

BRISTOL BEER FACTORY

# IMPACT REPORT

22-23



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# CHEERS TO THE FUTURE



2022-23 WAS AN EXCITING YEAR HERE AT BBF AS WE MAPPED OUT OUR FUTURE. I WANT TO SHARE SOME OF THE PLANS WHICH WILL SHAPE THAT FUTURE AND TO SHOW YOU OUR COMMITMENTS TO OUR COMMUNITY, OUR ENVIRONMENTAL IMPACT AND OUR INCREDIBLE TEAM.

As we head into our 20th year, we've been reflecting. We're proud to have been a cornerstone of South Bristol since day one. We're a true embodiment of our namesake and all the values our wonderful city is known for. The Ashton Gate Brewery site, formed in 1834, has always been our home and we remain as passionate about Bristol and our 'south of the river' attitude as ever.

We're the same fiercely independent business, dedicated to brewing innovative, fresh and consistent beers, as we were 20 years ago. And we couldn't be prouder.

This impact report is our opening statement and our marker in the sand. It's a chance for us to showcase the areas where we're strong and to be transparent on the areas where we know we need to improve. Because even though we've come a long way, we've still got work to do. That's why we'll put impact at the heart of every future decision we make.

So cheers to you for supporting us, and I hope you'll continue to follow our journey.

**SAM BURROWS -  
A VERY PROUD MD**




**2%**  
OF TOTAL BREWERY SALES TO SUPPORT LOCAL GOOD CAUSES

**3500**  
MEN IN THE TALK CLUB COMMUNITY WITH OVER 80 CLUBS AROUND THE UK




**zevero**  
PARTNERED WITH ZEVERO TO MEASURE, MONITOR AND REDUCE OUR CARBON

**£80K**  
PLEGGED TO 150 CHARITIES THROUGH BREWED TO GIVE



**8.5**  
STAFF HAPPINESS SCORE

**£21K**  
RAISED THROUGH CLEAR HEAD FOR TALK CLUB





WE BREW  TO UNITE  
PEOPLE AND COMMUNITIES



OVER WORLD-CLASS  
BEER. WANT TO DRINK



WITH PURPOSE?  KEEP READING



# DRINK WITH PURPOSE

WE WEAR THE BRISTOL NAME AS A BADGE OF HONOUR. WE LIVE, BREATHE AND BREW THIS CITY AND HAVE ALWAYS LOOKED FOR WAYS TO GIVE BACK.

Whether it's supporting local charities or sponsoring local events, repaying the communities and the city that made us is so important to the BBF team. However, we know there's always more

to be done. That's why we launched Brewed to Give. This is a self-imposed tax of 2% on total brewery sales which we will invest in groups that positively impact people or places across Bristol. In 2022-23, we pledged to give £80,000 of stock, space or direct support to 150 charities and good causes across our city. Through our equipment, and help from our Community Events Manager, we expect this to translate into over £200,000 of unrestricted income. Held by the community, for the community.

**THIS MEANS THAT EVERY BBF PINT SOLD ACROSS THE UK IS HELPING FUND PROJECTS IN OUR CITY. SO THE MORE PINTS SOLD, THE MORE IMPACT WE CAN HAVE IN THE COMMUNITY. WE'LL DRINK TO THAT.**

# 2%

TAX ON TOTAL BREWERY SALES WHICH WE INVEST IN GROUPS UPLIFTING PEOPLE OR PLACES ACROSS BRISTOL.





IN  2022-23 WE PLEDGED  
£80,000 OF  STOCK, SPACE  
OR DIRECT SUPPORT TO  
**150 CHARITIES**





# THE CLEAR CHOICE



5%

OF TOTAL CLEAR HEAD SALES GO TO TALK CLUB.



WE WANT OUR BEERS TO BE ENJOYED BY EVERYONE. CLEAR HEAD – OUR ALCOHOL-FREE IPA – PLAYS A BIG PART IN THAT.

And by making it available on tap, landlords can help create safer, more inclusive spaces. So we want to raise a glass to all the landlords who have freed up a line for an alcohol-free IPA – a bold, people-first step forward.

Clear Head isn't just a refreshing 0.5%, it's also starting real conversations and saving lives. That's because 5% of total Clear Head sales go directly to Talk Club, a UK charity helping men stay mentally fit.

**WE'VE HAD CLEAR HEAD ON TAP AND BEEN RUNNING A WEEKLY TALK CLUB FOR A COUPLE OF YEARS. IT'S ALLOWED US TO SUPPORT THE COMMUNITY AND BRING TOGETHER MEN FROM VASTLY DIFFERENT DEMOGRAPHICS TO LISTEN AND SUPPORT EACH OTHER.**

CHRISTIAN HONEYCHURCH,  
MANAGER AT THE HOG, HORSELY





# HOW ARE YOU?



# OUT OF 10?

TALK CLUB AND BRISTOL BEER FACTORY WORK HAND-IN-HAND TO SUPPORT MENTAL HEALTH. THE AIM IS TO GET MORE MEN TALKING IN AN ENVIRONMENT THAT FEELS SAFE. THAT'S OFTEN THE PUB.

So as well as serving Clear Head, many venues have now set up Talk Club talk and listening groups. By doing so, they're opening doors to sections of society that would otherwise find it hard to reach this life-changing support.

Clear Head is the brainchild of the Talk Club team. They proposed the project, named the beer and poured in their passion for getting people talking. But its success is down to you, the Bristol community. You've helped Clear Head become one of the best-loved alcohol-free beers in the country. And you've done it with passion and pride.

THAT'S BRISTOL AF



**FROM MAY 2021 TO APRIL 2022 WE RAISED £9,018 FOR TALK CLUB, AND FROM MAY 2022 TO APRIL 2023 WE RAISED £21,662. THIS IS HELPING TO MAKE A REAL DIFFERENCE, ONE SIP AND ONE CONVERSATION AT A TIME.**



**BEN AKERS** \_\_\_\_\_ The first ever Talk Club was in the back of the BBF. 6 men talking honestly and openly about their feelings. We now have nearly 80 clubs around the country. And over 3500 men in our community. The creation of Clear Head has been a massive contributor to the rise of the movement. \_\_\_\_\_

CO-FOUNDER AND CEO OF TALK CLUB



# PUBS AS HUBS



THE BRITISH PUB IS AN INSTITUTION. WHETHER IT'S FIRST DATES, COSY LUNCHES OR LONG OVERDUE REUNIONS, THEY'RE YOUR LOCAL.

They're a warm, welcoming space on cold winter evenings, or a place for a refreshing cold pint after a day in the sun. That's why 82% of our entire production is delivered directly to local independent venues. This is to ensure they can continue to operate as cornerstones of communities across the UK.

We'll continue to release beers that are only available in the pub. This way we can drive customers, trade and focus towards these hard-working, people-centred places. And this is locked into our mission, meaning it will remain vital for us as we grow. The more pubs we can support, the more local jobs we can help create, and the more venues can continue to serve their communities.

82%

OF OUR ENTIRE PRODUCTION IS DELIVERED DIRECTLY TO LOCAL INDEPENDENT VENUES.

AS A FIERCE BRISTOL INDEPENDENT, WE'VE BEEN STOCKING BRISTOL BEER FACTORY FOR OVER SIX YEARS AND THEY'VE BEEN OUR LEAD BREWER FOR OVER THREE. THEY EPITOMISE THE INDEPENDENT SPIRIT OF BRISTOL.

JAMES SMAILES, OWNER OF THE LEGENDARY GALLIMAUFRY, BRISTOL



LAST YEAR WE RELEASED

1245.17tCO<sub>2</sub>e

TOTAL EMISSIONS. THIS IS THE

EQUIVALENT OF 732

FLIGHTS FROM LONDON

TO NEW YORK

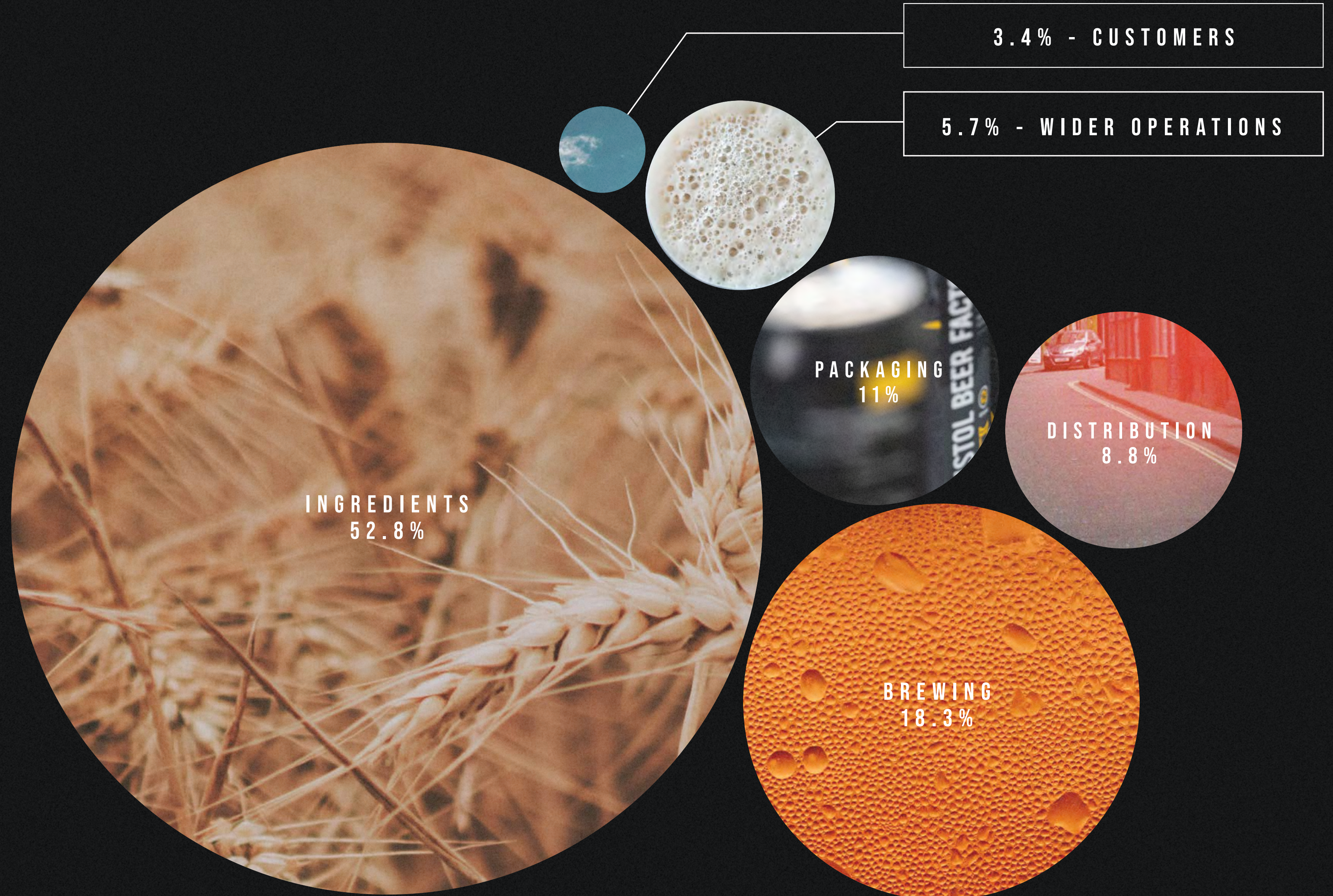




# WORKING TO CAN OUR CARBON

In 2022, we partnered with Zevero, a software that helps us measure, monitor and reduce our carbon footprint.

This diagram proportionally represents the source of our emissions.





# THE FULL SCOPE

## SCOPE 1 EMISSIONS



The Greenhouse Gas (GHG) emissions that BBF makes directly, for example when we run our boilers.

## SCOPE 2 EMISSIONS

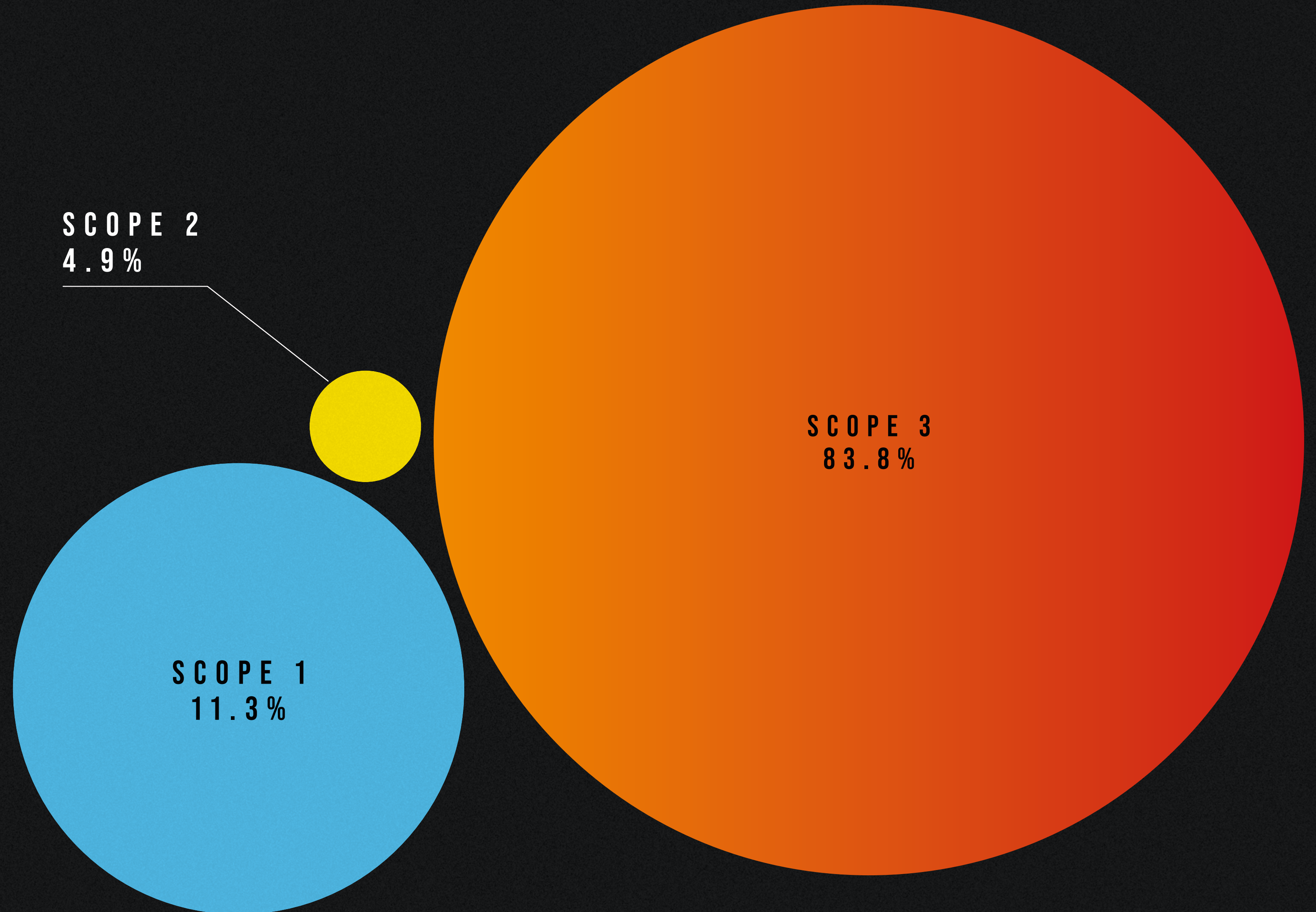


These are the emissions BBF makes indirectly, like when the electricity we buy for heating is being produced on our behalf.

## SCOPE 3 EMISSIONS



These are a little more complicated. They're emissions we don't control or own but are still indirectly responsible for through our supply chain. For example, the ingredients from our suppliers.





# LET'S BREAK IT DOWN

Our biggest emissions come from Purchased Goods and Services, this will be a focus for BBF to address. Because we brew our own beer we have relationships with farmers and suppliers. Working together allows us to build solutions that reduce our impact.

SCOPE 1 EMISSIONS



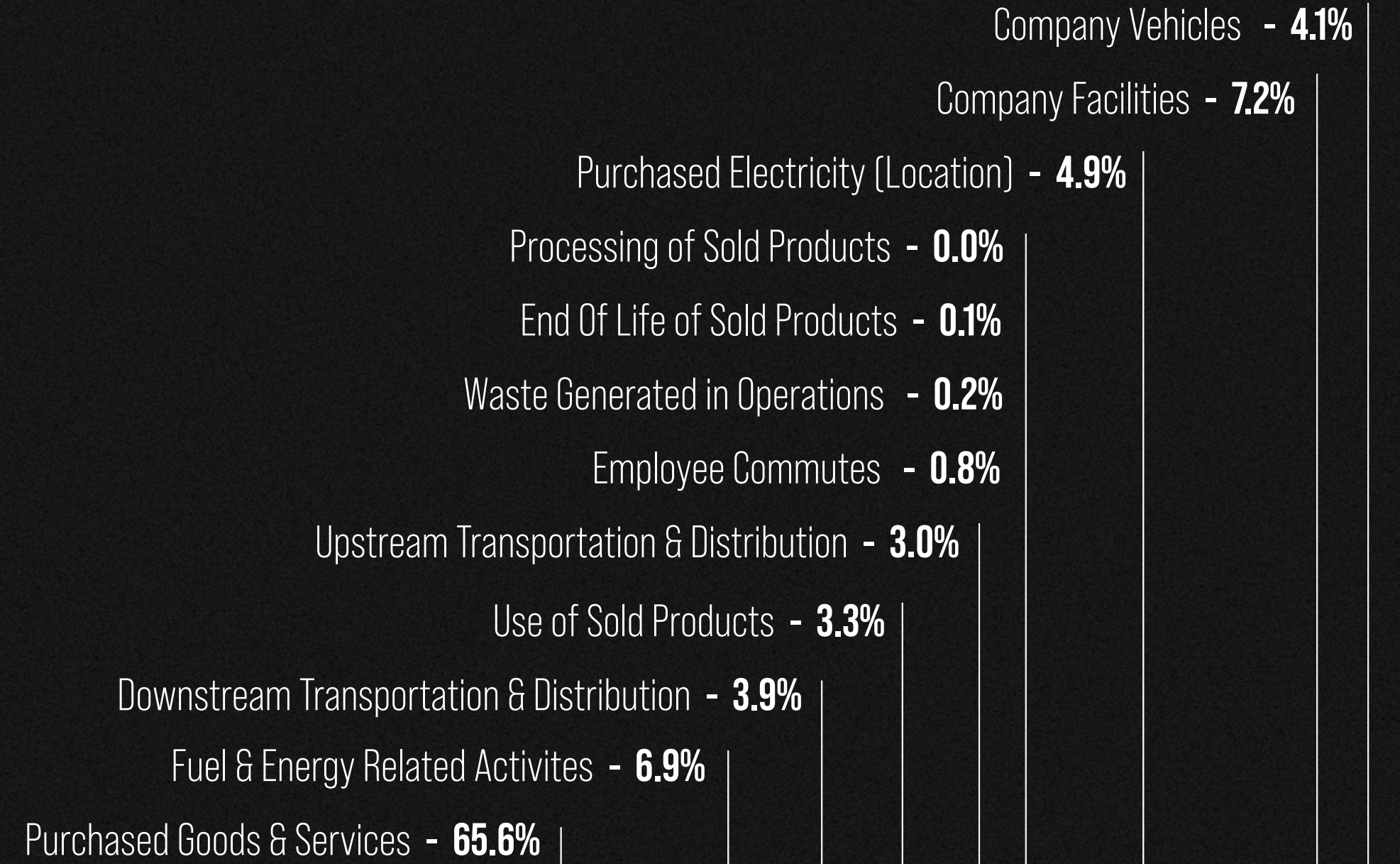
SCOPE 2 EMISSIONS



SCOPE 3 EMISSIONS



For more details on the data, check out the full [Zevero report](#)





# CHANGE IS BREWING

# 20%

LESS EMISSIONS ARE PRODUCED BY CASK BEER IN COMPARISON TO OTHER METHODS.

## WHEN IT COMES TO GIVING BACK TO OUR COMMUNITY, WE'RE LEADING THE CHARGE.

However, when it comes to giving back to our planet, we're only at the start of our journey. Brewing beer is a centuries-old tradition and typically it's not been all that sustainable. So as the impacts of climate breakdown accelerate, and the role of business in driving change becomes more apparent, we know we need to do more. That's why we're taking steps to reduce our impact and champion a brewing process that's better for our natural world.

### OUR BEERS

Our centrifuge increases the yield for our keg and can brews by 10-15% per brew. This means that we get more beer from each brew, increasing the efficiency of our ingredients. Plus, our centrifuge also offers more efficiency during the conditioning phase. That's because it reduces the time in the tank by two days. This has a huge impact on the amount of energy and glycol antifreeze we need to keep our vessels chilled. Cool, right?

### OUR BREWING

The brewing world is changing. However, cask brewing remains a British institution and one that we're deeply passionate about. Currently, cask beer produces around 20% less emissions than other methods. That's why with increased insights and data, we'll continue to drive cask forward to help us brew in a way that's less damaging to the planet.

To make our brewing even more efficient, we also undertake double brews every brew day. Yeah, you heard that right... double beer. Because the temperature is already high in the boiler, we make the most of the energy we're using to help us brew more and use less.

### OUR INGREDIENTS

We want to make sure our beers are best-in-class. That's why we carefully consider the quality and environmental impact when sourcing every ingredient we use.

### OUR BIKES

Bristol's pub-goers have supported us from the very beginning. And our hometown heroes are just as supportive when it comes to buying cases online. Our amazing partners at Zedify deliver pedal-powered pints on their e-bikes, whizzing cans and cases to our local customers in BS1-9 and BS16 postcodes. But while we're taking steps to do more to lessen our impact on the planet, we know there's more to be done.

#### OUR BREWING PRODUCTION IS:

36% CASK

52% KEG

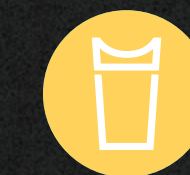
12% CANS





**TRISTAN HEMBROW** \_\_\_\_\_ We've done everything we can within our limitations of brewing in a historic Victorian brew site regarding sustainability and brewery efficiency. There is huge change coming and sustainability and efficiency for both people and planet is top of my priority list in all future decision making. \_\_\_\_\_

HEAD OF BREWING



# PEOPLE-POWERED PINTS

PEOPLE ARE AT THE HEART OF EVERYTHING WE DO. WHETHER IT'S OUR INCREDIBLE COMMUNITY OR OUR AMAZING TEAM, WE'RE COMMITTED TO PUTTING PEOPLE AT THE CENTRE OF OUR DECISION-MAKING. THIS MEANS WE'VE TAKEN LOTS OF STEPS TO ENSURE WE'RE AS GOOD FOR FOLK AS WE CAN BE.

## LOW STAFF TURNOVER

We're proud of our low staff turnover. This year has seen us say goodbye to only one employee and welcome six new faces through the door. We attribute this to the time, energy and focus we've put into developing progressive policies and benefits for our BBF crew.

## INCLUSIVE RECRUITMENT

We're proud to have created a more inclusive recruitment process. This includes a policy with ungendered, bias-free language filters and the sharing of jobs across diverse local job boards and diversity-focused groups. We also offer a guaranteed interview for anyone with protected characteristics and we commit to flexible working, where possible.

## HAPPY PEOPLE

Our first annual staff happiness survey saw an overall score of 8.5 out of 10. Plus we received amazing ideas from the comment boxes, many of which we've implemented. From free physiotherapy and gym membership, we love being able to offer perks from fellow North Street businesses. And let's not forget our cycle-to-work scheme for staff.

## PARENTAL POLICY

We're passionate about nurturing the next generation. That's why we've improved our parental leave policy to put more money in our employees' pockets.

### BBF'S PRIMARY CAREGIVER PAY

- > 6 weeks at 90% salary
- > 12 weeks at 50% plus statutory pay
- > 21 weeks at statutory pay

### BBF'S SECONDARY CAREGIVER PAY

- > 2 weeks full pay
- > Optional 3rd week at 50% salary

### STATUTORY MATERNITY PAY

- > 6 weeks at 90% of salary
- > 33 weeks at £156.66

### STATUTORY PATERNITY PAY

- > 2 weeks at £156.66

# 900%

INCREASE IN THE NUMBER OF APPLICANTS FROM DIVERSE BACKGROUNDS.



**OUR**  **FIRST EMPLOYEE**  
**HAPPINESS**  **SURVEY**  
**SAW AN OVERALL**  
**SCORE OF 8.5** 





# TO 2023/24, AND BEYOND

## A VITAL YEAR

Going forward, Zevero will be essential when we're buying new equipment or planning future brew recipes. This will allow us to ensure that emissions are considered at every stage of our journey. It's this measuring, monitoring and reducing that will help us achieve pint-sized emissions.

## THE ROAD TO NET ZERO

We're beginning the marathon to Net Zero. That's because we acknowledge the severity of the climate crisis and know that we have a role to play. As well as laying out a timeframe and a plan to reach Net Zero, we'll also be making some exciting changes to help us get there. Currently, our historic brewing site is limiting what we can achieve. So watch this space next year as we've got something big incoming.

## INVESTING IN COMMUNITY

We'll be sharing quarterly Brewed to Give progress reports. These will outline our level of investment, our geographical reach and the community projects we've supported. Not only this, but we will work with charity partners to evaluate our 'year one' impact and report on the direct social return on our £80k investment. This will help us hone our focus for 'year two', to ensure we align with BBF's core values. We'll also use our success stories to inspire others. And we invite other Bristol businesses to join us, or match our Brewed to Give initiative. Because together we can ensure our beautiful city can thrive.

**WATCH THIS SPACE AS WE'VE GOT SOMETHING BIG INCOMING...**

