impact on the business community.

We've also worked hard with our key partners to raise awareness of the importance of small businesses through panels, roundtables and events with representatives from the national government.

Accounting that makes an impact

Driven by insight and a unique collaborative methodology for clients, we're proud to be transforming the future for SMEs, arts organisations and charities, being recognised for impact along the way.



A WORD FROM LAUREN HARVEY- FOUNDER AND MD

Reflections on the past year

In 2011 I was on a one-woman mission to revolutionise Accountancy for SMEs. Today, I am part of a community that aspires to make a long-lasting impact on people, businesses and the planet.

As a certified B Corp in Accountancy, we consider our impact on our clients, employees, the wider community and the environment on a daily basis.



We take pride in working with businesses that share the same ethos and commitment to change.

Since we started in 2011, the UK Accountancy industry has been undergoing a digital transformation. However, there's still a long way to go regarding full-scale adoption. At Full-Stop, we see our role as showing businesses how new technology can be better used to enable them to be a force for good. How so? By using data and insight to take a more balanced approach to business, money, the environment and people around them.

Thanks to our efficient Accountancy systems, and the insights we provide, our clients can invest time back into their businesses or themselves (or hopefully a bit of both!) to make a positive difference.

We make an effort to have conversations with our clients, prospects and suppliers about their own B Corp certification journeys. In particular, how they can use the B Corp Impact Assessment as a strategic tool to track their progress regarding sustainability.

Our job is to expand our horizons and broaden our reach, because until a business can operate sustainably, we know we cannot have a truly positive impact on our communities.

Only through education can we help our clients live better, fulfill our purpose and make a positive impact.

We're on a mission to support more businesses as they commit to change. We know we still have a lot to do to make a difference and next year is pivotal to our success.

Climate change remains a major challenge. COP26 and COP27 were significant conferences, but seemed to have produced limited action against the serious climate issues we face. In 2020 we started our journey to Net Zero by monitoring our carbon emissions and offsetting the remainder. In 2022 we paused this offsetting due to local backlash to repurposing of land for carbon offsetting. We are using this time to assess if it was still the right response.

Despite this, we remain committed to Carbon reduction and sustainable living being the ultimate goal and we aim to become involved in B Local in Wales in 2023. This will enable us to raise awareness of business being a force for good in an appropriate Welsh way whilst continuing to build deeper connections between B Corp companies across the UK and beyond.



We're aiming for a B Impact score of 95 at our recertification - up 14% from our previous score.

In 2022, we rolled out an improved service to our clients, offering more customer touchpoints to help them better understand where they (and their businesses) are.

Our team has worked tirelessly to make sure we can do this, whilst continuing to support clients through testing times for all.

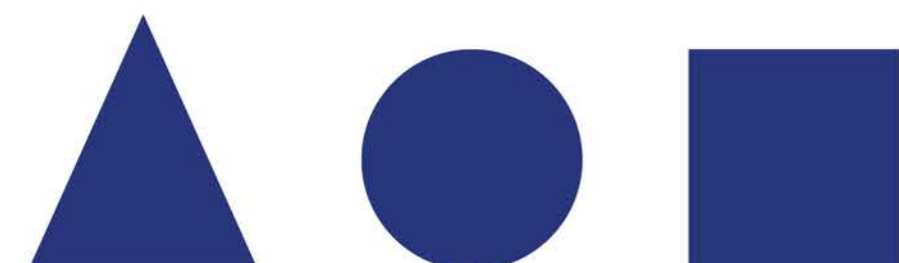
To thank our employees for their ongoing support, we're reviewing options for Full-Stop's ownership structure in 2023. For example, the possibility of an Employee Ownership Trust. Doing this will ensure our team remain rewarded and invested in our collective future.

We're keen to create the best opportunities for our team and clients moving forward - in the UK and beyond.

We hope you enjoy learning more about our achievements in 2022 and what challenges we are working on.

We have a lot to do, but it's an exciting job.

Lauren Harvey,
Founder & MD
Full Stop
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OUR B CORP SCORE, PROGRESS, AND GOALS

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We're proud to have joined a growing group of companies around the world that are certified B Corps.

That means we've been assessed and audited against rigorous standards of:

- Social and environmental performance
- Accountability
- Transparency

Full-Stop has always looked to lead the way in doing better - particularly in our field of Accountancy. This certification is recognition of our high standards.

It also gives us the ideal framework to use insights and efficiencies to be a force for good for our small business clients, their teams, and communities.

As the business world evolves alongside the role of the Accountant, we too lead the way in the transparent business reporting of the future.

Together, we can speed up progress towards reducing inequality and poverty, improving our environment, strengthening communities, and creating more high-quality jobs with dignity and purpose.

We're thrilled to be able to work with the wider B Corp community to learn and share best practices as we look for new solutions to overcome some of the biggest challenges of our time.

OUR B IMPACT SCORE

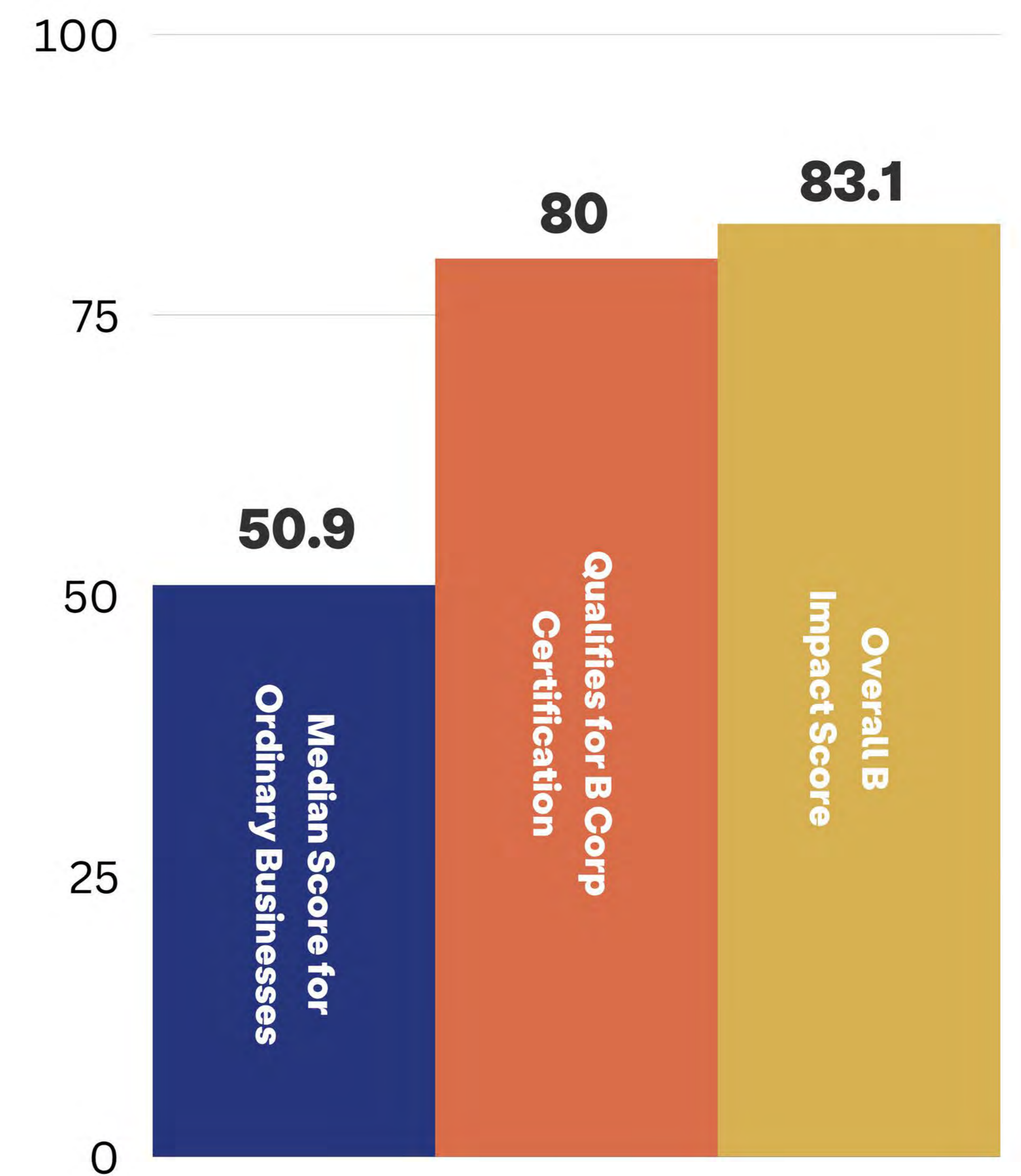
**Full-Stop
officially became
a B Corp in 2021.**

This was a key milestone in our journey. Taking us one step closer to being 'the best of what business can offer'.

Given our B Corp status is reassessed every three years, we've worked hard to improve in all areas to increase our score. We feel confident we'll achieve a score of 95 in our upcoming assessment in early 2024 - beating our existing score by +14 points.

Our current score of 83.1 validates the hard work we've put into embody our values, but also demonstrate there's still more we can do.

83.1



In 2023, Full Stop will continue working on the improvements and changes we've weathered over the past three years ahead of our recertification in January 2024, where we will celebrate our third anniversary as a B-Corp.

Full-Stop will show that business isn't all glossy, faultless and corporate. But, it's real, fair, honest and striving for a smarter today and future.



IMPACT AREA, PLANS, AND PROGRESS

**We're committed
to continually
improving on all 5
pillars below:**

- **Governance**
- **Workers**
- **Customers**
- **Communities**
- **Environment**



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PILLAR ONE: GOVERNANCE

“The Governance Impact Area evaluates your company’s overall mission, ethics, accountability and transparency through topics such as integration of social and environmental goals in employees’ performance evaluation, impact reporting and transparency, stakeholder engagement, and more.”



WHAT WE SAID WE'D DO

Impact Review.

B Corp Impact Assessment score on Website.

WHAT WE DID DO

We've spent time writing this Impact Review, ensuring it's informative and inspirational for others.

PLANS FOR 2023:

Review areas of impact across Full-Stop ahead of our B-Corp recertification in 2024.

Share our impact score on our website.

Review what else we can do to align these areas with UN Sustainable Development Goals and Science Based Targets.

Look into ways of promoting Impact Reporting as a tool for more businesses.

Look at diversifying the ownership of Full-Stop (through Employee Ownership Trust).

PILLAR TWO: WORKERS

“The Workers Impact Area evaluates your company’s contribution to its employees’ financial, physical, professional, and social wellbeing through topics such as payment of a living wage, benefits, employee health and safety, professional development opportunities, and more.”



WHAT WE SAID WE'D DO

Have staff attrition of 0% when the industry is facing a time of high turnover.

Maintain satisfaction ratings, share performance and involvement in policy review.

67% of staff maintain a professional membership, and the costs to maintain these are funded by Full-Stop.

Increase this figure to 86% in 2022 - costs funded by Full-Stop.

Introduce a face-to-face review of Full-Stop's performance, policies and procedures.

PLANS FOR 2023:

Continue an open recruitment policy. We'll always speak to people who share our ethos and are committed to digital accounting.

Create training days with our respected peers - sharing best practices, experiences and innovating where possible.

Ask everyone to refer us to likeminded people.

WHAT WE DID DO

Returning to the office regularly was great for all of us in 2022. We discussed well-being face-to-face, often going outside and walking around the lake.

Our team grew in 2022 and we had attrition at 0% - as hoped for.

We provided funding for our newer members of the team who are now studying towards professional membership. The others retain theirs, and we encourage the whole team to take opportunities to further themselves in areas not often covered by professional bodies.

Face-to-face reviews recommenced and helped all involved. In 2023 we're also looking to combine the review of performance with different events away from the office and home offices.

Continue to offer a competitive all-around package, including salary, bonus, healthcare, insurance, interest-free loans, team time away from the office and more.

Actively start conversations about putting Full-Stop into an Employee Ownership Trust.

Review Full Stop's performance, policies and procedures.

PILLAR THREE: CUSTOMERS

“The Customers Impact Area evaluates the value that your company creates for your direct customers and the consumers of your products or services through topics such as ethical and positive marketing, warranty and quality assurance of products and services, data privacy, data security, and more.”



WHAT WE SAID WE'D DO

Ensure our services meet our 'mission'.

WHAT WE DID DO

We continued to review our communications and core services to ensure our mission is clear and that they were suitable for our clients going into 2023, providing clarity and consistency for all stakeholders.

PLANS FOR 2023:

Review our services and processes to offer better value and more transparent quoting for our customers.

Check if our core offering needs additional services such as funding and budgeting.

Continue to evolve communications, remembering our role as jargon translators and number magicians.

Introduce formal feedback and debrief processes.

PILLAR FOUR: COMMUNITIES

“The Community Impact Area evaluates your company’s contribution to the economic and social well-being of the communities in which it operates, through topics such as diversity and inclusion, job creation, civic engagement and philanthropy, supply chain management, and more.”



WHAT WE SAID WE'D DO

Increase our use of local suppliers (for ourselves and our clients), whilst screening their social and environmental impact.

Provide additional Covid support to our clients.

Consider a system to provide more varied opportunities for volunteering.

WHAT WE DID DO

We always aim to buy locally or from SMEs in the UK (they make up most of our client base).

With the number of B Corps in the UK at an all-time high, it's become easier to have these discussions with suppliers.

We took less holiday to enable this. In turn, we focused on the art of self-care to support our team.

PLANS FOR 2023:

Review the impact credentials of our supply chain and third-party providers.

Seek other B Corps to partner with.

Find a mechanism to track this with ease going forward.

Continue considering a system to provide more varied volunteering opportunities.

PILLAR FIVE: ENVIRONMENT

“The Environment Impact Area evaluates your company’s overall environmental stewardship, including how the company manages general environmental impacts as well as specific topics like climate, water use and sustainability, and impacts on land and life.”



WHAT WE SAID WE'D DO

Reduce footprint through increased recycling, lowering waste and an office redesign to increase natural daylight and reduce electricity use.

Introduce Pretty Plastic office cladding.

WHAT WE DID DO

The office was recladded with Pretty Plastic tiles at the start of 2022. This helped reduce energy use during colder weather whilst providing a positive working environment for the team.

PLANS FOR 2023:

Research options for carbon off-setting, and review and expand the scope of our environmental policy with specific targets and benchmarks.

THANK YOU

Thanks to each and every one of our clients, partners and brilliantly committed team. We could not be where we are today without you.

If you're interested in any of the initiatives we've mentioned, or would like to hear more about our services, then please get in touch.

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Alex Harvey, Operations Director

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