



COTSWOLD FAYRE
Making a difference through fine food



FLOURISH





Certified **B Impact Score:**
117.8
 Corporation

Our current B Impact Assessment score is made up of five impact areas:

Governance evaluates our overall mission, engagement of our social/environmental impact, ethics, and transparency. **19.3/20**

Workers evaluates our contribution to our employees' financial security, health & safety, wellness, career development, and engagement & satisfaction. **32.7/40 + 5.9/60** as we do not currently have an Impact Business Model for Workforce Development, but we do have people development plans.

Community evaluates our engagement with and impact on the communities in which we operate, hire from, and source from. **26.2/40 + 3.4/30** as we do not have an Impact Business Model for Supply Chain Poverty Alleviation, but we do supply chain vetting.

Environment evaluates our overall environmental management practices as well as our impact on air, climate, water, land, and biodiversity. **25.2/45 + 1.8/30** as we do not have an Impact Business Model for Toxin Reduction / Remediation, but we have impact related product certifications.

Customers evaluates our stewardship of customers through the quality of products and services, ethical marketing, data privacy and security, and feedback channels. **3.2/5**

Celebrating 25 years

Here at Cotswold Fayre and Flourish, our people bring our purpose to life and the annual report demonstrates how we have had a positive impact on the world! Doing good is in our DNA but it takes the team to live our values to make our goals of balancing people, planet and profit, achievable.

We're proud of our B Corp Certification and regardless of the critics, our community work together as a force for good, celebrating and encouraging progress. The framework is very much part of our journey to continually improve, which is in fact the cornerstone of the new standards coming late 2025. The new standards give companies clarity to take meaningful and tangible action on issues affecting people and the planet now and into the future.



Our Achievements

It's been a tough year for the business overall and we took some time out from entering awards, however we were nominated and happy to celebrate a few positive outcomes – we were:



Pleased to be nominated in the **Elite Business Awards Top 100 SMEs**, and were listed third in the UK, having been first and second over the past two years. This really is a remarkable performance and one unmatched by any other company. Here is Sarah, one of the youngest members of our team picking up the award.



Overjoyed that Flourish were a finalist for the **'Sky Zero Footprint Fund: Local Heroes'** award which champions businesses committed to a more sustainable future in their communities. The judges said 'Flourish is guided by a real passion for doing good, with a strong foundation and plenty of potential for growth. The panel was particularly impressed by how sustainability is embedded in line with everything they do and how Flourish engages with the local community'.



Thrilled to be nominated as a finalist in four categories in the **Thames Valley 250** awards which only include the 250 largest companies in the South-East of England. Paul Hargreaves was delighted to be named as **CEO of the Year** for businesses with revenues under £50M.



As part of our 25-year celebrations, we held a fantastic Food Festival at Flourish, Glenavon Farm and a super Sustainability Conference where people danced long into the night at our Birthday Party (see page 20).



Delighted to be named as one of the **Sunday Times Best Places to Work** (powered by WorkL) amongst medium-sized businesses. Our scores were excellent or good in most areas although not quite as good as last year, which is fine as we strive to continuously improve (see page 11)

Cotswold Fayre 2024-25 in numbers...



£13,628

was donated to
support **16 charities**



1,574+ hours

of training and development completed by our
team, honing skills and sharing knowledge.

437 hours

volunteered, giving back
in our local communities
and spending **79 hours**
doing pro-bono work.

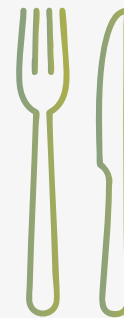
Certified



Corporation™

87

B-Corp brands
are partnered
with, listing over
862 products



47,570

meals donated as surplus food, to
people experiencing food poverty.

Other important numbers...

£23,529,760 revenue | **39,095** invoices | **£575** average order value | **40** average cases per order (over **1.2m** cases delivered!)

£156,341.06 total donations (money & food)

37 people | **25** female : **12** male | salary ratio low to high **1 : 3.98**

Over **4,825** all-year-round products | **226** fairtrade | **557** organic | **3,825** vegetarian | **2,680** vegan

What's been happening at Cotswold Fayre...

April 2024
Farm Shop
& Deli Show



September 2024
Speciality & Fine
Food Show



January 2025
2025
Launch Events



March 2025
Farm Retail Association
Conference



May 24

Apr 24

Oct 24

Sept 24

Feb 25

Jan 25

Mar 25

May 2024
Christmas
Roadshows



October 2024
Paul Launches 4th
Bottom Line Podcast



Scan the QR
code and
listen on the
platform of
your choice



February 2025
Conference
& Party



Testimonials

"This was our first-ever show, and it was an incredible experience! We are deeply grateful for your support over the event, from helping us with sampling, introducing buyers, and even covering for us while we went on stage to pitch! Thank you, your support truly made this a special and memorable experience for us."

Yandis Ying - Dot Dot Bubble Tea - Supplier

"Cotswold Fayre offer a great range, are always adding new and exciting products to their range and we love their regular promotions. Communications from the team are excellent so we always know what to expect and can plan accordingly."

Lucy Watson - Watson & Pratt's - Customer



We are constantly talking to our stakeholders and working together to improve our service, efficiency and sustainability throughout our supply chain. We monitor our customers experience with satisfaction surveys and courtesy calls. The combined result of our 2024-25 survey was 7.6 out of 10. Based on sentiment analysis of the survey, while many customers are generally satisfied, there are notable areas for improvement—particularly around:

- Minimum Order Values (MOVs)
- Delivery consistency and packaging
- Communication of promotions and stock availability
- Account manager engagement

"We truly believe Cotswold Fayre are the best wholesaler in the industry. They offer exceptional service levels which is probably the main reason we love working with them. We have always been fortunate to have incredible help and support from our Account Managers who always go the extra mile! "

Natalie Edwards - Priory Farm Estate - Customer

Flourish 2024-25 in numbers...



£5,600

donated to support **4 charities**
and we held **10 charity events**
in Home & Lifestyle



348 hours

hours of training and development, honing
skills and sharing knowledge.

131 hours

volunteering,
giving back in our
local community.

24

local suppliers
& we partner with
6 B-Corp brands



£2,232

of surplus food donated



1,057 m³

rainwater harvested

39,021 kWh

solar energy harvested



Other important numbers...

£4.2m revenue | **3,217,730** transactions

112 people | **75** female : **37** male | salary ratio low to high **1 : 3.57**

91 craft workshops | **5** artisan craft markets | **15** in-house pottery workshops | **107** pottery painting parties



What's been happening at Flourish...

“

First visit since refit...
Friendly attentive staff, great
atmosphere, open kitchen,
quality ingredients

June 2024

We held the first ever Flourish Food Festival

On 22nd and 23rd June 2024, Flourish hosted a Food Festival that was free for the local community to sample products from suppliers and enjoy live music and free family activities. We had more than 40 suppliers set up stalls selling and sampling a range of food and drink, live musicians on the stage, local circus performer Lucas Jett and a dog show on the Sunday supported by pet suppliers Scrumbles, Denzels and Dewkes!

We had more than 4,000 people attend over the weekend. A fantastic celebration for Cotswold Fayre's 25th year, with some of the team volunteering their time over the weekend too.



March 2025

Flourish Production Kitchen Opened



May 24

Jun 24

Oct 24

Nov 24

Mar 25

May 2024

Opened the Crafter's Corner Café



October 2024

Set up an outdoor catering pop-up with a local Pumpkin Picking event



November 2025

We opened our second site at Farleigh Road



“

We go regularly to
the recently taken
over Flourish. We're
very impressed.
Staff exceptionally
pleasant, food
freshly cooked,
varied and plentiful.
Shop is lovely”



Financials

Total Revenue for 2024-25:

£27,666,537



We are 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.



A few years ago we started using fellow B Corp, Paycaptain, to do our payroll at Cotswold Fayre Wholesale and Flourish.

This app-based system has a number of benefits for our team allowing them to save, budget, give money to charities and draw down emergency funds in advance of their next pay – a feature that has been used quite a lot during these difficult times. Here are the stats from the last 12 months:

159 counts for £27,329

Cotswold Fayre: 9 people used the service 72 times and drew down £14,300

Flourish: 22 people used the service 87 times and drew down £13,028

Penfold

One goal we completed early in 2024-25 was to change all our pensions across the company to Penfold's sustainable plan.

This is one of the most significant changes for good any company can make.

Mission, Purpose & Values

We're one team with a shared purpose, that shapes everything we do - we're here to inspire, delight and make a difference to people's lives and to the planet through our shared passion for food.

We're proud to be a catalyst for positive change in the food and drink sector, and by living our values everyday, our people bring our mission to life!

Our **Listening Ear** sessions highlighted a need for the wider team to have a stronger connection with producers, to enhance selling to the customers/consumers. Now, we offer **Lunch & Learn** times where suppliers are invited to join us for company days and instore sampling to impart their knowledge.



As a B Corp, we commit to positively impact all stakeholders and have various working groups to improve our channels of communication to help make us a better business.

We have always valued the close partnerships we share with our customers and suppliers. As we continue to grow and evolve, their insight and perspective is important to help us shape the future of an ethical and sustainable supply chain.

We have been running an **Advisory Board** over the last couple of years. A small group of trusted partners who offer feedback on new initiatives, question potential strategic changes, and help ensure we remain aligned with the needs and values of the community we serve.

At Flourish, we keep up with customer feedback regularly through customer surveys and sit-down listening groups. We send out regular surveys to our rewards card holders to get their feedback on our range, service, logistics and more. We want both sites to be at the heart of our local community.

Have fun getting it done

 **ENJOY!**

Build confidence through

TRUST 

Help others to

 **SHINE**

 **CHALLENGE**

the status quo

INSPIRE 

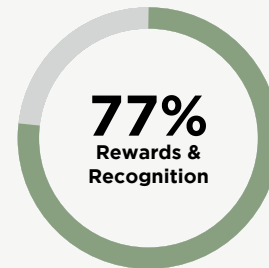
imagination

The Sunday Times Best Places to Work

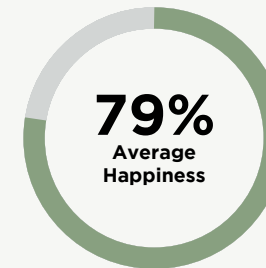
We are delighted to be named as one of the Sunday Times Best Places to Work (powered by WorkL) amongst medium-sized businesses.

Our scores were excellent or good in most areas although not quite as good as last year, which is fine as we strive always to be improving. The slightly lower scores we put down to having to make some people within the wholesale business redundant in Sept 2024 due to lower-than-expected growth and a squeeze on margins. And in July 2024 we inherited around 35 new people when we took over Farleigh Road Farm Shop to turn it into the second Flourish.

For most of that year, that team had to put up with builders on site whilst trying to trade as normal. It was difficult but stressful and the team showed great resilience. We hope to see the scores improve again next year.



Good Score!



Good Score!



Good Score!



Excellent!



Excellent!



Good Score!

39% Industry 39% Global

40% Industry 40% Global

70% Industry 76% Global



Recognition

At the end of every calendar year, the team nominate and vote for the company awards that include suppliers, customers and employees of the year.

We were delighted to present the employee awards to our fantastic people at our Christmas lunch and New Year party.

Employee of the Year - Faye Cookson

"It was a real honour to receive the Employee of the Year award for 2024, even more special as it's voted for by the whole team. I love what we do here at Cotswold Fayre and the award recognises my contributions to the business, our customers and also to our planet and I'm really proud of that"



Rising Star of the Year - Sam Woodbridge

"It was such an honour to receive the Rising Star Award. This recognition from my colleagues is incredibly heart-warming. My first year at Cotswold Fayre has been a fun one. I genuinely enjoy what I do, and this award encourages me to keep working hard and supporting our team. Bring on Year two!"

See page 21 for customer and supplier awards.



Recognition isn't just at Christmas, we shout-out our colleagues regularly and give thanks and praise daily – it's a habit! Every month, the wholesale leadership team review nominations for those people that have demonstrated our values and go above and beyond their working role to make a difference to others. Each person awarded is given £50 for themselves and £50 to a charity of their choice.

Glenavon Farm

Employee of the Year – Niamh

Niamh had the most votes for employee of the month from her fellow team members for the whole of 2024. She works hard in the Foodhall, always happy to help wherever's needed and is great with customers.



Personality of the Year – Ashlee

Ash always comes to work with a smile. She is part of the Operations Team, running around behind the scenes and supporting the team wherever she can.



Rising Star – Katie

Katie has taken to her new role with increased responsibility in Home & Lifestyle brilliantly. She is great with customers, making sure families and people of all ages have a fantastic experience in the Pottery Painting Barn. She takes everything in her stride and we are so proud of all she's achieved.



Farleigh Road

Employee of the Year – Claire

Claire has done an amazing job with the Flourish takeover and has worked hard through the refurbishment to keep the Foodhall running smoothly. She is a fantastic member of the team – always willing to go the extra mile.



Personality of the Year – Kaye

Kaye brings a real energy to the Front of House team! Great with customers, always going above and beyond to provide the best experience.



Rising Star – Holly

Holly has progressed through the ranks in the Kitchen, taking on extra shifts and working hard to serve delicious fresh food. She is at the heart of the chef team and we can't wait to see what she does next as she continues to develop in her role!



Health & Wellness

Our people are at the heart of our business, and we take pride in creating a work environment that fosters well-being, diversity, personal growth, and enjoyment! Having fun and getting it done.

We offer employees **Vitality Health Insurance** which promote health and wellness. Using the app, 69 people are enjoying the benefits that are unlocked by submitting health and fitness results.

We also provide an **Employee Assistance Programme (EAP) Vivup**, where our people can seek counselling and support. Although we're not given the details, we are aware that team members have used the service.



Laura Strapp ran the London Marathon back in April and **raised £500** for BeKind Rescue. A foster-based dog and cat rehoming rescue run entirely by volunteers for animals in need.



Victoria Frankland and her young pup **Mabel** took to the public footpaths of Essex and walked 62 miles to raise money for Cancer Research – they **raised £190!**



Laura from Front of House at Glenavon Farm ran the Bath Half Marathon again in 2024 raising money for cancer counselling charity We Hear You. Laura **raised over £1,000!**



Sam took part in the Dorothy House Midnight Walk in Bath, **raising money for Dorothy House's Hospice at Home** service – essential specialist care to allow patients and their families the support to spend time in peace at home.

Beth from the Foodhall at Farleigh Road took part in the Bath 50 Ultra Challenge, **raising money for the mental health charity Mind.**

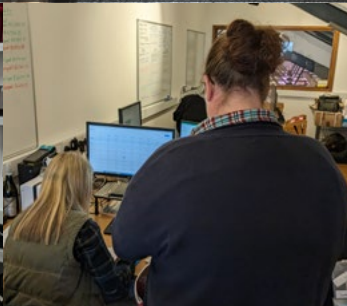


For World Mental Health Day, 10th October, the FUNdamentals team **provided colouring sheets and bracelet making kits for people** to enjoy time away from their desks, chatting to their colleagues.

All fund-raising for charity by employees is matched by the company (up to £500)

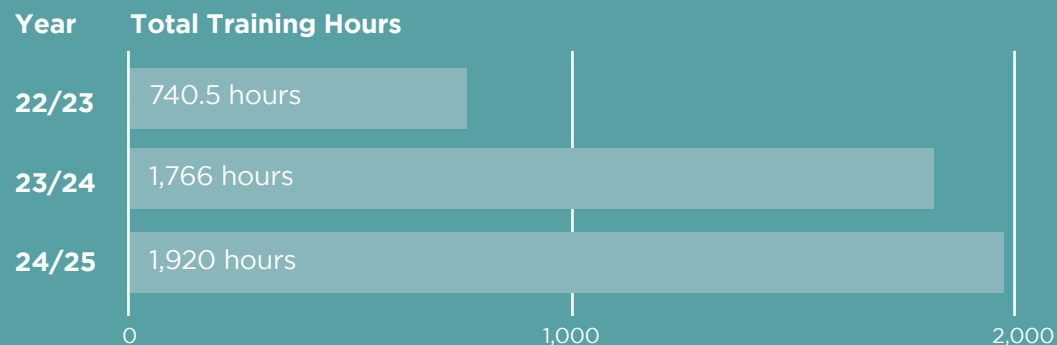


Check-out our certified Fire Marshall, Camilla – ready to lead us to safety in an event of a fire!



Training & Safety

At Cotswold Fayre Wholesale and Flourish we believe in developing and training our people. Hopefully they stay and we give better service to our customers, but if they decide to go elsewhere in the future, they leave better equipped for life and work than when they joined us.



This year, we introduced lunch & learn sessions for the team, once a month, enabling them to get closer to the physical products we sell, which has not only increased our sales but our number of hours product training too!



Under-Served Communities

Inclusion and diversity is hugely important for Cotswold Fayre and Flourish. When everyone is included and valued in the workplace, great things happen.

Since September 2023, we have been certified as a Disability Confident Committed Employer, showing our commitment to:

- Ensure our recruitment process is inclusive and accessible
- Communicate and promote vacancies
- Offer an interview to disabled people who meet the minimum criteria for the job
- Anticipate and provide reasonable adjustments as required
- Support any existing employee who acquires a disability or long-term health condition, enabling them to stay in work
- Offer at least one activity that will make a difference for disabled people



Meet Jodie

In early 2024, we hired Jodie through Step and Stone Community Living – a social enterprise that empowers young people and adults to live their lives with independence, without being limited by other people's expectations.

Jodie has been with the team for over a year now and took part in a video to help other young people and adults looking for work, so they know what to expect!



Scan the QR code to watch the video.



Volunteering, Charities Supported & Pro bono Work

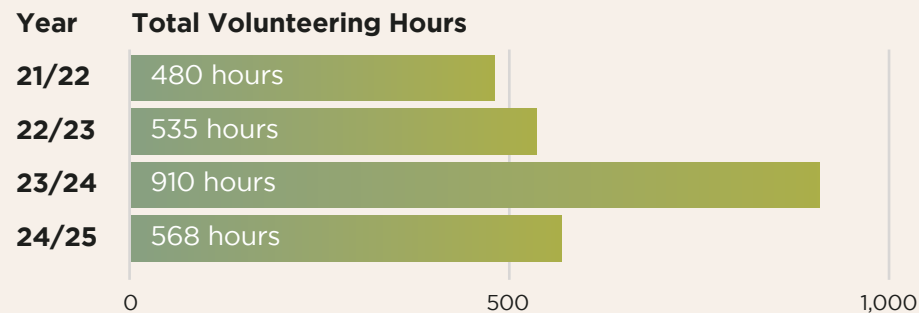
Total Donations:

£158,457

Including monetary donations = **£15,860** supporting 16 charities
10.2% of wholesale profits donated to charity

2024-25:

79 PRO-BONO HOURS = £12,400 VALUE



Our volunteering hours have decreased this past year due to the demands of the business; restructuring the wholesale business and opening a new retail site. However, we intend on making up for that by increasing the volunteering requirement from 16 to 20 hours per person in the wholesale business.

Volunteering isn't just a nice little extra, it offers meaningful benefits to both the company and its people. It's a brilliant way for our people to grow, connect, and feel great doing it! Serving others less privileged than us is proven to be good for mental health.

Flourish

This year we have continued to support local organisation **Community of Purpose** as our charity of the year donating **£2,232**



from every
takeaway hot
drink sold in a
reusable cup



from every
extra pot of fries
sold in our kitchen



from every
quiz entry



From April 2025, Flourish at Farleigh Road will support local charity Bath Rugby Foundation with donations in the same way.



Foodhall team member **Peter** held a Scooby Doo stall out the front of the Glenavon Farm Foodhall **raising money for International China Concern** – an organisation that helps children and young people in China with disabilities live full and meaningful lives. Everything on sale was from Peter's own collection – he even dressed up as Scooby Doo himself!

Community

September 2024



Louder than Words Conference

Paul was privileged to speak at the largest gathering (so far) for B Corps within the UK. In September 2024, around 2,000 people gathered in Oxford to unite around business being a Force for Good. Paul hosted a session on the main stage called “Transforming the UK Food Sector” which was discussion with other CEOs from other UK food and drink B Corps or sustainability professionals including our friend, Rosie Brown, from COOK.

Pauls’ second session was a fringe event called “Spirituality & Business”. Paul says, “I really had no idea how many people would show up for this session which was in the upper room of a pub at the end of a long day, but after 10 minutes the room was packed, and it was hugely refreshing to see how people of different backgrounds and spiritualities are putting heart and soul into their businesses.”

March 2025



Business Breakfast

Over the past few years, Paul has had meetings with four different MPs lobbying them to adopt the Better Business Act as we try and push this important legislation through parliament. The act will change the current Companies Act, which currently makes businesses only accountable to their shareholders to making them account to all their stakeholders: their workers, their community, their supply chains, and the planet.

To this end Paul co-hosted a Business Breakfast at Flourish at Farleigh Road with Anna Sabine the new MP for Frome and East Somerset to talk to the wider business community about the importance of the Better Business Act and using their business as a force for good.

* COTSWOLD FAYRE CHARITABLE TRUST

Since 2011, Cotswold Fayre has supported various charities and projects in the UK and beyond, most notably by five charity balls from 2012-2022, which in total have raised over £125k. We also give a small amount for every invoice, match any fundraising by sponsorship by our people, and support ad hoc charities through both the wholesale and retail sides of the business.

In 2023 we decided to formalise our charitable donations and set up the Cotswold Fayre Charitable Trust, to bring in better financial governance and more rigorous decision-making processes in terms of which charities we support. As CFCT is a registered charity (no. 1203229) we are hoping that this will facilitate more giving to key projects from some of our suppliers who want to support charities through a share of their profits.

Including food donations to City Harvest and Fareshare, in 2024-25 we gave away **£158,457**. This included **£12,804** cash donations, which was 10.2% of our wholesale profits for that year. For the next few years our stated aim as a company is to give away in cash 8% of profits in 25-26, 9% in 26-27 and 10% in 27-28.

The Charities Commission require there to be a majority of trustees not connected to the company, so we asked two people who are committed to our aims to become trustees as well as Paul Hargreaves our CEO.

Geoff Wright – a former supplier (Fentimans) now retired

Jackie Blain – a friend of the company & bookkeeper working in FMCG.

To give to CFCT:

Bank Account Number: **10197365** | Sort Code: **12-24-81**

Just Giving: <https://justgiving.com/cotswoldfayrecharitabletrust>

Charities funded in 2024-25



Community of purpose



Bala Children's Centre



Cedarwood Trust



The Cowshed



Alternative Angels

We receive many requests from charities, many of whom are on the edge of extinction in the difficult times we live in. We aim to continue to increase our giving year by year, but we would also love to use the registered charity status to help raise funds from our suppliers, customers and other stakeholders of Cotswold Fayre.

Remember that all company donations directly reduce corporation tax paid and we are able to claim Gift Aid from donations that come from individuals.

In February 2025, we raised over £19,000 through our supplier conference, which was a fabulous effort, and a big thank you to all who were involved.

Conference & Party

On Thursday 6th February, around 170 Cotswold Fayre suppliers gathered for our 'Making a Difference' conference and party to celebrate 25 years of Cotswold Fayre.

We highlighted key moments from the past 25 years and shared the valuable lessons we've learned, which are now shaping our direction and growth for the next 25 years.

With customer and supplier panels, we discussed best practices and shared insights from our supply chain, and explained our growth strategy, led by Sanjay, our Commercial Director. Additionally, Richard from TWC demonstrated the power of our [CoFi data tool](#) for suppliers.

The breakout sessions were a great way for us to connect various partners together. Those who attended used the opportunity to discuss any issues, solutions and learnings from each other.

Our mission is to have a greater impact on the world, and accelerating our growth will help us to achieve this. If our suppliers join us in this endeavour, we can achieve it even faster. During the last session of the conference, we were all deeply inspired by Duncan Goose of The One Brand. His powerful story moved everyone, leaving not a dry eye in the house.

We invited everyone to write a pledge and tie it to our pledge tree, which now resides in our office. Please come and take a look the next time you visit us.

In the evening, it was party time to celebrate 25 years of making a difference in the food and drink sector. With street food and a free bar, everyone celebrated in style, and many took to the dance floor! We also had the pleasure of presenting our supplier awards...

We extend our heartfelt gratitude to our event sponsors - Synergix, Guild Fine Foods, Speciality Food Magazine, and Specialty Fine Food Fair - for their invaluable support.



Supply Chain



New Supplier of the Year - Mrs Tilly's

"We are delighted to have been recognised as Cotswold Fayre's New Supplier of the Year. From our first interactions with the team - we have had fantastic interest, engagement and support at every step from onboarding all the way through to delivery into depot. It has been a truly collaborative relationship which I know we can build on together moving forward."



Best Service of the Year - Pelagonia

"We didn't know you'd seen us play tennis...on a more serious note, we're delighted to receive this award from Cotswold Fayre, our very first Pelagonia customer in 2012 and it's been a great experience working closely with them ever since."



Best Product of the Year - Love Sum

"We have found Cotswold Fayre incredibly collaborative in helping us to best effect launch our world inspired chilled dumplings with an active support package of sales meetings, pursuing joint leads, sending out samples and running a comprehensive promotional program."



Sustainable Supplier of the Year: Mr Filbert's

"We are delighted to receive this award, which goes hand in hand with all our hard work to become a recognised B-Corp company."



Sustainable Customer of the Year: Exclusive Hotels

"Cotswold Fayre is a key supply partner with an unrivalled range of quality products and excellent sales support. What sets them apart is their admirable commitment to ethical trading and reducing environmental impact, two crucial aspects of commercial conduct."



Supplier Focus - Louisebees

"I'm proud of working with Flourish to provide local people with local honey, from our hives in the surrounding area."

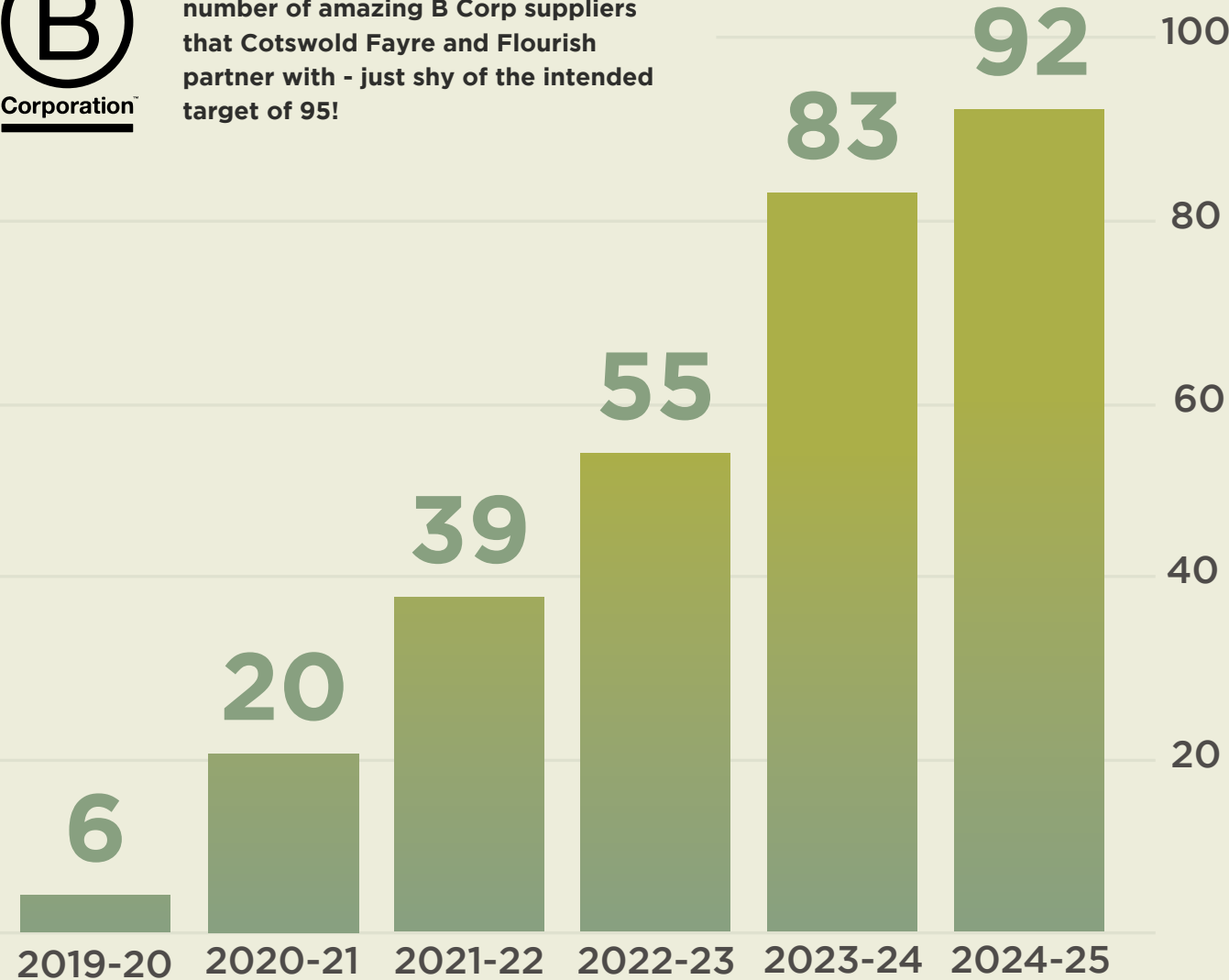
Our bees are probably foraging right now in the hedgerows around the shop - a great way to reduce food miles and enjoy the honey made in your own back gardens."

B Corp Suppliers

Certified



Here's a pretty graph of the total number of amazing B Corp suppliers that Cotswold Fayre and Flourish partner with - just shy of the intended target of 95!



Fantasy Football

Every year/season, we open a fantasy football league for all our partners to get involved with – having fun getting it done. Our conversations about where a team is in the league opens dialog into other areas, building trust and stronger relationships.

There's healthy competition on a level playing field, pardon the pun! For those that have low-zero interest in football can still join in and use an auto-generated team. The ultimate goal of all participants is to beat Paul! The results of the Fantasy Football league 2024-25 were as follows. A record number of **56 people** took part, from across the two businesses and **27 different suppliers**.

The Manager of the Month is awarded with a Serious Pig bundle of snacks, Mid Season League Leader awarded with a Love Cocoa chocolate parcel, and the three overall winners were awarded with a £60, £40 and £20 Flourish vouchers respectively!



Ian Morton
Serious Pig Manager
of the Month, twice!



Lee Hack
Manager of the
Month for Christmas



Luke Thelwell
1st Place
24/25 season



**If you'd like to get involved next season,
speak to Robin Tyler at Cotswold Fayre**

Serious Pig Manager of the Month

Aug-24	James Purdon	Love Cocoa and now Hawkstone
Sep-24	Ian Morton	Cotswold Fayre
Oct-24	Team Cocoa Loco	Cocoa Loco
Nov-24	Jonathan Ford	Synergix Logistics
Dec-24	Lee Hack	Elite Universal Freight
Jan-25	Ian Morton	Cotswold Fayre
Feb-25	Sanjay Davda	Cotswold Fayre
Mar-25	Steven Govey	Flourish at Farleigh Road
Apr-25	Mark Cage	Broadland Winery
May-25	Luke Thelwell	Orexix

Love Cocoa Mid-Season League Leader (Aug - Dec)

Jonathan Ford Synergix Logistics

2024 -2025 Overall Winners



1st

Luke Thelwell
2,504 points

2nd

Jonathan Ford
2,443 points

3rd

Ian Morton
2,442 points

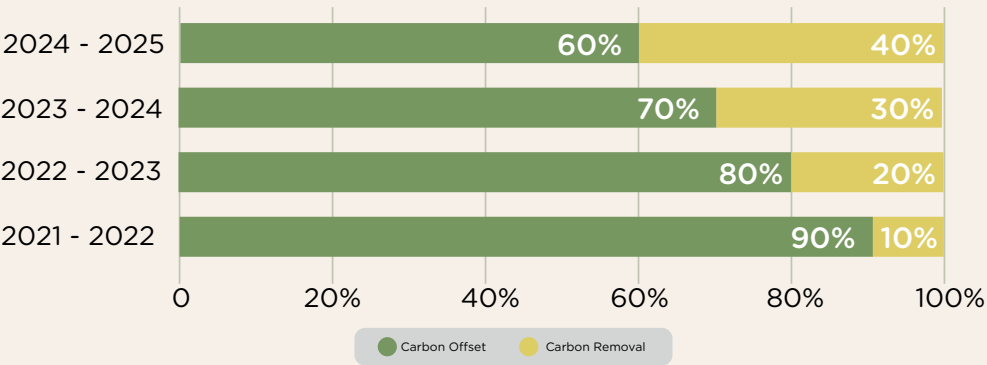
Carbon

Cotswold Fayre has been audited as carbon neutral since 2019. Offsetting is NOT the answer to reducing the excessive and increasing carbon in the atmosphere, but it's an important step along the way to achieving our aim of being Net Zero by 2030.

Hopefully by then all our distribution vehicles (over 95% of our carbon) will be electric, but that may not be possible.

To mitigate this, each year when we offset our carbon impact, with an additional 10% of our offset spent on carbon removal projects, so by 2030-31, 100% of the carbon generated by us (hopefully not much by then) will be removed from the atmosphere by the projects we pay for.

% Carbon Offset vs % Carbon Removal



Plastic

In 2023-24 Cotswold Fayre listed over 3,450 products that had plastic in the primary/unit packaging. Unfortunately, we don't have the figure for this last year. However, our buying team continue to work with our partners as we aim to reduce the amount of plastic in our supply chain.

Pallet Wrap Usage



Considering that we have increased our number of customer deliveries by 1.7%, we've managed to maintain our pallet wrap usage of 6.1 tonnes. Plans are in place to reduce this further with new machinery and in time, replace with a more sustainable material without compromising on functionality to ensure quality of service to our customers.

We now have over 1000 plastic free products at Flourish, including our fruit and veg selection.



Through our collaboration with Climate Impact Partners, we supported a Columbian afforestation project, helping to create more than 200 full-time employment opportunities (with equal access to women and men) in a zone historically affected by poverty and new forest where there was previously no tree cover.






Additionally, as part of our carbon offset scheme, Cotswold Fayre aided the development of a range of renewable energy projects across India which are helping to move the global economy to a low carbon future.

Feature on Synergix

We have now completed our transition from a restrictive set of similar sized vehicles to a fleet that truly gives us the ability to flex our routing to be the most efficient we've ever been. Coupled with a move to our new facility in Reading, our next step is to build on the waste cutting and CO2 reduction strategies already in play or under way.

No area is being left untouched – we have a big waste review this Summer focusing on waste recycling opportunities and wrapping machine trials already taking place to reduce the amount of pallet wrap used. Whilst we are already using HVO fuel and 30% of our fleet, we are also trialling an 18T electric truck, our first real world demo – something we're very excited about!

-  **HVO trucks in play (30% of fleet)**
-  **Trialling 18T electric truck in June**
-  **All new company cars are electric**
-  **Trialling wrapping machines to reduce pallet wrap use**
-  **Full waste review being conducted by Reconomy Connect**
-  **New fleet of 10 vans arrived April and now in use**
-  **259 solar panels on our warehouse roof generating 30-40% of our electricity needs.**





“Success Story”



On Purpose Associate Darren Lamb

From Broadcast to Business for Good: Darren's On Purpose Placement at Cotswold Fayre

As a member of the 2024 On Purpose cohort, a leadership programme, I had embarked on a career pivot that led me to Cotswold Fayre. Coming from a background in TV and advertising, then stepping into a whole new world of fine food, distribution and sustainability was both a challenging and inspiring journey.

My role within the Impact team was around one of the business's most critical sustainability initiatives: carbon data capture and reporting. I helped calculate our emissions and identified ways of reducing them. Seeing how this joined up across the business, its customers, the larger sector and connected to the big picture of climate goals helped my understanding of carbon data and mitigation. From this by refining our internal workflows, the Impact team was able to increase the accuracy of our data capture, ultimately reducing our offsetting costs, a significant win for any SME!

Beyond emissions work, I supported several other purpose-led initiatives. I assisted our CEO, Paul Hargreaves and his EA Sam, in launching his podcast '4th Bottom Line', about using entrepreneurs personal business journeys as an inspiration for best practise and emotional insight. I had the brilliant and unique opportunity of sorting 1000's of citrus fruit out through our partnership with City Harvest. I also helped plan the successful 2025 Sustainable Conference, to celebrate ethical business practices. So, a very busy 6 months!

My time at Cotswold Fayre was immensely valuable. It was a space where I could dig into the practicalities of SME impact strategy while keeping sight of the broader mission of tackling climate change, protecting nature and advancing the B Corp ethos of using business for good. The experience not only vastly improved my practical reporting skills but also gave me the confidence and helped inspire me to launch my own advisory business, [Hartswood Impact](#), which supports SMEs, especially in the creative industries, to embed purpose and sustainability in their projects and business.

Thank you, Cotswold Fayre, for being such a wonderful On Purpose placement host and vital part of my career and personal journey. Best wishes for the year ahead!

Our Surplus Food / Waste

In the Flourish kitchen, we want to reduce food waste at source and have been working with Winnow, artificially intelligent software that tracks food waste pre and post-consumer. This means the chef team can adjust their ingredient ordering and meal portions to get exactly what we need, no more.

In 2024/25, percentage of waste to sales was 0.37% according to Winnow – however, there was a period where this wasn't working so that may not be fully accurate. Whilst we may not continue to use Winnow in the future, it has allowed the chef team to become more mindful of food waste and its impact on the environment. In the Foodhall, we create veg boxes for £5 to sell veg that is going off but still usable. We usually sell 2 or 3 a day!

Inevitably there is surplus food from our warehouses, from short-dated/end of life stock, delisted and discontinued lines throughout the year. Whilst we don't want to reduce our support, we do need to reduce food waste through the supply chain as we grow the business, with better buying and stock holding processes.

90.6% of our total donation figure was from food = £143,536



By providing FareShare with surplus food, we have supported thousands of people across Midlands, supporting community groups and charities.

6.5 = 15,550 > 14 & 18m

Tonnes food provided

Meals delivered

Tonnes embedded CO2e saved from going to waste

Tonnes embedded water saved from going to waste



By providing City Harvest with surplus food, we have nourished thousands of people experiencing food poverty across London.

13.5 = 32,020 > 33.3

Tonnes food provided

Meals delivered

Tonnes GHG Emissions Prevented

Combined Totals

20 = 47,570 > 47.3 & 18m

Tonnes food provided

Meals delivered

Tonnes embedded CO2e saved from going to waste

Tonnes embedded water saved from going to waste

Biodiversity

After starting to create a biodiverse area for wildlife around the pond at our Glenavon Farm site in 2022, we have continued this work at our Farleigh Road site with the planting of a native hedgerow.

340 whips have been planted including:

- Field Maple
- Wild Crabapple
- Hornbeam
- Spindleberry
- Green Beech
- Common Hazel
- Common Elderflower

All native and naturalised within the UK which means that soon there will be a beautiful hedgerow that will supply a range of flowers and berries for the local wildlife. We can't wait to see it grow!



At our office in Theale, opportunities for creating biodiversity are limited as we have no land, but we continue to maintain our green roof outside our kitchen and encourage our window ledge plants to grow.

How did we do last year?

At Flourish we planned to:



6 Flourish 2.0

Flourish at Farleigh Road was opened on 7th November 2024.



8 Flourish Food Festival

We successfully held the first Flourish Food Festival as part of our 25th birthday celebrations.



10 Volunteering

The Flourish team were able to complete 131 hours of the 350 hour target, and volunteering has been put on hold due to the opening of the new site (Flourish 2.0), Farleigh Road.



Introduce Sunflower Picking Activity

We partnered with a local picking patch organiser and Flourish hosted a catering unit during the sunflower and pumpkin picking events in the field across the road from our Glenavon Farm site.

In the Cotswold Fayre wholesale business, we planned to:



1 Pension Plan

This was achieved right at the beginning of the year.



2 Donations

Maintain our donations to profit at over 20% but have no more than 70% of this coming from food donations. This will roll into 2025-26. This year, only 10.2% of wholesale profits were donated to charity, 90% of that came from food donations.



3 B Corp Suppliers

We have 92 B Corp suppliers across the group but aimed for 95 - we have reset the target to 100.



4 Carbon Reduction Plan

We aimed to have set a clear carbon reduction plan aligned to our overall aim of being Net Zero by 2030. We reduce carbon intensity by 10% YoY and the carbon reduction plan remains in our sustainability strategy.



5 Waste Reduction Target

We aimed to have set waste reduction targets across both sides of the business and these are now in place for 2025-26.



7 Bio-Fuel Trucks

We now deliver over 30% of products on biofuel trucks.



9 Increase Positive Impact

We held a successful sustainability conference and party as part of our 25th birthday celebrations, raising over £19k for our Charitable Trust!

Unfortunately, we have still not been able to achieve;

- Awareness of CO2 business model - we're hoping the new B Corp standards may recognise this
- The average number of cases per order to 50 - this is still sitting around 40 cases currently

Our Goals & Plans for 2025-26

With more than half of last year’s goals and plans achieved, we’ve put a new list together of what we aim to accomplish in the coming year – go team!

This year we plan to:

1.
Donations

Maintain our donations to profit at over 20% but have no more than 70% of this coming from food donations.

2.
B Corp Suppliers

We aim to have 100 B Corp suppliers by March 2026.

3.
Carbon Reduction

Continue to certify as carbon neutral, but in addition to getting our offset to 50% carbon removal.

4. Wholesale
Waste Reduction

We aim to reduce food waste by 10%.

5. Flourish
Product Waste

To reduce product waste by 1% at Farleigh Road and 2% at Glenavon Farm.

6.
Bio-fuel Trucks

We aim to deliver 50% of products on biofuel trucks.

7.
Volunteering

The wholesale team would have increased the no. of hours by over 20%, equating to 20 hours volunteering per person.

8.
Mentoring Program

We aim to have active participants, both mentors and mentees, on a B Corp Mentoring Program.