FRAME

GETTING HIGH ON SWEET ENDORPHINS SINCE 2009

moveyourframe.com

I DON'T GO TO THE GYM, I GO TO FRAME

FRAME OFFERS A POSITIVE ALTERNATIVE TO THE GYM

Focusing on how movement makes you feel, rather than aesthetics and performance. Founded by Pip + Joan in 2009 with the simple mantra that "getting fit shouldn't be a chore" we offer a HUGE variety of classes under one roof to ensure that being fit and healthy, can also be fun and sociable.

As a founder-owned, independent business, our main goal is to have a positive and sustainable impact on the lives of our Framers. Business decisions are always made with the impact on people, planet and profit at the forefront and over the past 15 years of trading, we have continuously looked to challenge both the industry and ourselves in the way in which we do business.

Diversity and inclusion has always been a huge part of our brand. We welcome employees, suppliers and customers across all age groups, genders and ethnicities. Where possible we keep prices and barriers to entry as low as possible to make Frame accessible to as many people as possible, based on the belief that health and wellbeing shouldn't be reserved for the young and wealthy.

GETTING MORE PEOPLE MOVING MORE OFTEN

We are in the middle of a huge obesity and mental health crisis.

Regular movement can help with both, yet there are so many barriers to getting started including price, intimidation and not knowing where to start...

It is Frame's mission to know down the barriers to regular exercise, ensuring that movement is something that people look forward to rather than dread, and that fits seamlessly into their lives. This applies to Framers at any lifestage, fitness ability, and no matter how much time and/or disposable income they have.

4.4
million
BOOKINGS from over
174,000

That's over
a whopping
223,699,772
minutes
MOVED in total!

1 in 3
adults move the recommended weekly amount

FOUNDED BY FRAMERS, FOR FRAMERS

During our 20's we were both living the fast-paced London life. Having both grown up playing sports for the simple fact that it made us feel f*cking great we soon realised that this was what we were missing. Over a gin (or two!!) it hit us that as soon as you become an adult exercise and movement changed from being the highlight of your day to the thing that you most dreaded.

We wanted to make exercise fun again, for our health and sanity if no one else's. To create a place that was for everyone, no matter if they hadn't worked out since PE or were a top athlete. Most importantly we wanted to build a community, a space filled with positive energy so that FRAMERS would leave feeling like they could take on the world.'

Pip and Joan x

OUR B-CORP JOURNEY

We are extremely proud to be introducing our first B Corp Impact Report, covering the period up until January 24' and marking the start of our official B Corp journey. This has been a long time in the making, as we initially started this process, in a very different position back in 2019, before Covid19 hit and made everything, well, quite tricky. Running a sustainable and ethical business with positive social impact has always been at the heart of what we do, and this has been further solidified during the recovery from Covid19.

Our goal for 2024 is to submit our B Corp application with a mark well over the 80 required. Becoming a B-Corp aligns with our values, and ultimately is going to help us run a better business.

Through the process of completing the B Impact Assessment, we have already uncovered opportunities for improvement: strengthening our impact by formalising our mission statement, developing a better programme for charitable giving and classes, reviewing suppliers for diverse representation, and more.

Beyond that, it's giving us the opportunity to generally tighten up our operations. Updating our Employee Handbooks, linking the professional development plans that we have for team members back to our mission, and really looking at our carbon footprint calculations.

As we work towards our certification, we want to say a huge THANK YOU to our staff, customers and suppliers who have been so supportive in our journey thus far. We are very proud to have such a committed community of stakeholders who share our values and vision for a better, more sustainable future.

IMPACT PLANS & PROGRESS

IMPACT AREA PLANS + PROGRESS: GOVERNANCE

Having a well-defined governance structure is crucial for our growing business as it enables us to support our staff and enhance internal processes. Our pursuit of B Corp certification has played a significant role in directing our efforts towards improving policies and practices for the benefit of our employees and clients. We are now aware of the areas in which we are performing well, and those where there is room for improvement, all with the aim of strengthening our operational and managerial frameworks, ensuring they align with our mission and ethics. We will continue to make changes to ensure accountability and transparency in our work practices.

WHERE WE ARE PERFORMING WELL

- Frame's vision is a commitment to a specific positive social impact, and with Mumhood we also have a whole arm of the business, which serves a target beneficiary group in need.
- All of our managers and HO team have KPI's that explicitly incorporate social and environmental performance (getting more people moving!)
- Our active D&I committee has worked with the company on all areas of the business to make positive changes to processes

AREAS FOR DEVELOPMENT

- Set targets and manage the most material social and environmental issues relevant to your operations and business model
- As the company grows, look at introducing a formal oversight policy covering direct or indirect political contributions, charitable donations, and sponsorships of our Board of Directors and Senior Leaders

IMPACT AREA PLANS + PROGRESS: WORKERS

At Frame we aim to provide a work environment that is supportive, fulfilling, and aligned with our staff's values and aspirations. This translates into greater job satisfaction, higher levels of engagement, and ultimately, a more motivated and productive workforce. Looking after our workforce will have a direct impact on the profitability of our business as it is our wonderful team that delivers the Frame 'Magic' and differentiates us from competition.

WHERE WE ARE PERFORMING WELL

- Bonuses were paid to instructors and studio teams, despite the company not earning a profit in 2023
- Employees have access to an employee assistance programme, focussing on their mental health and wellbeing, as well as the physical
- We facilitate external professional development opportunities, with industry experts coming into the business to lead training sessions, or workshops with instructors
- Enrolled 2 x employees in a year long Data apprenticeship programme, allocating time from their role towards this life long learning opportunity

AREAS FOR DEVELOPMENT

- Look at our pension programme, and see if we can find a plan that includes socially-responsible investing options
- Look at benefits programmes for all employees, such as additional health initiative schemes
- Updating the Employee Handbook for clarity for all employees
- Working on employee engagement to ensure over 80% of employees are "satisfied" or "engaged"

IMPACT AREA PLANS + PROGRESS: COMMUNITY

At Frame, we have always recognised the importance of giving back, however we're aware of improvements that can be made to improve the way in which we do this, with the ultimate goal of maximising the positive impact on Frame's external community stakeholders.

WHERE WE ARE PERFORMING WELL

- Led by, and majority owned, by women, as well as over 50% of non-managerial workers identifying as women
- Partnerships with charitable organisations - successful activities in 2024 have already raised funds for the Sweaty Betty Foundation / Brockwell Community Fund / Smart Works
- Active Diversity & Inclusion Committee, who keep the company accountable and push the right projects and initiatives forward, including better representation in marketing, scholarships for the Frame Academy programme and working to improve accessibility for disabled Framers.

AREAS FOR DEVELOPMENT

- Work to develop more inclusive recruitment and hiring practices, as well as more inclusive environments within our studios for Employees and Customers
- set formal targets or goals for the amount of local purchasing
- Develop a volunteer / community service programme for all employees to give back to our community

IMPACT AREA PLANS + PROGRESS: ENVIRONMENT

It is more important than ever for businesses to prioritise sustainability and environmental responsibility. Climate change and environmental degradation are some of the greatest challenges facing our world today, and businesses have a critical role in addressing them. By operating as sustainable businesses, we can help create a better world for current and future generations and ensure that we leave a positive legacy. We are committed to embedding sustainability into our business practices and ensure that our impact on the environment is constantly improving.

WHERE WE ARE PERFORMING WELL

- Working on energy efficiency programmes
- Working on water efficiency programmes
- Encourage environmentally friendly preferred products and practices
- Facilities are designed to facilitate use of public transport and biking

AREAS FOR DEVELOPMENT

- Set reduction targets for energy / water use, and waste production, regardless of company growth
- Look at different suppliers, across various areas of the business to promote better energy efficiencies and reduce waste / carbon footprint

IMPACT AREA PLANS + PROGRESS: CUSTOMERS

Since Day 1 back in March 2009, Frame has been 'customer-centric to the core'. Our decision-making process has always been focused on "How does it make them FEEL" with the answer guiding our future actions. As a strong community, we strongly value the feedback and suggestions of our Framers, and regularly make changes to our operating and marketing approaches based on this.

With our journey towards B Corp certification, we believe that FRAMERS will be able to trust that we are committed to behaving ethically and sustainably, way beyond the interactions that they have with us in the studio, or online.

WHERE WE ARE PERFORMING WELL

- We have feedback mechanisms in place and engage with and act on this feedback continuously
- We have built our impactful product on established research that shows the benefits of exercise
- We have specified targets for customer satisfaction, and in the last year we have achieved these targets

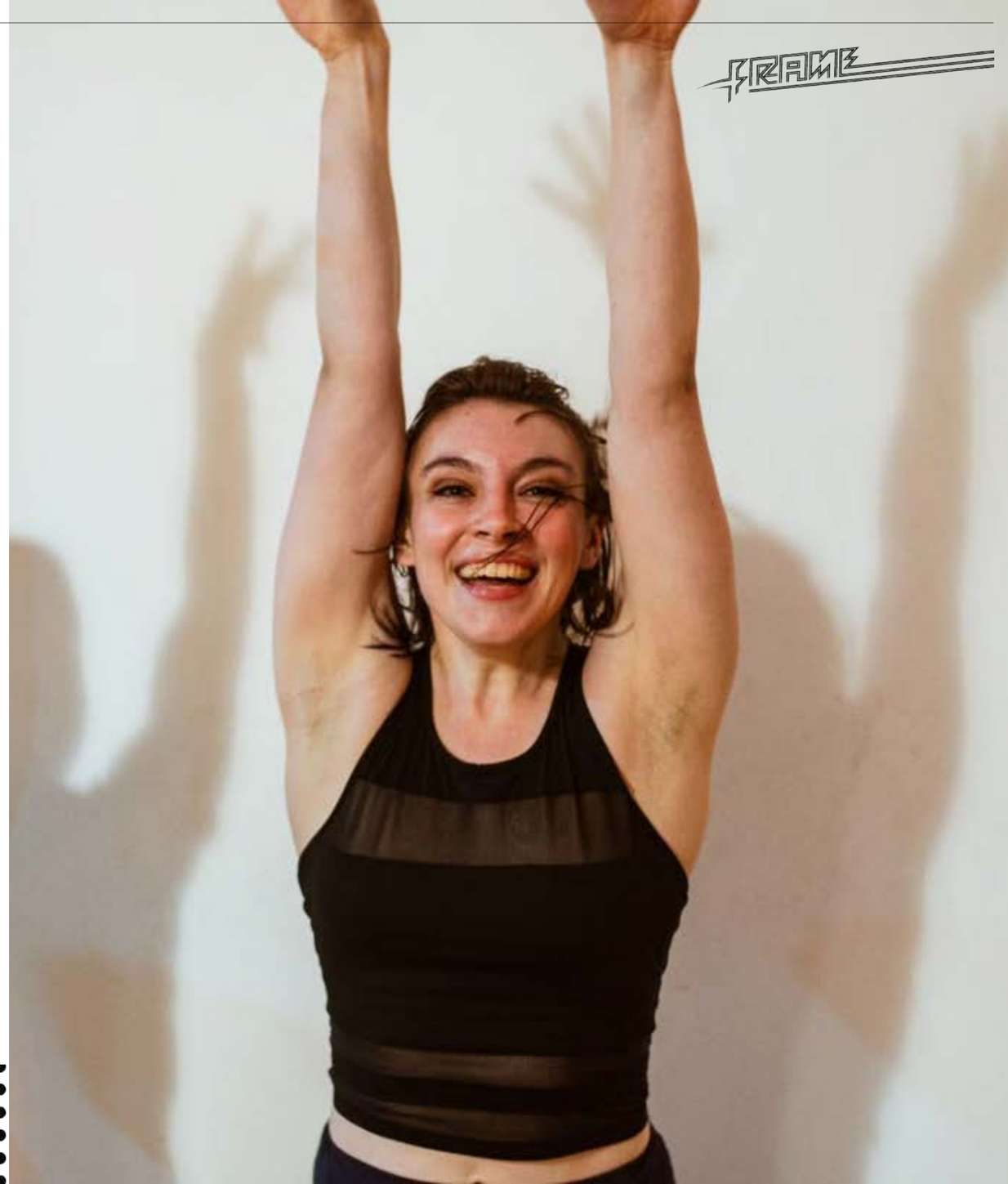
AREAS FOR DEVELOPMENT

- Develop programs to promote social and or environmental causes through our marketing
- Work towards third party quality certifications or accreditations, to assure our customers of our impact and value

OUR VISION FOR 2024 & B CORP CERTIFICATION

Moving into 2024, our goal is to submit our Impact assessment and gain B Corp certification.

Through this process we are positive that we will be able to make improvements in all areas of impact, and create clear objectives and goals to continue on this journey.

Having already spent time looking at each area of impact, we believe that with targeted effort our business processes will allow us to hit the pass mark of 80, which will send positive messages to all stakeholders.

We hope that by gaining B Corp certification, that we will encourage others in our Industry to do the same.