



CarbonNeutral.com

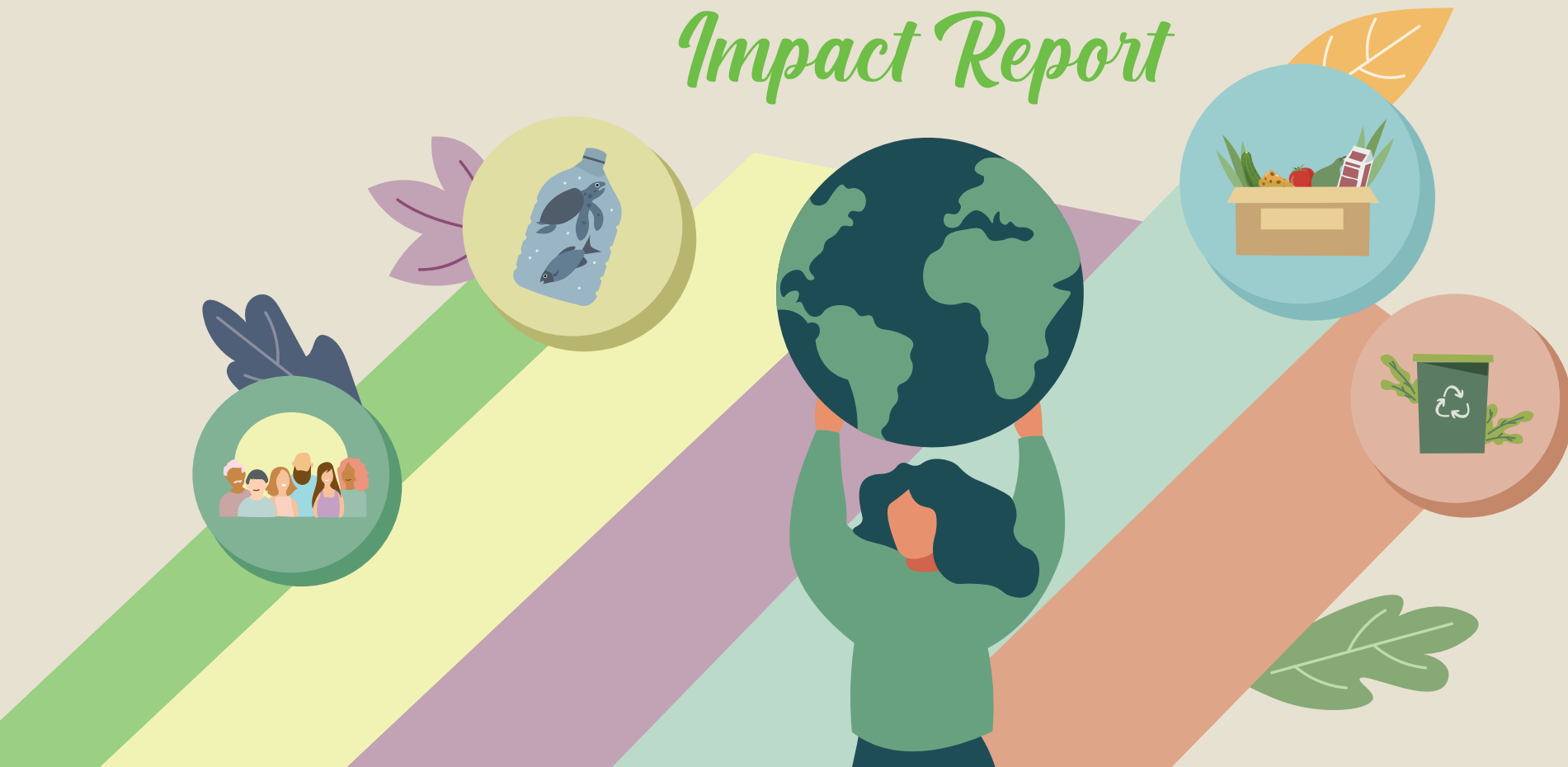
# COTSWOLD FAYRE\*

Making a difference through fine food



# 2021 / 2022

## Impact Report





## PAUL HARGREAVES

CEO of  
Cotswold Fayre  
& Flourish

B Corp Ambassador  
Author & Speaker

### INTRODUCTION, HELLO & WELCOME

In what will be known as the “Second Covid Year” Cotswold Fayre saw another astonishing year of growth at around 48% for the second year running. There were a number of factors for this including the continuing growth of independent retail from 2020/21, and the demise of one of our closest competitors. However, there were also two encouraging signs that retailers are thinking more about the planet in how they are running their businesses.

Firstly, there is more consolidation happening, as customers try to reduce the number of deliveries to their stores which is the very nature of our business model as a wholesaler. This, of course, was particularly helped by the lorry driver issues in 2021 when we were able to deliver goods into stores more efficiently than producers delivering direct. And secondly, our status as a B Corp, customers are choosing us as the leading wholesaler in all aspects of sustainability. The growth of the B Corp movement within the food and drink sector has helped raised our profile as one of the pioneers of the movement in the UK. And the fact we now have 39 suppliers that are also in the B Corp family shows remarkable growth from the handful only 2 years ago.

As well as the phenomenal continuing growth of the wholesale business, our other major success story has been the opening of our foodhall & kitchen – Flourish. And flourishing is what we have seen down in the Bristol area with far higher numbers of customers coming through the doors than we expected. Flourish has added a new dimension to our business, and it has been exciting to talk to consumers about how we put people and planet before profit. They get it and love it!

Altogether we have added approximately 60 new workers to the Cotswold Fayre family over the past year, and in the days of the “recruitment crisis” it has been very noticeable as a company that treats people and planet better than many other businesses, that it has been easier for us to attract excellent people to work for us. This Impact Report is a testament to all those at Cotswold Fayre – they are the ones generating and implementing the ideas rather than me, and it is a privilege to see what they are building.

48%  
growth

60  
New  
Employees

39  
B Corp  
Suppliers

9 months  
Flourish

# OUR IMPACT IN 2021/22

205 hours dedicated to training

476

hours spent  
volunteering  
for 16 charities

Nearly 70 tonnes of  
plastic was offset including  
11 tonnes of pallet wrap

101,019

MEALS DELIVERED  
FROM THE FOOD DONATED

39

certified  
B Corp  
suppliers

£111,000

donated to 15 charities  
including £2,500  
donated to charities  
our employees have  
sponsored  
over the year

42.4  
tonnes

of surplus  
FOOD  
DONATED

32% orders  
place online

1,619 tonnes

of CO2 was offset, including  
our scope 3 emissions

161.2 tonnes of

CO2 emissions saved from  
FOOD WASTE  
AVOIDANCE

37,198

inbound calls  
answered by our  
customer service team

8 catalogues

25,300 copies  
717 pages

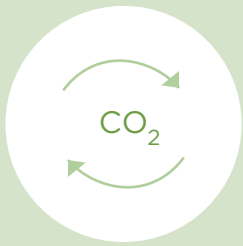
1,305

NEW  
products added this year

1,302,092 Ambient  
cases picked  
522,269 chilled  
cases picked  
Total = 1,824,361

4,042 products  
in our range

600 sample boxes  
25 brands & 29 products



# Carbon

In 2019, we started offsetting our carbon footprint, including our scope 3 emissions. In 2021, we went a step further and set science-based reduction targets to reach net-zero by 2030, in line with 1.5 degrees.

We now have science-based targets, and have created a comprehensive data collection system for our carbon assessments, which includes our teams commute. All our company vehicles are now hybrid or fully electric. And we continue to evaluate the carbon footprint of our Flourish site.



We are yet to introduce electric HGVs to our delivery fleet. Our logistic partner Synergix plan to bring in at least 2 electric vehicles, late 2022.



# Plastic

This year, we worked with rePurpose Global to offset the plastic contained in our product sales. This gave us a very good understanding of how much plastic is in our offering. We also want to develop our range of plastic-free products to give customers more sustainable alternatives.

we have started collecting more accurate data from suppliers about the plastic in their packaging. We worked with Unpackaged to offer packaging-free options to retailers and consumers. We have reduce our pallet wrap usage by 39% between Q1 and Q4 last year.



Our refill partnership with UnpackagedAT has not worked well for us this past year. The pandemic has changed people's and companies' attitudes towards reuse, but we still believe this to be essential in the future of the food and drink industry. We are also still trying to find a more sustainable alternative to our pallet wrap, whether it is a 100% recycled content wrap or a reusable alternative to our current system.



# Food Waste

We picked almost 2 million cases in the past year, and while we do all we can to avoid waste, inevitably there is a fraction of our stock that will not be able to be sold. This year, the supply chain issues put an additional strain on our operations and increased potential for waste due to having to hold more stock. We continue to learn, adapt and find suitable routes for any surplus stock that we cannot sell.

We successfully launched a partnership with City Harvest for weekly donations of our surplus chilled stock, on top of the less frequent ambient donations that we have been making since 2018.



The supply chain disruptions this year have proved very difficult for us when controlling stock, and this may have had an impact on food waste. While this was mostly out of our control, we have learnt a thing or two and devised a plan to minimise waste going forward.





# Supply chain

We want to increase the number of B Corps in our supply chain, both through our buying decisions but also with our B Corp Accelerator Programme for suppliers. We also want to be more proactive at testing the sustainability credentials of our supply chain to make sure we only source from responsible suppliers.

We started the B Corp Accelerator and have already helped demystify the process for 6 companies, with 8 more having joined in April.



We surveyed our supply chain in 2020, which gave us valuable insight, we didn't repeat the survey in 2021 but our data capture work continues in 2022. As part of this, we will ensure that the top 10% of our suppliers measure their carbon footprint.



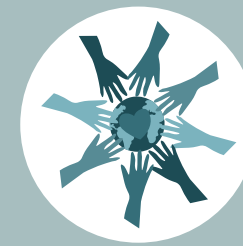
# Workers

We pride ourselves on being a great place to work. Our 85% satisfaction score on our latest employee survey shows that we are doing things right. But we want to make sure we continue to deliver for our employees.

Our employee engagement survey gave us great insight as to what our employees enjoy the most about working for us, and what they don't enjoy so much. Based on this, we have been able to build a strategy to improve the areas where we can do better, and make sure everyone continues to enjoy working at Cotswold Fayre.



We wanted to start doing more activities at work to motivate team members, but will now start in 2022 - a space to watch!



# Communities

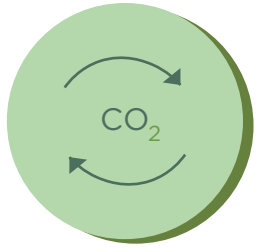
As a B Corp, we are part of a community that does business in a way that benefits people and planet. Doing good for the community around us and giving back is what matters to us. We also want to make sure we are more proactive on equality, diversity and inclusion, both internally and externally.

We introduced corporate volunteering in the past year and it has been an outstanding success. Also, in total we have donated £111,000 to charities, equivalent to 8% of our profit. 74% of this came from the value of surplus stock we donated.



We think there is more we can do on inclusion and diversity, both at Cotswold Fayre and in our supply chain. This was highlighted in our employee survey and recent B Corp recertification. We formed a strategy around this to work on in 2022, with the help of our newly formed EDI group.





# Carbon

Our objective is to reduce our emissions in line with science and with a 1.5C target, and to achieve net-zero by 2030 by removing residual CO2.

To get there, we have calculated that we need to reduce our carbon footprint by 4-5% on average per year. While this may not be possible every year, we want to at least decouple our growth from carbon emissions to reduce our carbon intensity, as part of our journey to get to net-zero.

Last year was important for climate, with COP26 in Glasgow and the publication of two alarming IPCC reports. At Cotswold Fayre, we may be small in the bigger picture, but we strongly believe in our responsibility to do our bit. As a wholesaler, we are a key component of our customer's supply chain, and we can help reduce the value chain's footprint to benefit all. We started our carbon neutral journey in 2019.

As a company that relies heavily on transport, this felt like the right place to start, but we also knew it wasn't enough. 3 years on, and we understand more than ever what drives our carbon footprint. This year, we have for the first time set science-based targets to reduce our carbon emissions and reach net-zero by 2030.



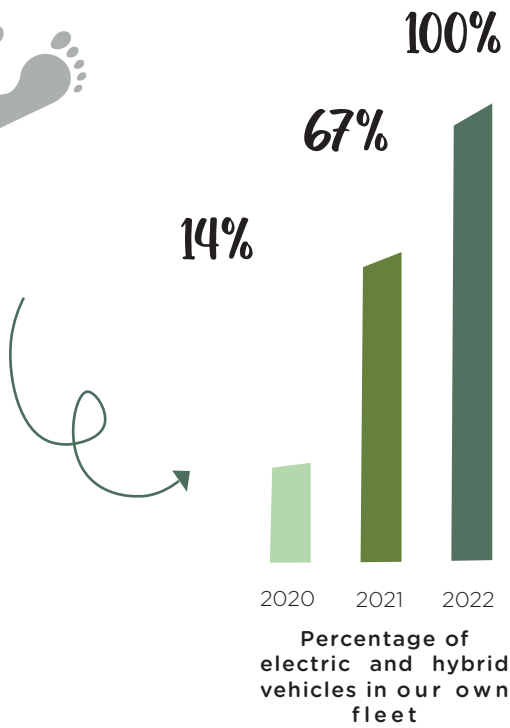
In 2021, 3.2% of our total orders were *direct deliveries* of over 40,000 cases. Meaning these cases went directly from our suppliers to our customers, without stopping in our warehouse. This has environmental benefits, especially to *save carbon, plastic wrap and wooden pallets*. Backhauling is also on our agenda, to use the vehicles coming back from customer deliveries to transport goods from suppliers back to our warehouse, rather than moving an empty vehicle.

*This year, our average number of cases per order increased by 22%, from 26 to 32 cases. This was mainly caused by the supply chain issues, but more consolidation by customers is a positive as it reduces transport and associated emissions from our deliveries to customers.*



Our own company cars and logistic partner vehicles account for the largest part of our **carbon footprint**. Last year, we started switching our company cars to electric or hybrid, and this year we completed this.

Between 2019-20 and 2020-21, we have **reduced our emissions** from company vehicles by **9.8 tonnes**. This is in part caused by less company travel during the pandemic, but we hope our recent move to more efficient vehicles will help us keep emissions low.



Our logistics partners at Synergix are constantly striving to improve the carbon intensity of their fleet, and the welfare of their drivers and employees. This made them the perfect partner for us to move our operations to last summer. Here are some of the great things they've got planned for 2022:

Synergix have pledged to electrify 50% of their fleet by 2026, starting in 2022. Range is currently a challenge with delivery vehicles, however the warehouse is based in Iver, which gives an opportunity to start electrifying the fleet for London-based deliveries this year, and Synergix are actively looking at electric and hydrogen fuel cell technologies for their vehicles.

In March, they introduced new Volvo 460 i-save in their trunking fleet, which are equipped with a D13TC engine and fuel-saving features that will help save approximately 10% of fuel compared with their previous units. The cabs also offer better welfare facilities and IT technology for drivers, to allow them to keep their hands on the steering wheel at all times. Drivers will have integrated sleeper bunks to maximise rest during break periods, as well as fridges and microwaves.

They have started their B Corp journey on our B Corp Accelerator, and we hope they can become one of the few B Corp certified companies in the sector.



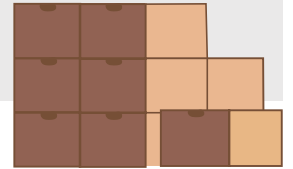
We continued to offset our carbon footprint, including our scope 3 emissions from deliveries. In total, we **offset 1,619 tonnes of CO2**, by supporting projects with Natural Capital Partners located in *Chile and in the Amazonian Forest*, to compensate for our emissions.



For 2022, we are supporting projects in China for land afforestation that also help **remove carbon** rather than compensate for our emissions. Over time, we want to increase our purchase of carbon removal credits on top of reducing our actual footprint every year.



Scan the QR code To view the Volvo Spec Sheet.





# Plastic

Pallet wrap usage was 3.4 tonnes in Q1, 3.04 tonnes in Q2, 2.5 tonnes in Q3 and 2.07 tonnes in Q4.

↓ 39%

Plastic is a challenge in the food and drink industry, and we know the majority of our suppliers are taking responsibility for their packaging. This year, we decided to take responsibility for all the plastic contained in our product sales, and we are also being more considerate of plastic packaging when building our range. We know this is a journey for all our suppliers, and that plastic is sometimes the material that makes the most sense environmentally. But we want to make sure we provide more options for plastic-free and packaging-free products in our range.

In 2021-22, we saw a reduction in the amount of pallet wrap we use in our deliveries, by 39% between the first and last quarter. Synergix, our new warehouse and transport partner, uses less pallet wrap and have also changed the way they wrap orders, without compromising the safety or integrity of the cases delivered.

This has been a great achievement, but we want to trial more recyclable alternatives to our current wrap, and also explore reusable options, such as ensuring all our deliveries go out on pallets that have been pre-used.

In 2021, we hosted a webinar on plastic waste, an issue very close to our hearts at Cotswold Fayre. The response was so great, that we decided to create a dedicated group for our suppliers to discuss how they can reduce their plastic impact that ran for a few months. We enjoyed creating a platform for suppliers to share their knowledge with others, more of which is required if we are all to move forward together. Our focus has now moved to the B Corp Accelerator, but we are still keen to explore ways we can support our suppliers on their sustainability challenges and journeys.

## COTSWOLD FAYRE\* PLASTIC WEBINAR



Paul Hargreaves  
Chief Exec  
Cotswold Fayre



Svanika Balasubramanian  
CEO & Co-Founder  
rePurpose Global



Andrew Walker  
Founder  
Tea Rex

12:00noon Tuesday 13<sup>th</sup> July 2021

This year, out of over 4,000 products we had over **600 plastic-free products in our range**. We know that plastic in packaging is a complex, multifaceted issue, and what is right for some won't be for others. But we are proud to be able to offer such a large range of products with easier to **recycle packaging** for our customers.





To offset the plastic in the products we sell, we partnered with *rePurpose Global*, a social enterprise who teams up with recycling projects around the world to help collect from the local environment, an equivalent amount of plastic to our footprint and ensure it is properly reprocessed.

We have partnered with them to support a specific project on the ground in Hyderabad, Project Neela Sagar. This project supports the recovery of low-value plastics from the local environment, and their safe reprocessing. The project has helped create employment opportunities for 103 people, and our contribution has helped *remove 70 tonnes of low-value plastics* from the environment to be reprocessed.

WHAT GOES INTO OUR PLASTIC FOOTPRINT?

The plastic contained in the products we have sold. To calculate this, we ask our suppliers to share the plastic contained per case they send to us, and we multiply this by our quarterly sales for each product. [total offset in past year: around 60 tonnes]

The amount of pallet wrap we use to secure cases on the pallets before shipping orders. [total offset this past year: around 11 tonnes]



rePurpose

pallet wrap offset

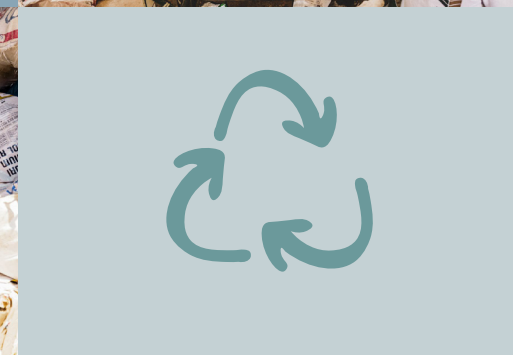
11 tonnes

60 tonnes

plastic offset



“ we partnered with *rePurpose Global*, a social enterprise who teams up with recycling projects around the world ”





# Food Waste



Our objective here is to measure and reduce food waste in our operations, and ensure all surplus stock is donated.

Our main key result here will be to have eliminated food waste. But we don't want to put a target against our surplus stock donations, instead we want to link it with our targets on charitable donations, so that as we work to improve our stock management, we ensure we continue to support charities too.

food production and consumption accounts for 30% of carbon emissions



Last year, we organised a webinar on this very key topic, with some of the partners we work with to reduce our food waste impact. Whether it's behavioural change or new technologies, there are a lot of innovations and opportunities happening around food waste prevention, to help businesses and consumers be part of the solution rather than the problem.

The carbon impact of food waste is alarming. The UK Waste and Resource Action Programme (WRAP) estimates that globally, food production and consumption accounts for 30% of carbon emissions. But a significant portion of the food we produce ends up wasted, and of that, a third becomes waste before reaching consumers. As food supply chains have become more global and complex, food waste has become a major issue across the value chain. At Cotswold Fayre, we are not immune to this problem and are aware of our contribution to this challenge.

In 2019, we started a partnership with City Harvest to donate as much surplus stock as we could. Food waste carries a large environmental and social impact, and it didn't sit well with us to have to dispose of food that could still be consumed, because we could no longer sell it. This year, we extended the partnership to include surplus chilled stock and have managed to rescue 42.4 tonnes of food in total. This has saved over 160 tonnes of CO2 and helped serve over 100,000 meals to people in need around London.



Team members volunteering at City Harvest



We receive many *samples* from *suppliers* in order to promote their ranges and try new products, but we ensure that any that are left do not go to waste. Any remaining, unopened samples are *donated* to local food banks or put in hampers for *charitable events*.

In 2022, we have introduced new scanners at the warehouse to improve the picking of our chilled range. This will not only improve our fulfilment on chilled orders, but we expect they will also have a positive impact on surplus reduction.



**101,019 MEALS DELIVERED**



to charities feeding their communities

COTSWOLD FAYRE\* SURPLUS FOOD IMPACT REPORT  
Rescuing Food, People, and Planet

**161.2 TONNES GHG EMISSIONS PREVENTED**



by rescuing food for human consumption

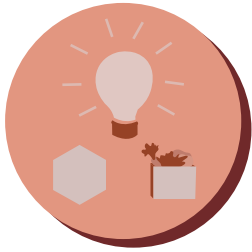
COTSWOLD FAYRE\* SURPLUS FOOD IMPACT REPORT  
Rescuing Food, People, and Planet

**42.4 TONNES SURPLUS FOOD DONATED**



to City Harvest London

COTSWOLD FAYRE\* SURPLUS FOOD IMPACT REPORT  
Rescuing Food, People, and Planet



# Supply Chain

Our key aim here will be to design a repeatable survey of our supply chain, to evaluate the sustainability credentials of our suppliers and collect better data from them on their impact, to get better insight on the products and companies we source from.



Our objective is to consistently improve the sustainability of our supply chain and ensure we continue to source products and services from responsible suppliers.

It's important to us to make sure our new suppliers are always introduced properly into the Cotswold Fayre family, and that they are aware of how we work and our values. Last year, we organised a conference for all our new 2022 suppliers, who heard from several of our team for half a day about all the good things we do, and how they may contribute to this in the future. Because of the ongoing pandemic, the event was online, but we are excited to be able to meet more suppliers in the coming months.

We also want to recognise the partners in our supply chain that have inspired us with their sustainability journeys. Earlier this year, we delivered awards to a supplier and a customer who we believe are purposeful businesses setting positive examples in their sectors.



Scan the QR code  
To view Cook's  
Purpose Progress  
Report 2021

**COOK**  
Sustainable *Customer*  
of the Year

We also recognise the impact that our customers have on people and planet. This year, our Sustainable Customer of the Year Award went to COOK, another longstanding partner and fellow B Corp whose journey has inspired us at Cotswold Fayre. Their recent impact report is well worth a read to find out more about all the incredibly creative initiatives they have put in place to do their bit.



Sustainable *Supplier*  
of the Year



Our Sustainable Supplier of the Year Award went to Summerdown. We have worked with Summerdown for a number of years, and have seen them leap towards being a more responsible business. This year alone, they became plastic neutral with rePurpose Global, and B Corp certified. We love working with like-minded businesses to make the food and drink industry a force for good!

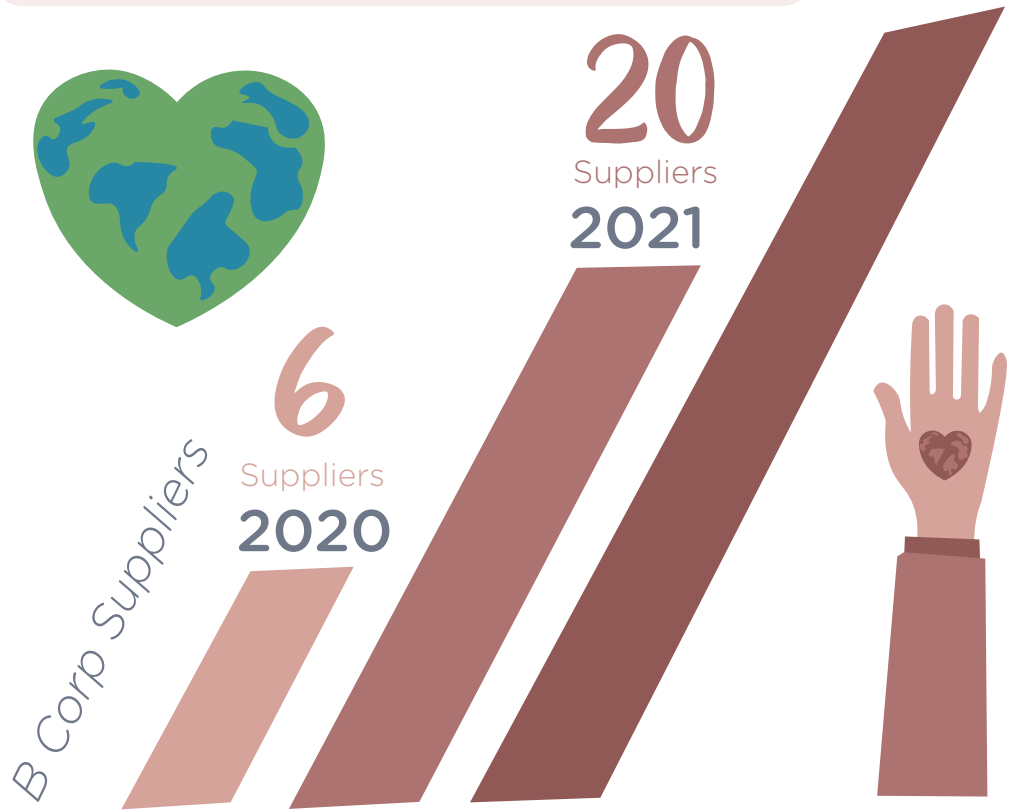




At the end of 2020, we started our first *sustainability survey* for our supply chain, based on the B Corp questionnaire. We want to repeat this as one of our objectives for 2022. Any company's largest impact lies in the supply chain, and we want to introduce more standardised ways to survey ours. We may be a small company, but with *over 400 suppliers* we know there is potential to *increase our impact* by doing so.

**What has pushed our number of B Corp suppliers this past year:**

- ✓ Our desire to include more B Corp suppliers in our range
- ✓ A push for B Corp that has happened all over the UK and especially in the food and drinks sector (currently the fastest growing business community in the country). We know that more of our suppliers are on the journey.



We have also started our own B Corp Accelerator, in partnership with Andy Hawkins from Business on Purpose. This cutting-edge project allows us to be proactive in supporting our suppliers become purposeful businesses and reach B Corp certification.

We ran the first cohort in January 2022 and renewed with a second cohort in April. The programme was featured in articles in March, including the Grocer, and we are so pleased with the feedback we have received.

“  
 For any company who wants to use their business as a force for good, going through the B Impact Assessment is a really practical way to get started by committing a couple of hours a week to measure and improve their social and environmental impact. It's been great to work with Cotswold Fayre to amplify what they are doing with a number of their suppliers to collectively walk the B Corp journey together which brings encouragement, insights, inspiration and accountability.

Andy Hawkins - Founder of Business on Purpose

**Cotswold Fayre launches scheme to support suppliers in becoming B Corps**

by Vince Sanford | 8 March 2022 | 1 min read



35 accredited suppliers and hopes the programme will

Article from 'The Grocer'



**Cotswold Fayre helps suppliers to become B Corps**

Fine food wholesaler Cotswold Fayre has launched a B Corp Accelerator Programme to help its suppliers through the B Corp accreditation process.

Cotswold Fayre, which itself received B Corp accreditation in 2015, is now actively extolling the principles of the global organisation, which helps companies improve their social and environmental impact for all people, communities and the planet.

Clementine De Zotti, impact manager at Cotswold Fayre, said: "Many of our suppliers are eager to understand more about B Corp and how they can start to work towards accreditation themselves.

"From the outside, the process can look a little daunting. Many are already doing the right things but need some assistance on how to connect this with the certification process, and this is where we can really help."

There are more than 600 B Corps in the UK, of which 103 are in the food and drink sector. Cotswold Fayre has 35 B Corp suppliers and hopes that with the help of the new programme it will add a further 20 to its portfolio this year. To this end, Cotswold Fayre is currently running a three-month course for suppliers.

Published Date: March 7, 2022  
 Category: [Wholesale Industry News](#)

Article from 'Better Wholesaling'



# Workers

Every year, we deliver 4 awards to recognise the people around us who have made outstanding contribution to the company and to our values. 2 of those recognise employees who have gone above and beyond for their colleagues. Meet this year's recipients:

We pride ourselves on being a great place to work for, but we also don't rest on our laurels. Our outstanding **85% employee satisfaction score** shows us we do a lot of things right, but it also gave us the opportunity to regroup and understand where we can improve. We want to make sure we continue to support our employees' **wellbeing at work** and create an environment where people can safely challenge us and each other, and develop in their roles.



Ellie Gunn - Rising star of the year

“Winning **Employee of the Year 2021** was a total shock to me, it was both very humbling and heartwarming to receive the award. To be acknowledged in this way meant so much to me, and at the time of receiving it I was both speechless and emotional. For me to be speechless says a lot! Thank you so very much to my colleagues and CF team members for voting for me.”

Mike Pickford, Senior Customer Services Executive



Mike Pickford - Employee of the year

Leadership team is  
50% Female & 50% Male

2020 35 Employees  
↑  
2021 42 Employees

In the past year, we went from 35 to 42 employees at year end compared with the previous year, and have recruited 10 more people.



30 Female Employees



12 Male Employees



Our employees have access to a **great list of benefits**. We all get our **birthday off** and discounts on products in our range, access to wellbeing workshops and entitlement to sabbatical leave after 8 years of service. Some of us have made plans to use this in 2022. Employees are also entitled to a **discretionary bonus** based on company and individual performance, flexible and hybrid work to support all schedules, good holiday allowance that increase with **longevity**, **private healthcare plan**, **pension plan**, company share scheme and dividends. We are currently reviewing what we offer to make sure our employees continue to enjoy working for us.



After nearly two years of pandemic and *welcoming new Flourish colleagues* into the *CF family*, we were looking forward to a Christmas party like we used to have. Unfortunately, the Omicron wave started before Christmas, so we postponed our festive celebrations to March. It was great to get together after all this time.



### What we've done for each other:

Organised a lunch to welcome everyone back into the office at the end of lockdown, while also supporting a small local business.

15 people tested their baking skills in a bake off, bringing delicious sweet and savouries into the office every week.

Introduced "care baskets" in our bathrooms, consisting of care and hygiene products for all to use when required.



### What we've done for the team

We introduced new menopause and breastfeeding policies to support employees. This is an important step for us towards becoming a more inclusive and responsible employer.

We continued adding to our Care Fund, to support employees who experience any kind of hardship. This supplements our existing benefits around paid leave and has helped a few employees this year cope with bereavement and covid-related illnesses.

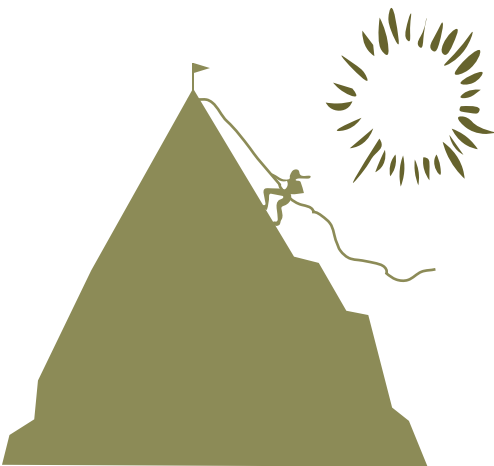
We introduced an open book management policy, to educate all employees about our financials and accounts. We want everyone to understand how they contribute to the bigger picture. We also share regular updates on our social and environmental impact for everyone to be clear on our values.

In the past few years, we introduced a benefit to encourage employees to get out of their comfort zone, called the *Bucket List*. We allocate £100 to each employee who was with us at the start of the year, which can be used towards something they've never done before. The pandemic put experiences on hold, but in 2021 a few of us have been able to make use of this fund.

Several of us couldn't use our funds in the past two years due to the pandemic, so when the war in Ukraine started, employees came forward to ask that their Bucket List fund be donated to the DEC's **Ukraine Appeal**. In total we have **donated £2,205** for 2021-22.



We spent just over 200 hours on training in 2021 and want to make sure we continue to give our employees opportunities for self-development in 2022, so we have set a target to increase this by 10% and ensure everyone has a training and development plan. We also offer leadership training to all our employees if they wish to learn more about their leadership style, regardless of their role in the business. We have partnered with Eudora and Andrew from Heart in Business to offer this, and it has had an outstanding impact on our employees.





# Communities



To us, being a responsible business means *connecting and supporting* the communities around us, as well as our communities further away. In 2021, we set a target for our **charitable donations** for the first time as well as for **volunteering**, and we are very proud to say that we have met those targets. We have decided to increase them for 2022 to make sure we continue to support our **charity partners**, especially as the context around us all is still very uncertain and the pressure on charities continues to increase.

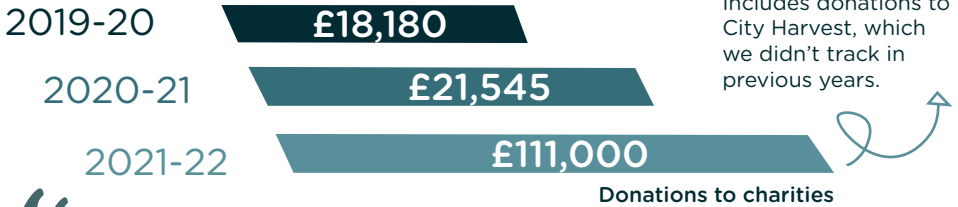
To view Better Business Act website open up your camera on your smart phone and scan the QR code.



As a B Corp, we fully support the *Better Business Act*, which lobbies for a change in section 172 of the Companies Act that would make sure all companies put all stakeholders on the same level as profit. Already over 1,000 businesses support it, and our CEO Paul Hargreaves has met with *Alok Sharma, MP for West Berkshire* to help put this most needed legislation higher on the government's agenda. We urge all purpose-led businesses to do the same and join the coalition.



better business  
**act**



“*Volunteering* has been a revelation. It is good for the soul, and I feel better about myself. I have met people from diverse backgrounds who give up their time to *support* Rennie Grove.

Tim Fernback,  
Regional Account Manager



**Certified**  
  
**B CORP SCORE 107.8**  
(Certified since 2015)

To view our B-Corp profile open up your camera on your smart phone and scan the QR code.

Our recent *B Corp score* also highlighted we need to be more aware of diversity and inclusion in our decision-making, particularly in our supply chain. We know there is more we can do with impact in supply chain and we feel this is an area we need to pay more attention to going forward. We want to include this in our next supplier survey to start understanding how we do on diversity in our supply chain.



We have been *sponsoring the childrens football team at Arborfield Aces* since September 2021, and gave £500 to sponsor the 2021/22 football kit. Our Head of Finance Rose's son, Vinnie, plays Midfield on the team and has scored 60 goals this season! The team had great success this year, winning one league, coming third in another and also getting to the Final of the Under 9s East Berkshire Football Alliance cup.



In total we have *volunteered for 16 charities, for 480 hours, when our target was 417!*

This year, we introduced **12 hours of volunteering per person**, as a KPI for all. This was a novelty for most of our employees, and although the idea was well-received, there were concerns about how practical it could be for everyone. We are proud to say that we have not only achieved our target, collectively and for most of us individually, but we have also gone above!

Several people have continued volunteering outside of their 12h, and the feedback we have received both from charities and from our employees has been fantastic.

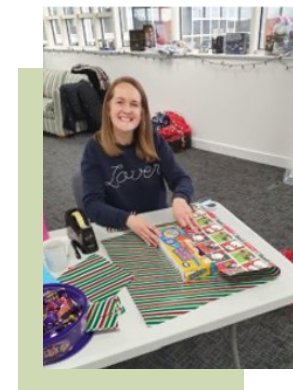


We *donated £10,000* to our chosen charity *Bala Childrens Centre*, based in Kenya. Last year, the children's centre was severely damaged by a major weather event and needed to be rebuilt entirely - this money contributed to the re-building. This disrupted the essential work the centre does on a daily basis for children there, most of whom are orphans.



In 2021, our People group formed a partnership with *The Cowshed*

a charity local to us who supports people in crisis around Reading and Wokingham. Over the months, we have supported The Cowshed in several ways, especially through our volunteering opportunities. In total they have helped The Cowshed move to their new location in Reading, renovated and decorated this space, and also helped wrap Christmas presents for families in need (they had a record number of referrals in 2021).



“ I couldn't be prouder to work for a company who not only gives you volunteering hours but encourages you to fulfil them! *Volunteering is rewarding in so many ways* and it has made me much more appreciative and grateful for all I have. I enjoyed volunteering at The

Cowshed and continue to help out in my spare time, encouraging my family and friends to do so too! ”  
**Faye Foot, Ecommerce Manager**





Welcome to *Flourish's* first impact report, a short 9 months after we opened. *Running a new business* is never easy, but we had a purpose from the start and we are proud to share with you all the good things that we have *achieved* in the past few months, and our plans for the next year. Let us know what you think!



We officially *opened* our doors!

We were featured in The Times' 30 Best *Farm Shops* in Britain!

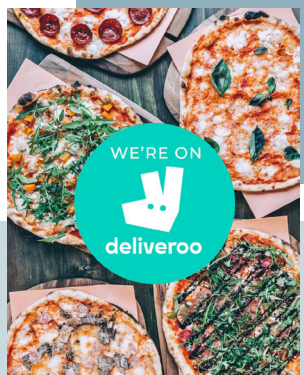


We started a partnership with Too Good To Go to help the fight against *food waste*. Our rating on Too Good To Go is 4.3/5 overall, with our highest scores being for "*friendly staff*", "*great amount of food*" and "*quick collection*"!



Too Good To Go

We are now on *Deliveroo* as well, so you can enjoy our great food from the comfort of your home.



We won the *Rising Star Award 2022* from the Farm Retail Association, which celebrates ambitious new businesses in the sector.



24th June 2021 → July 2021 → July 2021 → February 2022 → March 2022



Just like our parent company Cotswold Fayre, we joined the B Corp family, and have started to put in place a system to continuously improve on the areas of B Corp: Governance, Workers, Communities, Environment and Customers.

7 music nights and 1 quiz night

51,000 litres of Rainwater Harvested

3 seasonal events organised with over 600 attendees

56,103 MEALS SERVED

£5,000 raised for Send a Cow

196 hours of training

390 Christmas trees sold

55 Employees

100% of our minimum wage staff over 18 get paid at least £9.90 per hour, higher than the National Living Wage at £9.18/9.50 per hour

31 local Suppliers

12,435 Full Flourish and 712 Full Vegan Breakfasts served

916 Too Good to Go bags sold

52,705 foodhall transactions



# People

*Inclusion and diversity* is important to us, early on we offered fully-paid work opportunities to 3 neurodivergent young adults from HCRG Care Group, who joined us on a 6-month employment programme to work in our kitchen and foodhall.



We have all done first aid training, and have plans to continue offering training and *development opportunities* to all our staff.

We are also a *Living Wage Foundation employer*, which means that we voluntarily pay our minimum wage employees above the National Living Wage, to reflect the true cost of living. We also work with Pay Captain, a fellow B Corp, to manage our payroll and this comes with a host of benefits for our employees, from financial planning tools to charitable giving.



The *hospitality sector* is always busy and fast-paced, and it can be a tough work environment. At Flourish we don't think this has to be the norm anymore. From before we opened, we wanted to be a *responsible and exemplary employer* who set the bar high for the industry. The UK has seen an unprecedented recruitment crisis, but we have not had challenges to find *good people* who want to join us, so we think we are doing something right.

## Our plans for next year:



In 2022, we will go on a *leadership course* with Heart in Business, which our colleagues at Cotswold Fayre have introduced us to. And in 2023, we will do *Mental Health & First Aid training* as well.

Our facilities are accessible to disabled visitors, including disabled staff. Our *working spaces* and tills were designed with *accessibility* in mind.

Working at Flourish comes with a range of *great benefits* for all our staff. We offer health insurance, life insurance, 30% staff discount on food and retail products, cycle to work scheme, 31 days holiday, 2 days of paid volunteering (16 hours) and access to profit share after 1 year of employment with us.

# Profit & Communities

As a **B Corp**, people and planet are on the same level of importance to us as profit. We need to be profitable to continue doing more of the good things we already do, ensuring that we give *back to the communities* around us which is so important to us.

We decided to start a listening group with some of our stakeholders, to understand what they would like to see from us, and get feedback on the good things we have done and how we can improve.



We also ran a number of great events already to celebrate holidays with our customers, like our Valentine's Day outdoor cinema, and we have several live music events for our customers to come and enjoy.



We were also really happy to host a Christmas party for our team and our Cotswold Fayre colleagues. Unfortunately, we couldn't do this in December due to the Omicron wave, but we met at the end of March.

Like everyone, we were saddened and shocked by Russia's invasion of Ukraine. We wanted to do our bit to help charities on the ground. We have sunflower cards on sale, the profit from which will all go to charity, and ran a "sunflowers for Ukraine" fundraisers in March.



With £200, Send a Cow can provide hygiene training to 3 families, plant 9 trees to help families fight hunger and provide a cow to 1 family. To find out more scan the QR code



We are *sponsoring Send a Cow's team* at Bath Half Marathon, who help tackle poverty in rural Africa. The half marathon was pushed to October 2022 because of the ongoing pandemic, but we continue to support this incredible charity by funding 10 places for our staff and customers.

# Planet



At Flourish, we are now one of the few B Corp foodhall and kitchen's in the UK, like our parent company Cotswold Fayre. B Corp businesses are companies that have changed their articles of association, and made a commitment to benefit all their stakeholders, which includes the planet, the communities around us and the people who work for us. We are proud to be an example to the hospitality and retail sector, to show it's possible to make business a force for good.

Our food is supplied from local farms and producers within 30 miles of Flourish, and this short supply chain is not only good for the environment, it's also supporting the communities local to us. Our foodhall range is also supplied by our parent company Cotswold Fayre, which allows us to source everything from one location as much as possible, which consolidates transport to us and reduces carbon.



Our dedication to a *planet-friendly business* started when we designed the site, to minimise our impact on the environment during and after construction, and there are several environmental improvement measures embedded in the building. Our toilets are flushed with *harvested rainwater to save water*, we have solar panels fitted on the roof to generate some of our electricity and purchase the rest from renewable sources. You can see how much energy was generated on the screen inside our seating area. We also have a heat exchange system in place capturing the heat from our fridges and freezers which provides the hot water in our bathrooms and kitchen. And if you are driving an *electric car*, you can also use our *charging stations* on site whenever you visit us.

We are big fans of *reusability* to cut down on packaging. We know it has not been simple to make the switch during the pandemic, but we think reusable packaging is a *great sustainable alternative* to offer to our customers. At Flourish, we have several units where you can find cupboard essentials, pulses and confectionery. We also have refill stations for milk and orange juice.

We do our best to cut down on plastic and packaging where we can. The fresh produce in our foodhall come without packaging as much as possible, which is an advantage and benefit of sourcing local products. We think it looks a lot better for it, and our display frequently receives compliments from visitors.



When we opened our doors, we started a *partnership* with *Too Good To Go* to sell surplus food and prevent good food from going to waste. This has been an incredible partnership that worked amazingly well from the start. However, we want to make sure we *prevent food waste* from happening at source, so we also started working with *Winnow*, artificially intelligent software that adapts our ingredient ordering in our kitchen to make sure we get exactly what we need, not more.



Our parent company measures their carbon footprint to offset their CO2 emissions, and have recently adopted science-based targets to reduce their emissions and be net-zero by 2030. We are included in those bold plans, and we are starting to understand our carbon footprint based on 2 months of activity that were included in Cotswold Fayre's most recent carbon assessment. We will continue to collect data for next assessment and take steps to reduce our carbon footprint once we understand what contributes the most to it.

## Our plans for 2022



We are looking for a partner who can *recycle our used coffee grounds*. This is a valuable resource that we currently do not have a solution for, so we hope to put something in place this year.



As a subsidiary of Cotswold Fayre, we are B Corp certified, which we are very proud of. Our plan this year is to carry out our own *B Impact Assessment* to understand what drives our impact and where we can improve.



We also want to come up with an *impact strategy* to be clearer on our goals and how we will achieve them.

## Our Plans for Next Year...

- Lorry fleet electrification, especially for outsourced transport.
- 5% reduction in carbon intensity to decouple growth from emissions.
- Increase the number of cases per order to reduce transport.
- Complete a full-year carbon assessment to understand our impact more.
- Complete a sustainability survey of our suppliers.
- Have at least 3 more cohorts of our B Corp Accelerator, for suppliers and customers.
- Listening group to understand what our supply chain would like to see from us.
- Continue to reduce food surplus by improving stock and sample management and order fulfilment (we have a process review under way!)
- Continue to work with City Harvest to donate the surplus stock we have.
- Find an outlet for some of our food waste, especially coffee grounds recycling.
- Regroup and review our plastic offset strategy, and what our full year results mean for us as a business.
- Find a suitable alternative to our pallet wrap.
- Increase training hours by 10%.
- Review the benefit packages we offer with our employees to make sure they deliver what our people want.
- Organise events for employees now that we can meet up again!
- Continue offering leadership development courses to employees.
- 16h of volunteering for all employees this year, 4h more than last year.
- Raise minimum £25,000 at our Summer Ball in July.
- Donate an equivalent of 9% of our profit to charities.
- Support Send a Cow at the Bath Half marathon, and continue running events for our customers.
- Complete our own B Impact Assessment and start an impact strategy and goals at Flourish.



Flourish



Wholesale



Both

