



Blu Sky Impact Report 2025



Blu Sky is a high growth cloud accountancy firm and strategic business partner, championing ambitious businesses across the UK and beyond.

At Blu Sky, we do things differently. We help businesses grow sustainably and strategically. We specialise in supporting ambitious scaling businesses, providing expert guidance that ensures financial clarity and long term success.

Our approach is built on trust, transparency, and a genuine commitment to our clients' ambitions.

Finance is at the heart of any growth journey, not an afterthought. We pride ourselves on the fact we become an extension of your team, providing full access to our finance experts and offering proactive, hands on support at every stage of your journey.

Whether you're navigating investment, improving cash flow, or planning for sustainable growth, we are here to provide the clarity and expertise you need to succeed.



We don't just do accounting - we become an integral part of our clients' growth journey.

We take time to understand your goals and align with your values, helping you sleep at night whilst driving sustainable business growth.

■ Our Values

At Blu Sky, we live by three core values that drive everything we do.

Do great things

We embrace a growth mindset, always looking for ways to innovate and improve.

Be a pro

We do the right thing, operate with integrity and always put our moral compass first.

Have fun

We care about the work we do and bring energy and enthusiasm every single day.



Our Approach

We believe financial strategy should be clear, proactive and tailored to your business goals. Our approach is built on four key principles.



1

Clear Communication

No jargon, just straight talking expert advice.

2

Partnership & Accountability

We go the extra mile to support clients and make financial management effortless.

3

Sustainability & Purpose

As a B Corp, we help businesses grow responsibly, embedding ESG values into financial strategy.

4

Efficiency & Time Saving

We streamline processes so clients can focus on their business while we handle the numbers.

Our Services

We offer more than accounting, we deliver financial clarity, strategic insights, and peace of mind for business leaders.



Some of our key services include: 

Accounting Essentials

We handle your accounting administration, ensuring compliance and accuracy. Our services include bookkeeping, VAT returns and Companies House filings, letting you focus on growing your business.

Outsourced Virtual Finance Function

A full finance team at your fingertips, providing end-to-end financial management so you can scale efficiently. From payroll to forecasting and reporting, we take care of your finance function, allowing you to focus on growing your business.

Investment Readiness

We guide businesses through every stage of securing investment, from early planning, forecasting, pitch decks and pitch support.

Business Insights

Tailored insights to help you understand your numbers and plan for the future. By focusing on the areas that matter to you, we can help you set actions and achieve your goals.

Tax and Compliance

Our tax experts offer guidance and support with R&D claims, VAT, SEIS and EIS, and business tax advisory to optimise tax efficiencies and remain compliant.

Strategic Growth Support

CFO level insights, cash flow forecasting, funding guidance, and board level financial reports.

Sustainability and ESG Advisory

Helping clients align with ESG and B Corp principles, implement responsible financial practices, and prepare for future challenges.



A letter from our Co-founder & CEO, Jon Dudgeon

Seventeen years ago, Dave Gibson and I took a leap of faith. We set out to build something different - an accounting firm that wasn't limited by traditional ideas of what accountants should be, but shaped by what accountants can be.

Since then, Blu Sky has grown and evolved in ways we never could have imagined. We've built an incredible team, worked with businesses across the UK and beyond, and constantly pushed the boundaries of what's possible for our clients.

But one thing has stayed the same: we believe that our success should never come at the expense of people or the planet. That's why, in 2024, we made a firm commitment to becoming a B Corp.

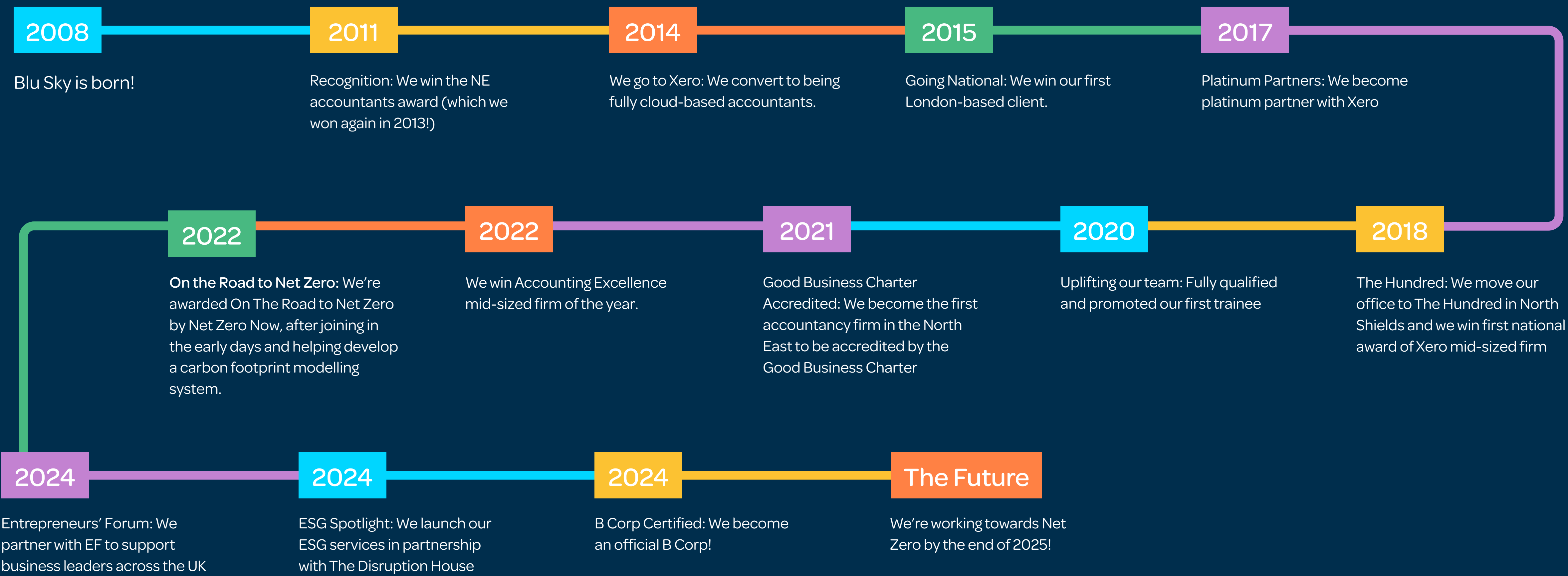
One year on from certification, I couldn't be prouder. Over the past twelve months, we've strengthened our team, elevated our client services and embodied our values every single day.

That's not to say it's been easy. The UK's economic uncertainty has made business decisions more complex, with inflationary pressures and high interest rates impacting investments and operational costs. At the same time, climate change is a constant challenge - we've seen record-breaking temperatures and rainfall in the same year, a harsh reminder that businesses need to work together to drive meaningful change.

Our B Corp certification isn't just a badge of honour. It's a promise. We're committed to making a tangible, positive impact on the world around us.

This report is our way of showing what we've achieved so far and, more importantly, what's coming next.

Our journey so far



Blu Sky has always been about more than crunching numbers.

Becoming a B Corp in 2024 was the logical next step in our journey - an official recognition of the way we do business.

Throughout the years, we've worked with organisations like Net Zero Now and the Good Business Charter to ensure our business is making a positive impact.

B Corp Certification aligns with our mission, holding us to high standards in governance, employee wellbeing, environmental responsibility and community engagement. It's also a powerful way to build trust with our clients, employees and partners.

We're proud to be part of a movement that's redefining what businesses can be.



We're proud to have scored 82.8 in our first B Corp assessment, demonstrating our commitment to being a business that does good.

The median score for businesses taking the B Impact assessment is 50.9, and we're proud to be ahead of the curve. But this is just the beginning.

When our B Corp status is reassessed in 2027, we're aiming for an Impact Score of 90-100. We're always striving to improve our services and business practices, and we're committed to improving our scores across all five pillars of the B Impact assessment.



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

Pillar One:

Governance

We believe that good governance is the foundation of a responsible business, making sure we operate ethically, transparently and in alignment with our values. Governance covers our decision-making processes, accountability and how we engage with stakeholders.



“At Blu Sky, governance isn’t just about ticking boxes - it’s about making sure our values are embedded in everything we do. Over the past 15 years, I’ve seen how seriously we take our commitment to doing business the right way. We’ve always operated with transparency, integrity and a clear sense of purpose. Becoming a B Corp has only strengthened that.

From the way we make decisions to how we support our team and clients, we’re intentional about creating long-term, positive impact - and I’m proud to be part of that.”

Paula Henderson
Payroll and Co Sec Team Leader

Pillar Two:

Workers

A strong, engaged team is the backbone of any great business. We want Blu Sky to be a place where our people feel valued, supported and motivated to do their best work.

■ Empowering Our Team

We're committed to supporting our team, nurturing talent and creating long-term career opportunities.

"I joined Blu Sky as a full-time Tax Accountant after completing work experience with the firm. I've been supported every step of the way and it's been a fantastic experience. I'm excited to be working directly with clients and helping them make sense of what can often feel like a minefield."

Henry Cotson
Tax Accountant



Celebrating Blu Sky's birthday

To celebrate Blu Sky turning sixteen, we brought together our whole team and some of our longest-standing partners for a celebration like no other.

We didn't want our birthday party to be just another offsite - we wanted to create something that truly reflected who we are. A celebration rooted in our values, with lasting impact and a space to recharge, reconnect and reflect.

That's why we partnered with Ride the Tide, founded by Jodie Pepper and Tom Hebden, to create a two-day experience like no other. Their mission is to go beyond the standard corporate social, offering immersive events that prioritise wellbeing, reignite purpose and build stronger teams.

We embraced a calmer pace to unwind and reset with yoga, breathwork and a

sound bath. A reflective fire ceremony brought the team closer together, while a raft-building challenge gave us the chance to collaborate in a new way. We wrapped it all up with a growth mindset workshop, looking ahead to the future and everything we want to achieve.

This celebration reminded us why we do what we do. It re-energised our team, sparked meaningful conversations and brought us even closer together.



Pillar Three: Community

Making a positive impact goes beyond just our team and our clients - we're always aiming to give back to the communities we belong to.



■ Making a real impact

From mountain climbs to full team volunteer days, we're proud to roll up our sleeves and give back to the communities we care about.

At Blu Sky, we believe our impact should go beyond our clients. Community isn't just something we talk about - it's something we show up for.

One of our favourite moments in the past year was a full team volunteering day with the National Trust, where we traded spreadsheets for spades to help preserve and protect our local heritage sites. It was a brilliant way to connect outside the office and make a hands-on difference together.

Our Co-founder and CEO Jon also took on the challenge of climbing Mount Toubkal, the highest peak in North Africa, to raise funds for YMCA North Tyneside, supporting vital services for young people in our region.

Other things Blu Sky has been involved in:

- Sponsoring Cullercoats U9s FC
- Three Peaks Challenge - Catalyst Stockton and Sir Bobby Robson Foundation
- Sponsors of the first North East Business with Impact charity dinner

Pillar Four:

Environment

Sustainability is, and always has been, a key focus for us. We're constantly working to minimise our environmental impact through smarter business practices.



■ Small steps make a big difference

How our everyday decisions are helping us make a meaningful difference to the planet.

At Blu Sky, we believe that sustainable business is simply better business, for our planet, our people and our future.

Over the last few years, we've taken consistent, practical steps to minimise our environmental impact.

From going completely paperless to phasing out single-use plastic and introducing battery recycling, we've embedded sustainability into the day-to-day running of our firm. We've also completed Carbon Literacy Training and now track our monthly carbon footprint, part of our wider goal to reach Net Zero by the end of 2025.

Our flexible working policy plays a huge part in reducing our carbon footprint, with the team encouraged to work remotely where possible to cut down on commuting emissions.

When we do travel, we look to public transport and EV car sharing as a first option, a commitment that we encourage to everything from daily commutes to attending in-person events.

We're not stopping there. With the help of external consultants, we're continuing to measure, report and improve. We're also developing an ESG service for clients, helping other businesses lower their environmental impact too.

Sustainability isn't a side project – it's part of how we work. And we're proud to be on track to achieve Net Zero by 2025.

Pillar Five: Customers

We work with ambitious businesses that want to grow responsibly. We're committed to always providing the best service possible, helping clients navigate financial challenges, scaling, and more.

● Taking client support to the next level



Don't just take our word for it. Hear from our clients how Blu Sky supports them every step of their journey.

At Blu Sky, we don't just look after the numbers - we look after the people behind them. Whether it's navigating complex funding rounds, scaling operations or embedding ESG into strategy, we're here to offer proactive, hands-on support that grows with your business.

Kudocs: Scaling a SaaS Business with Financial Clarity

"The Blu Sky team stood out because they understood the unique challenges we were facing as a scaling SaaS company. Their ability to balance affordability with expert guidance gave us confidence that they were the right fit. From the start, it felt like they were as invested in our success as we were. Their efforts in establishing robust processes and clear metrics have given our team extra confidence to scale with clarity and focus."

Oliver Stanley
Founder, Kudocs

Higson: Values-Driven Growth for a Service-Based Business

"As the team understands our values so well, they offer us ethical advice that matches with how we do business. They will often approach us with suggestions on how we can make improvements for our team, such as new benefit ideas. Blu Sky have always shared valuable business and personal insights so we can plan for the future."

Augusta Vivian
Founder, Higson

Land Digital: Financial Structure for Sustainable Growth

"Blu Sky keeps us ahead of financial trends and ensures our business is structured for long-term success. We have utilised Blu Sky for our R&D claims and found them to be highly knowledgeable and reliable. They have guided us through any changes over the last few years, which has been exceptionally helpful."

Jon Leighton
Director, Land Digital

What's next for Blu Sky?

We're looking to the future with purpose, clarity and a lot of ambition.

The past year has laid a solid foundation, but we're just getting started. Our B Corp certification is a commitment to our clients, our team, our community and the planet that we'll keep doing things differently.

We're investing in the future: building new services, strengthening client relationships and continuing to put ESG at the heart of what we do. No matter the project, our focus remains the same: do great things, be a pro and have fun while doing it.

So, here's a quick look at what's ahead.



For Our Clients

We're doubling down on the value we bring - from smarter forecasting and tailored insights, to hands-on ESG support that helps you make a bigger, more positive impact.

And when we talk about "our people", we mean our clients too. Working with Blu Sky means more than getting your numbers in order. You're gaining strategic partners who care about your success as much as you do.

For Our Team

A great business starts with a great team. We're creating an environment where people can do their best work and enjoy doing it. We want everyone at Blu Sky to feel proud of the role they play.

That's why we're continuing to invest in learning, wellbeing and leadership at every level. As we build on our B Corp efforts, we'll be keeping our team involved every step of the way.

For Our Community and Planet

We're committed to making a real, lasting difference. Through honest reporting, community connections and team-wide efforts to reduce our carbon footprint, we're holding ourselves accountable and helping others do the same.

Over the next year, we'll dedicate more time to local projects and organisations, and further improve our carbon monitoring and reporting as we work towards Net Zero by the end of 2025.

The Blu Sky Difference

We believe that accounting should empower, not overwhelm. That business growth and doing good aren't mutually exclusive. That numbers tell a story - and we're here to help you write it well.

B Corp Certification isn't the end of our journey, it's the start. As we continue to grow and expand our services, we'll stay true to our values and keep sustainability and purpose at the heart of everything we do.

If you're a client, partner, or someone curious about what it means to do business better, we'd love to talk.

Let's create a lasting impact, together.