

A large, dark teal circular globe is the central focus. It is surrounded by various white line-art icons representing food waste: a slice of cheese, a can, a bottle, a carton, a jar, and a bottle. The globe is set against a light beige background with stylized green and brown hills, white clouds, and purple and orange foliage.

**COTSWOLD FAYRE\***

Making a difference through fine food

# IMPACT REPORT

2022-23



## A message from our CEO:



Paul Hargreaves, CEO of  
Cotswold Fayre & Flourish

Certified



Corporation

*Paul regularly speaks about B Corp and ethics in business, he offers guidance and support on the journey. Last year he did this pro-bono for a total of 70 hours, for 26 organisations.*

## On the Better Business Act

I love the B Corp movement, which has encouraged well over 1,300 companies like Cotswold Fayre to put people and planet before profit and, at the same time, still have a successful growing, profitable business.

Yet this is not how the UK government prescribes how businesses should be run. In the Companies Act, the sole purpose of running a business is to make money for the shareholders from that business. And this is one reason we have a degrading planet and growing inequalities: it's a natural consequence of putting profit-making as a sole aim. Both people and planet have been abused.

All B Corps have changed their Articles of Association to state that all stakeholders should benefit from the existence of their businesses: the workers, the local and world community, the supply chain and, of course, the planet itself. The Better Business Act, if passed, would ensure that all businesses legally cannot harm people and planet by putting profits first.

Cotswold Fayre is in the top 2% in size of B Corps in the UK, which shouldn't be the case. It is smaller companies generally that are choosing to do the right thing. Many larger businesses simply won't change unless the law requires it.

Please help us increase its momentum. Speak to your local MP and sign your company up at [www.betterbusinessact.org](http://www.betterbusinessact.org) Over 2,000 companies have done this already and we need many more to make the government listen.

## On the recent criticism of the B Corp movement

When we first certified as a B Corp in 2015, virtually no-one had heard of the movement in the UK. Now many people in business are aware of B Corporations, including journalists, and there is bound to be some criticism in the press. And the movement has been criticised twice in the past year in at least two national newspapers, some of it justified, and the best example of that was Brew Dog, who are now no longer a B Corp.

To become a B Corp, huge amounts of evidence is required to demonstrate how good your company is for the world. But B Corps still have a long way to go, we are not perfect, we are still improving, and we need to be far more radical in how we do business for the good of people and planet.

The best thing about the B Corp movement is that, with the bar becoming higher each year, every B Corp must continue to become better to maintain their points score. Even if some B Corp companies, like Nespresso (part of Nestle), are still falling way short of what we expect, at least positive progress is still being made. The B Corp community is a great way of encouraging each other to be better for both people and planet than we were last year.



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

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

*Paul's Advocacy for the B Corp Movement has been recognised this year here is some of his*  
**SPEAKING Engagements FEEDBACK:**



### LEFT WITH SOMETHING TO THINK ABOUT

Dear Paul, thank you for your talk and taking the time to visit us. Everyone really enjoyed it and left with something to think about. I was touched by the work your company does supporting communities in need abroad. You have given me an idea to fundraise and I have listed your books in our school library to continue sowing seeds for change in the minds of our young people.

- James Layland from Collegiate School-



### I HAVE SINCE REEVALUATED MY CAREER & LIFE ASPIRATIONS

Thank you for your inspiring keynote at the People Puzzles conference last year. I have since reevaluated my career and life aspirations. Seriously cannot thank you enough for opening my eyes to B Corps and a whole new world of work where people and the planet come before profits.

- Lindsey Charlesworth from People Puzzles



### YOU INTRODUCED ME, GUIDED ME

Hi Paul, just a message to say thanks for your help in the early days with B Corp. you introduced me, guided me and we can now finally say Deli Lites are certified. Thanks and I hope to see you in person at some point again soon!

- Brian From Deli Lites

# 2021/23 in numbers...

106 tonnes  
of CO<sub>2</sub>e emissions  
avoided from  
food donations

1275 tonnes  
of CO<sub>2</sub>e  
emissions offset

£108,744  
donated  
this year

7.1 tonnes  
of pallet wrap  
used this year

2 awards won,  
finalist for  
another 4

1,379,567  
cases picked, that's  
1.094.207

ambient and  
285,360  
chilled

55 B Corp  
certified  
suppliers

535 hours spent  
volunteering for  
25 charities

2 warehouse  
moves

8 catalogues,  
996 pages and  
27500 copies

740.5 hours  
spent on  
training

29.34 Tonnes  
of surplus  
food donated

£24,580 raised  
at our Summer Ball  
for Bala Children's  
Centre and the  
Cowshed

5.5 years is the  
average length  
of service for  
our employees

19,881 inbound calls  
answered, 382 per  
week on average

14 Companies participated  
in our B Corp  
Accelerator

69,890  
meals delivered  
from food donated

# Goal Tracker

Not achieved yet Achieved

<input checked="" type="checkbox"/>	<b>Lorry fleet electrification, especially for outsourced transport</b>
	The capacity and technology still isn't quite there for us.
<input checked="" type="checkbox"/>	<b>5% reduction in carbon intensity to decouple growth from emissions</b>
	We are still waiting on the results at the time of writing, but we'll report on this figure very soon!
<input checked="" type="checkbox"/>	<b>Increase the number of cases per order to reduce carbon impact of transport</b>
	Achieved but mostly due to 1 large customer, so we have more work to do on this.
<input checked="" type="checkbox"/>	<b>Complete a sustainability survey of our suppliers</b>
	We did this, but the level of engagement from suppliers has been disappointing.
<input checked="" type="checkbox"/>	<b>Have at least 3 more cohorts of our B Corp Accelerator</b>
	We achieved this, and have helped 14 suppliers on their journeys!
<input checked="" type="checkbox"/>	<b>Continue to reduce food surplus by improving stock and sample management and order fulfilment</b>
	This year we have reduced our food surplus by 30%, from 42.4 tonnes last year to 29.3 tonnes this year
<input checked="" type="checkbox"/>	<b>Continue to work with City Harvest to donate food surplus</b>
	Done, and we also started to work with FareShare to donate surplus from our new warehouse in Hinckley
<input checked="" type="checkbox"/>	<b>Regroup and review our plastic offset strategy and what our full year results mean for us as a business</b>
	Last year, we were offsetting our plastic footprint, with the view of doing this for a year before passing on to our suppliers. After reviewing the project, it didn't feel right to us to do this. Many suppliers already do what they can and continue to.

Not achieved yet    Achieved

<input checked="" type="checkbox"/>	<b>Find a suitable alternative to our pallet wrap</b>	We trialled two paper-based pallet wrap, unfortunately they weren't right for our needs. So we are still looking!
<input checked="" type="checkbox"/>	<b>Increase training hours by 10%</b>	We spent 3 times more hours on training than last year!
<input checked="" type="checkbox"/>	<b>Review the benefits package we offer our employees to make sure they deliver what our people want</b>	We have started to look into this year by sending out surveys
<input checked="" type="checkbox"/>	<b>Continue offering leadership development courses to employees</b>	This year, 5 of our employees joined the Stepping Into Your Authentic Leadership course we offer.
<input checked="" type="checkbox"/>	<b>16h volunteering for all employees this year, 4h more than last year</b>	Although we offered more volunteering hours and engagement has remained high, not everyone has done 16h.
<input checked="" type="checkbox"/>	<b>Raise minimum £25,000 at our Summer Ball in July</b>	We achieved this, and our CEO Paul visited the Bala Children's Centre in Kenya to allocate the money to various projects
<input checked="" type="checkbox"/>	<b>Donate an equivalent of 9% of profit to charities</b>	Our target was to donate 9% of our profit this year, and we ended up donating 13%!
<input checked="" type="checkbox"/>	<b>Organise events for employees now that we can meet up again</b>	This year, we wanted to do more for our employees. We are still in hybrid work mode, but we started running company days once a month to ensure everyone meets up.



# Achievements we are proud of this year:



We were nominated for 3 of Lloyd's Bank Business Awards and won the Purpose before Profit Award. This means the world to us as a B Corp which strive to show business can thrive from breaking the norms.



We also landed as Number 1 in the Elite Business SME Top 100 Award, an incredible achievement and we are so proud to see some of our trusted partners and suppliers make the list too. Our team got to celebrate with tickets to an England vs. Ukraine football game in Wembley.



## Our Awards

Impact Report 2022-23

## Sustainability Priorities

We also ran a materiality matrix to hear our employees' and other stakeholders' views on our sustainability priorities, and what they think we should focus on. The results were interesting and confirmed that the journey we've been on are very consistent with what our stakeholders think our priorities should be.

## Partner Retailers

This year we also started preparing for our B Corp recertification in 2023-24. It will be the first time we are certifying together with our subsidiary, Flourish, and we have been busy including them in our impact work. Like most indie retailers, they have been doing incredible work raising the standard for the hospitality and retail sector, and we are excited to see how they score. See page 21 onwards in this report to read more about all the good work they've done this year, so don't miss this!



## Celebrating Milestones

We've been part of the B Corp community for 8 years now, and back in 2015 it was a small club of like-minded businesses in the UK. We were overjoyed to celebrate the UK B Corp community passing the 1000 members mark last November. At the time of writing this report, the community counts over 1350 businesses. Society today is faced with too many social injustices and environmental challenges, so seeing a growing number of businesses committed to reversing this by doing business better sends a message to those who still put their head in the sand or dodge their responsibilities.



# Our Sustainability Strategy Journey

This year has been a difficult one economically, but we have remained committed to making progress on our social and environmental impact. This has also meant reviewing how we've done so far, and this will be a big part of our work for this year.

We certified as a B Corp, one of the first in the UK. This has been incredible to help us understand what goes into being a better business, but we soon realised we needed more. We re-certified in 2017 and 2020 and are due to again in 2023.

## Planning

After developing a strategy around 6 material areas, we started implementing some key projects.

As we prepare for our B Corp recertification in 2023-24, we will have the opportunity to step back and review what we've done, how we've done it, and optimise our strategy to take us beyond the recertification. A big part of this will include improving how we measure our impact, as we've realised it has been a challenge in some areas, especially our supply chain.

## Measuring

2015

2019

2021

2022

2023

## Certification

## Implementing

## Review & Optimise



By this point, we had some data and experience to work with, and we started looking more seriously at developing a sustainability strategy to push us harder.

At this point, we also developed some key metrics and tools to measure our impact. What gets measured gets done, and this highlighted some areas where we could improve or do things differently.



# CARBON

CO<sub>2</sub>

Greenhouse gas emissions are one of the most pressing environmental issues businesses can help tackle. Climate scientists at the International Panel on Climate Change (IPCC) are clear that every increase in global temperature increases the likelihood of deadly and disruptive weather events globally. As a company whose activity relies on moving cases of food and drink around the country, we are not an exception to this. In fact, both food and transport have a high contribution to greenhouse gases emissions globally. We took steps a few years ago to reduce our footprint and we continue to find new ways to do so, as it becomes viable for us to do.

## Our Mission is to...

### Reduce Our Footprint

Reduce our own footprint even as we continue to grow. We want to go further than offsetting our footprint and made a net-zero plan in 2020 and are reviewing it to ensure the targets we set for ourselves continue to push us hard as we develop into new business ventures.



### Engage Our Suppliers

Engage our suppliers on the issue, most of all through transport and logistics partner Synergix. We are proud to say that this year they have made incredible progress in that direction, and we will continue to support them.

### Engage Our Customers

This year, we also want to engage more customers on the topic as well. As a wholesaler, we strongly believe we contribute to consolidating transport between our 400+ suppliers and 4000+ customers, in a way that saves vehicles being on the road, and we want our customers to understand this in their buying decisions.



They introduced electric forklifts in the warehouse in June 2022 to replace gas ones. This is a brilliant way to reduce emissions from fuel in their daily operations, while also making the work environment better for employees.



They replaced several HGVs with Luton vans, to reduce transport emissions without affecting how many orders were delivered.

B

They have started their B Corp journey and could be one of the first transport businesses in the UK to certify. We'll help them get there!

### Things to work on...

- The range on electric vehicles is still not there for long distances.
- A lot of our deliveries are taken over by the pallet network, so it wouldn't just be our vehicles that matter – the entire industry needs to get on board.

**ROAD FREIGHT IS CURRENTLY ONE OF THE MOST CHALLENGING SECTORS TO DECARBONISE GLOBALLY AND IN THE UK, ACCOUNTING FOR A FIFTH OF OUR COUNTRY'S GHG EMISSIONS (SOURCE: UK GOV)**



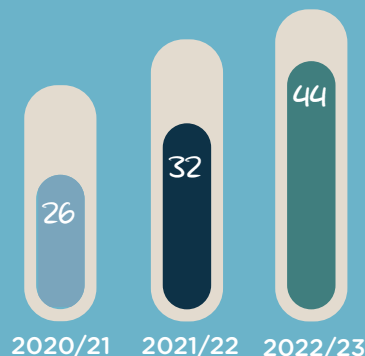
Scan the QR to view source



This year, we have seen a lower level of orders, but a higher average of cases per order by 38% compared with last year, which is a huge increase. Our average number of cases per invoice has been 43.6 in 2022-23, against 31.7 in 2021-22. While we were pleased to see these figures, we also realised this was due to one large national account. Next year we want to make sure more of our customers see the benefit of saving on order costs and admin work by consolidating their orders. This also means we will put fewer vehicles on the road, which represents a GHG emissions reduction and ultimately shows the business model of carbon reduction through consolidation is working.

AVERAGE NUMBER OF  
CASES PER ORDER

Electric Forklift Trucks



In January this year, The Guardian published an article questioning the credibility and impact of carbon credits and carbon offsetting. We think there are some valid points in the article, for example that carbon offsets are not enough to reverse climate change, or that the carbon market is still in its early days. However, one of the key benefits we think comes from these measures is the biodiversity protection, or investment in more renewable energy projects and communities in impoverished areas. Carbon is a key challenge to fix, but there are other social and environmental issues to tackle, and the solutions won't happen in silos. If carbon credits are a way to enhance and develop natural carbon sinks and support development projects abroad, we think it's a good thing, even if we completely agree that it is not enough for real concrete change to happen. We encourage businesses to invest in projects, but only from credible providers and after completing a thorough GHG assessment of their activities. We found Climate Impact Partners and Sylvera to be helpful sources of information to make sure our actions in this area are as verified as possible.

Last year, we also started investing in carbon removal projects. **We offset 10% of our footprint** by purchasing removal credits, and purchase another 10% to bank for future use. We want to increase the share of removal credits in our offset mix by 10% each year. Why is this important? Traditional offset credits ensure that for each tonne of CO2 you emit as a company, a tonne of CO2 will not be emitted elsewhere in the world. While this is an important tool to have in our solutions, it is also not enough. What will be key is to stop emitting, but we are interested in the potential to remove the carbon already accumulated in the atmosphere as it is already causing damage to our environment and climate system. This is why for us, removal credits are an interesting part of the solution mix. Because carbon removal technologies are still in their infancy, some are unproven and not yet tested at scale, carbon removal credits are more expensive, which also make it all the more necessary for us to reduce our emissions at source.



We support several projects in Climate Impact Partner's portfolio, one of those is an afforestation project in China, to restore over 100,000 hectares of degraded land across the north-western provinces of Gansu, Qinghai and Xinjiang, and the south-eastern province of Guizhou. This project not only restores and enhances the local biodiversity using native tree and plant species, it also provides employment to the local community, in parts of China that suffer higher rates of unemployment and poverty than the rest of the country. Scan the QR code to find out more.

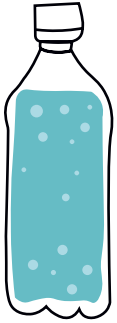


China Afforestation Project

Unfortunately this year we wasted about as much as we recycled at our Theale office. With more people in the office, and this has had an impact, but we are going to look for ways to reduce our non-recycling waste as much as we can. We also started sorting out plastic-aluminium wrappers for separate collection, as well as bottles and cans. However, none of our waste goes to landfill.



# PLASTIC



SAY  
**NO**  
TO  
**PLASTIC**



This year we managed to reduce our usage of pallet wrap from 9.5 tonnes to 7.1 tonnes. While this is mostly due to the fact that we sent out fewer pallets this year, it is still a small win for pallet wrap waste in general. We don't rest on those laurels though. In our last impact report, we said one of our goals for this year was to switch to a paper-based pallet wrap instead. We have trialled two options that were unfortunately not suitable for us. The wraps were either too tearable or not stretchy enough to secure the cases. This would have led to increased wastage for our customers from damage to the goods in transport, and it didn't make sense to us. Innovation in pallet wraps have started coming up more since the UK introduced a tax on virgin plastic, so we are hopeful to find a great alternative soon, and will continue trialling what we can.

Last year, we were working with rePurpose Global to offset our plastic footprint. Our goal was to do this for a year before passing the project over to our suppliers. Unfortunately this has not worked out as we expected, but we're glad we did this because we have learnt a few things. First, the plastic offsetting space is nascent, even more so than the carbon offsetting space. We didn't feel it was giving us what we needed in terms of measurable impact, especially when plastic is such a complex issue. Secondly, we know our suppliers are all doing the best they can. For some, using plastic packaging is also what makes the most environmental sense right now. Instead of paying to offset our footprint, we decided to invest in alternatives to plastic packaging we use and continue the conversation with suppliers in our ranging decisions.



REDUCE  
REUSE  
RECYCLE



## Pallet wrap usage in tonnes

2021 22

9.5

2022 23

7.1

# FOOD WASTE



Thank you so much for supporting FareShare in 2022. Thank you once again for your support and we look forward to working with you in 2023. I wish you and your families a safe and peaceful Christmas.

- Hilary Nithsdale from FareShare, UK

Our FareShare Report



## THEALE FOOD BANK DONATIONS



**25.4 TONNES**  
FOOD DONATED



to City Harvest London

**RESCUE FOOD**

**60,419**  
MEALS DELIVERED



to charities feeding their communities

**RESCUE PEOPLE**

**96.4 TONNES**  
CO<sub>2</sub>e EMISSIONS PREVENTED



by rescuing food for human consumption

**RESCUE PLANET**

Our City Harvest Report

Impact Report 2022-23

Following the move of our chilled operations from Iver to Hinckley, we started a new partnership with FareShare to donate our surplus chilled stock locally, while we continue to support City Harvest with ambient donations from Iver. This year, the value of the food we donated reached £95,128 and 29.34 tonnes of food, which helped deliver 69,890 meals and represent an emissions avoidance of 106 tCO<sub>2</sub>e.



69,890 meals  
**DELIVERED**

We have always received a lot of samples from suppliers at our office in Theale. This is part of our business to support with ranging and buying conversations, and has also been a nice perk for our office based employees to bring yummy products back home to try. But despite being a team of foodies, we've always had surplus there too, so this year we also started donating it to a foodbank very local to us, in Theale, affiliated to our local Trussell Trust charity. Once a month, we donate all the food samples and products we have received to make sure they do not go to waste and instead support people in need locally. And it's not limited to samples sent to our office too! Our team have also donated bags and cases of food to top up the donations.



Post Covid, our fulfilment levels were much higher this year, but despite that we have had less food waste and surplus overall. This is a remarkable achievement. While our wastage at the warehouse is very minimal, this year we had 29.34 tonnes of food surplus against 42.4 tonnes last year. As we donate our food surplus to charities, this is a mixed result, however our donations still represent an incredible £95,000, so we are very pleased with the result. As we mentioned in our last impact report, it is actually important for us not to put a target on food donations so we can focus on improving stock management.

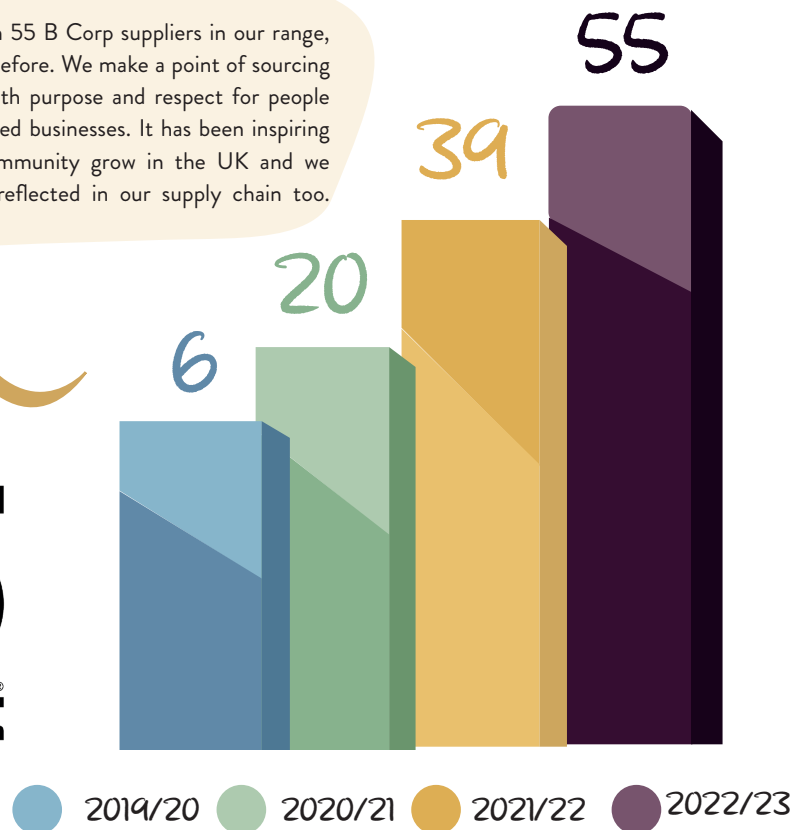
[www.cotswold-fayre.co.uk](http://www.cotswold-fayre.co.uk)



# SUPPLY CHAIN

This year we carried out a sustainability survey of our supply chain that covered environmental and social impact areas. The results were mixed in terms of engagement, but we believe it is important for us and suppliers to have this information. We are continuing to look for ways to collect that information on an annual basis to make sure we understand our impact at supply chain level. Why does this matter? Our carbon assessment shows that 99% of our footprint is in our supply chain, and that's only the downstream emissions from transport. A company's supply chain will often be its largest social and environmental impact, so companies have a duty to understand.

We ended the year with 55 B Corp suppliers in our range, 16 more than the year before. We make a point of sourcing great products made with purpose and respect for people and planet by like-minded businesses. It has been inspiring to see the B Corp community grow in the UK and we are proud to see this reflected in our supply chain too.



Last year, we started running our B Corp Accelerator with Andy Hawkins from Business on Purpose. We are proud to say we had 3 more cohorts this year which benefitted 14 businesses, most of them suppliers of Cotswold Fayre. Several have now submitted their assessments (Crosta and Mollica, Everleaf, Dalston's and Nuud Gum). The feedback we have received from them is encouraging for us to continue offering this course to our suppliers.

“ Thank you for all the support

Just to let you know that we have been certified with a final score of 86.3 having had a few adjustments in the final stages.

We're delighted!  
Thank you for all the support!



“ BCorp has provided the framework to rethink

I just wanted to thank you for the support you gave us in starting our BCorp journey just over 12 months ago. Andy was our mentor, and we are thrilled to say we have just been accredited with a score of 88.1! The foundations had been laid over the years as “just how we operate as a business”, but it was very informal. BCorp has provided the framework to rethink how we do business and ensure the processes and ambitions are in place to continually improve.



## FOCUS GROUPS



Last year, we started hosting an advisory board with suppliers and customers to get feedback on our future journey from trusted partners in our supply chain. Businesses can't operate in silos, and this helps us elevate our strategy by hearing opinions from others in the industry. We make sure all our meetings cover impact and sustainability as well.

We also ran a customer focus group to involve customers in our ranging decisions. After presenting them with products we were planning on including in the range, we asked them to score the products to help us decide what to take on. Including customers in what we do helps make sure that we sell the best products for them.



Customer Focus Groups

Each year, we recognise sustainable action in our upstream and downstream supply chain. This year, our Sustainable Customer of the Year award went to Chatsworth, based in Derbyshire. Karen Todd, who manages their account, said: **"Striving for sustainability throughout their business, Chatsworth Estate Farm Shop work closely with the local community and source over 50% of stock from with their local producers. To support their local fayre with core brands and regional provenance, Chatsworth Estate Farmshop have taken steps to consolidate their wholesale supply chain with vigour. Having seen substantial growth throughout the pandemic, I am delighted to see that they retail our bulk unpackaged goods, reducing unnecessary packaging and have worked hard with us to consolidate their supply chain, reducing their carbon impact by sourcing both ambient and chilled ranges from Cotswold Fayre"**



Visit their website

Sustainable Customer  
Of the year  
2022



We also delivered the Sustainable Supplier of the Year award to Mr Organic. We have worked with **Mr Organic** for a number of years and it is great to see a supplier sharing the same values as ourselves get that recognition by gaining B Corp certification from all the hard work they have put in. **95% of their packaging is recyclable**, and they are continuously investigating alternatives for the remaining packaging that isn't. They've also done some work to reduce their numbers of deliveries by optimising pallet sizes, which is in line with our philosophy of consolidating to have fewer vehicles on the road, so we fully applaud that.



View their  
impact  
report



Sustainable Supplier  
Of the year  
2022





# WORKERS

Because we are still partially remote working, in June, we started hosting company days once a month. They are a great opportunity for the entire team to get together in the office to see each other, socialise and enjoy wellness activities. They have been an opportunity to learn more about our colleagues and their lives outside of work. We invite suppliers to join us and present their product ranges to the team in most cases they have prepared lunch for us. So far we have been spoiled by Aagrah, Tony's Choccolonely, Nojo and Gran Luchito.



Gran Luchito

## COMPANY DAYS



Aagrah

Each year, we recognise employees who went above and beyond with an Employee of the Year award, as well as a Rising Star of the Year award for those who recently joined us. This year, our Head of Buying, Laura Strapp, received the Employee of the Year award for her outstanding work growing the range as we introduced new categories, and Ian Morton who recently joined us permanently as part of the Customer Service team, won the Rising Star of the Year award.

### Leadership

We continue to offer leadership and personal development training to our team, and some completed higher levels of the 'Stepping Into Authentic Leadership' course with Heart in Business. Over the years we've seen so many of our employees benefit from this unique opportunity.



### Mental Health

3 employees have completed Mental Health First Aider training, organised by our supplier Lucky Saint. They found it incredibly empowering and insightful, and we're now proud to have 5 Mental Health First Aiders in the company.



### Accounts

Our Accounts team have been keeping their skills sharp by working towards AAT and ACCA certifications. Our Credit Controller Amanda completed hers this year!



### Equality, Diversity and Inclusion

We now have an Equality, Diversity and Inclusion group tasked to develop in these areas across the whole business, both wholesale and retail. We have served the team and continued to provide training on the topics.



## Recognition of Employees

Employee of the year



Rising Star of the year

This year our team completed 740 hours of training, compared with 254 hours last year. This is almost 3 times more, which we're really happy about.

We put together a New Starter Pack to make sure new recruits have all they need from day 1 of joining us. The guide explains who we are as a business, what we stand for, and some information on their new colleagues so they already can put names to faces and understand who does what. We've been able to test it with a couple of new starters, and had great feedback on it.

## TRAINING HOURS COMPLETED:

Mental Health  
First Aid

**100**  
HOURS

**143.5**  
HOURS  
Personal Development

Career Progression

**497**  
HOURS



The cost of living crisis was on everybody's mind this year, and this was evident in our employee engagement survey. To support our employees with this, we decided to top up their October salaries with a one-off £400 payment to support with the rising cost of energy bills at the time. Some chose not to receive the payment which allowed us to give more to those who chose to receive the support.

**+ £400**



*Some of those  
completing  
SIAL this year*

*Amanda and  
Mindy from our  
Accounts Team*



As every year, we ran an employee engagement survey to hear from our people about how they enjoy working here. This year, we scored slightly lower in comparison to last year with an 82% satisfaction rate. This is still a relatively high score, but we would like to see this improve. We did receive highly insightful feedback from employees on what we can do differently or put in place. It is always worth the exercise, and has made us realise we need to check in with the team more often than just once a year.

**82%**  
Satisfaction  
RATE

# COMMUNITIES

This year, we donated an equivalent of 13% of our profits to charities, an outstanding achievement on paper, however the majority of this is taken by surplus food donations, which are technically a profit loss rather than a true part of our profit. This was already the case last year and we had a plan to rebalance this in favour of more financial donations to charities. The good news is, our surplus has decreased in the past year, and despite the tough economic challenges around us we have continued to support existing charity partners as well as new ones.

## CHARITY FUNDRAISER *Summer Ball*



## CHARITY DONATIONS



13  
CHARITIES

This year, we donated a total of

£109,744

Our highlight this past year has been the return of our Summer Ball, which we normally organise every two years to raise money for our chosen charity, the Bala's Children's Centre in Kenya. We couldn't host one during the pandemic, so we were delighted to bring the industry together again for an evening of great food, entertainment and fundraising. We achieved our fundraising target of £24,580 as seen below, and this year we decided to give 20% of the proceeds to The Cowshed as well, a fantastic charity closer to us in Reading. The remaining 80% has gone to the Bala's Children's Centre, where it has helped rebuild the administrative block on site following a destructive storm, as well as build a new classroom.

**£24,580**  
**RAISED**

**80%** went towards  
**Bala's Children's Centre**

**20%**  
**FOR The**  
**Cowshed**





## FEEDBACK FROM THE SUMMER BALL

It was a pleasure, thank you! - **Megan from The Organic family**



Lovely to meet everyone  
-**Philip Evans from Pelagonia**



We had a fab time! Food was great! Company was awesome  
-**Rick from Imaginative Cuisine**

## Total Charity Donations



Although the donations appear to have decreased compared to year 2021/22 the percentage of donations against the company's profit has increased.

This year we decided to move our invoice donations support to a new foodbank closer to us, however we are so grateful for the opportunity to have supported the Wokingham Food Bank since 2018. Over the past 4 years we have donated £41,700 to them to help with fuel cards and energy cards. Between April and December 2022, we also donated £8,400 to them, and two of our employees had the opportunity to volunteer with them as well. Between January and March 2023, we donated £2,300 to the Newbury Food Bank.



**Cowshed**  
Christmas Wrapping

## Volunteering Hours

**2021/22**  
**480 HOURS**

**535 HOURS**  
**2022/23**

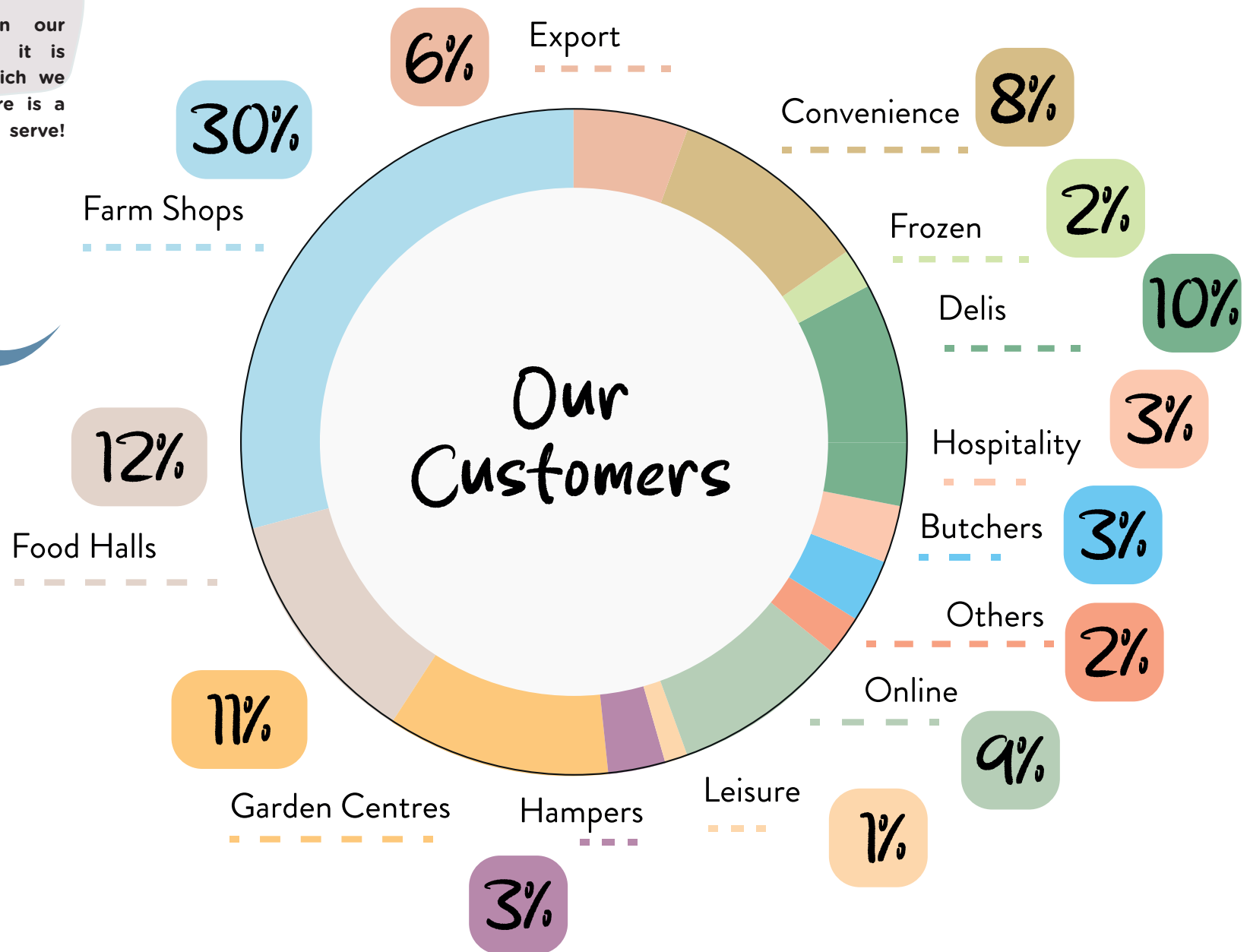
This year we completed 535 hours of volunteering as a company, an increase from 476 hours last year. We're very proud of this, and we encourage all our employees to take part with 16 hours per year (it was 12 hours last year). This year, they have given their time and skills to 25 different charities across the country, serving many different causes from animal protection to education, cancer care and foodbanks among others.



I just wanted to drop you a line to extend our heartfelt thanks to everyone at Cotswold Fayre for your gift donations, help with wrapping, and support in our 2022 Christmas project. Please do convey our gratitude to Paul and everyone across your lovely company. With your help we were able to provide handmade Christmas sacks filled with gifts, stocking fillers, a book and a chocolate selection pack to 3,171 children and vulnerable adults in Berkshire who otherwise would not have received gifts. This was a 34% increase from the previous year, and we could not have done it without the help of generous supporters like Cotswold Fayre. Your generosity made a huge difference to the lives of those who received these gifts, and we are deeply grateful for the kindness and willingness to help those in need. I would also like to thank you all for your continued support of our charity and the work we do. You have helped us in so many ways and we are very grateful for your partnership.

- Rebecca Mole from The Cowshed

Our community is more than our suppliers and trusted partners, it is also our customers, many of which we have worked with for years. Here is a breakdown of the customers we serve!





## Employee Benefits:

We continue to offer great benefits to our employees for being part of Cotswold Fayre, here's the full list so far!

Flexible and hybrid working, to make sure our people can manage work around their personal lives as they see fit.



Profit-based bonus, with both a company target and an individual target.



Pension scheme managed by The People's Pension.



Birthday day off, included in your holiday allowance, so you can spend this special day however you wish.



Private healthcare with Vitality, which includes mental health support.



Extra day's holiday for each year of service (up to 5)



Sabbatical after 7 years of service.



Self-development workshops, we run these to help our people understand more about themselves, their passions and vocations.



Discount on our products, including a 30% discount card for shopping at Flourish.



Cycle to work scheme.



Access to product samples in the office for all our employees to try at home!



16 hours of volunteering. We have partner charities or you can pick a personal charity of choice.



Share scheme for employee's to buy shares at a preferential rate after a year's service.



Death in service scheme to support next of kins.



We have a care fund to support employees in hardship, on a discretionary and case by case basis.



## Our Plans for 2023/24

☐

Introduce reusable and returnable Woolcool packaging to our chilled deliveries

☐

Start a foundation to scale our charitable support

☐

Increase awareness of the wholesale business model as a CO2 reduction benefit to our customers and suppliers

☐

Donate an equivalent of 10% of our profit to charities and ensure that no more than 70% of this comes from food donations.

☐

Everyone in the team will complete B Corp's new training about the movement.

☐

Launch Frozen and Pet, Home & Lifestyle to offer more consolidation in these areas.

☐

Increase the average number of cases per order to 50, to reduce carbon in transport

☐

Portfolio to include at least 70 B Corp suppliers by the end of the year





GLENAVON FARM

Welcome to Flourish's second ever impact report. It's been 2 years since opening and we've made some exciting developments that we can't wait to tell you about. Putting people and planet first still remains at the heart of what we do, and we're proud to share what we've achieved so far! Watch this space...

### April 2022

We started supporting 3 members of staff in starting apprenticeships

### June 2022

We held our first birthday party!



### November 2022

We started fundraising for Community of Purpose

### March 2023

We kicked off some volunteering at a local care home



1

2

3

4

5

6

7

### May 2022

We sent 8 members of staff on 'Stepping into Authentic Leadership' training



### October 2022

We opened Flourish Home & Lifestyle



### February 2023

We started planning for our new Bagel Bar!



# 2022/23 IN NUMBERS...

48

CRAFT  
WORKSHOPS

491.89 KWH  
ELECTRICITY THROUGH  
SOLAR PANELS

220  
CHRISTMAS  
MEAT ORDERS

809

VEGAN  
BREAKFASTS

35

EVENTS  
HOSTED

300

CHRISTMAS  
TREES SOLD

15,789  
FULL  
ENGLISH  
BREAKFASTS  
SERVED

966

PLASTIC FREE  
PRODUCTS

64

EMPLOYEES

44

LOCAL  
SUPPLIERS

55,979  
FOOD  
HALL  
TRANSACTIONS

261.25  
HOURS  
OF TRAINING

2,214  
TAKEAWAY  
HOTDRINKS

5 STAR  
FOOD  
HYGIENE  
RATING

£2,241.79  
DONATED

6937  
LITRES OF  
RAINWATER  
HARVESTED

6,681  
PIZZAS  
SOLD

100% OF OUR  
TEAM OVER 18  
ARE PAID THE  
'LIVING WAGE  
FOUNDATION'  
LIVING WAGE

# PEOPLE



## Remembering Andy

On the 11th December 2022, Flourish lost one of its family. Sadly Andy Dorey passed away. Andy worked tirelessly in the kitchen and was described by everyone as reliable, honest and hardworking.

In Andy's memory, a bench is being assembled outside in the staff area, his favourite spot to sit and chat.

## Our Communication

In early 2023 we introduced a new communication app called 'OurPeople' to make sure everyone in the Flourish team has a good understanding of what's going on, some helping to improve motivation and communication with our customers.



## Working with us

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, a cycle to work scheme, minimum 31 days holiday, 2 days of paid volunteering (16 hours) and annual staff parties.

Upon joining, all our employees are trained on the social and environmental issues that are part of Flourish's mission. Our team also reviews environmental and social metrics every month to make sure we continue to deliver on our mission to be a good business for people and planet. For example, these include monitoring waste levels from the kitchen and employee satisfaction.



## We are a living wage employer

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.



**They have become valued members of the team, having gained confidence in their roles and even having had some fantastic reviews from customers!**



## LUCKY SAINT



**This year we had 4 managers trained as Mental Health First Aiders, thanks to one of one of Cotswold Fayre's suppliers, Lucky Saint.**

**Our facilities are accessible to disabled visitors – our car park, entrance & exits, tills, loos and floor space are fully wheelchair accessible.**



**EMPLOYED**  
**3 UKRAINIAN**  
**REFUGEES**

**94.59%**  
**EMPLOYEE**  
**SATISFACTION**



# COMMUNITIES

## WE CONTINUED TO

**run regular listening groups this year to better understand our customers, how they see us, what we can improve and what we're already doing well!**



## WE STARTED

**our 'Chatty Tuesdays' table to help combat loneliness in the community – a place for people to come and meet others for a coffee and a slice of cake.**

## WE DONATED

**hot food every Wednesday to the Salford 'Warm Spaces' initiative – providing a place for those struggling with heating bills and the cost of living crisis to come together to enjoy a hot nutritious meal in a warm and cosy place.**



## WE MADE A POINT

**of supporting as many small local artists and crafters as possible when we opened our Home & Lifestyle store, helping to grow small businesses and inject money into our local community.**



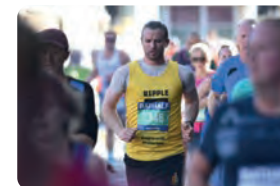
## WE OFFERED

**some fun events throughout the year for the community including a free movie on our big screen when paired with a pizza!**



# CHARITY WORK

In 2022 we sponsored the Ripple Effect Bath Half Marathon Team with £5,000 to help them raise funding to continue regenerative farming projects across Africa. In September 2022, two staff members Euan and Courtney ran the Half Marathon, each raising over £300 for Ripple Effect.



In October 2022 we decided to support a fantastic local organisation called Community of Purpose as our charity of the year. Their 'Break Free' project supports disadvantaged children in the Bristol area by tackling holiday hunger. By providing fun, free holiday activities with a meal included, they can help ensure that children don't go hungry, while helping improve confidence and teaching new skills in a fun social setting.

50p from every extra pot of fries sold in our kitchen and 16p from every takeaway hot drink sold in a reusable cup, plus fundraising from our quizzes, will go to Community of Purpose. In February and March of 2023 we raised £320.54. Which much more to come in 2023/24.



**As a B Corp, People and Planet are as important 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.**

**Certified**  
  
**Corporation**

# HOME & LIFESTYLE



## Eco-Friendly Products

We launched with a range of stunning products from eco-friendly and local suppliers. We stock a range of home fragrances supporting local hospice Dorothy House, have held fundraisers to support Ukraine in conflict through the sale of greetings cards, and have stocked a number of products made from recycled ocean plastic.

## The Opening

On Friday 14th October 2022 we opened our new Home & Lifestyle store at Glenavon Farm.

## Suppliers & Products

When selecting new products and suppliers it was important for us to focus on sustainability and consider the carbon footprint of products, as well as unnecessary plastic packaging. We were especially keen to support small local businesses and invited local artists and makers to sell their products with us.



**WE RAN  
48 CRAFT  
WORKSHOPS**



**WE STOCK  
24 LOCAL  
BRANDS**



# 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.

**GREENGROCERY SUPPLIERS**  
**30** LOCATED WITHIN  
**MILES**



## SUSTAINABILITY

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 main 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.



## OUR FOOD



Much of our fresh food and meat is supplied from local farms and producers within 30 miles of Flourish. This short supply chain is not only good for the environment, it also supports the communities local to us. Our chilled and ambient foodhall products are supplied by our parent company Cotswold Fayre, enabling us to source everything from one location as much as possible. This consolidates transport and therefore reduces carbon!





## REUSEABLE

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 two refill units - one where you can find cupboard essentials, pulses and confectionery, and another that offers plus pick'n'mix dog treats! We also have refill stations for milk and orange juice.

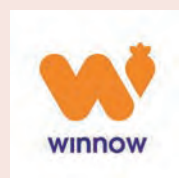


## CARBON

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 plans, and will soon be able to report our carbon footprint after a full year of activity. 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.

## WASTAGE

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. Both companies, Too Good to Go & Winnow are also B Corp certified.



## OUR PLANS FOR 2023

- We're helping to create a colourful, bee friendly telephone box for the community in the centre of Saltford, planted with flowers which we will maintain throughout the year
- We're introducing a new sunflower picking activity for customers which will be fantastic for the bees, birds, butterflies and other wildlife at Glenavon Farm
- We're currently landscaping a pond outside the back of Flourish Home & Lifestyle which we hope to turn into a diverse environment pond-dwelling wildlife, birds and insects.
- We'll be hosting crafts markets through the summer which will help local artists and makers to reach new audiences.



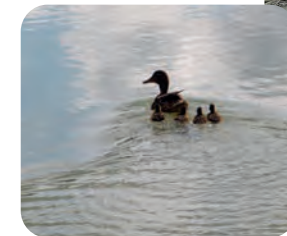
# REWILDING

## POND & BIODIVERSITY

In November 2022 we started work digging the ponds behind the farm buildings at Flourish to start work creating a biodiverse area for wildlife. We're already starting to spot some beautiful species as they move in!

We hope that this will be a place for nature to thrive and for customers visiting Flourish to be able to experience it.

## OUR POND



## SO FAR WE HAVE SEEN...

MOORHENS HERONS

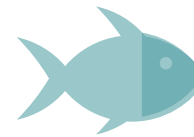
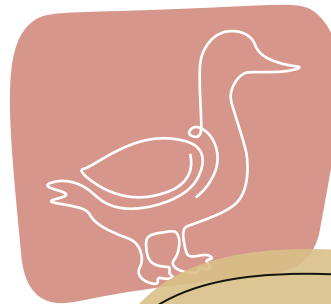
CANADA GEESE

MALLARD

DUCKS

COOTS

SWANS



## NATURE

## BIRDS

## 2023

In 2023 we'll start work planting around the ponds to further rewild the area and increase the number of important species of birds, pond life, insects and other wildlife in the area.