



# Impact Report

2021 - 2022



# Introduction



Taking time to write an impact report allows us to pause and reflect on the past year. As we move further into 2022, we realise how far from ‘normal’ 2020 and 2021 seem to have been. Looking even further back to 2019 now seems a lifetime ago, it was then that we first certified for B Corp and now this year it is time to recertify.

Through the last two years we have managed to forge a path and come out thriving. 2021 in fact brought a fresh challenge as we worked with our customers to bake enough bread as demand

soared. The great British staycation, a revived love of local and our fantastic baked goods meant record breaking sales. We found ourselves expanding our team, outgrowing our bakery and had the extra challenge of a few hold ups with ingredients thrown in.

Nevertheless, our incredible team managed to make further progress on the impact we have had on our people and planet.

The biggest wins were with our people as we retained our valuable team and welcomed others into the family. We introduced our apprenticeship scheme and currently have four bakery apprentices. Our People and Culture Team expanded to enable even more focus on individual personal development.

Importantly, for the first time we have measured our Carbon Footprint which will become part of our annual impact evaluation and target setting. This gives a focus to our working team to monitor areas for improvement which is challenging as we grow in knowledge in an ever-changing world.



We have started to capture what we are doing about plastics on page 26. The conversations we are having now with packaging suppliers are very different to those even a year ago. As policies on things like plastic tax develop alongside a deep-rooted concern for our climate has meant our suppliers are now increasingly focused on sustainability.

Exceptional bread is meant to be shared; we love good bread but what we really love, is sharing it. Focusing our charitable giving with food and hunger charities has enabled us to share wider and impact both our local communities and our international baking ones.



Hobbs House Bakery’s home has always been in Chipping Sodbury. In the 1980’s when we needed more space, we took on a tiny unit in Hatters Lane on an industrial estate. Over the last thirty years we have taken on more space there as we have grown. At the end of 2021 we picked up the keys for two more new units meaning that by the end of this year, we hope to have redeveloped our whole existing bakery and breathed out into the new spaces allowing us once again to grow. This expansion will help us to ensure that more people get to eat better bread.

In 2021 we celebrated 100 years of baking. As we look back and reflect over the past five generations of bakers, our hope for the future is in our new purpose, “to nourish our customers, peoples and communities for generations to come”.



# Change.



## Plastic

We have already seen a reduction in our wrapped bread, reducing from a highest level of 56% to 46% last year.

- ✔ This year we aim to return to pre-covid levels of 35%.
- ✔ We will trial a lower micron of plastic on our current bags to reduce the plastic.
- ✔ We can now get bags that have recycled content in them we are looking at both 30% and 60% recycled content.
- ✔ We will trial new films that are single use for wrapping our bread, these are now available in compostable, recyclable and including recycled content.
- ✔ **Read more on page 26.**



## Carbon Footprint Targets

- ✔ 2025 - 25% reduction
- ✔ 2030 - 50% reduction
- ✔ 2035 - Carbon Neutral
- ✔ At the end of our financial year measure our Carbon footprint for the second time, from this set science based targets.

**Read more on page 22.**



## Real Living Wage

This year we have further increased the percentage paid of the Real Living Wage by 10% taking us to 81.02%.

Our aim is to get this to 100% by 2025.

**Read more on page 10.**



## Healthy Soil

We are deeply concerned about the health of our soil, by 2032 we will ensure all our flour comes from healthy soil.

We will also increase our regenerative and organic ingredients this year.

**Read more on page 30.**



## Kindness

We have had our people, community and the environment at the heart of every decision since we started baking 100 years ago. We pledge to never lose sight of this, and to continue to treat each other with kindness and compassion, support the vulnerable residents in our communities, and protect our planet.



## Green Energy Targets 2022

- ✔ 60:40 (recycled:landfill)

### 2022-2023

- ✔ Green electricity green contracts 48%
- ✔ Offset electricity by 10%
- ✔ Offset gas by 100%

**Read more on page 25.**

# B Corp

In our second year of being a B Corp we have been focusing on what it means to our people to be a B Corp, trying to better explain to everyone the benefits of being a B Corp for us all.

We have loved joining local B Corp groups and chatting with other companies who are wondering about becoming a B Corp.

In 2022 we recertify with a hope of increasing our score.

We defined our Purpose and changed our Mission and Vision to better reflect who we are as a business and where we are going.

## Mission

Higher Quality, Positive Impact.

## Purpose

Nourish our customers, people and our communities for generations to come.

## Values

Exceptional Bread

Excellent Service

Empowering & Valuing Our People

Ethical & Sustainable Principles

## Vision

Grow our successful, sustainable and innovative family bakery, that serves its people and communities by delivering handmade exceptional bread to a widening audience.



# Charity

## Our Charity Mission:

To work with charities to promote food equality and address food hunger through the provision of bread or financial support.

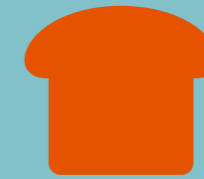


We supported our friends The Jolly Hog to serve up an incredible 50,000 free lunches to all the NHS staff at our local Southmead Hospital. Each day they pitched up their food truck to serve sausage sarnies and bacon baps with our donated bread rolls. To mark the 25,000th and then the 50,000th free lunch handed out the national press joined us on both occasions.

We celebrated the giant milestones with the best way we knew how, with some giant baked goods. We served up a two meter long 'social distancing baguette' filled with sausages, and then a larger than life hot cross bun packed with bacon.

# Good Things

From 2021



40,000

Loaves & Rolls Donated

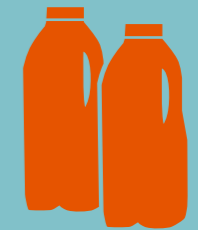
To local charities fighting hunger.



8000

Loaves Given

To the Ifakara Bakery Project, providing fresh bread for children in Tanzania, through sales of our **GiFt** loaf.



13,000

Plastic Bottles Saved

By introducing refillable milk stations.



21,000

Plastic Bags Saved

By replacing with compostable waxed bags in online orders.



3000

Bags Of Food Waste Saved

Through 'Too Good To Go'.



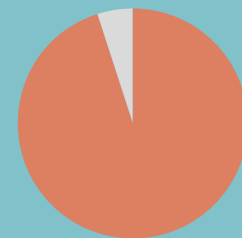
# Our People

We have been totally overwhelmed by the support and hard work of our people. In an extraordinary year of growth our team loyally supported us and welcomed new members. We found new ways of expanding our team. Like the rest of hospitality we tried to find new ways to recruit, wondering how many different ways you can rephrase a job advert; we're hiring, join the team, work with us, we really are a lovely bunch.

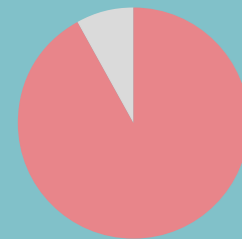


Our Welcome Pack and process was redeveloped to ensure any new team member had the warmest of welcomes and were made to feel part of the family.

We are so proud of so many of our colleagues long service and commitment to Hobbs House Bakery so we celebrated our longest standing anniversaries with Mark, Elaine and Chris starting their third decade with us. This year we have further increased the percentage paid to the Real Living Wage by 10% taking us to 81.02%. Our aim is to get this to 100% by 2025.

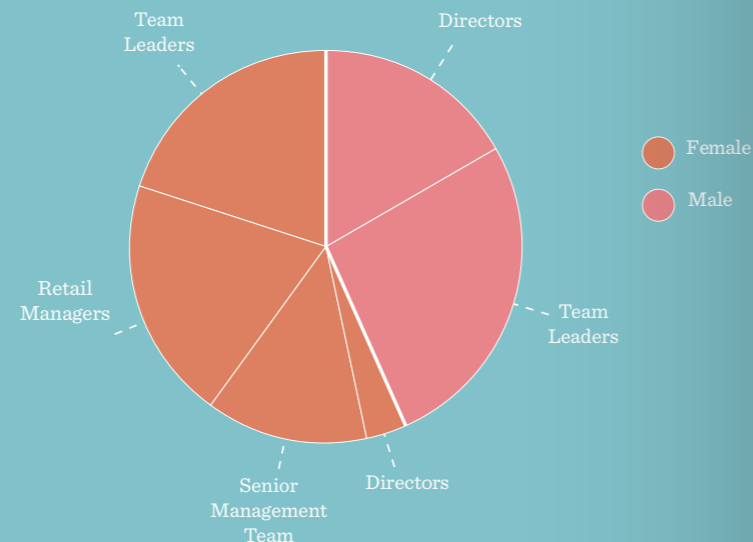


92% feel satisfied with their job



95% feel that HHB is a good and caring employer.

## Leadership Gender Split



# Team Benefits



**20% Discount card**  
To use in our shops.



**An extra days holiday**  
For your birthday.



**Company Sick Pay**  
Up to 6 weeks at 75% pay.



**Baby hamper & Wedding vouchers**  
To help you celebrate your new arrival or big day.



**Daily bread**  
A loaf of bread to take home everyday.



**Bonus & Annual Pay Review**  
Bonus paid in November based on company performance. Pay review every April.



**Family tickets for local attractions**  
Noahs Ark, Westonbirt, Bristol Zoo/Wild Place.



**Compassionate Leave**  
Up to one weeks paid bereavement leave for immediate family.



**Lunch & Hot Drinks**  
We provide a free lunch for our teams, with fresh bread always available.



**Matched Giving**  
Raising money for charity? Let us help you with matched giving up to the value of £250.



**Staff newsletter**  
Stay up to date with our monthly staff newsletter.



**It's good to talk.**  
Dedicated wellbeing team on hand to chat about anything.



**Volunteer Days**  
Paid day off each year to volunteer for a chosen charity.



**On your bike?**  
Commute for less with the Bike2Work scheme, includes electric bikes.



**'A day in the life'**  
Opportunities to gain work experience in other departments.



**Tech Scheme**  
We offer access to a tech scheme to access affordable technology.

**We welcomed our first four apprenticeships, finally finding a college that can accredit their work.**



# Wellbeing Team

## 20 Mental Health First Aiders

In 2022 we will be running our second round of training to increase our team support around Mental Health.

## Wellbeing Month

Due to lockdown we took Wellbeing Month online with a number of Time to Talk sessions on Zoom and a good old Zoom quiz. We also enjoyed sharing walks and encouraging one another to look after ourselves by enjoying some fresh air.

## Desert Island Discs

We all connected to each other through Cath's Desert Island Discs where we all shared our favourite tunes giving us a super soundtrack to enjoy.

## Counselling

This year our Wellbeing Team will have access to a Counsellor for further support.



## The Sodbury Slog

Five of us embraced ten miles of mud at our local community run. We sponsored the event with 1200 runners receiving a well deserved slice of our Hikers Bar at the end.

# Beat The Blues

## Playlist (As chosen by our teams)

Dancing Queen - Abba  
Rumours - Fleetwood Mac  
Johnny Be Good - Little Richard  
Levitating - Dua Lipa  
Coldplay - Everyday Life  
Africa - Toto  
If I Could Change Your Mind - Haim  
Inni Mer Syngur Vitleysingur - Sigur Ros  
West Coast Poplock - Ronnie Hudson  
Whole Lotta Rosie - AC/DC  
Three Little Birds - Bob Marley  
Rose Coloured Boy - Paramore  
Stop - Spice Girls  
Red Light Spells Danger - Billy Ocean  
You Make My Dreams (Come True) - Hall And Oats  
Summertime - Will Smith  
Alright - Supergrass  
Break My Stride - Matthew Wilder  
Chain Reaction - Diana Ross  
Miami - Will Smith  
Blackbird - The Wurzels  
Sine From Above - Lady Gaga and Elton John  
Alright Now - Free  
Hotel California - The Eagles  
Operation Blade - Public Domain  
Mr Bad Guy - Freddie Mercury  
I'm Your Hoochie Coochie Man - Muddy Waters  
Go Your Own Way - Fleetwood Mac  
Party Fears Two - The Associates  
Fleetwood Mac - Gypsy  
Good Times - Chic  
Rhythm Of The Night - Debarge  
Bryan Adams - Summer Of 69  
Meant To Be - Bebe Rexha  
500 Miles - The Proclaimers  
Here Comes The Sun - The Beatles  
Don't Stop Believing - Journey  
Cheerleader - Omi  
Dead Ringer For Love - Meat Loaf & Cher  
Sunshine On Leith - The Proclaimers



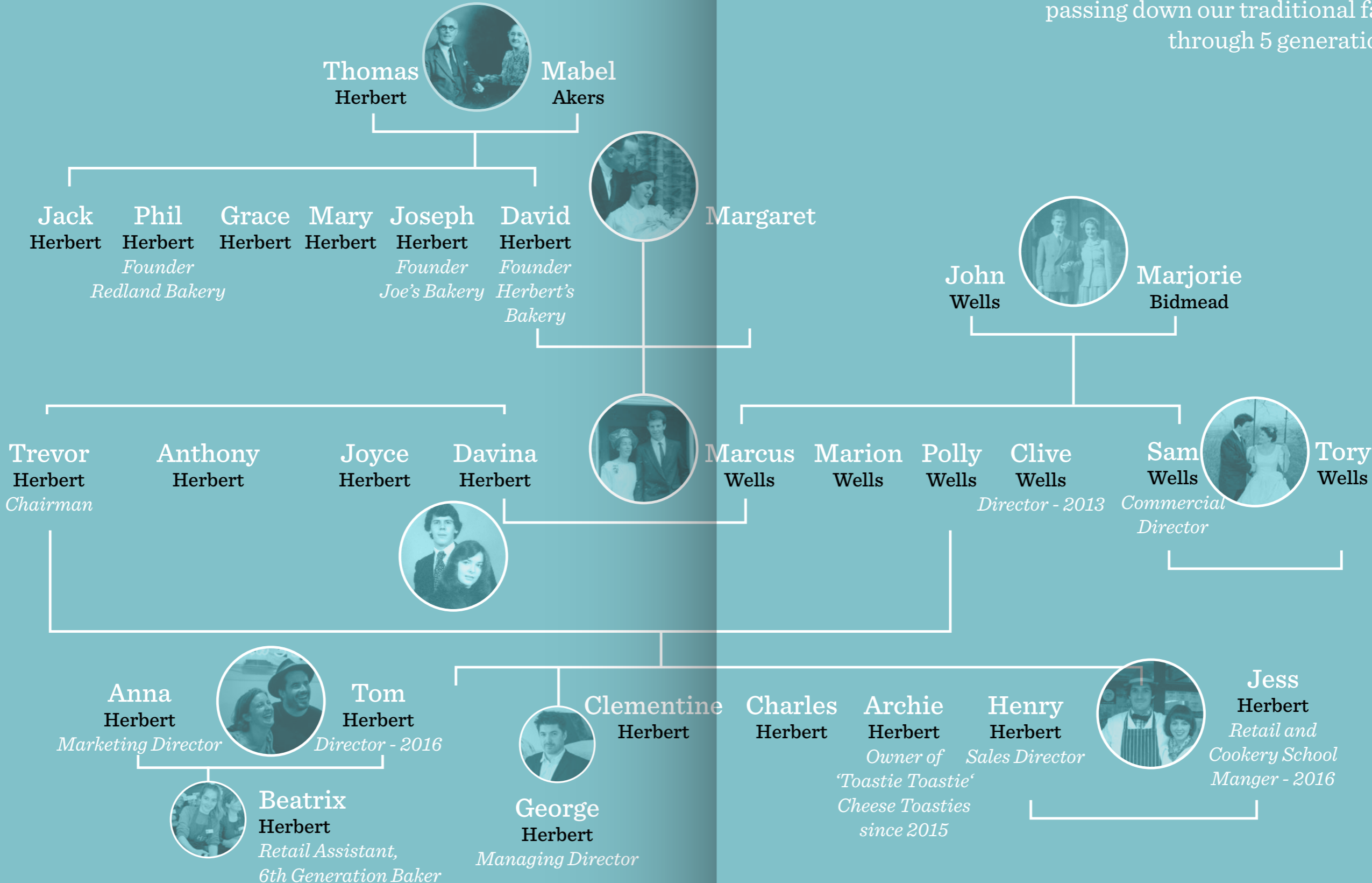
Listen on  
Spotify:





# We Are Family

In 2020 we celebrated 100 years of baking passing down our traditional family recipes through 5 generations of bakers.





# Awards

**We are chuffed to have been nominated for and indeed won some brilliant awards this year.**

## **Best of Organic**

On the 20-year anniversary of originally winning this award, our Organic Light Rye Sourdough won the Best Of Organic Bakery in the BOOM Awards.

A partnership between The Soil Association and Ocado, these are the UK's only organic awards, honouring the brands behind the country's organic industry. Our Organic Ancient Grains was also a proud finalist in these awards.

## **The Great Taste Awards**

Our frozen Bake At Home All Butter Croissants were awarded two out of three stars in The Great Taste Awards. The judges commented;

*"Beautiful looking and buttery flavour. We really felt like we were in France eating these fresh from the boulangerie. You don't often get croissants this good in the UK!"*

## **Cotswold Eats Awards**

We were voted as one of the top 10 food producers in the region in the Cotswold Eats Awards.

## **Corporate Social Responsibility Award**

We were proud finalists in three categories in the South Gloucestershire's Lifestyle & Business awards that celebrate the best of the county's businesses; Family Business of the year, Heritage Business of the year and the Corporate Social Responsibility award.



# Fresh From The Oven

## **Heritage Loaf**

Launched as part of our 100 Years of Baking celebration, our Heritage loaf is an organic sourdough made with local heritage wheat.

## **Organic Wholemeal**

We now make our wholemeal with organic ingredients to make a better and tastier loaf.

## **Cinnamon Buns**

We have been baking our Cinnamon Buns by using up surplus croissant dough.

## **Bake At Home**

New Product Development for us doesn't always come from a new product but sometimes through a new route to market.

For a few years we have sold frozen unbaked pastries. As a family we loved waking up to warm pastries at the weekend so decided this method was too good not to share. Now our customers can buy our frozen pastries from our shops or online and they too can wake up to the aroma of freshly baked morning goods.

We are just about to add a couple more products to this range and can't wait to share them with our customers.



# Eat Better Bread

We love to come up with creative and delicious ways to inspire our customers. Our most recent campaign; **Eat Better Bread**, focused on a different loaf each week. We cooked up some epic recipes using those loaves from a mighty mac & cheese toastie using the Organic Wild White Sourdough, to an epic egg mayo and crisp sandwich on the Sherston.

We used this campaign as a way to communicate the stories, history and benefits of each loaf and to encourage our customers to try one that they hadn't before. Our photos went down a treat on social media and our followers loved trying out our recipes.

All of our content is proudly produced in-house by our Marketing Team; our photos, videos, graphics and even this Impact Report are created by our Marketing Designer, Dan Jevons.

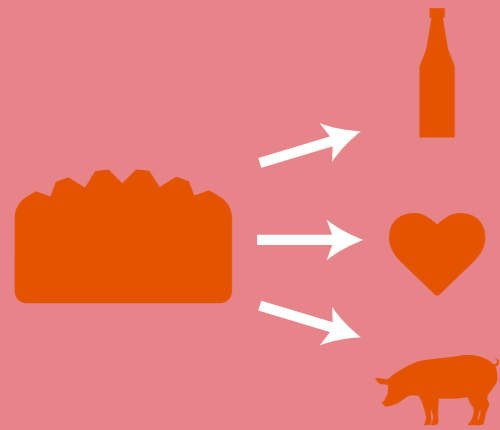




# Sharing Bread

## Zero Waste To Landfill

We have continued to ensure none of our bread goes to landfill. In accordance with Defra's guidelines we firstly try to re-purpose any surplus bread for human consumption, we do this by supplying bread daily to Family Food for Free in our hometown of Chipping Sodbury.



With the help of our customer **Arthur David** we send bread every day to the **Matthew Tree Project**, helping people rebuild their lives and create a better, healthier, happier future.

**Yate Food Bank** regularly takes surplus bread.

We work with **Fare Share** in Bristol to support holiday hunger projects and any other bread needs.

Once again we partnered with our friends at **Stroud Brewery** to make a bread beer with **Toast Ale** as one in a companion series of ales to help call for cooperation to protect people and nature from the effects of the global climate crisis. We collect any surplus bread to form the base to brew with. We also collaborated with other B Corps to make a bakers Witbier in September.

We absolutely loved **Too Good To Go's** Campaign to raise awareness of how much food we waste as part of this years Cop 26.

We introduced **Too Good To Go** into the rest of our shops and through them our customers can buy a reduced bag of products at the end of the day, allowing the shops to reduce any waste.

- ✔ 3000 bags to Too Good To Go, saving over 7 tonnes of CO2 which is equivalent to keeping the shower on for 7 days straight.



- ✔ Food Waste in Action: a local Gloucester Old Spot enjoying a surplus Organic Spelt Loaf.

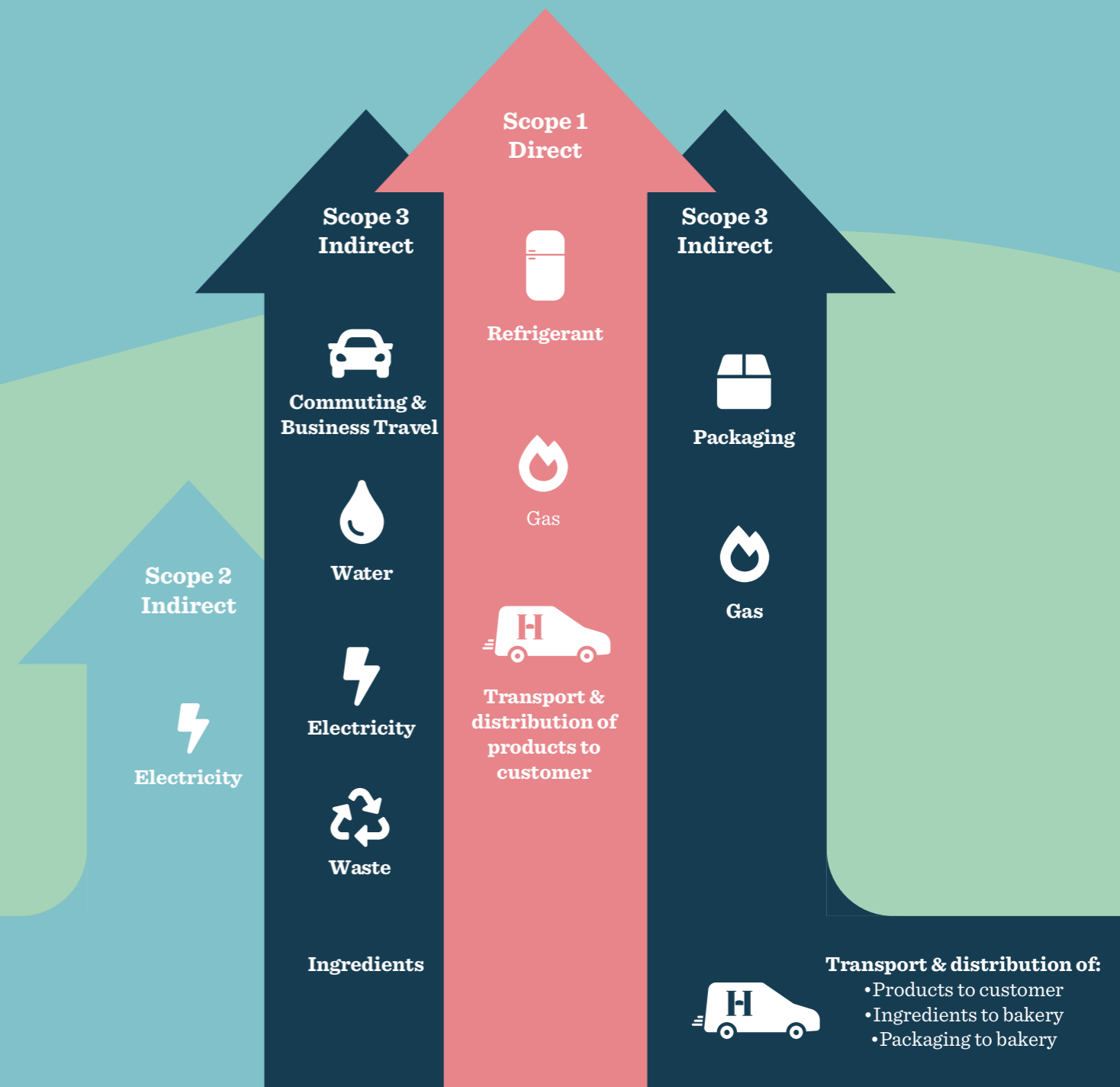
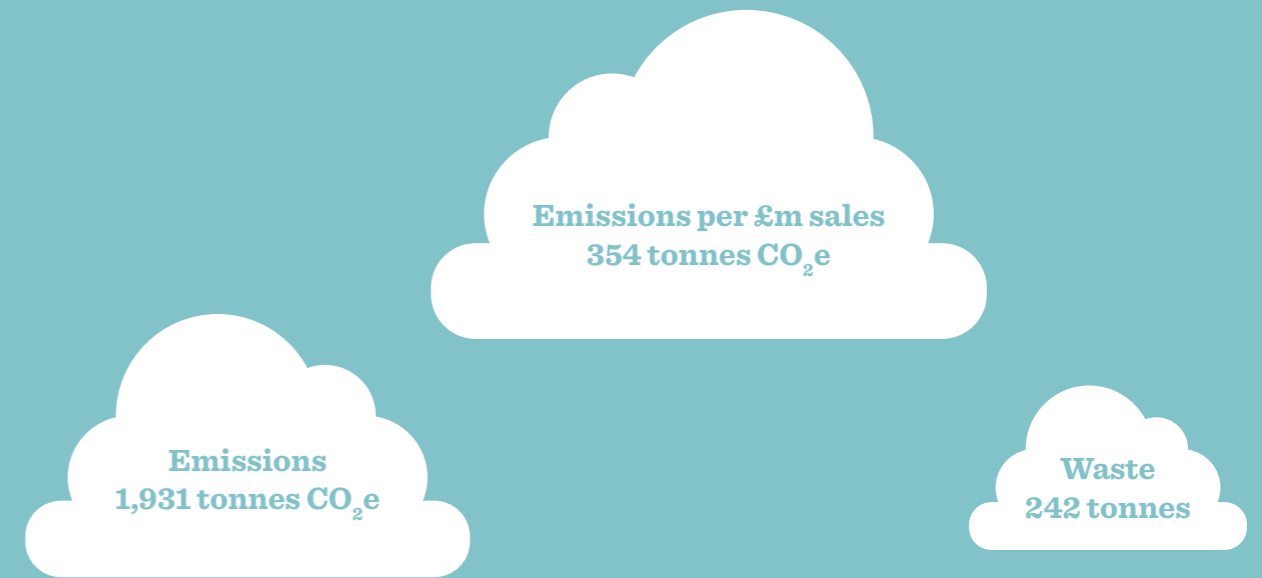


# Our Carbon Footprint

For the first time this year we measured our Carbon Footprint. This has now given us a base to build on and target reduction for annual review.

It's not as easy as we hoped working to reduce as we grow but a team of us have formed to start to look at creative ways to reduce, improve and potentially offset our impact.

Our Targets (Per million sales)	
2025	25% reduction
2030	50% reduction
2035	Carbon Neutral



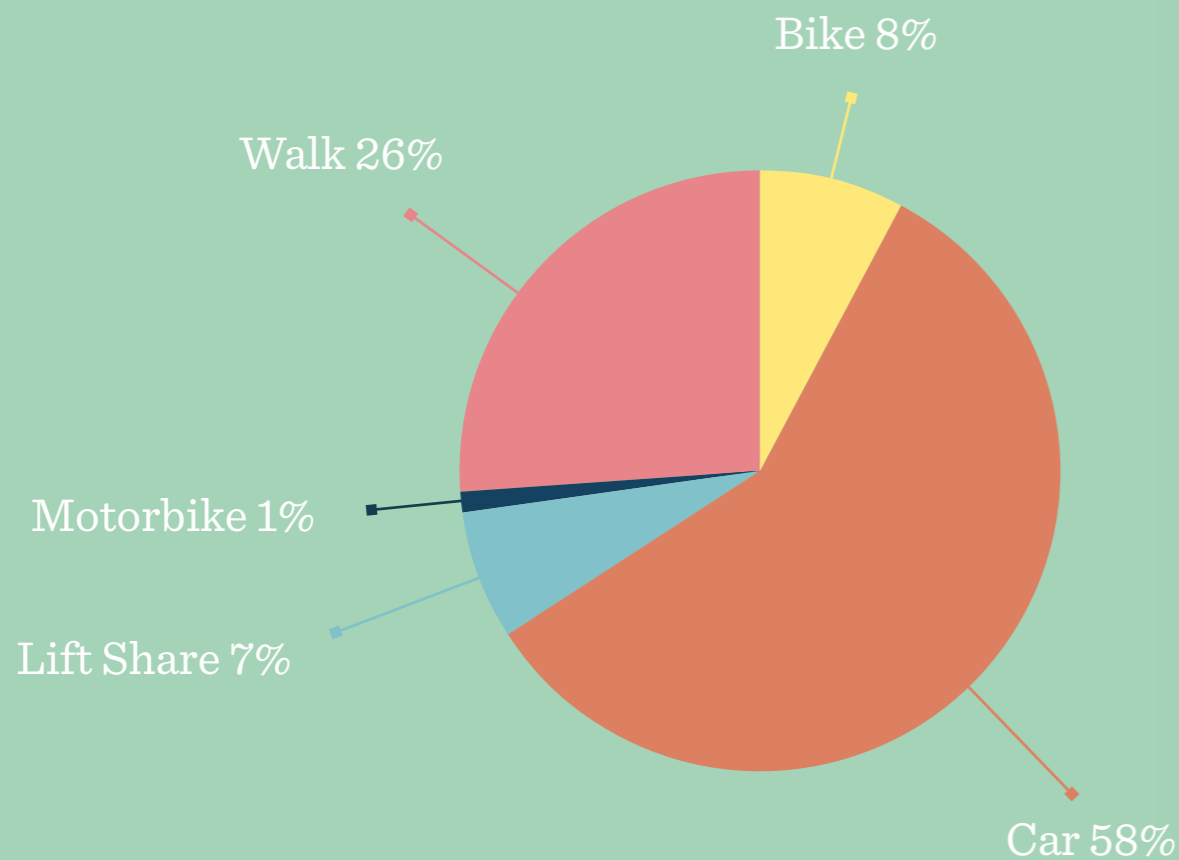


# Flour Footprint

## Flour Footprint Group

We are excited to relaunch our Flour Footprint group. This will be a working group gathered from across the teams to make a difference on the small things.

## How People Get To Work



## Get On Your Bike

We have been encouraging our teams to cycle to work. Match funding through South Gloucestershire Council allowed us to build a new Bike Store to keep our bikes dry and secure. The 'Cycle To Work Scheme' makes it easier for our teams to buy a bike.



# Our Carbon Actions

This year we have been wrestling (almost literally) to balance the astronomical increase in energy costs with green contracts. We are also set to be challenged by gas, with gas currently being better to bake with and lots of larger bakery ovens being gas only.

This year we will be looking at Carbon Offsetting for the first time. As we observe the damage being done to our soils we will be looking to offset in a way that directly benefits regenerative agriculture and farmers.

## Reduce, Reuse, Recycle

Currently 60% general waste and 40% recycling (measured by weight).

**Aim: to be 60:40 (recycled:landfill) by end of 2022**

## Plastic ...pg 26

Our mission to reduce plastic wrapping on our bread.

## Solar Panels

We have just taken on more space at the bakery and are re-roofing in preparation for solar panels to be installed this July. We hope that these will provide 25% of our electricity.

## Electric transportation

We are investigating the options of transferring our van fleet to electric and are about to trial our first electric van.

## Green energy

We are working with each of our suppliers to understand what % of green energy we are using and how future contracts will effect this.

### Green Energy Targets 2022/2023

- ✔ Green electricity – green contracts 48%
- ✔ Offset electricity 10%
- ✔ Offset gas 100%

## Understanding Our Soil ...pg 30

Organic is better for our Carbon Footprint and the soil.

## Suppliers ...pg 32

This year we want to work with our suppliers to ensure we're aligned.





Our Waxed bags are  
100% Compostable.

# What The *Plastic!?*

## Is plastic a swear word?

This year we have been wrestling with reducing our plastics and it's not as straightforward as we hoped. We are weighing up the increased shelf life a plastic bag gives a loaf against the environmental impact of packaging.

Last year saw an increase in customers wanting our bread wrapped, this was because of Covid and thinking it's safer for products to be covered. Already we have seen a reduction in our wrapped bread with it reducing from a highest level of 56% to 46% last year. This year we would like it to return to pre covid levels of 35%.

Natasha's Law also came into effect, which meant customers needed to label their products to a new standard.

We need to reduce the amount of products that get wrapped in single use plastic. When we use heat sealed plastic wrap it needs to be disposed of when opened and doesn't help to preserve the life of our products once open.

## Plastic bags out of online

By removing plastic bags from our online service, replacing with our compostable Waxed bags, we've saved 21,000 bags from landfill.

By moving to refillable milk stations in our shops, we've saved 13,000 plastic milk bottles.

## Wholesale plastic reduction

So far this year we're pleased to report that we've been able to cut down our plastic use by 173 kilos, by reducing the thickness of our wholesale Large Product Sacks by 18%

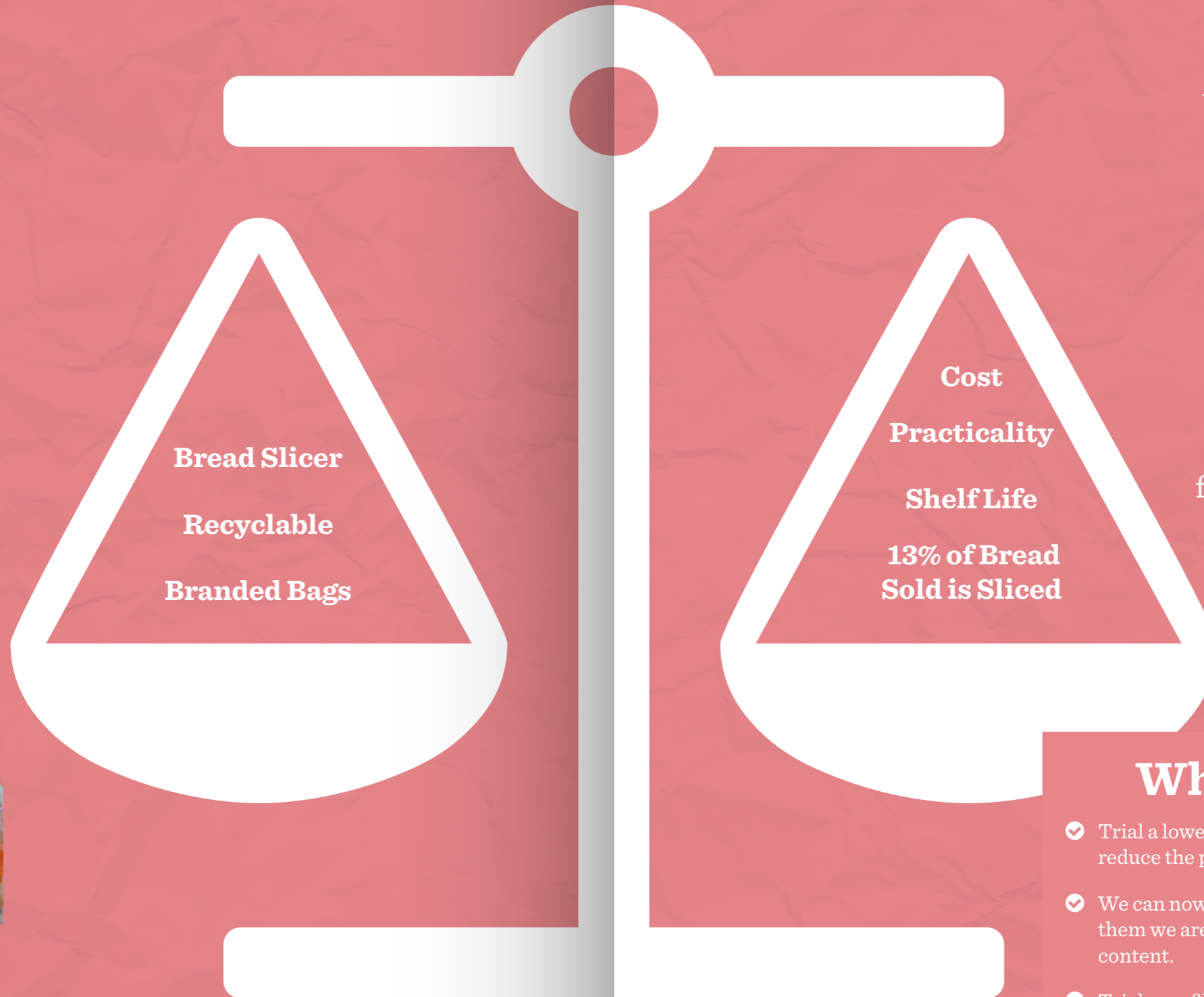


# Weighing Up

Our bread goes through our bread slicer and is automatically packed, this beautiful old slicer has been a member of the team for over 20 years, it doesn't like change and requires bags to be of a certain thickness and wicketed to work. What would be the carbon impact of changing the machine?

Our plastic is recyclable in supermarkets and our shops

We have now branded our key loaf bags which reduces the need for a sticker too.



We are currently shelf life testing our bread in different wrappings, to see how it keeps best. Initial findings shown day longer in current plastic packaging.

Our first quote for a compostable bag trebled the cost of each bag.

Do our customers have the facilities to recycle or compost packaging? Particularly those that work in commercial kitchens.

## What we can do:

- ✔ Trial a lower micron of plastic on our current bags to reduce the plastic
- ✔ We can now get bags that have recycled content in them we are looking at both 30% and 60% recycled content.
- ✔ Trial new films that are single use for wrapping our bread, these are now available in compostable, recyclable and including recycled content. Understand the price implication of using these.
- ✔ Continue to shelf life test our products in different packaging to make sure we know which is best.



# Healthy Soil

**We are deeply worried about the damage current farming methods are doing to our soil, we believe Organic is better and we will be learning lots more about regenerative agriculture this year.**

We love working with the Soil Association who certify us as Organic. We have worked with them since they began.

Our Carbon Footprint told us that Organic is better for the environment with GHG emissions/kg (kg CO<sub>2</sub>e) 23% lower. Currently 11% of our products are Organic and this accounts for only 5% of our sales.

All our milk is organic and is mostly sourced from local farm Chew Valley

## Our Goals

- ✔ We want to ensure all our flour comes from healthy soil by 2032.
- ✔ Get to know our farmers.
- ✔ We will also increase our regenerative and organic ingredients this year.





# Our Suppliers

We work with like-minded local suppliers, it's no coincidence that our miller Shipton Mill is just down the road.

This year we will be working harder with our key suppliers to ensure that they are well aligned with us, introducing our supplier house rules with our annual supplier survey and a purchasing policy. We will be offering support to help other businesses to become more sustainable and to continue to give guidance for those hoping to become a B Corp.



# Code of Conduct

We want to work with like minded suppliers whose purpose is to build a better business for the future.

This year we want to work closer to our suppliers and support you in your own journey to ensure you are best for people and planet.

HHB Value	What we Expect From You	How Can You Demonstrate This?
<b>Exceptional Bread</b>	Products are made with good quality ingredients.	Send your quality policy.
	You use approved suppliers.	Explain your supplier approval process
	You are working to reduce plastic waste.	How are you working to reduce single use plastic within your business?
<b>Excellent Service</b>	You are committed to supplying us with the products we have requested.	
	You are encouraging productivity by making the workplace a pleasant environment.	How do you ensure your staff feel valued and motivated at work?
<b>Empowering People</b>	You are investing in people – i.e. training and development.	What is your current training programme? How often do you conduct refresher training?
	You are supporting local charities	How do you support local charities?
	You minimise zero hours contracts and agency staff.	Do you allow for zero hours/agency staff? How do you monitor this?
	Health & Safety is a priority.	How do you ensure that the health & safety of your employees is kept a top priority?
	You are against discrimination within the workplace.	How do you ensure that no one is discriminated against within the workplace?
	You provide employment opportunities to under-represented communities.	Is this written into a policy?
	Is your company based in a low income community or owned by those from diverse/under-represented populations?	Tell us.
<b>Ethical &amp; Sustainable</b>	You are committed to ethically running your business.	Send us your ethical/modern slavery statement.
	You are committed to social, environmental and governance best practices for businesses.	Can you send us your environmental/sustainability policy? Are you working towards BCorp accreditation?
	You have targets for managing your water footprint, greenhouse gas emissions, reduce waste.	Send us your environmental policy, including any data and targets.
	You work towards purchasing products that are environmentally friendly.	How do you ensure you consider the environment with every purchase? E.g. hazardous toxins or chemicals used, office supplies, ingredients sourced.



We can't get through 2021 without an enormous thank you to social media. Henry and Jess' family dog Moth was stolen and through incredible support and the offer of a lifetime supply of brownies, we got him back.

Please help us to find Moth, missing from Nailsworth  
**CASH REWARD**  
for safe return  
& LIFETIME SUPPLY OF  
HOBBS HOUSE BAKERY  
BROWNIES

FOUND!

~~MISSING~~



MOTH

Male Lurcher Brindle Brown/grey (Age: Young Adult)  
Missing from Nailsworth, Stroud, GL6 0BS Last seen at 3.30  
in Morrison's car park, GL6 area, South West on  
Thursday, 8th July 2021

CONTACT: 07748620474