Our Purpose

Approved by Richard Brash, CEO & Director · October 2026 · Reviewed every year

We find the right technology for your business, set it up properly, and make sure your team actually uses it.

We do this so that the organisations we work with, and the communities they serve, can thrive: working more efficiently, staying safe online, and reducing the environmental impact of the IT they depend on.

For over 25 years we have given businesses and charities honest advice and the right tools — never selling more than they need — and we hold ourselves to the same standard. *Practical technology. Honest advice.*

The difference we want to make

1. Resilient local organisations

We help businesses, charities and care providers across Hertfordshire, Buckinghamshire, Bedfordshire and London become more efficient and resilient through practical technology and automation, recommending only what they need.

2. Digital safety and inclusion

We protect clients and their teams from cyber threats and build their confidence with technology, through security reviews, plain-English guidance and training.

3. Lower-impact IT

We reduce the environmental footprint of IT, for ourselves and our clients, by moving to the cloud where it cuts energy use, keeping devices in use for longer, buying energy-efficient equipment and recycling responsibly. Our Climate Action Plan sets out our targets.

How it shapes the way we work

- **Honest proposals:** we recommend the simplest, most cost-effective and lowest-impact solution, and we tell clients when they don't need to spend.
- **Who we work with:** each year we review our most significant clients and projects to make sure our work doesn't conflict with this purpose.
- **What we buy:** environmental impact is part of every major purchasing decision.
- **Our team:** we share our purpose from day one and encourage our team to use their skills to support local community organisations.

Keeping ourselves accountable

Richard Brash, our CEO and Director, reviews our progress against this purpose at least once a year as part of our journey to B Corp certification. We'll keep this page up to date as we go.

If you have any questions about our purpose or how we're doing, just get in touch at hello@brashsolutions.co.uk or call us on 01442 877555.