



Impact Report

2020

100 Years of Baking



1920

Herbert Bakeries in Down Ampney is founded. Our 'Sherston' recipe is created.



1940

We bake our first Wholemeal Loaf and this gets sent to Operation Manna as wartime aid.



1960

The arrival of Hovis, a malted wheat loaf most similar to our Harvest. Herberts selling bread from their Bristol shops during the bread strikes



1970

The arrival of Organic movement in Bristol, our first Rye Sourdough.



1980

Herberts start milling their own flour. They achieve the Guinness Book of Records fastest loaf.



1990

New recipes following the Wells joining in 1985.



2000

The innovation years. The Sourdough Revolution begins and we open two new shops in Nailsworth and Tetbury.



2010

The next generation of Hobbs House Bakery brings a fresh perspective and some great new products, including our Burger Bun and Brioche range.

Our very first loaf of bread was baked by husband and wife Thomas and Mabel Herbert in 1920. Thomas was a blacksmith in Down Ampney but they hit hard times and had a young family. As his wife Mabel's family were bakers, she persuaded him to hang up the leather apron for a linen one and learn to make bread instead. We still use many of the slow and traditional methods of baking bread that Thomas learnt and passed down through the family.

Five generations and 100 years later we became a certified B Corporation, a global movement driving change in society through ethical and sustainable business. Although a lot has changed over the last 10 decades, our commitment to doing the very best for our people, communities and the environment has not.

2020

We ended 2019 on a high, it had been a good year, during which we bedded in a new generation of leaders. The icing on the cake though was receiving our B Corp Certification. Unfortunately, this was not accompanied by quite the round of applause we expected as we were officially certified on the same day Boris became our new prime minister and he rudely stole the headlines.

We launched into 2020 with a clear twenty/twenty vision. As we started to plan the coming financial year we wondered what the Corona Virus might look like, with our focus firmly on what it meant for our staff and customers alike. Corona then hit us with a thump in early March as a lorry carrying at least a baker's dozen pallets of bread got sent straight back to us as busi-

nesses started to quickly close their doors. During those early weeks we twisted and turned like a well kneaded loaf as we waded our way through a confusing scene; our key priorities were always how to keep our customers and teams safe and how to keep baking. Our top ten biggest customers had to stop their orders overnight and the board in the office overflowed with the list of those that either decided they needed to shut or were slowly finding it increasingly difficult to trade. We soon became very thankful that we had so many branches to our tree as our online business rocketed, our shops once again became the choice of locals and the farm shops we supplied thrived.

Like any family in troubled times, we pulled together, argued, some of us cried but we all soon adopted a new agile way of working we reacted. You shouted, sell



things to help us bake at home, so we did and briefly became a purveyor of flour too. There were some blissful weeks where we would “release the flour” online and sell 130 sixteen kilo bags in two hours. Our teams were incredible flexible in adapting to changes in their roles, whilst constantly honing in on serving our customers on the frontline and keeping us baking.

The reassuring thing for us during this time is that people took comfort in real bread. Our customers reassured us that what we do is good for the soul and nutritious. We loved seeing the rise in numbers of home bakers, we continued to love to teach people to bake, because once you've tasted real bread there is no going back.

We eventually also loved hearing that our customers were opening back up again and speaking to them all on the phone.

The staycation or the British Holiday helped our sales and the Eat Out To Help Out has been a roaring success for businesses when they most needed help.

As we entered a new normal we were once again derailed by a second lockdown. Relieved though that the furlough scheme was extended as this has enormously helped us during this year. At first glance our customers seem to have adjusted well to finding new ways to stay open and there's a fierce determination to shop local and we will be doing all we can to support our small local independents too.

As we move through whatever this next phase brings our vision is clearer, and we will continue to keep baking real bread for our customers making sure we do all we can to keep our teams, customers and community healthy and well fed.

Scores On Doors

Here are the results from our first B Corp assessment, we will continue to work on an improvement plan until our next assessment in 2022.



Governance	13.7
Workers	23.1
Community	36.5
Environment	17.6

91.1

Impact Score

The B Impact Assessment asks questions about how the day-to-day operations of a company create positive impact for the company's workers, community, and environment.



Waste Not, Want Not

Tackling Food Waste.

Cinnamon Bun

We were long over due a Cinnamon Bun in our lives, fortunately our pastry chefs came up with the perfect way to make them using leftover croissant dough. The offcuts of our viennoiserie pastries are now rolled into our moreish cinnamon buns, oozing with spice and flavour.



Frozen Bread

Fresh bread straight to you. We have been selling bread to wholesale customers for some time, allowing us to get our bread further afield, whilst reducing transportation costs and waste. Frozen bread allows our customers to reduce waste by just taking what they need from the freezer when they need it.

This year we have partnered with the Midcounties Co-op to sell our frozen bread direct to the customer for the first time. This means our customers can not only eat just what they need, but with our new ready-to-bake range they can take the bakery into their homes with fresh baked croissant and sourdough pizza.



Charity

We believe that our bread is too good to waste and acknowledge that food waste is this country's dirty secret. We support the Real Bread Campaign's No Loaf Lost. All our shops work to re-purpose bread into their local communities. We support several local initiatives to help feed the hungry, such as Holiday Hunger which feeds children during the school holidays. To achieve this we partner with The Matthew Tree Project, Fareshare, Feed the Homeless and the Community of Purpose. This ensures our bread is always achieving positive things.

Where this is not possible our leftover bread goes to local farmers as animal feed in accordance with Defra's guidelines.

It has been great to support local responses and community groups during the Covid Period by helping to feed the most vulnerable in our communities with great bread.

Half Term Bread

In October Half Term, we were so glad to join local heroes making sure no child went hungry. We were totally humbled by the response of local organisations, from schools to gyms making packed lunches for children and it was great to be able to give them bread.

Charity Partnerships

Matthew Tree Project

With the help of our customer Arthur David we send bread daily to the Matthew Tree Project for them to give out to their communities

the-matthew-tree-project.org

Ifakara Bakery Project

Every **GiFt** loaf we sell donates a loaf to the Ifakara Bakery Project that feeds children in need in Tanzania.

ibpfreebread.com

The Long Table

Our brother Tom left us to set up The Long Table that aims to feed change one bite at a time, we love supporting them in all they do

thelongtableonline.com

Mencap

We have loved having Neil work with us every week for the last five years as part of his Mencap work experience

mencap.org.uk

Toilet Twinning

Toilet Twinning works to ensure sanitation is available around the world. For every toilet we have in the business, we have donated to help another be built in communities around that world.

toilettwinning.org

Christmas Charity appeal

For the first time this year we are running a Christmas Charity appeal through our shops where we will be matching customer donations to support charities in our local towns.

hobbshousebakery.co.uk/christmas



Our People

In our last Staff Survey we scored our highest rate ever with 95% of staff saying they were satisfied with their job.

Wellbeing Week

This year we hosted our first well being month for our teams. It was fantastic to host a range of events to help build our teams and to develop individually too.

As part of this we ran two Mental Health First Aider courses. We now have a team of Mental Health Champions to help support our people.

All of our team can take a paid day to volunteer for a charity of their choice or to work with one of our chosen charities.

We employ
51% men & 49%
women.

Team Benefits

- Free daily bread
- Free coffee & lunches
- 20% staff discount
- Birthday day off
- Free family tickets to local attractions
- At Christmas time we profit share 10% of our profits with our team

*'Working for
Hobbs House
Bakery makes us feel
part of an already
large family'*



The Rise Of Sourdough



This year our Sourdough Starter that we use to rise all our Sourdough loaves was 65 years old.

We have always believed in teaching people to bake, because once you have tasted real bread there is no going back. The rise of sourdough has been phenomenal over the last decade. The last year has brought even more people to baking sourdough at home. We support these through our online facebook community, Sourdough Nation, 12.5k members strong.



Fibrous Five

We have always known that fibre is good for us, but it seems now more than ever fibre is pivotal in a healthy diet. This year we have been looking at our five most fibrous loaves.



Organic Spelt Sourdough

We decided that our newest sourdough should be wholegrain, high in fibre and goodness. An Organic Spelt Sourdough rolled in bran for extra texture.



3 Seed Wholemeal

Made using locally milled 100% wholegrain flour. A traditional flavoursome loaf.



Organic Rye Sourdough

Made with just three ingredients, bread in its purest form. Fermented for 24 hrs.



Organic Wholemeal

Wholemeal loaf made with organic stoneground flour. A slowly risen wholemeal loaf, made with locally milled flour. A reliable, flavour-some loaf.



Organic 5 Seed Spelt

Made with 100% stoneground spelt flour and organic seeds. The addition of our sourdough starter and a great selection of organic seeds makes this loaf deeply flavoursome.

Only The Best Flour

We have loved working with Shipton Mill over the last 4 decades and welcome how our values of provenance, sustainability and quality align with theirs. They are dedicated to sourcing considerately and protecting the environment. It is important to us to work with others who share our commitment to being the very best for our planet, people and communities. We especially like working with Shipton Mill as they are always ahead of the trends. When we approached them with our desire to create our first gluten free loaf 5 years ago, we were pleased to discover that they had already been working on a gluten free blend years previously. Shipton Mill continually supports us by working closely with us and over the years they have even made unique flours just for us. We fondly recall the early days

when John had just purchased his mill and Trevor would provide advice to him on how to run it. Now John supports our business with great service and a quality product and it has been a joy to grow our businesses side by side.

The Great Flour Shortage of 2020

This year we responded to the flour shortage by becoming flour purveyors, selling our stock online, in our shops and to wholesale customers to ensure that you could all keep baking.



Fuelled on Coffee



Our bakery runs 24 hours a day, six days a week fuelled by great coffee. Twenty years ago we introduced coffee in our bakery shops and since then our obsession has turned to addiction.

Finding a coffee company that not only supplies great coffee and training but has shared values has always been essential, we first visited Extract in a small unit ten years ago where they had just refurbished their famous roaster Betty. We have loved growing with them, surviving on their coffee and proudly serving it in all our shops.

EXTRACT COFFEE ROASTERS

Extract Coffee Roasters is on a mission to make coffee better, for coffee farmers, for coffee drinkers and for local communities. Through their GroundsUp charity collective they offer community support through volunteering, barista training, careers coaching and mentorship. The communities they support include ex-rough sleepers in London and young people suffering the impacts of deprivation in the South-West. Read more - <http://extractcoffee.co.uk/groundsup>



Flour Footprint

Over the last few years our sustainability team has met to make sure we reduce our flour footprint!

Packaging

Our packaging is either compostable within 4 weeks or recyclable and is unbleached. We have one challenge though, Covid has bought an increase in our customers wanting bread wrapped, we have been heat sealing with single use plastic. We have always measured this carefully and it has increased our plastics usage from 15% to 26%. We are now building a plan to replace this with compostable paper bags and bring this down to less than 10% next year.

Carbon

Our challenge this year is to find a way to measure and monitor our carbon footprint. We are planning to work with

Masters students at the RAU on this.

Milk

All our milk now comes from refillable dispensers, in a year we will have saved around 7000 plastic bottles.

Choose Love

This year we supported the charity Choose Love through the sale of our limited edition reusable bread bag, donating 10p from every bag.

*We aim to recycle
at least 75% of our
non-bread waste*

*75% of our staff
live within 5 miles
of work*



Our Super Suppliers

We love working with local companies, this year making some positive improvements to our packaging. We have changed our bags to unbleached which means our waxed bags and carriers are now brown. These are printed by **Charlotte Packaging**, just over the bridge in Wales. All our cardboard and printed boxes come from **Smart Packaging** in our neighbouring town Yate, who have also just helped us make the switch to paper padding in our online boxes, helping us to reduce our plastic use even more.



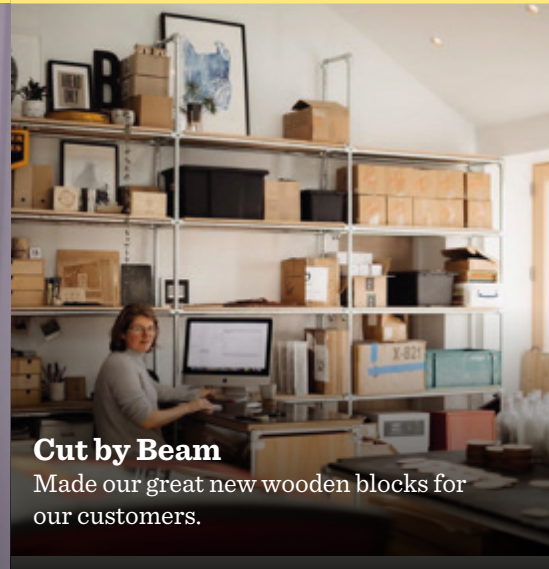
Doris and Tate

Based in Stroud are making masks for our teams.



Get Casual

Hayley hand screenprints all our team uniforms.



Cut by Beam

Made our great new wooden blocks for our customers.



Our Customers

We are so fortunate to work with lots of amazing customers with great shared values.

We have worked with **Boston Tea Party**, for over twenty years and they continue to inspire us by leading the way to reduce plastics.



Everything **Gloucester Services** does supports the Gateway Trust. We spent a beautiful day baking and cooking up recipes using surplus bread with some of the Community Volunteers from various Food Projects that run kitchens alongside the **Gateway Trust** throughout Gloucestershire. Check out the delightful Treacle Tart recipe on the next page taken from our baking day.



Treacle Tart

Serves
12

What better way to end than with a Treacle Tart Recipe?

For the pastry

- 150g salted butter
- 75g icing sugar
- 250g plain flour
- 2 egg yolks

For the filling

- 900g golden syrup
- 30g butter
- 115ml double cream
- 1 egg
- 1 lemon zest
- 350g spelt breadcrumbs

Method

1. First, make the pastry. Rub the butter into the flour and icing sugar until it is the consistency of fine breadcrumbs. Add the egg yolks, and mix to combine. Wrap the pastry and then allow to rest in the fridge. This could be made ahead of time and kept in the fridge for several days. If the dough is very firm, allow to soften slightly at room temperature before rolling out.
2. Line 12 small tart cases or 1 large 23cm tart case and allow to rest in the fridge or freezer before baking.
3. Next, make the filling. Weigh out the syrup and place into a medium sized saucepan along with the butter. Warm gently until the butter has melted, do not allow the mixture to boil.
4. In a large bowl, mix the egg, cream and lemon zest until combined.
5. Add the syrup and butter to the eggs and cream and mix together. Add the breadcrumbs, keeping 2 handfuls in reserve. Stir to combine and allow to stand for 5 minutes to allow the breadcrumbs to swell slightly.
6. Spoon the mixture in to the prepared cases until it is just below the rim of the pastry. Even the mixture out, if necessary.
7. Place onto a baking tray and bake for 25 - 30 minutes on 170°C.
8. Remove from the oven once the treacle mixture is just set and the tops are golden.
9. Leave to cool in the tins. Serve hot or cold with custard, cream or ice cream.



Hobbs
House
Bakery

hobbshousebakery.co.uk

Certified



Corporation[®]