

BIRKDALE
Superior Gate and Fencing Accessories

GATEWAY TO SUSTAINABILITY



Birkdale's Sustainability Strategy

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A message from the CEO

Birkdale was founded in 1982 with a mission to sell fence accessories to other fencers to improve their practice.

Since 1982, Birkdale has gained 96 employees and we have moved our production to a warehouse, distribution centre and office space. We switched to an import model and we have also expanded our supply reach outside of the UK to the USA and Canada.

Much has changed in our business and in the world since 1982. The world is beginning to realise that sustainability is no one person's task, it is up to everyone to play an equal part in protecting the world we live in. With Birkdale's Gateway to Sustainability, we intend to begin our journey in doing our part.

Birkdale has begun to transition to more sustainable practices, including achieving carbon neutral status in 2023, completing an Environmental Product Declaration for our DuraPost and implementing our new 2023 fleet policy.

By taking a proactive approach, this Strategy outlines our targets through specific actions. Our mission is to achieve net zero by 2030 and for our customers to entrust in the sustainability of our products. So when our customers buy Birkdale products, they can be confident they are buying sustainably. This Strategy will also ensure ongoing and continuous improvement across all environmental, social and economic aspects of our business.

We look forward to sharing our progress and seeing the benefits of our actions beyond the company itself. We hope to play a role in ensuring the future of fencing is sustainable.



John Abernethie
CEO

About the Sustainability Strategy

Birkdale's Sustainability Strategy focuses our company's actions on what matters most to our customers, employees and the environment.

This Sustainability Strategy looks to the future of our industry and the constantly changing environment in which we live and creates a pathway to ensure Birkdale not only adapts but prospers in the face of uncertainty and change.

Our goal is to make sustainable gate and fencing solutions that have as little impact on the environment as possible, while still delivering the best products to our customers.

We are excited about the opportunities that this Strategy will bring and look forward to sharing how we are tracking on achieving the goals in this Strategy.

Our Gateway to Sustainability is structured on 3 posts:



Responsible production and consumption



Creating positive partnerships



Transparency and integrity

Sustainability Vision & Mission

Vision

To be the most sustainable choice for post and fencing products in the UK.

Mission

Achieve net zero emissions by 2030.



Opportunities

Birkdale is a small business with just 96 employees, however Birkdale believes that investing in sustainability at any scale is beneficial. Birkdale is getting ahead of the market by developing a Sustainability Strategy prior to set requirements from the government and expects several benefits to come from the deployment of our Strategy.



Stronger partnerships

Retain and attract more customers by ensuring transparency and effectively communicating our sustainability efforts to customers



Sustainable products

Customers that share in our sustainability values will be more inclined to choose Birkdale for their fence and post products



Stronger brand

Sustainability is important to our customers and our employees and will strengthen confidence in our brand identity as a company

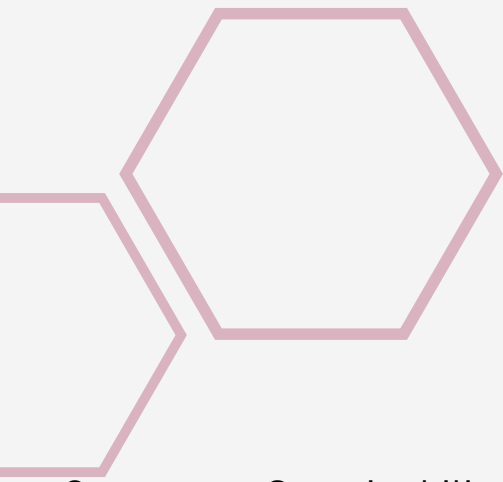


Economic benefits

Our sustainability commitments will save us and our customers money as we deliver products that are durable and long-lasting

Overcoming challenges

As we progress with our mission, we will face challenges. Anticipating the key challenges that could arise and identifying mitigation measures in advance will help us prepare and address them before they occur.





Current baseline

In order to make progress on our Sustainability Strategy, we must first identify our baseline of actions towards sustainability.

Carbon neutral certified

Birkdale had a full carbon footprint assessment completed in 2023. Birkdale's carbon emissions have since been offset with the purchase of carbon credits.

Environmental Product Declarations (EPD)

Birkdale had EPDs completed on our products in 2023, which identifies the life cycle of each of our products.

Existing sustainability commitments

Birkdale has already defined what sustainability means to us in our Sustainability Promise and our sustainability goals with short term targets in Sustainability the Birkdale Way. This Gateway to Sustainability ties everything together into a long-term roadmap with a clear vision, mission and actions to achieving our goals.

Fleet Policy

Birkdale has implemented its new 2023 fleet policy which outlines that any new fleet vehicles will be electric or hybrid where possible.

Carbon footprint assessment

The following is a snapshot of Birkdale's most recent carbon footprint assessment. To view the assessment in detail, please find it under the sustainability tab on our website.

Scope 1 (Direct Emissions)		
1.57	kg CO2e	Stationary or Mobile Combustion Source
-	kg CO2e	Mains Gas
57,269.24	kg CO2e	Company Owned/Leased Vehicles
-	kg CO2e	Refridgerant Gas Loss Recharge
57,270.81	kg CO2e	Total
57.27	t CO2e	Total (tonnes)

Scope 2 (Energy Indirect)		
34,519.10	kg CO2e	Total Organisation Energy Usage on Site
12,881.82	kg CO2e	Total Electric Vehicle Energy Usage
47,400.92	kg CO2e	Total
47.40	t CO2e	Total (tonnes)

Base year: 2022
 Total emissions: 923.22 Tonnes of Carbon Dioxide Equivalent (t CO2e)

Scope 3 (Indirect Other)		
18,842.30	kg CO2e	Total Organisation Energy Usage WFH
3,416.45	kg CO2e	Organisation Waste
18,214.60	kg CO2e	Business Travel (not using owned/leased vehicles)
49,046.40	kg CO2e	Staff Commuting (not using owned/leased vehicles)
194.00	kg CO2e	Business Hotel or Event Activities
410,954.13	kg CO2e	Inbound Delivery of Goods (upstream transportation and distribution)
317,480.66	kg CO2e	Outbound Delivery of Goods (downstream transportation and distribution)
401.63	kg CO2e	Organisation Water Usage
818,550.18	kg CO2e	Total
818.55	t CO2e	Total (tonnes)

VISION
To be the most sustainable choice for post and fencing products in the UK.

MISSION
Achieve net zero emissions by 2030.

Responsible
Production and
Consumption

Creating Positive
Partnerships

Transparency
and Integrity

Ongoing tracking
and annual reporting
on the progress of
our Sustainability
Strategy

Hire professional
consultants to
analyse and report
emissions-related
data

Ensure all marketing
materials, presentations to
clients and annual reports
include information on the
sustainability of our products

Ensure that our Strategy
is dynamic and adaptable
to changing practices,
feedback and the
development of new
products

Share our Strategy with all
current and future
suppliers and request that
products meet or surpass
our level of ambition

Short term actions

Based off the results from the carbon footprint assessment, Birkdale has identified specific and measurable short term actions that will help us work towards our vision and mission.



Sustainable procurement policy

Develop a sustainability procurement policy to reduce carbon emissions within the supply chain by reducing supplier carbon emissions. Engage with current suppliers on the new policy and source new suppliers if existing suppliers are unable to adhere to the policy standards.



Company policies

Review all Birkdale guidelines and regulations to ensure that the protection of the environment is given priority.



Annual reporting

Release annual reports on Birkdale's progress towards our sustainability goals.



Carbon neutral

Become carbon neutral and announce carbon neutral certification in 2023.



Post carbon footprint assessment online

Display the carbon footprint assessment on the website to ensure transparency throughout progress on the Sustainability Strategy, showing the 2023 comparative baseline year.



Waste management

Implement a waste management plan to reduce, reuse and recycle waste.



Energy efficient production

Investigate energy saving measures in production.



Eco-friendly products

Transition to environmentally friendly coatings and finishes.



Recycled materials for manufacturing

Use recycled materials, where possible, for manufacturing products.



LED lighting

Replace all lights in Birkdale's building with LEDs.



Green Team

Establish a sustainability committee that meets regularly and oversees the implementation of Birkdale's Sustainability Strategy goals and actions.



Marketing sustainability initiatives

Promote Birkdale's sustainability initiatives on the website and in all branding to inspire other building material companies and raise awareness for sustainability actions.



Electric vehicles

All new vehicles will be electric or electric hybrid where necessary.



End-of-life program

Birkdale will create an end of life program for its posts. Customers can contact Birkdale once their Birkdale products have reached the end of their life and Birkdale will come and pick up their product for free and ensure that it is disposed/recycled properly. Customers who use this option will also receive money off their next Birkdale product.



Educate employees

Educate all employees on the Sustainability Strategy to ensure everyone is aware of the Strategy, its initiatives and goals. Add the Strategy to all mandatory staff onboarding documents.



Update Sustainability Strategy

Update the Sustainability Strategy as required to reflect changes in practices.

Communicating progress

Birkdale intends to be as transparent as possible as we progress on our sustainability journey.



Continuously tracking key metrics

Birkdale will continuously track our energy consumption, materials usage, waste and recycling and make changes as necessary.



Annual carbon footprint assessment

To track our progress on reducing carbon emissions, Birkdale will have an annual carbon footprint assessment completed. These assessments will be shared publicly on our website and in an annual sustainability report.



Annual reporting

Birkdale will conduct an annual assessment on how well we are tracking on our key sustainability initiatives, which will inform an annual sustainability report. The annual report will be shared publicly.



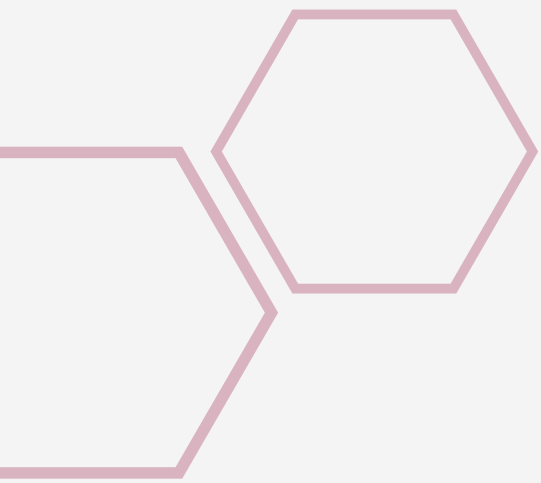
Sharing progress with customers and employees

Birkdale will share the progress on our Sustainability Strategy by posting the full Strategy on the website and notifying customers and employees of changes or updates on the progress of the Strategy

We are always looking for ways to improve our Sustainability Strategy

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Please let us know if you have any feedback or recommendations to further incorporate sustainability into our business practices.



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