



DOCK & BAY

B-IMPACT REPORT 2023/24



LETTER FROM THE CEO



“

The team at Dock & Bay are relentlessly focused on being the best business and people, that we can possibly be.

We know we can't tackle everything at once, but we're constantly looking to make big strides. I'm proud of how much passion the team have for a programme like B-Corp and everything it entails.

Some of my proudest achievements this year is beginning our carbon neutral journey, donating over £100,000 to charities and achieving 90% staff engagement scores, with a huge, continued push in making Dock & Bay the best place you can work.

2024

We'll be ramping up our carbon neutral game.

- Reducing the footprint of our packaging.
- Partnering with Stonewall, an LGBTQ+ charity that stands for freedom and equity.
- Improving our governance and policies across the board.

And much, much more! All whilst having a lot of fun. Obviously.
Andy x

”



OUR BUSINESS MISSION



Our goal is to build a globally-known, customer-focused brand, trusted for creating value-driven, high quality and built to last products, accessible everywhere. All while entertaining our community along the way through our sense of adventure and not taking life too seriously.

Dock & Bay is built by a highly-engaged and forward-thinking team. Whilst making a positive difference through reducing our footprint as we grow and benefiting the wider global community. Let's get those plastic bottles out of the ocean and into some nice stripy towels that last forever.

SIMPLY PUT...

**WE'RE ON A MISSION TO
MAKE THE WORLD BRIGHTER.**



OUR VALUES – Bs FOR B-CORP



BE TRAILBLAZERS

We're ambitious with what we can achieve, as a brand and as people. Nothing is impossible.

BE PLAYFUL

Approach everything with a light-hearted, excitable attitude, while not taking ourselves too seriously (because life is too short for that).

BE TRUSTWORTHY

Trust us to do the right thing. We'll always be transparent about what we're doing and why, while providing top class service and quality products along the way.

BE WELCOMING

Embrace differences and encourage individuality, no matter what or who - everyone is welcome.

BE GOOD TO OUR PLANET

We care for our world and will always strive to do better for it through education and action.



OUR SUSTAINABILITY MISSION



MISSION

We're not perfect, we never will be. But we can all do our bit to get closer to that goal. Not only do we want to clean up our own doorstep and reduce our environmental footprint as we grow, but we want to educate and inspire others along the way to do the same.

This isn't about doom and gloom. We're all in this together and can all make our impact. Let's get people excited about the word 'Sustainability' and make David Attenborough's life's work worth it.



OUR 4 PILLARS OF SUSTAINABILITY

1. LEARNING

Without learning, we don't grow. Before we start pushing our core values out to the wider world, we must fully understand them internally. So the learning curve of all the issues out there and how we can work to tackle them as a brand, is a vital part of the process and a journey that doesn't end. Inspirational talks galore, biscuits included.

3. TAKING ACTION

We're not all talk here (unless you catch us by the coffee machine). We're here to make an actual impact. Like making all products from 100% recycled materials or offsetting the carbon footprint of our products as well sell them. There's so much more we can do here to reduce our footprint as we grow. Just give us a little minute.

2. GIVING BACK

If we can't help others along the way, then we don't believe we should be in business. We want to regularly collaborate with charities and other initiatives that we love, that make a real difference. From product collaborations to CSR days out, helping our local communities. We give back so we can all move forward. Time for us all to get out of that deck chair.

4. EDUCATE

It's not all about us. We want to use our following for the better. Sharing those good news stories and helpful advice that inspires us all to take our own small sustainability steps. You're not just a drop in the ocean.



THE COMMITTEES THAT MAKE IT ALL HAPPEN



We have 3 committees in our business, each of which meet at least once a month to discuss how they can drive our business forward to be better. Here's a short run through of what they are all about:

SUSTAINABILITY

Team Sustainability are all about protecting the planet. They do this by highlighting and executing ways in which Dock & Bay can have a positive impact on the environment without compromising on quality. This includes ensuring all of our products are made from 100% recycled materials, highlighting key sustainability events and exploring ways in which we can count our carbon in order to offset our footprint. They'll also shout at you if you don't put your apple core in the compost bin.

SOCIAL

The Social Squad is responsible for arranging team-building activities and opportunities for the team to have fun outside of work (or inside, depending on if we've decorated the office). Highlights include; biscuit icing, a Halloween extravaganza and our Brighton Beach Clean Up, where we collected litter from the sand alongside the lovely team at Whale & Dolphin Conservation. We have a social committee because we think it's important to collaborate as a team outside of work, while giving back to the community. Oh, and having fun is great, too.

DIVERSITY

Our Diversity Team are responsible for ensuring that every single member of the D&B family can be themselves, no matter their background, race or gender. They do this by highlighting key diversity & inclusion issues and how they effect under-represented members of the population. Examples of their awesome work are informative talks during Pride Month, highlighting key dates/historic figures in Black History Month and ensuring that the content we showcase to our audience is as diverse as possible. We are an inclusive company, believing that you shouldn't shy away from who you are. Our Diversity Committee are here to ensure you can be yourself. Oh, and their number 1 rule is: Don't be a d*ck.

OUR JOURNEY TO B-CORP



OUR TOTAL SCORE: 83.6

For those that don't know, B-Corp measures companies for high standards of social and environmental impact. Looking at companies that don't put profits above all and look to the wider impact of their work. Businesses that know they're not perfect, but also know they're going to have a really good go at getting there.

The B-Corp journey always felt a no-brainer for us and we just wanted to get our head above water after a global pandemic (remember that?) before we tackled the certification. We knew we were already making waves in our business - from our project to move all of our core products to be made from 100% recycled plastic bottles (they're still soft, promise) to our regular work with charities we love, as well as our constant care in building the best culture in the world.

But we know we can do a lot more - B-Corp made sense because the assessment allows us to look at what we're doing well and what gaps there are which we can tackle next. It's our own roadmap to being a better business.

The process started in late 2021 and finished in early 2023. A long slog, but well worth it. So, let's share how we did and plans for the future!

GOVERNANCE: 13.1
WORKERS: 24.6
COMMUNITY: 17.6
ENVIRONMENT: 23.8
CUSTOMERS (TOP PERFORMER): 4.8



THE 5 AREAS OF B-CORP



GOVERNANCE: 17.4

This area looks at the company's policies and practices that backup their mission, ethics, accountability and transparency. We're on a mission to make the world brighter by delighting our customers and creating products that are lower impact on the environment. So we need to have the governance in place that allows us to keep to our promises.

WORKERS: 24.6

This is all about employees and social wellbeing. 100% of our employees in 2022 felt that Dock & Bay was respectful of all people and we have an overall engagement score of 90%. Things we are super proud of!

COMMUNITY: 17.6

This is a deep dive into what we do to tackle the social and economic well being of the communities in which we operate in. From our close work with charities (over £100k donated last year), our focus around diversity (76% of our leadership are women for example) and fair pay, to our auditing of factories we want to work with, we are fully on this journey. We know there's so much more we can do. By 2025 we'd love to have an improved formalised code of conduct that all our suppliers must follow. To ensure we are always working with the best partners possible that match our own mission.

ENVIRONMENT: 23.8

An analysis of how we can be better for the environment as we grow. This is a biggie and a never-ending process of growth. From our environmental management practices to our impact on our Earth. A huge step forward for us this year was making all our product sales carbon neutral!

CUSTOMERS: 4.3

The number doesn't quite give that feeling but this was our highest performing area and you know what, we're not surprised (please forgive the ego). Our team gives absolutely everything to create an unforgettably positive experience for our customers. And we make products that are built to last. We treat customers with respect and honesty. But also, we have a load of fun with them! It's been the same since day 1 and will continue onwards!

GETTING OUR HOUSE IN ORDER - GOVERNANCE



We received feedback from the team about the lack of understanding around our commercials as a business. So our CEO set up a monthly business update meeting to ensure all employees were aware of how the business is doing and further understanding in this area.

We also created a key stakeholder group for materiality assessment implementation as well as sustainability initiatives across the business.

Our next steps are to conduct a business wide survey around the perception of the key sustainability indicators:

- **Economic** (e.g., revenue, profit, company turnover)
- **Social** (e.g., labor statistics, human rights, consumer issues, community impact)
- **Environmental** (e.g., water stewardship, greenhouse gas emissions, waste management)

We're also aiming to gather feedback and create key actions and goals for the next 2 years.



GETTING OUR HOUSE IN ORDER - GOVERNANCE



AS A B CORP, ENHANCING OUR GOVERNANCE IS A TOP PRIORITY!

MODERN DAY SLAVERY POLICY

We've introduced a Modern Day Slavery Policy to identify and address slavery risks in our business and supply chains. Something we hope to never come across.

WORKER EMPOWERMENT

In response to feedback on our DEI survey that indicated 17% of our team was uncertain or unaware about our procedures in reporting discrimination or bias, we conducted grievance procedure training for all employees.

FINANCIAL CONTROLS - 2024 GOAL

We are working with our FD to implement Internal Financial controls policy to ensure all our processes and policies are clear and standard across the business.

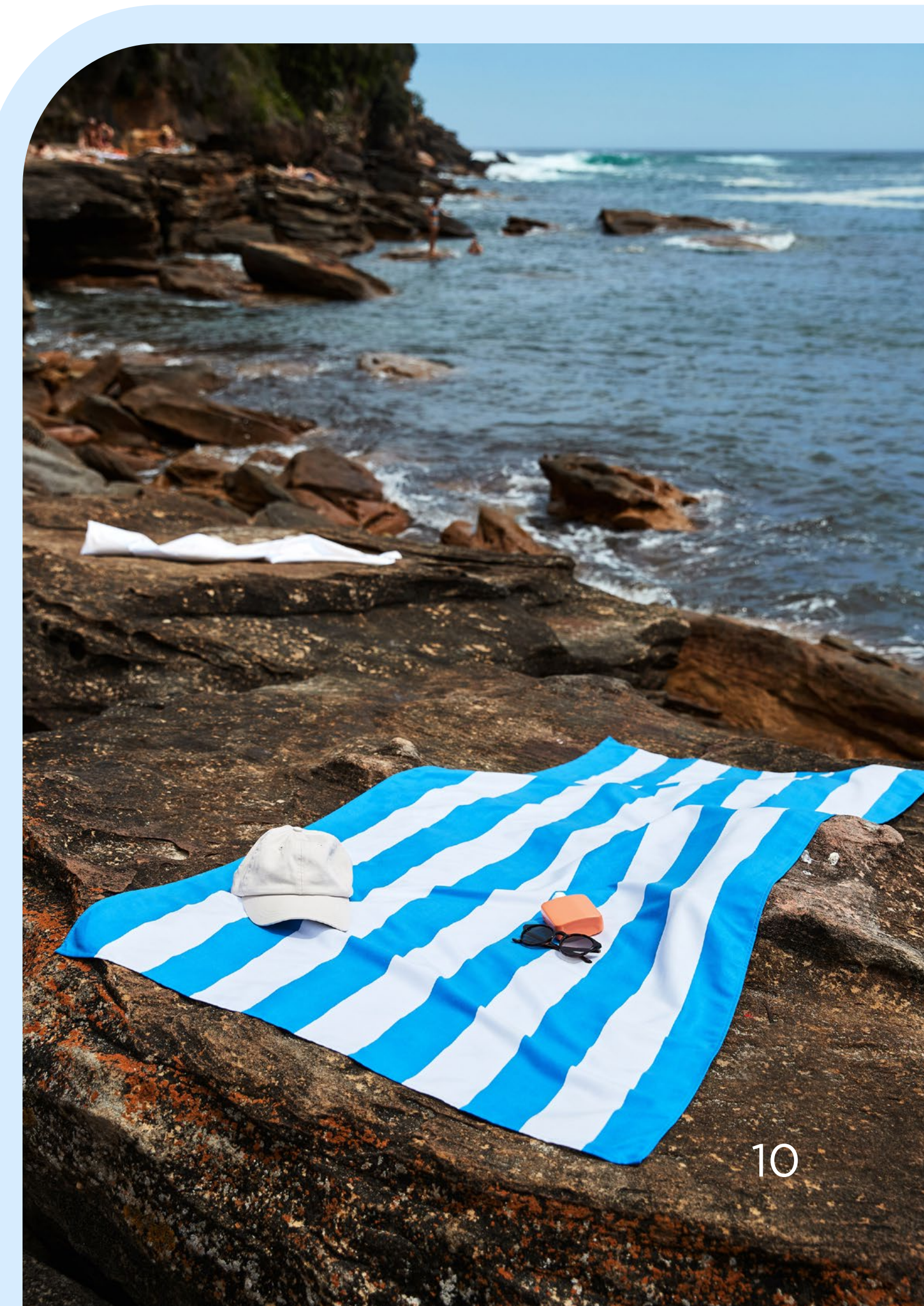
ETHICAL PRACTICES

To strengthen our ethical practices and open feedback culture, we've implemented a confidential feedback mechanism using our people tool. Providing employees the opportunity to share confidential feedback.

STAKEHOLDER ENGAGEMENT

We've strengthened stakeholder engagement with internal committees focused on Diversity & Inclusion, Social & Wellbeing, and Sustainability. These committees educate our team and oversee broader business initiatives.

Additionally, we regularly conduct surveys, including an annual employee engagement survey, Diversity Equity & Inclusion Survey, and Product and Marketing surveys.



KEEPING OUR PEOPLE HAPPY & MOTIVATED

In our first-ever employee engagement survey last year, we achieved an 80% overall score. Our target was a 10% improvement, and this year we successfully reached our goal, scoring 90% in overall engagement.



Some of our key Areas of strength were:

- **93% OF EMPLOYEES FELT THAT DOCK & BAY INVESTS IN THEIR LEARNING & DEVELOPMENT AND CAREER**
- **93% OF EMPLOYEES FEEL VALUED**
- **100% OF EMPLOYEE FEEL THAT DOCK & BAY IS RESPECTFUL OF ALL PEOPLE**

Some of our Areas of development:

- London office meeting room space
- Employees motivation when it comes to coming into work
- Employee NPS – transforming detractors to promoters
- Inclusivity amongst global teams

From the engagement survey, we identified 10 strategic actions for this year. As a result, we successfully implemented an improved benefits package, enhanced our bonus scheme, introduced a mental health package for our US team, expanded meeting room space in our office, and more!

We also ranked **92nd in *Escape the City's Top 100 Companies to Escape To***, thanks to high employee satisfaction and feedback.

KEEPING OUR PEOPLE HAPPY & MOTIVATED



MENTAL HEALTH & WELLBEING

Implemented a Health, Mental Health, and Wellbeing Toolkit for Line Managers, providing resources like the Stress Container exercise and a Wellbeing Action Plan.

We now have an onsite Mental Health First Aider, and this year, our employees participated in a two-part coaching session with a Mental Health/Wellbeing coach, Balance by Becca.

SUSTAINABILITY WALK

We implemented a weekly sustainability walk initiated and implemented by our sustainability committee to give our employees 30 minutes out of their day to stretch their legs (or paws) and have a nice hot drink on us while doing so! We have to say the winter slowed us down a little, but we hope to get back on track once that sun's out again.

CRAFT CLUB

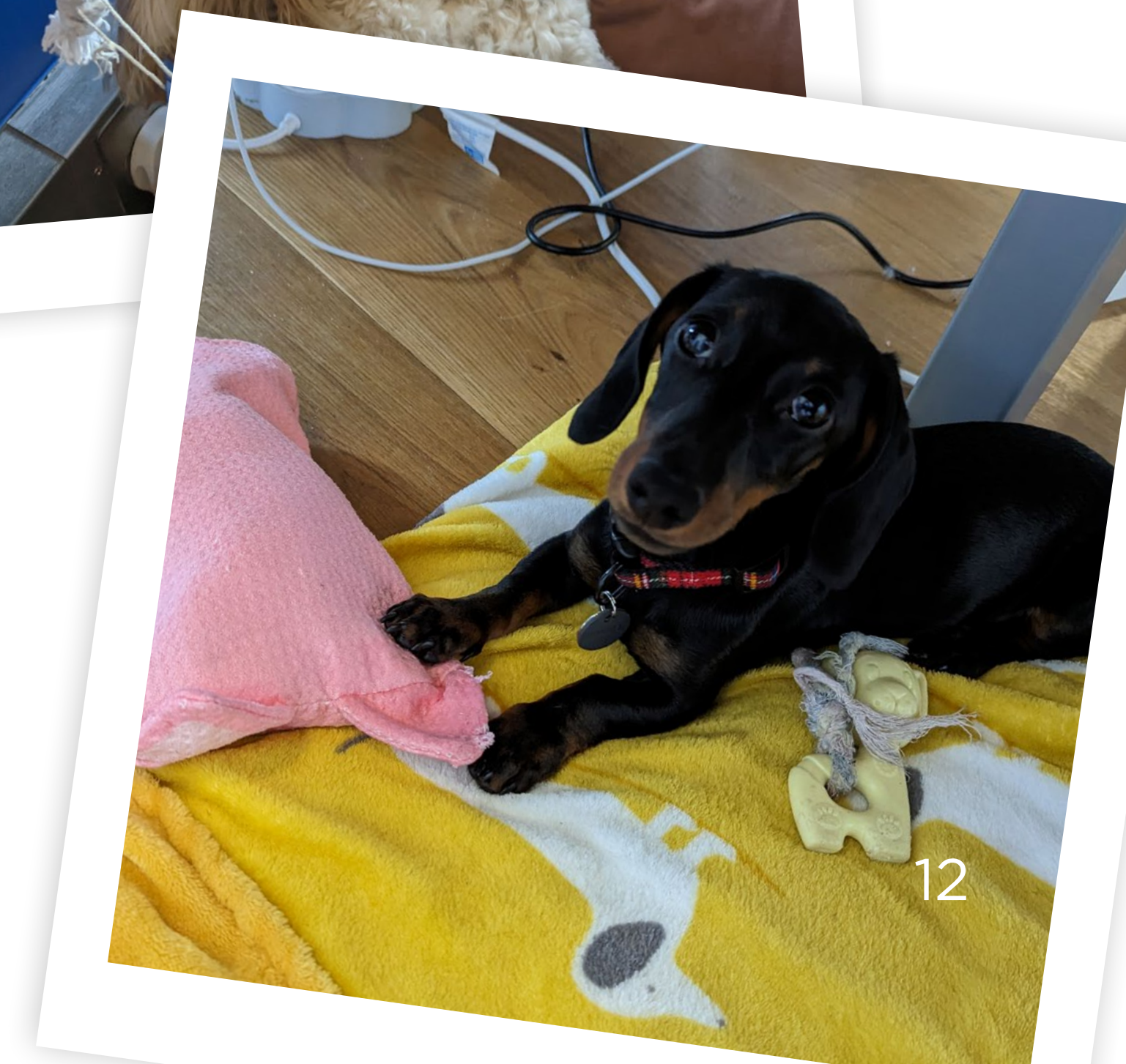
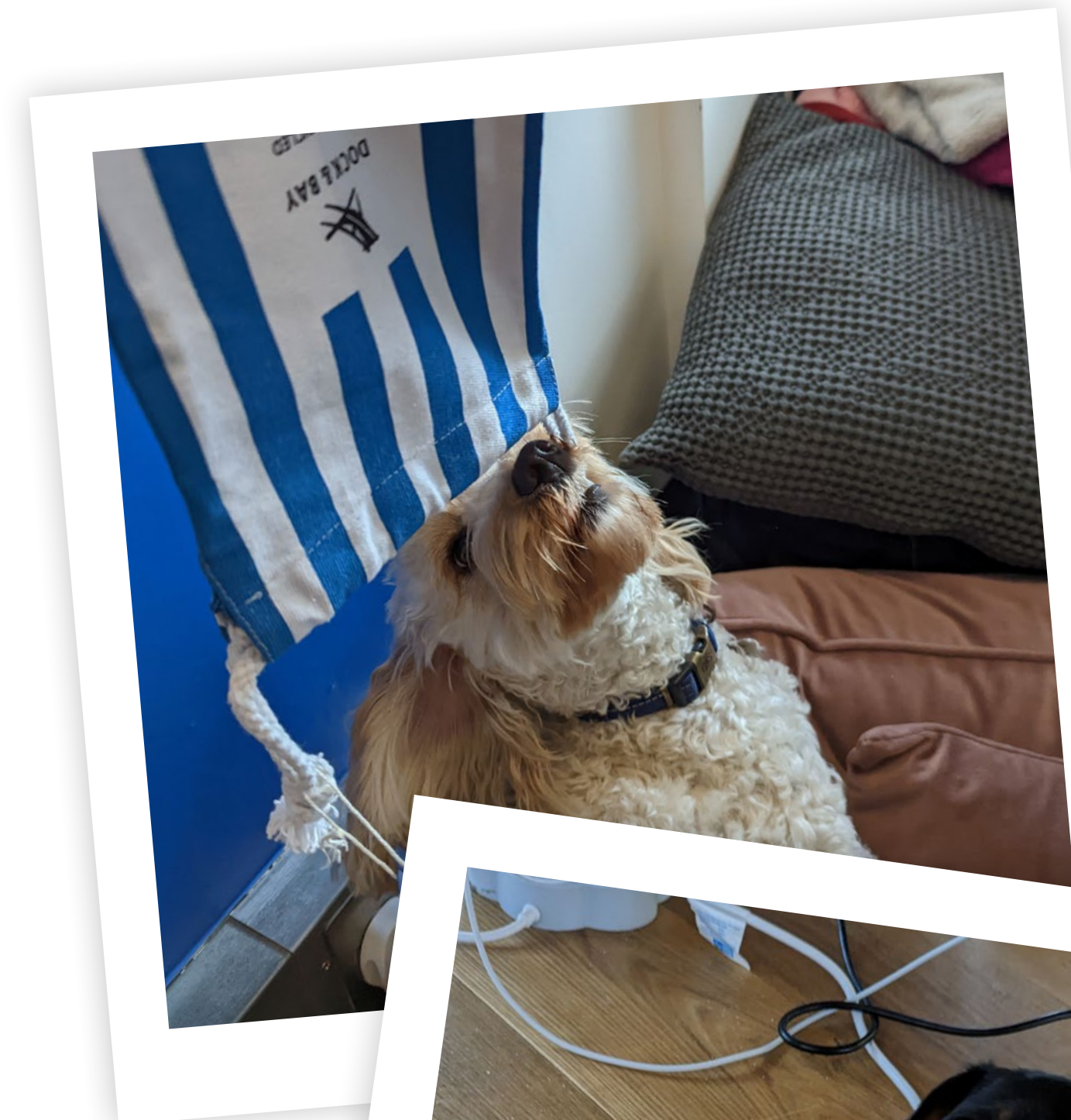
The craft club encourages creativity and socialising outside of work. It unites the team for skill-sharing and non-work-related activities, from drawing and painting to crochet and jewellery making.

YOGA

For our ongoing wellbeing initiatives during Stress Awareness Week, we brought in a professional yoga instructor to conduct a class for our head office employees.

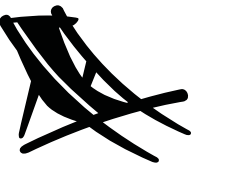
DOG FRIENDLY OFFICE

Our office is a dog friendly office, this ensures that our employees wellbeing is 10/10.



KEEPING OUR PEOPLE HAPPY & MOTIVATED

HEALTH & SAFETY



ERGONOMICS

Implemented Ergonomics policy and rolled out our ergonomics assessment. This policy outlines our commitment to providing a safe and healthy work environment for all employees by providing ergonomic equipment, training, and guidelines for proper posture.

GOAL

Our goal for next year is to implement health declaration forms for all employees and new employees, so we best know how to support employees overall health and wellbeing.

PRIVATE HEALTHCARE

Our goal was to look to provide a more mental health focused private medical healthcare provider/benefit platform for our employees. So we implemented Aviva, which provides private medical health insurance for all employees.



KEEPING OUR PEOPLE HAPPY & MOTIVATED



FINANCIAL WELLBEING

- Implemented company wide salary benchmarking yearly and increased salaries across the business significantly. We are also committed to reviewing salaries yearly.
- We're now a certified living wage employer, as certified by the Living Wage Foundation
- **OUR GOAL** is to become a certified living pension employer, too!

DIVERSITY & INCLUSION

- Based on our yearly DEI survey, we introduced a career builder program for entry-level employees to explore various departments within the company.
- We implemented succession planning framework for all employees to ensure career development and growth opportunities followed by actions.
- **OUR GOAL FOR NEXT YEAR**, we aim to partner with a social mobility charity to offer work opportunities and experience for individuals with disadvantaged backgrounds, fostering growth and career development.

CAREER DEVELOPMENT

- All employees are entitled to a £1500 yearly development budget.
- Implemented Management training across the business, conducted by an external coach.
- **OUR GOAL FOR NEXT YEAR** is to be able to provide more external & expert support for our employees and to ensure we continue to assess learning and development gaps across the business.



KEEPING OUR PEOPLE HAPPY & MOTIVATED

WELLBEING

SOCIAL COMMITTEE

- Organise a social every month to reward the team for all their hard work and encourage team bonding.

US TEAM VISIT

- To promote inclusivity, we flew our US team to the UK. We organised a fun-packed week of seeing the London sights & activities.

AUS TEAM VISIT

- Two weeks of activities and a big celebration, going on goboats in Paddington to reward the team's hard work.

PRIDE SOCIAL

- We supported local LGBTQ+ businesses and celebrated our teams diversity.

SOCIAL COMMITTEE

- At the end of the year to celebrate the goals achieved. Each team in the UK, US and AU held a Christmas social.

INCLUSIVE SOCIAL EVENTS

- To ensure all individuals feel included, we had pizza parties, cheese and board game nights and Monopoly Lifesized. We also encourage suggestions from the team!

FRUIT BOX

- Delivered weekly, encourages healthy eating and perks the team up with a snack.



SHOWING OUR CUSTOMERS SOME LOVE



WE HIT

40,000

5* REVIEWS

ON REVIEWS.IO

**ACROSS PRODUCT
AND COMPANY REVIEWS**

We put everything we have into having a world class customer service (who also make a lot of jokes). But we're also building products that last forever, so that people don't get left disappointed.

Alisa ★★★★★ 

I love the quality and the packaging. Will be a beautiful christmas present.

Claire ★★★★★ 

Excellent service and quality products!

Meda Margole ★★★★★ 

Great brand: sustainable top-quality products, beautiful designs, frequent newness and collaborations, recycled packaging, good delivery options and lovely presentation all over (perfect for gifting too). Can highly recommend everything about Dock & Bay :)

Anonymous ★★★★★ 

Really quick delivery with [Eco](#) packaging, lovely designs and they work wonderfully

Petra Koopmans ★★★★★ 

The beachtowels have bright colors and a soft touch! We bought a bag in the same design and we don't regret it, very nice! The cooltowel is also really good to have, it has enough space, not only for the towels! Well made and looks great! And all made of used plastic bottle's, [eco](#) friendly!!

CARING ABOUT THE WORLD AROUND US

WE'RE GOING CLIMATE NEUTRAL



This year, we partnered with Green Story to begin our journey of offsetting our carbon footprint to support the world goal of becoming net zero by 2050.

OUR GOALS

- Begin the process of offsetting the carbon of all our products sold through all channels by the end of 2024.
- Lobby our factories to further reduce their footprint during the production process by the end of 2025.
- Offset carbon created during other business processes outside of our manufacturing by the end of 2025.

WHAT WE DID IN 2023

- Fully analysed every product to understand our carbon emissions, water usage and energy consumption during the manufacturing process.
- Shared online to our D2C customers, the impact of using recycled materials vs a non recycled equivalent for extra transparency
- All products sold in our D2C online platform are now carbon neutral, offset via global wind farms and reforestation projects.
- In 2024, we will look to continue this journey across both our Amazon and Wholesale sales, too!



CARING ABOUT THE WORLD AROUND US WE'RE GOING CLIMATE NEUTRAL



Here are our 3 projects we are supporting so far to offset our carbon footprint created during manufacturing of our products:

1. JINCHUAN MAGANG WIND POWER PROJECT IN CHINA

This project reduces 175,000 tonnes of CO2 annually, providing clean and renewable energy.



2. MOUNT SANDY CONSERVATION PROJECT IN AUSTRALIA

This looks to protect one of the last of the bush and wetlands in Coorong National Park.



3. HARMANLIK WIND POWER PLANT IN TURKEY

This project reduces 98,000 tonnes of CO2 per year and will generate 166 gigawatt hours of clean electricity per year.



CARING ABOUT THE WORLD AROUND US DIVERTING PLASTIC GOING TO LANDFILL



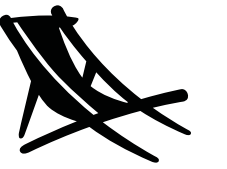
ALL OF OUR CORE PRODUCTS
ARE MADE FROM **100% RECYCLED**
POST-CONSUMER PLASTIC BOTTLES.

- This year, the pouches that hold all of our towels will be made from 100% recycled post-consumer plastic bottles (previously cotton) too! Further reducing our footprint during production.



CARING ABOUT THE WORLD AROUND US

REDUCING OUR FOOTPRINT



We started offsetting our carbon in November 2023, take a look at the impact our projects have had already:

A TOTAL OF 396,000 KGS OF CARBON, OR 396 TONNES!

**MOUNT SANDY
CONSERVATION**

39688.69 kg(s)

**ZAOYUAN
SOLAR COOKER**

3305.76 kg(s)

**BUNDLED
WIND POWER**

277820.81 kg(s)

**HARMANLIK WIND
POWER PLANT**

76071.62 kg(s)

SOME STATS

Savings we made for the planet in 2023 by using recycled materials vs non-recycled equivalents

1.5 MILLION KG

LESS CARBON EMISSIONS

13.5 MILLION KWH

OF ENERGY SAVED

492 MILLION GRAMS

OF WASTE DIVERTED
FROM LANDFILL

25 MILLION LITRES

OF WATER SAVED

CARING ABOUT THE WORLD AROUND US

SMALL STEPS CAN MAKE A BIG DIFFERENCE



COMPOST BIN

- Now have a food compost bin in the office to dispose of waste food.

GRIND COFFEE PODS

- Grind coffee pods are completely home-compostable and plastic-free. Grind contribute to carbon-offset projects in excess of the carbon emissions of all of our deliveries. This means they're not just breaking even, but rather offsetting more carbon dioxide than is produced.

OUR TEAM

- Each member of the team gets a Chilly bottle when they start to reduce use of single use plastics.
- We'll also be training the team on how to recycle (it's confusing out there).



CARING ABOUT THE WORLD AROUND US

OUR CHARITY PARTNERSHIPS



TOTAL DONATIONS
£106,646

CHARITY PARTNER OF THE YEAR



On a mission to transform the systems of inequity that create hunger around the world and cause it to persist

TOTAL DONATION IN 2023:

£33,516

WE ARE THE HUNGER PROJECT'S TOP DONATOR IN 2023!



OTHER DONATIONS

TO WRITE LOVE ON HER ARMS
VIA SMILEY MOVEMENT

£34,955

RAINFOREST ALLIANCE

£30,128

OTHERS (INCLUDING RED CROSS,
OUTRIGHT & WWF)

£8,047

CARING ABOUT THE WORLD AROUND US

OUR CHARITY PARTNER OF THE YEAR



Every year we partner with an artist to create a limited edition towel collection and donate 20% of the profits to a charity of their choice. This year we partnered with Eloisa Henderson-Figueroa, who was keen to help fight world hunger. As such, we partnered with The Hunger Project, who are on a mission to eradicate world hunger through education and empowerment.

We launched the collection on International Women's day, celebrating our first female artist collaboration and putting a spotlight on the charity's global female empowerment projects.

Since launch in March 2023, we have sold the collection around the world, donating over

**£30,000 TO THE HUNGER PROJECT,
MAKING US THEIR LARGEST DONOR
PARTNER OF THE YEAR.**



COMMUNITY FIRST OUR SUPPLY CHAIN



We currently audit all our manufacturers through Sedex to ensure they are ethically and socially responsible.

But we want to take this further. By end of 2025, we aim to:

- Create a fully improved and formalised supplier code of conduct, to ensure our checks and processes for taking on new suppliers are stringent.
- Work with our suppliers to look how we can further reduce their footprint during manufacturing.
- Improve our certifications across the business to be able to show to our customers exactly what we are accredited with.



COMMUNITY FIRST

OUR CORPORATE SOCIAL RESPONSIBILITY



CSR DAY 2022 AND 2023

BEACH CLEAN UP AND HANDS ON LONDON - IMPLEMENTED DEDICATED CHARITY DAY

Worked with HandsOn London to support to give back to our local community. The team went to Dulwich Park and cleared 22 bags of rubbish!

Brighton Beach Clean - worked with one of our charity partners WDC to organise a beach clean to help keep our oceans clean. The team filled 19 bags of rubbish.



COMMUNITY FIRST

DIVERSITY & INCLUSION



NEURODIVERSITY

We want to raise more awareness around Neurodiversity, one of the ways we've done this is organising for a guest speaker to talk with the team about the Autism advantage and making the most of neurodivergent talent in the workplace.

BREAST CANCER AWARENESS MONTH

Held an engaging health talk session with our team to give some insights into the causes and risk factors of breast cancer.

LGBTQIA+ COMMUNITY

A conscious effort made this year to support the LGBTQIA+ community not just during Pride Month, but all year round, bringing focus to marginalised groups within the community.

BLACK HISTORY MONTH

We presented a presentation to the team to bring some insight into understanding Black Resistance & the Social, Cultural & Historical context behind it.

DISABILITIES

We raised awareness on World Down Syndrome Day, Sign Language Week & Pride Disability Month.

MENTAL HEALTH AWARENESS WEEK

Held a workshop on how to create a healthy work/life balance. Went through how to recognise stressful areas of each part of our lives and ways in which we can prioritise.

PCOS & MATERNAL MENTAL HEALTH

We sent emails to the team to understand the impact PCOS & Maternal Mental Health can have on those affected and be provided with support tools.

OUR PRIMARY GOAL FOR 2024 is to prioritise mental health and well-being within our team, contribute to the well-being of our community and ensure that our initiatives are carried out on a global scale. Our charity of the year in 2024 will be focused in this space.



COMMUNITY FIRST DIVERSITY & INCLUSION



We conduct a yearly DEI Survey to assess where we are at as a business, what we are doing well and what needs work.

SOME OF THE THINGS WE ARE ABSOLUTELY SMASHING

100%

of employees feel Dock & Bay and Line Managers are committed to, and supports, diversity, equity and inclusion.

100%

of our employees Dock and Bay is committed to improving the diversity of employees.

97%

of employees believe Dock & Bay will take appropriate action in response to incidents of discrimination and/or bias.

76%

of our leadership team are women.

30%

of our workforce are ethnic minorities

THANK YOU

...AND THAT'S A WRAP!

Thank you for taking the time to read through our 2023 Impact Report.

None of this would be possible without our amazing customers, manufacturers and every single member of the Dock & Bay team. You're all superstars.

Our aim is to continue to have a positive impact on the planet, so we can make it even better and brighter for everyone on it - there IS only one, after all.

For more info, or to discuss what you've no doubt enjoyed reading from this report, drop an email to info@dockandbay.com and someone friendly will be in touch.

