

Enjoy not talking about IT

Certified



Corporation



Our Impact 2024/25

(Reporting period: Nov 2024 – Oct 2025)

Highlights of the Year

1

Highly Commended: The Lloyds Bank DE&I Champion of the Year Award



2

5 Year Long Service Awards



3

Helping Spread the Word: Formed a new B IT Group and started the IT Naturally Podcast to talk about IT for Good



IT for Good: Our Impact

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1. Message from our CEOs

When we founded IT Naturally, we believed there was a better way to deliver IT — one that puts people first, takes responsibility seriously, and uses technology as a force for good.

Putting this Impact Report together has been a great reminder of just how much the team has achieved over the past 12 months. Alongside supporting our employees and customers every day, we've strengthened governance, achieved two new ISO certifications, expanded our community and charity work, and been recognised through several industry awards.

Becoming a B Corp in 2023 was a proud milestone, but it was never the destination. It reinforced our commitment to building a business that delivers excellent IT services while creating a positive impact..

Julie Bishop & Richard Gardner
CEOs, IT Naturally



As we look ahead, our commitment remains the same: to grow sustainably, act responsibly, and deliver IT that just works, so people can focus on what really matters.





IT Naturally was born in the wake of the Thomas Cook collapse in 2019.

Julie, who was Head of IT Infrastructure Delivery at the Group, found herself at a crossroads when the company went into administration. But as one door closed, another opened.

Condor, an airline under the Thomas Cook Group, knew it had to strike out on its own to survive. They approached Julie with a bold request: to set up a company that would take over their IT infrastructure services.

Knowing that success required the right support, Julie approached Richard, her Thomas Cook colleague, to be her business partner and Co-CEO, and together they assembled a leadership team.

In less than a month, IT Naturally was officially registered with Companies House.

Within three months, a team of experts were in place. There had been such a talented team of IT infrastructure specialists and IT service delivery experts at Thomas Cook, who were now out of work; it was a great opportunity for everyone.

Right from the beginning, Julie & Richard had a different vision for IT support, one that cares deeply about people, owns every situation, and uses technology as a force for good.

2. Our Story

Who We Are

Despite launching just before a global pandemic, we thrived, growing our team, onboarding new customers, and earning key certifications. We began our sustainability journey by measuring, reducing and offsetting our carbon footprint annually, and by donating a percentage of our pre-tax profit to charity.

In 2023, we achieved B Corp™ certification, formally recognising the way we were already doing business, putting people at the heart of everything we do whilst doing it sustainably. We are also proud to be Carbon Neutral & Living Wage accredited.

Today, six years from that launch, we are a 40-strong team, with major accreditations, multi-award winners and a trusted IT partner across both the private and public sectors.

As our business evolves, our values remain front and center. We partner with customers who share our mindset, delivering IT that just works, so they can “Enjoy not talking about IT”.

Our Purpose:

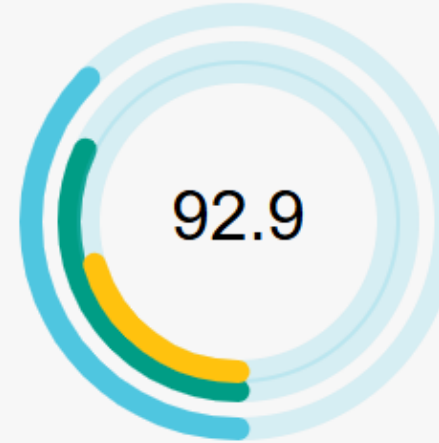
Delivering secure, sustainable, and scalable IT by putting people and the planet first through exceptional service, proactive management, and continuous improvement

3. Our B Corp Journey

Our score reflects strong performance across people, governance, and community. Since our certification, we have been working hard on opportunities to improve our environmental and supply chain impact.

Getting B Corp™ certification in 2023 was just the start of our journey. Every year, we reflect and act on what we need to do to improve.

Overall B Impact Score



- 92.9 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Based on the B Impact assessment, IT Naturally earned an overall score of 92.9. The median score for ordinary businesses who complete the assessment is currently 50.9.



2019 - 2021

We began our sustainability journey by measuring, reducing and offsetting our carbon footprint and now do so every year.



2022

We started searching for something to reflect the way we worked and when we found B Corp™, we knew it was the one for us and applied straight away.



2023

After a rigorous process and a long wait, we were delighted to be given B Corp Certification in May.



2024

We've taken a deep dive into our Scope 3 emissions, working with our supply chain to understand and reduce their environmental impact—a challenging but essential step in our sustainability journey.



2025

We've been preparing for re-certification in 2026 by strengthening governance and supporting local suppliers and charities. We officially gained Carbon Neutral status and became a Living Wage employer while many of our employees celebrated five years with the business.





We took

39

external courses
to learn new skills

We became a Living
Wage Employer



4. Impact at a Glance



We processed

10,629

service requests

We were delighted that our
employee
satisfaction score
was

91%

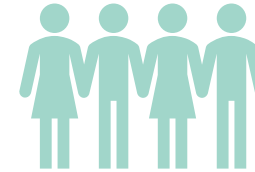


We spent

202

hours

volunteering for charity



We
offset

296

tonnes of carbon



We won

2

awards

for how we work



We made sure our team are
always learning, spending

3,236

hours training

We helped our
customers
with

8,924

incidents



Carbon
Neutral
Britain™



CARBON NEUTRAL
BUSINESS 2025

We officially
achieved
Carbon Neutral
status

5. Governance

Good governance is not a tick-box exercise at IT Naturally. It's what enables us to run a responsible, transparent business that stays true to our purpose as we grow.

Over the last 12 months, we have continued to strengthen governance practices that keep our mission front and centre. Our Mission Lock remains embedded in our governing documents, legally committing us to balance people, planet and profit in every strategic decision we make.

As we prepare for B Corp recertification in 2027, we have increased governance oversight to ensure we continue meeting high standards of ethical and responsible business.

This year, we refreshed our Balanced Business Scorecard (BBSC) for 2025/26 to ensure our performance measures and leadership frameworks remain aligned with our long-term strategy.

Our governance work has included:

- Updating leadership and accountability frameworks to provide greater organisational clarity
- Embedding a security-first mindset into both operational and strategic planning
- Completing ISO 27001 and ISO 9001 audits, strengthening our approach to risk management, data protection and quality control
- Starting the process to gain 2 new ISOs 14001 & 20000, strengthening our environmental management and service delivery frameworks.

These frameworks help us stay focused, accountable, and resilient as the business evolves.

Transparency remains central to how we govern the business. Over the year, we have:

- Taken part in B Corp Month, sharing our commitments and values internally and externally
- Published our Impact Report, openly detailing our progress, strengths and areas for improvement
- Continued to make our governance commitments and B Impact Assessment accessible to stakeholders

As an IT provider, we recognise the responsibility that comes with managing technology, data and security.

This year, we contributed to industry conversations through events and webinars focused on ethical IT governance, responsible data practices, and the role IT teams play in supporting both people and the planet.



6. Workers

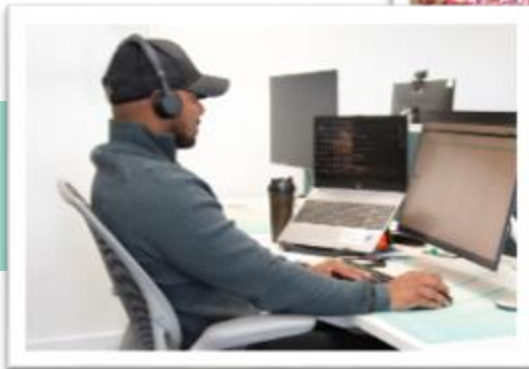
At IT Naturally, our people come first. Always.

So, we were delighted to win Employer of the Year for the second year running at the 2024 Growing Business Awards and be recognised as Highly Commended in the DE & I Champion of the Year at the Lloyds Bank British Business Excellence Awards.

We celebrated 15 employees' 5th work anniversary, and to say thank you, we gave them all an extra week's holiday.

And we saw our first double promotion from the

[Service Desk to Cyber Security.](#)



We also:

- Achieved accreditation as a Living Wage Employer.
- Continued access to our unlimited training budget with 3,236 hours of training and 39 external training courses
- Refreshed our New Starter Handbook, giving new employees a clearer view of our structure, development pathways, policies and wellbeing support from day one.

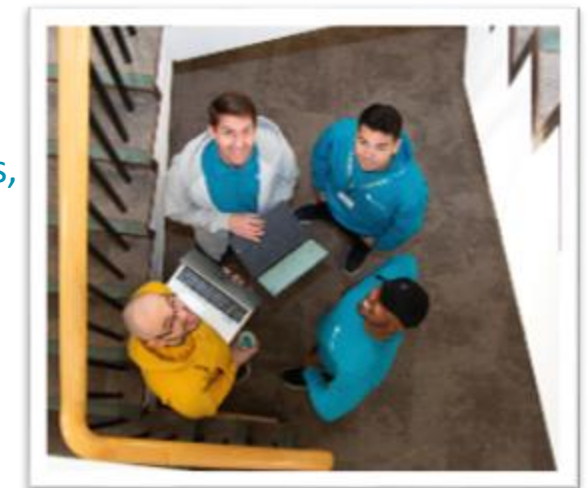
Creating space for honest conversations, listening, and sharing ownership of our culture is central to how we operate.

This year, we:

- Achieved a 91% employee engagement score, exceeding our internal target of 80%.
- Held our monthly Employee Forum that connects employees and leadership, ensuring feedback flows both ways and leads to real action.
- Continued our non-discriminatory recruitment approach, removing unnecessary questions and tick-boxes to ensure everyone is treated fairly. This helps us build a naturally diverse team where people feel safe being themselves.

Our focus on people will always be at the heart of how we operate and how we grow. We continue to build a workplace rooted in fairness, development and open communication, where employees feel valued and involved.

Looking ahead, we will keep strengthening engagement, supporting long-term careers, and evolving our culture in line with the needs of our people and the future of the business.



7. Community

Supporting our local community is a core part of how we do business. Over the last year, our employees have continued to support local communities through fundraising, volunteering, and practical action.

This included:

- Donating refurbished IT equipment
- Food donation to the Salvation Army
- Litter Picking with the Little Wombles



We raised funds for our two chosen charities, Little Miracles and Goldhay Arts, through employee-led fundraising events throughout the year. Three of our team completed the Great Eastern Run, raising £1,675 for Little Miracles.



Alongside fundraising, our employees volunteered their time across a range of community projects – from practical, hands-on support such as gardening, painting, and event support to environmental clean-ups with the litter wombles that help care for the places where we live and work.



We were pleased that our charity time nearly tripled in the last year. In total, 202 volunteer hours were contributed by our team.

We also used our core skills as an IT Managed Service Provider to create longer-term impacts, by delivering pro bono IT transformation support to Goldhay Arts, we helped improve collaboration, security, and efficiency, enabling the organisation to focus more of its energy on creative and community-focused work.

[Read more here](#)

Whether through time, money, or expertise, our approach to community impact is simple: show up consistently, support local organisations, and use our business as a force for good.

Our commitment to community, inclusion, and using technology for good was also externally recognised this year. We were Highly Commended in the DE & I Champion of the Year at the Lloyds Bank British Business Excellence Awards.

Looking ahead, we are hoping to add another charity project to our chosen charities.

8. Environment

Environmental responsibility is built into how we operate, how we support our customers, and how we choose our partners.

This year has seen an important milestone. Since day one, we've offset the carbon emissions generated by our business, but now IT Naturally is officially certified as a [Carbon Neutral Business by Carbon Neutral Britain](#).

Our Impact

- 296 tonnes of carbon offset
- Carbon Neutral accredited
- Carbon reduction plan in place and reviewed annually
- 100% ethical disposal of employee and customer devices via our ICEX partnership

Alongside offsetting, our carbon reduction plan ensures we are actively reducing emissions year on year, embedding sustainability into everyday business decisions.

Responsible IT lifecycle management remains a key focus. Through our partnership with ICEX, we ensure the ethical disposal, reuse, and recycling of employee and customer devices, supporting the circular economy, reducing e-waste, and protecting sensitive data.

Sustainable Supply Chain

Our environmental impact extends beyond our own operations, which is why we continue to strengthen our relationships with suppliers.

In 2024, we enhanced our ESG supplier evaluation process to ensure environmental and social responsibility are central to our purchasing decisions. Building on this in 2025, we have been more proactive in directing spend towards carbon-neutral and B Corp-certified suppliers, while also using our influence to encourage more responsible practices across our wider supply chain.



Our longer-term ambition is to have 15% or more of supplier spend with carbon-neutral organisations. For the 2024/25 reporting period, we set an interim target of exceeding 10% and successfully achieved 10.43% (this figure is based on suppliers where our monthly spend is £500 or more)

This progress demonstrates a clear step forward, and one we are aiming to improve on further.



The Eco Nuts

Our employees play an active role in shaping our environmental impact. Eco Nuts is IT Naturally's employee-led sustainability group, bringing people together from across the business to turn good intentions into practical action.

The group focuses on reducing our environmental footprint and encouraging greener behaviours in everyday work. This includes initiatives around energy efficiency and carbon reduction, ethical disposal and reuse of IT equipment, waste reduction, sustainable procurement, and responsible IT practices.

Alongside this, Eco Nuts supports charity and community projects, runs awareness campaigns, and organises hands-on activities such as litter picks and device-recycling auctions.

Eco Nuts meets every three months to review progress, share ideas, and plan next steps. Their work helps ensure sustainability is not treated as a one-off initiative, but as an ongoing, employee-driven part of how we operate and make decisions.

Looking ahead, we will deepen our focus on Sustainable IT by optimising cloud environments, reviewing energy-efficient hardware options, and extending the lifecycle of IT assets wherever possible. We are also exploring green software practices, ESG-aligned print solutions, and further reducing travel emissions through remote working, cycling initiatives, and electric vehicle adoption.

9. Customers

We see our role as more than an IT provider - we are a long-term partner to our customers, helping them operate smoothly, securely and sustainably so they can focus on what matters most to their organisation.

We support a diverse customer base ranging from SMEs to large, complex organisations with 50–1,000 users. Our customers are in the travel and leisure and care homes sectors. We can also support local charities, government and the public sector and are actively looking to work with other B Corps and purpose-led organisations.



Our services are designed to improve the resilience, productivity, and well-being of the people who rely on IT every day. Through our 24/7 Service Desk and managed IT services, we provide proactive monitoring, fast response times and consistent support for hybrid and remote teams. This reduces frustration, minimises downtime and allows users to “Enjoy not talking about IT”.

Security and data protection are embedded into everything we do.

We operate a security-first service model, supported by ISO 27001, Cyber Essentials Plus and mandatory annual security training for all employees. Clear minimum-security standards, robust onboarding checks and continual monitoring help protect customer data, reduce risk and support compliance with regulatory and cyber insurance requirements.

Ethical behaviours underpin how we work with customers. We avoid pressure selling, provide transparent pricing and clearly scoped services, and regularly advise customers against unnecessary technology spend. Honest communication and accountability are core to how we build trust and long-term relationships.

We actively listen to customer feedback through service reviews, business reviews, satisfaction scoring and ongoing dialogue. With CSAT scores consistently above 90% and strong retention across major accounts, feedback is used to drive continual service improvement, refine processes and enhance the customer experience.



Beyond day-to-day service delivery, we help customers improve their own social and environmental impact. This includes guidance on sustainable IT procurement, device lifecycle management, reuse and responsible disposal, as well as sharing knowledge to support ESG and B Corp ambitions. We also provide pro bono IT support to our chosen local charities where it can make a meaningful difference.

By combining secure, reliable IT with ethical practices and impact-led decision-making, we aim to elevate not just our customers’ technology, but the positive role their organisations play in society.

Looking ahead, we really would like to secure our first B Corp customer and one that is based in our local area of Cambridgeshire – maybe they could have both!

10. Awards

We don't do what we do for awards, but we're proud when our work is recognised by others. Over the past year, it's been encouraging to see our people-first, purpose-led approach acknowledged externally.

We were named Employer of the Year at the Growing Business Awards for the second-year running. This recognition reflects the culture we've worked hard to build, one where our employees are supported to grow and feel valued, so they do their best work for our customers.



We received Highly Commended in the DE & I Champion of the Year at the Lloyds Bank British Business Excellence Awards and were recognised among the top B Corps in the UK.



These acknowledgements matter to us not as trophies, but as reassurance that we are walking the walk of our B Corp certification.



11. Our Progress

Each year, we set clear objectives to strengthen how we operate as a responsible, purpose-led business. Over the past 12 months, we've focused on embedding our values more deeply into everyday decision-making, strengthening governance, and improving how we support our people, customers, and communities.

Our Achievements

✓ Strengthening people-first practices

We became an accredited Living Wage Employer and achieved a 91% employee engagement score, reinforcing our commitment to fair pay, wellbeing and meaningful careers. We also refreshed our New Starter Handbook and continued to invest heavily in learning and development, supporting long-term progression within the business.

✓ Security and governance maturity

We completed our annual ISO 27001 and ISO 9001 audits, strengthening our approach to information security, risk management and quality assurance. A security-first mindset is now fully embedded across operations, leadership frameworks and customer delivery.

✓ Carbon Neutral certification

Having offset our emissions since day one, we formally achieved Carbon Neutral certification this year. This milestone reflects years of groundwork, measurement and annual review of our carbon reduction plan.

✓ Community impact in action

We delivered over 200 hours of volunteering, raised funds for our chosen charities, and provided pro bono IT transformation support to Goldhay Arts, using our technical expertise to create lasting community benefit.



In Progress

❖ Environmental and service management standards

We began work towards ISO 14001 and ISO 20000, strengthening our environmental management and service delivery frameworks to support long-term sustainability and operational excellence.

❖ Responsible supply chain alignment

We are actively increasing spend with carbon-neutral and B Corp-aligned suppliers, while using our influence to encourage responsible practices across our wider supply chain.

❖ Customer impact and sustainability support

We continued developing our Sustainable IT reviews and guidance, helping customers make more responsible technology choices and improve lifecycle management across their IT estates.

Ongoing

➤ Embedding continuous improvement

Customer feedback, service reviews and performance data continue to inform improvements to processes, tooling and user experience across all services.

➤ Transparency and accountability

We remain committed to sharing our progress openly through annual Impact Reporting, stakeholder communication and participation in B Corp initiatives.

➤ Building for sustainable growth

As we scale, we continue to prioritise controlled, values-led growth that protects our culture, service quality and environmental commitments.

As we look to the future, our focus is clear: to continue building a resilient, responsible business that delivers exceptional IT while staying true to our values.

Our Purpose

To deliver secure, sustainable and scalable IT by putting people and the planet first – now and as we grow.

Our Priorities

B Corp recertification in 2027

- We are preparing to re-certify under the new B Corp standards, strengthening governance, environmental stewardship and accountability across the business.

Continued carbon reduction

- Alongside maintaining Carbon Neutral status, we will continue to actively reduce emissions year on year through smarter operational choices and supplier alignment.

Stronger supplier partnerships

- We will increase collaboration with carbon-neutral and B Corp-certified suppliers, using our purchasing power to drive more responsible practices across our supply chain.

Sustainable, controlled growth

- Growth remains important, but never at the expense of our people, customers or values. We will continue to scale responsibly, protecting service quality and culture.

Deeper customer relationships

- We aim to strengthen long-term partnerships, particularly with purpose-led organisations, and secure our first locally based B Corp customer in Cambridgeshire.

Looking ahead, we're excited about what's next and confident that our values-led approach will continue to guide us as we grow.

