

Impact Report 2022

Our story so far...



This report covers:

1. About Blue Array
2. About this report
3. Impact
4. Social Issues & Our Team
5. Our Customers
6. Charitable Giving
7. Environmental Issues
8. Reflections & Next Steps



...extraordinary times, amazing people



1. About Blue Array

Blue Array offers SEO consultancy® services (a consultancy/agency hybrid). We deliver the boutique services of a consultancy with the ability to scale like an agency.



We're a business built on relationships with our staff and customers. Continually earning trust and building and growing relationships is at the beating heart of what we do.

At Blue Array we pride ourselves on being a people-first business. We believe if we operate on a **People > Planet > Profit** basis, we have the best chances of success. Keeping our people happy means our clients are happy, meaning we have more chance of winning new business and continuing to grow in the way we'd like.

As a rapidly growing business, maintaining our culture is incredibly important to us. Our values define who we are as a business and help guide our decisions and behaviours.

Core values

At Blue Array we have five core values that underpin everything we do:



Do one thing well

"We are **focused** obsessively on SEO, believing it's far better to be specialists, not generalists. Only offering best-in-class SEO expertise makes us unique and sets us apart from other agencies."



Do it as a team

"We are **collaborative**, believing we work best when sharing our learnings and experiences with each other. We work in collaboration with our clients on sustainable, ongoing SEO strategies that achieve long-lasting results."



Do it with integrity

"We are **honest** with our clients and with each other. We build relationships formed on transparency, trust & integrity which extend beyond revenue or profit."



Do it with class

"We are **confident**, though not arrogant, in our communication to clients and each other. Our confidence is formed through years of combined experience and a shared ambition to be the very best in the industry."



Do what's right

"We are **supportive** and offer an environment that encourages the development of everyone around us. We ensure we're always open, approachable with a friendly and empathetic attitude."

A NEW US

Mission statement

Our mission is to elevate our people, customers and industry through SEO and use our business to positively influence a better world.

2. About this Report

With a noticeable generational shift in awareness of societal and environmental issues, businesses are increasingly being scrutinised for the part they play.

Businesses' previous purposes were solely aligned around shareholder returns, however, in this new world, responsible businesses with mindful employees want to make a meaningful positive impact.

Blue Array have a mission to push boundaries together with our clients, our people and our communities. We strive to be transparent and we take responsibility and accountability for our actions. We want to tread lightly on the earth, leaving no lasting impact from our movements, and want also to contribute a positive difference to a number of societal issues.

It's for these reasons we voluntarily becoming a registered Benefit Corporation "B Corp". It's our hope that through our investment we'll create long term sustained growth and value creation for all stakeholders, beyond our shareholders.

Our overall B Impact score when we first certified was 82.5 and we're working hard every year to keep getting better!

Simon Schnieders

Founder & CEO

This is Blue Array's first annual Impact Report, covering the reporting period of our 2022 financial year. This report has been prepared by the leadership of Blue Array, to outline the impact the business has had this past year and focus us for the year ahead.



Our 2022 Highlights

We achieved B Corp certified status after 18 months of hard work 🎉

Governance

Customers

We provided equitable access to over 3,000 individuals across the globe, with our free Tech SEO training course 📖 and over 700 attendees at our free SEO events

We accomplished Living Wage & Climate Friendly workforce certifications, planting over 5,000 trees in 3 months 🌍🌲

Environment

Workers

13 'Employee of the Month' winners awarded, out of 60 team nominations in 2022 and 11 external award wins, including Best Large SEO Agency 🏆

Supported 4 local charities; New Beginnings, Spiral Skills, FCDC & Reading Uni
51% of the team participated in a charity initiative with 161 hours volunteered 🙌

Community

3. Impact Performance

Looking for ways in which we can create a positive impact on our society and our environment is a real team effort.

We are lucky to employ a passionate workforce who are motivated to find ways to give back and support causes that we really care about. We're really proud to have still been able to support a variety of initiatives that have created a positive impact for our employees, our community and the environment.

To determine what initiatives we should focus on, we conduct wellbeing surveys and also occasionally ad-hoc surveys and focus groups on topics such as our benefits offering and wellbeing initiatives. To inform our decisions, we take into account all available recent surveys at the time as well as industry insight and research and discussions among our leadership team.

The following sections highlight the initiatives Blue Array has been committed to working on and how the business has performed against these over the 12 month period ending 31st December 2022.



**PRIORITIZE
PEOPLE
& PLANET.**

3. Impact Areas

Here at Blue Array we utilise Objectives & Key Results (OKRs) to align our focus and drive our sustainable development goals (SDGs).



Community

OKR: (Planet & Community) Elevate our industry and community to influence a better world
2021 BIA Score: 60%
2022 OKR Score: 78%



Customers

OKR: Surface and grow our raving fans
2021 BIA Score: 48%
2022 OKR Score: 77%



Environment

OKR: (Planet & Community) Elevate our industry and community to influence a better world
2021 BIA Score: 38.8%
2022 OKR Score: 78%



Governance

OKR: Achieve B Corp certified status
2021 BIA Score 72.5%
2022 OKR Score: 100%



Workers

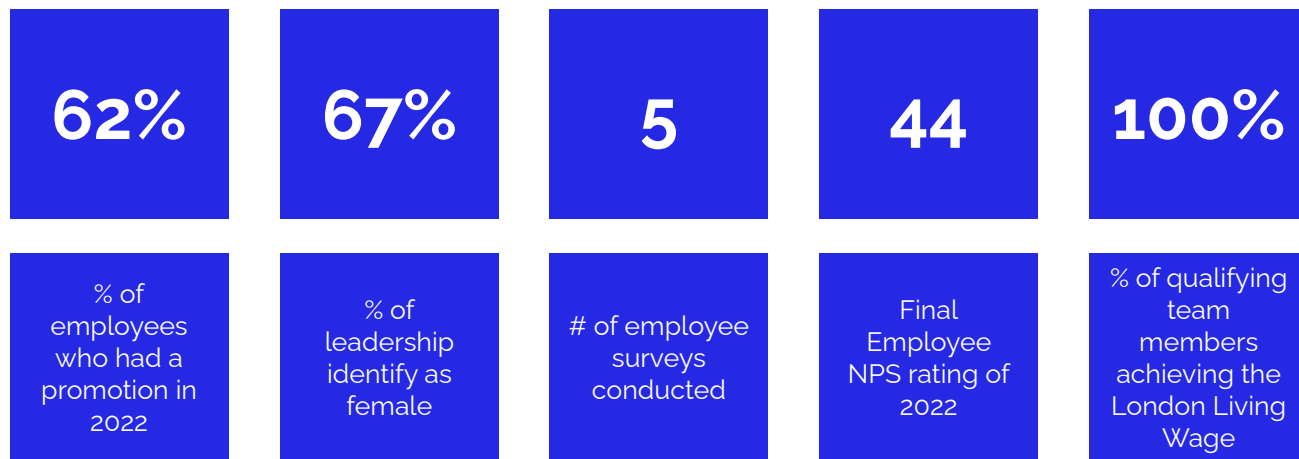
OKR: Establish Blue Array as the number one agency to work for in the UK
2021 BIA Score: 76.4%
2022 OKR Score: 76%

4. Social Issues & Our Team

Our people are the most important part of Blue Array and without them, we wouldn't be where we are today.

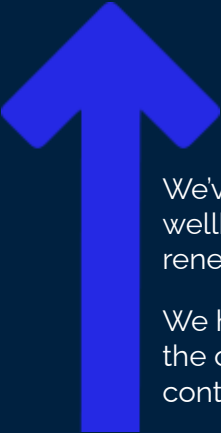
We take various steps to ensure that we continually engage and retain our people including the review of employee benefits and overall package and regularly evolving working practices.

To reinforce our commitment to our people and to equal opportunities, we measure a number of KPIs which are inline with B Corps monitoring of Worker Impact:



Health & Wellbeing


- We created and embedded a working from home guide and remote working policy
- We trained Mental Health First Aiders
- Introduced twice weekly free virtual yoga sessions
- Launched group meditation sessions using InSights app
- Ran our first ever Men's Health Panel
- Hosted multiple 'Time to Talk' sessions



We've always prioritised mental health and wellbeing, however since the pandemic we have renewed focus and energy to support the team.

We have introduced these benefits alongside the other benefits we had already, and we will continue to review these.

Employment Benefits



We understand money isn't everything for our team, it's about the whole package. We ran an employee engagement session to understand what's important to the team. The result, in 2023 we will be looking into options for flexible benefits, as no two people chose the same benefit as their priority!

In 2022 we:

- Covered Flu Jabs & Rail Card expenses
- Increased our social budget to help reduce isolation and build team bonds
- 100% of qualifying employees received a bonus *(82% actual, due to leavers & new joiners)*
- Introduced a disability allowance
- Enhanced leave with a full day's paid leave for birthdays, regardless of what day it falls
- Re-introduced interest free, employee loans

Your Views | Our Team

Overall, I think the company is working really hard to try and support mental health and wellbeing, so a big thank you for that.

I am proud of the work that I do and I feel very strongly aligned with the values

Since joining the company, I have been aware of the importance of culture in the working environment and I think there are so many initiatives that demonstrate them, rather than just talking about them.



Everyone's voice is equal and encouraged to share honestly

I feel like I'm learning a lot, being giving a fair amount of responsibility, and there are lots of opportunities to develop. Which are the most important things to me right now at work.

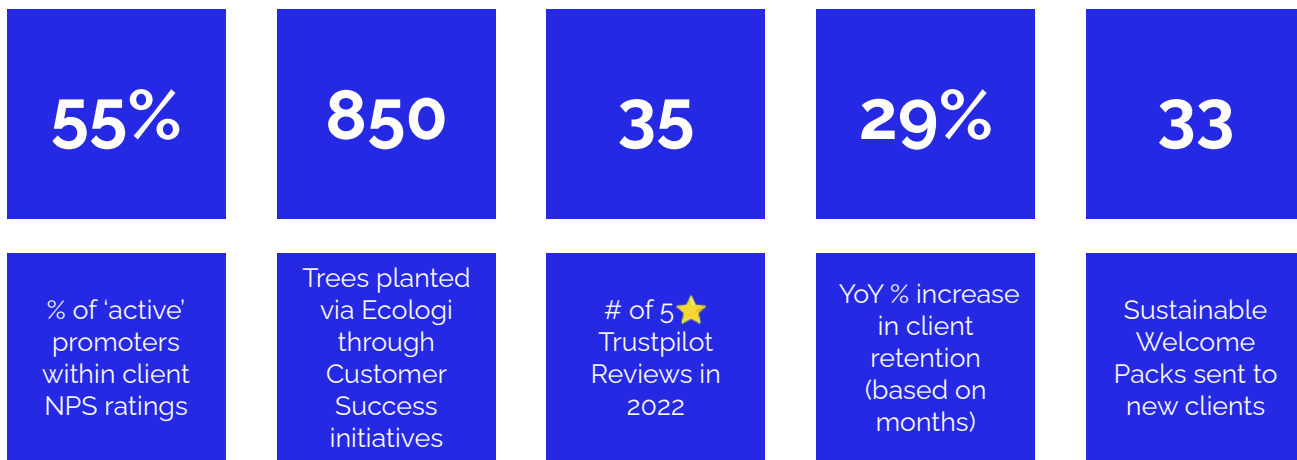
Good job satisfaction, always feel like I'm learning & making progress - love the options to push myself - there's a genuine sense that the business wants it's individuals to succeed, which is nice.

5. Our Customers


Our customers are at the heart of what we do at Blue Array.

We celebrate achievements and milestones with our customers through sustainable gift giving, such as Welcome Packs containing only sustainable, recyclable and compostable products and packaging. We also plant trees for each new customer, each NPS survey response, and when we receive a positive Trustpilot review.

In 2022, our Head of Customer Success won the Customer Experience Award at the Women in Marketing Awards 2022.




Your Views | Our Clients




One of the best in the business, working with the team has been a fantastic experience!

Client 5 ★ Review



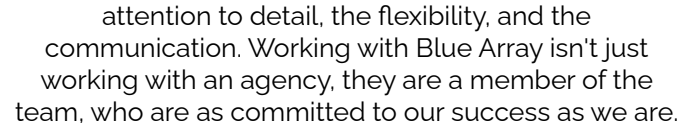
The whole team at Blue Array are a delight to work with and incredibly knowledgeable

Client 5 ★ Review




A head scratcher as I'm not sure if there's anything I'd request improvement on. The team are all insightful, knowledgeable and a delight to work with. Thanks for everything!

Client 10/10



The team is an absolute pleasure to work with. The attention to detail, the flexibility, and the communication. Working with Blue Array isn't just working with an agency, they are a member of the team, who are as committed to our success as we are.

Client 10/10



Always hard-working, and communicative, I would definitely recommend Blue Array!

Client 8/10



BlueArray
We stand for SEO.



6. Charitable Giving

Donations

Each year Blue Array engages in charitable actions with cash (or equivalent) donations contributing towards this activity. We carry out company-wide surveys to gain insight into charities close to our employees' hearts, helping us to align our team values with our charitable donations and impact efforts.

In 2022, charitable donations totalling **£6,901** equated to **0.18%** of our revenue, compared to 0.10% in 2021.




Initiative	Donation	Charity	Notes
Supporting Ukraine	£2,453	Médecins Sans Frontieres, Doctors Without Borders, Red Cross,	
Amazon Smile	£0.00	New Beginnings	No eligible AmazonSmile purchases as yet
Syrian civil war crisis	£634	Unicef, UNCHER	
Save the Children	£454		
Other	£1,360	British Red Cross, Cancer Research, Get Kids Going	
<i>Laptop Donations</i>	<i>£2,000</i>	<i>The Freelance Coalition For Developing Countries</i>	<i>*value written off</i>
<i>Free Tech SEO Course</i>	<i>£670k equiv</i>	<i>Individuals</i>	<i>*value of £199 per course, 3100 enrolments YTD</i>

6. Charitable Giving

Pro bono work

Blue Array promotes giving back to the community through gifting 3 paid volunteering days to each team member, every year.

- 51% of employees volunteered in 2022
- 700 attendees at our free community events
- New Beginnings donation drive and charity day: achieving over 170 donations equating to ~£500 raised
- FCDC training sessions
- Spiral Skills workshops
- Reading University Bilingual Research Study
- FemTech Lab mentoring
- FCDC Mentoring
- SEO Office Hours



In 2022, a total of **23** days were used towards good causes, that's a whopping **161 hours!**

7. Environmental Issues

Creating a positive impact on the environment and our planet has been a long-standing aspiration, a difference we have been really determined to make. We quickly learned that for an SME to calculate their footprint in a robust manner is quite challenging.

Continuing our research, we came across a far better solution than us calculating our carbon footprint ourselves. We became aware of Ecologi, a fellow BCorp business that makes buying carbon certificates and tree planting simpler, and easier to talk about. They work with reputable reforestation partners with robust annual reporting and auditing, and purchase carbon certificates only from Gold Standard accredited schemes, so we know our donations are going to only good causes around the world.

In 2022, Blue Array achieved:

- **5,250 Trees planted**
- **50% of each employee's carbon footprint is now being offset**
- **Ecologi 'Climate Friendly' workforce certification**
- **Welcome pack items now sustainable***



**items are either highly or partly sustainable products, there are no non-sustainable products included*

Our Carbon Footprint

Offsetting is one thing, but having a true commitment to reducing our overall carbon footprint is another. This was and still is a key element in our ongoing work to become a more impactful business in the months and years to come.

So far, since subscribing to Ecologi, we've planted just over **5,000 trees** and we've helped to remove **461 tonnes of CO₂** from the atmosphere by supporting numerous carbon projects each month.

Business travel

With Covid still interrupting business travel throughout 2021, we saw an overall reduction in business mileage, taxi and train travel on a per-person basis. Because of the impact of Covid, the business has invested heavily into remote and hybrid working.

Looking forward to 2023, we expect some business travel to return but not to the per-person levels seen pre-pandemic. This will have a material reduction on the business' carbon footprint per person.



8. Reflections & Next Steps

The areas we've identified to help us improve over the next year:

Governance:

- Formalise social and environmental decision-making
- Management of material social and environmental issues
- Audit our financials

Workers:

- Intern hiring practices
- Financial services for employees
- Attrition rate for salaried workers

Customers:

- Managing product impacts

Community:

- % of revenue donated
- Spending on local suppliers
- Impactful banking services
- % of employees volunteer service



Environment

- Green building standards
- Facility improvement with landlord
- Environmental management systems
- Monitoring and managing water use
- Reducing impact of travel and commuting

Looking Forward | 2023 Targets

Impact Area	2021 BIA Score	2022 Progress*	2023 Targets**
Community	60%	63%	66%
Customers	48%	49%	50%
Environment	38.8%	40%	42%
Governance	72.5%	73%	74%
Workers	76.4%	79%	82%

**2022 Progress is self-reported by Blue Array, these scores are unverified by the B Lab Standards Team.*

***2023 numbers are stretch targets to help increase the positive impact Blue Array has on the world.*



<https://www.bcorporation.net/en-us/find-a-b-corp/company/blue-array>



We stand for SEO.

*We believe passionately that businesses can be a force for good.
That's why we applied to become a B Corp in 2021 and we're so
excited to pass the rigorous assessment first time!*

Thank you for reading