blusky

# Blu Sky Impact Report

## 2025 Impact

Published 2026

# 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.

blusky

# 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.

blusky

# 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.

blusky

# Our journey so far

**2008**

Blu Sky is born!

**2011**

Recognition: We win the NE accountants award (which we won again in 2013!)

**2014**

We go to Xero: We convert to being fully cloud-based accountants.

**2015**

Going National: We win our first London-based client.

**2017**

Platinum Partners: We become platinum partner with Xero

**2018**

The Hundred: We move our office to The Hundred in North Shields and we win first national award of Xero mid-sized firm

**2020**

Uplifting our team: Fully qualified and promoted our first trainee

**2021**

Good Business Charter Accredited: We become the first accountancy firm in the North East to be accredited by the Good Business Charter

**2022**

We win Accounting Excellence mid-sized firm of the year.

**2022**

**On the Road to Net Zero:** We're awarded On The Road to Net Zero by Net Zero Now, after joining in the early days and helping develop a carbon footprint modelling system.

**2024**

Entrepreneurs' Forum: We partner with EF to support business leaders across the UK

**2024**

ESG Spotlight: We launch our ESG services in partnership with The Disruption House

**2024**

B Corp Certified: We become an official B Corp!

**2025 - Strategic Reset**

We realign the business and launch a new five-year plan to drive our next phase of growth.

**The Future**

We continue our B Corp journey, working towards re-certification and deepening our impact.

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

As a B Corp, we're independently assessed to ensure we remain transparent and accountable for our environmental and social impact—because we believe business should be a force for 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 18 months, under the new and evolving standards, we'll continue to strengthen our services and business practices, improving our impact across all five pillars of the B Impact assessment.


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

blusky

We believe good governance is the foundation of a responsible business, ensuring we operate ethically, transparently, and in alignment with our values.

It underpins how we make decisions, hold ourselves accountable, and engage with our stakeholders.

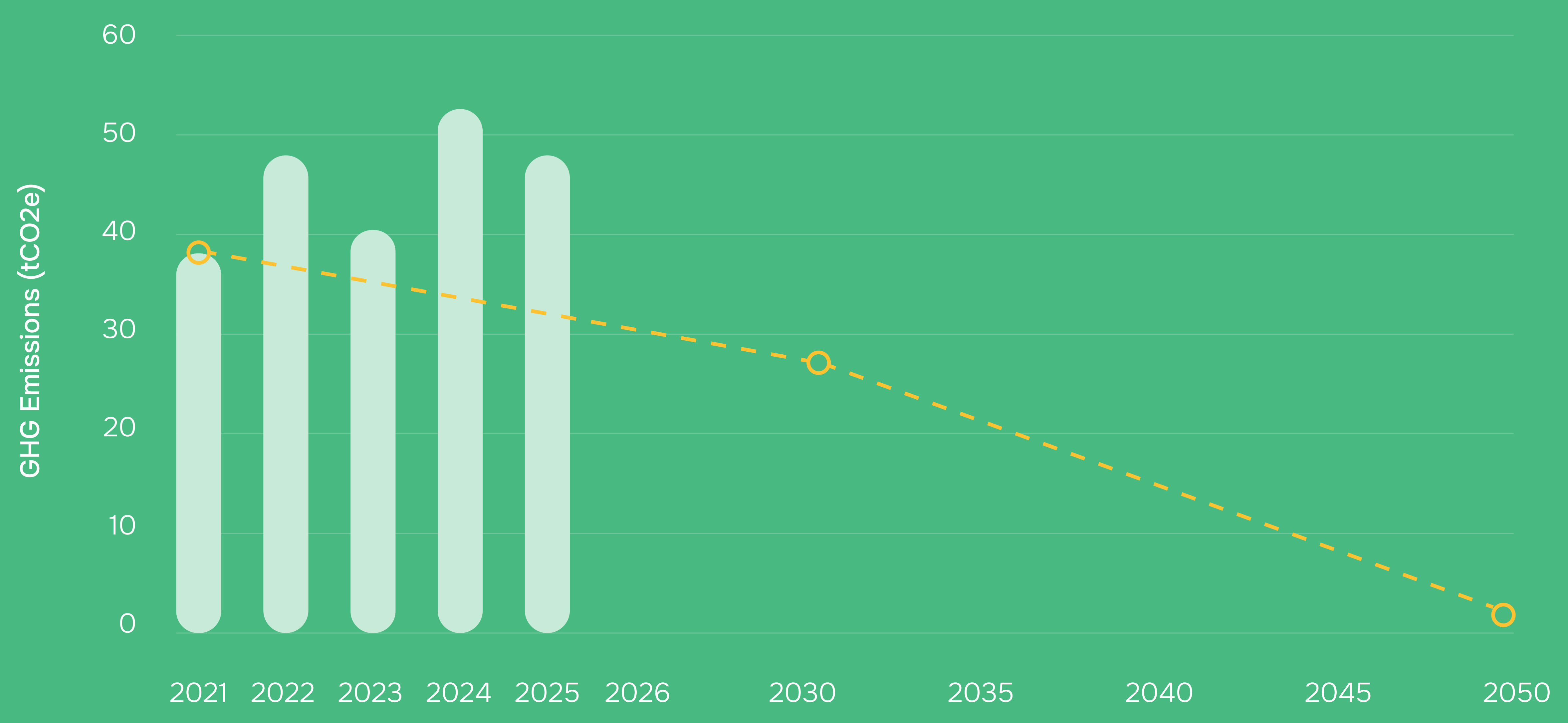
# Emissions

Recording our emissions has been a genuine journey for us and one we're still very much on. As a people-first business, our footprint has always been shaped by how and where our team works, with travel and the shift towards more remote and home-based working previously making it harder to capture a complete and consistent picture year to year.

## Total emission (tCO2e)

| | |
|---|---|
| 2021 | 37.1 |
| 2022 | 45.6 |
| 2023 | 41.3 |
| 2024 | 50.5 |
| 2025 | 45.6 |

## Your net-zero pathway




In 2025 our total emissions were 45.6 tCO2e and what stands out is where they come from: employee commuting accounts for the largest share at over 57%, with homeworking a significant part of that, followed by business travel at around 18%.

This year we moved to recording our data through Ecologi and it has already transformed how we understand our impact. The platform lets us break our emissions down by scope and category and interrogate the numbers far more closely than we have been able to in the past.

That deeper, more accurate view is giving us a much clearer sense of where to focus and we're carrying that momentum into the year ahead as we work towards our net-zero pathway.

blusky

# Our people

We continue to see steady progress in our employee engagement and fulfillment, with scores increasing year on year.

This reflects our ongoing focus on building a supportive, inclusive and high-performing culture. Looking ahead, we plan to introduce a dedicated Culture Audit in 2026, including a JEDI (Justice, Equity, Diversity & Inclusion) survey, to deepen our understanding and further strengthen our impact.

Our people are at the heart of everything we do and these year-on-year improvements reflect the culture we are intentionally building together one grounded in trust, inclusion, wellbeing and shared purpose. As we continue to grow, our focus remains on creating an environment where every individual feels supported, empowered and able to thrive."

**Kim Rowling**
EA & Head of People

## Engagement & fulfillment scores

| | |
|---|---|
| 2023 | 80.5% |
| 2024 | 81% |
| 2025 | 84% |

# Diversity & inclusion

We're committed to building a team that reflects a balance of perspectives, experiences, life circumstances and creating an environment where people can contribute in a way that works for them.

Across the business, our gender split remains broadly balanced at a full-time level, with 52.4% male and 47.6% female representation. At Senior Leadership Team level, we have achieved a 50:50 gender balance, reflecting a more even distribution of leadership and a positive step in how our business is evolving.

Our approach to flexibility is an important part of this. Within our part-time workforce, 60% of roles are held by women. A reflection of our commitment to supporting different ways of working.

We recognise that careers don't exist in isolation from life. Many of our team members balance work with parenting responsibilities, health considerations or other personal commitments. By supporting part-time and flexible roles, we aim to ensure that people can continue to build meaningful careers without having to choose between work and life outside of it.

This approach not only supports individuals, but strengthens our business and helping us retain experienced people, support wellbeing and create a more inclusive and sustainable working environment.

## Gender split

| | |
|---|---|
| Senior Leadership Team (SLT) | 50% Male<br>50% Female |
| Retention | 52.4% Male<br>47.6% Female |
| Full-time / Part time | 40% Male<br>60% Female |

"Working part-time has allowed me to balance my career and personal responsibilities, and my firm has been supportive every step of the way."

**Helen Huntley**
Lead Accountant

# Investing in our people

As a people led business, the growth and wellbeing of our team sits at the heart of everything we do.

We believe that investing in our people is not only the right thing to do, but is fundamental to delivering great work for our clients and building a business we can all be proud of.

In 2025, we invested an average of £3,176 per employee in learning and development, equating to 16.31 training hours per employee. This reflects our commitment to giving our team the skills, confidence and opportunities they need to thrive, both professionally and personally.

We recognise this is just the beginning. Developing our people is an ongoing journey, and we are committed to building on these foundations year on year. We will continue to measure our progress and report on these figures annually, holding ourselves accountable as we strive to do better for our team and create a culture where everyone can flourish.

## Employee training statistics

| | | |
|---|---|---|
| Training hrs per employees | 2025 | 16.31 |
| Spend per employee per year | 2025 | £3176 |

# Client satisfaction

Our Net Promoter Score remains an important reflection of the trust our clients place in us. In 2024, we achieved an NPS of 68, and in 2025 we recorded a score of 60. While slightly lower than the previous year, it still sits comfortably within the range regarded as excellent by industry benchmarks.

We see this as more than just a metric. It's a signal of where we're getting things right and, just as importantly, where we can do better. A score like this keeps us honest about the areas that matter most to the businesses we support.

Strong client relationships are built on consistent delivery, clear communication and a focus on long-term partnership rather than transactional work. They also reinforce the value of integrating ESG and forward-looking insights into what we do, helping clients not only stay compliant, but make better decisions for the future.

As expectations continue to evolve, particularly around transparency and impact, we're committed to listening more closely and acting on what we hear. That means continuing to adapt and invest in the areas our clients tell us matter most.

Our goal isn't just to sustain high satisfaction; it's to keep earning it.

## NPS score

| | |
|---|---|
| 2024 | 68 |
| 2025 | 60 |

"At Blu Sky, we believe impact is measured not only by the standards we achieve, but by the trust we build with our clients. Our Net Promoter Score of 60 in 2025, following a score of 68 in 2024, tells us that those relationships remain strong, while reminding us there is always room to listen harder and do better.

As a B Corp, we are committed to helping businesses navigate compliance, sustainability and long-term resilience in a way that creates meaningful outcomes for people, communities and the environment. Feedback like this reminds us why combining technical expertise with transparency, integrity and forward-thinking advice matters so much.

We take real pride in the relationships behind these numbers, and we see them as a responsibility to keep listening, improving and delivering measurable positive impact in everything we do."

**Chrissie Krappe**
Managing Director

# Sustainable growth

Our revenue growth over the past three years reflects a deliberate shift towards building a more resilient, purpose-led business.

Following strong growth of 14% in 2023, we saw a slower year in 2024 at 2%. This was not unexpected. We made a conscious decision to prioritise quality over pace, investing time in strengthening our foundations, refining our services and embedding ESG more deeply into how we operate and support clients.

In 2025, growth rebounded to 9%, signalling a return to momentum built on those stronger foundations.

For us, growth isn't just about numbers. It's about growing in the right way, with the right clients, the right work and the right impact. As we prepare for the next phase of B Corp standards, this balanced approach puts us in a stronger position to scale sustainably, without compromising on our values.

We believe this is what long-term success looks like: steady, intentional growth that supports both business performance and positive impact.

## Revenue growth

| | |
|---|---|
| 2023 | 14% |
| 2024 | 2% |
| 2025 | 9% |

"We chose progress over pace, slowing growth to strengthen our impact and now accelerating on more resilient foundations"

**Josh Sanghera**
Head of Growth

# Financial performance

Our EBITDA over the past three years reflects a conscious balance between profitability and long-term investment.

In 2023, we achieved a strong margin of 23%, providing a solid platform for growth. In 2024, EBITDA reduced to 13% as we deliberately increased investment across the business including our people, systems and the development of services aligned with our ESG and B Corp commitments.

In 2025, we saw margins recover to 18%, demonstrating the benefit of those investments beginning to translate into improved performance.

We view profitability not as an endpoint, but as an enabler allowing us to reinvest in our team, enhance the value we deliver to clients and strengthen our impact over time.

As we prepare for the next phase of B Corp standards, maintaining this balance between financial strength and purposeful investment will remain a key priority.

## EDITDA

| | |
|---|---|
| 2023 | 23% |
| 2024 | 13% |
| 2025 | 18% |

blusky

# What's next for Blu Sky?

We're stepping into the next chapter with clarity, momentum and a higher bar for what good business looks like.

The past year built strong foundations but it also raised expectations. As we look ahead to B Corp recertification in 2027, we're not standing still. New standards are coming and we're actively embedding them into how we operate, measure impact and make decisions every day. This isn't about compliance. It's about building a better, more resilient business. One that creates lasting value for our clients, our team, our community and the planet.

We're investing in what matters most: evolving our services, deepening relationships and putting ESG at the centre of our work. At the same time, we're strengthening the systems, data and accountability needed to meet and exceed the next generation of B Corp standards.

No matter how we grow, our focus remains simple: do meaningful work, support each other to perform at our best and enjoy the journey along the way.

So, here's what's next.

## For Our Clients

We're continuing to raise the standard of support we provide combining smarter forecasting, clearer insights and practical ESG guidance that helps you make confident, responsible decisions.

As expectations around transparency and impact grow, we'll be right there with you not just keeping up, but helping you stay ahead. Working with Blu Sky means having a partner who understands where business is going and helps you navigate it.

## For Our Team

Great impact starts with great people. We're building an environment where our team can thrive with continued investment in learning, wellbeing and leadership at every level.

As we prepare for recertification, our team will play a central role in shaping how we meet new standards in practice making sure this journey is shared, meaningful and grounded in how we actually work.

## For Our Community and Planet

We're deepening our commitment to measurable, transparent impact. That means improving how we track and reduce our carbon footprint, strengthening our reporting and dedicating more time and resource to the communities we're part of.

Our path to Net Zero remains a priority but just as importantly, we're focused on doing this in a way that is credible, accountable and continuously improving.

## The Blu Sky Difference

We believe business can and should do more.

The next phase of B Corp challenges us to go further: to be more rigorous, more transparent and more intentional in everything we do. We welcome that challenge. Because for us, impact isn't a milestone. It's a mindset.

And as we grow, we'll keep building a business that proves you don't have to choose between success and doing the right thing. If you're part of that journey as a client, partner or collaborator we're glad you're with us.

Let's keep raising the bar, together.