



Impact Report

2023 - 2024

INTRODUCTION



In making our annual Impact Report, we are given the opportunity to recognise and celebrate the achievements and growth we've had over the last year as a business. This year saw the completion of our bakery expansion within our existing home on Hatters Lane, Chipping Sodbury. This has allowed us to continue being a truly local business for our people, suppliers and customers, and remain at the heart of our community. In 2023, we recertified as a B Corp and were delighted to increase our score by ten points to 101.3. It was highlighted through this process the positive impact we are able to have on our local community, recognised by B Corp as an Impact Business Model. In the past year we've made real progress in our long-term goal of getting all our flour from healthier soils. Through using both organic and regeneratively farmed flour, we have been able to take major steps towards knowing where and how our flour is grown. As we look into the future, we are enthusiastic about the opportunities that come with the expansion of the new bakery, being able to bake more great quality bread for our customers. We will continue to prioritize our mission of positive impact: higher quality in all we do.



Positive Impact

- We recertified for B Corp, with a great ten-point increase taking us to 101.3 ([pg 5](#)).
- In September we moved into our new bakery ([pg 22](#)).
- We baked our first products with regenerative flour from Wildfarmed - our Wild Buns ([pg 14](#)).
- This year we baked our first vegan pastry, with chocolate and hazelnut. Similar to a Pain au Chocolat topped with chocolate and crunchy hazelnuts.
- We started to work with some of our favourite local food companies. We switched our milk supply to Cotteswold Dairy, so all our coffees are made with their organic milk and we offer a refill service in our shops.
- We started to sell Marshfield Farm Ice Cream in our shops, a local family run farm and B Corp.
- We switched our staff coffee to True Start, another local B Corp, giving our team better coffee and reducing our use of cups too.



Reducing Our Impact

- We created segregated nut areas to reduce the risk of cross contamination with non-nut containing products.
- Sadly we said goodbye to our Malmesbury shop this year, but we were fortunate to be able to find roles for the team in our other shops.
- Through Too Good To Go we saved 4.22 tonnes of food from going to waste this year.
- This year we are measuring our carbon footprint again ([pg 24](#)).
- We are reducing our plastic by working with big customers to reduce wrapped products.
- Even when writing this impact report we've found ways to reduce our impact, for example this report is a whole 12 pages shorter than last year, reducing the paper used!
- Over the last 2 years, we have substituted palm oil for sustainable alternatives in 13 key products. Most notably in 2023 we moved to palm free mincemeat in our Mince Pies.

● Red: starter
● Amber: partially done
● Green: where we wanted to be

Plastic
 We have trialled compostable bags, but have not yet found a suitable alternative. We will continue to look at what is coming onto the market and trial new bags.

All our branded bags now have less plastic in, moving to 28% thinner bags.

We have reduced the number of products sent out wrapped by 3.6%.

We have removed all plastic in our retail Mince Pie packaging by switching to cardboard inserts, saving 228kg of plastic.

We have sold 14% more milk refills saving 12,160 4 pint plastic bottles from landfill.

- 2024 Target**
- Trial more compostable bags.
 - Introduce 30% recycled content into our bags.

Healthy Soil
 We introduced our first Wildfarmed product, the Wild Bun.

We changed the flour in our Seeded Wild White to 100% Wildfarmed.

We started to source regenerative flour from Matthews Mill, adding this to all of our Ultimate Burger buns.

- 2024 Target**
 To start to work towards our longer term goal, if on target we need to achieve 30% of our flour coming from healthier soils this year.

Local
2024 Target
 To continue to ensure that over 50% of our suppliers are based within a 50 mile radius of our bakery, ideally based within 25 miles of us.

Carbon Footprint
 We are remeasuring our carbon footprint for the second time. Improving the depth of our 2022/23 survey, this will give us a new annual benchmark to create science-based targets from.

- 2024 Target**
 From Carbon Footprint report set science-based targets towards reduction.

Green Energy
 We have re-roofed two thirds of our building in readiness for solar panels, they will be installed in March and should generate 25% of our power.

- 2024 Target**
 Build a plan to re-roof the last part of our building so we can add more solar.

Electric Van
 We got our first electric van chargers installed for our van and electric cars.

- 2024 Target**
 As three more vans reach the end of the lease, decide if we can extend our fleet of electric vehicles.

The Real Living Wage
 We are happy to say that 79% of our people are being paid the Real Living Wage, but our target is to take this to 100%. Challenging times have meant we are not on track to reach our initial target of 100% by 2025, so in 2024 we will assess if our goal is realistic.

- Target**
 To reassess to ensure our goal on the Real Living Wage is realistic.



This year we were able to recertify as a B Corp for the second time. We are delighted to be part of this community which helps us strive to make our business better. This time round it highlighted that our business was hyper local. In B Corp's terms it's an Impact Business Model, meaning our business is flagged for creating a positive outcome for our local community. This is through our local business model, employing local people, serving local customers and using local suppliers. Next time we recertify for B Corp, it will be by their new standards and we look forward to starting to work towards it this year.

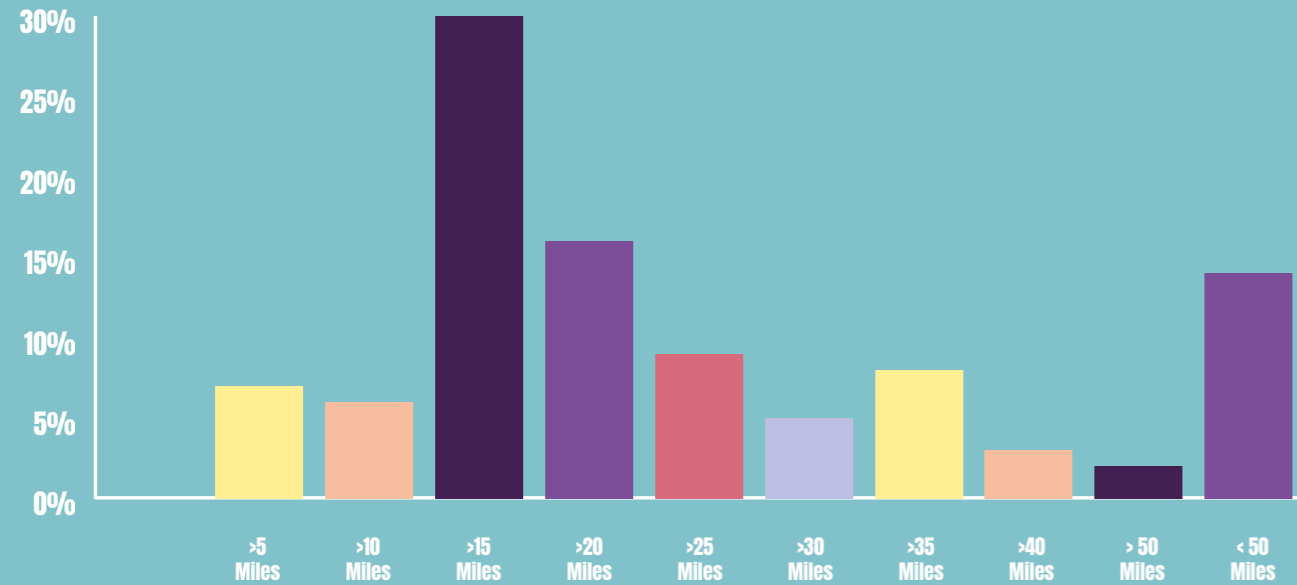
101.3
 Overall Score

13.4%
 Up on 2019

	2023	2019
Customers	2.2	N/A
Environment	20.2	17.6
Workers	23.6	23.1
Community	38.5	36.5
Overall Score	101.3	91.1



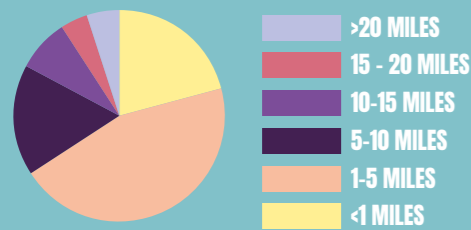
LOCAL



60% of our wholesale customers are located within 20 miles of our main bakery

58% of our spending came from suppliers within 30 miles of our main bakery

Employee Locality



83% of our staff live within ten miles of work

66% of our staff live within five miles of work



33% of our team normally walk or cycle to work



Serving Our Community



Since 1985
Chipping Sodbury

REDUCING WASTE

We have continued to try to find ways to reduce our plastic usage, whilst also understanding that it can increase the life of our bread. We regularly test new products, seeing how quickly our bread deteriorates in different packaging.

Wrapped

We continue to try to encourage our customers to receive their bread unwrapped by providing our paper bags for their customers to use. We are very pleased to say that our customer Gloucester Services switched over to unwrapped this year, helping us make a difference together.

When unwrapped isn't possible we have switched over to using plastic bags over single use wrap. These bags keep the bread fresher for longer and are reusable and recyclable.

We are about to introduce paper wraps to the Co-op, this enables the Co-op to still have a label and barcode on their product whilst reducing plastic and still being able to see our fantastic product.



3.6%
Decrease in
wrapped products
sent out



Mince Pies

The demand for Mince Pies seems to grow every year and that's why this year we were able to make a significant impact by switching our Mince Pie inserts from plastic to cardboard. Across the line we saved a total of 228kg plastic.

228kg
of plastic saved from changing to
cardboard mince pie inserts

Hairnet Recycling

As a bakery we get through a lot of hairnets! Since 2020, we've been sending ours to get recycled into garden furniture and in 2023 we measured this for the first time at approximately 220,000cm³.

220,000cm³
of hairnets recycled

Milk

This year we have switched to a new milk supplier - our friends near Tewkesbury at **Cotteswold Dairy**, we have their Milk Pergals in our bakery and three of our shops.

Our customers have bought on average over 500 litres of refillable milk a month - a 14% increase. By using their milk from pergals in our coffee and our bakery, we have saved 80 litres in the bakery.

12,160
4 pint milk bottles
saved from landfill



OUR PEOPLE

Our biggest achievement last year was seeing our first three apprentices complete their Baking Apprenticeship and become bakers. We have loved being able to develop our people and have the next round of apprentices due to complete their studies in Summer 2024. Our students include Courtney who is doing a Retail Apprenticeship and Drew, who is studying Food & Drink Operations. We're really excited that our number of apprentices has increased by over 200% from 3 to a total of 11. Our goal for 2024 is to raise this number even more through internally offering opportunities to our current Bakery Assistants to develop, along with working with the local schools.

We've been excited about working with a tutor to teach English to some of our team, whose first language isn't English. We've also been able to support members of our team who have wanted to go back to study various English qualifications.

We continue to look at ways to develop our employees by educating them with new skills, knowledge and by building their confidence.



Meet The People Team



Jen

My role as Head of People means I take the lead on all our people initiatives, including Wellbeing, Training & Development and supporting a positive culture within the business. Our people are the heart of our business and the role of the People Team is to support and encourage all our people. We've worked to support our teams by training Mental Health First Aiders, Financial First Aiders and Menopause Champions. As a team, we also support our community work by baking with local schools and engaging with local charities.

Megan

As People Advisor, my role is varied but primarily involves the people admin within the business. We like to highlight work anniversaries - with employees receiving a bottle of bubbly after completing one year within the business, and additional holiday is accrued for long service. Big birthdays are celebrated with cake, and we give gifts to those getting married or having babies. Company culture and morale are so important, and we're working towards building this up. Part of my role is to plan company events such as our Christmas Party and Wellbeing Month activities. More and more employees are getting involved in activities outside of working hours, which is wonderful to see.



Nicky

As People Development Manager, my main responsibilities are managing the onboarding process for new employees, supporting initiatives that enhance the skills and capabilities of the work force, overseeing the apprenticeship programs, and ensuring essential training within the business is well supported. We are passionate about supporting all of our employees and enabling them to grow both professionally and personally. If a member of staff comes to me with a desire to complete a specific course, I work with them to make this happen.

92%
of our team are trained in Health & Safety and Food Safety

60
of our employees were offered Life Skills Training, including First Aid, Mental Health First Aid and Fire Safety

3
apprentices graduated to become Bakers

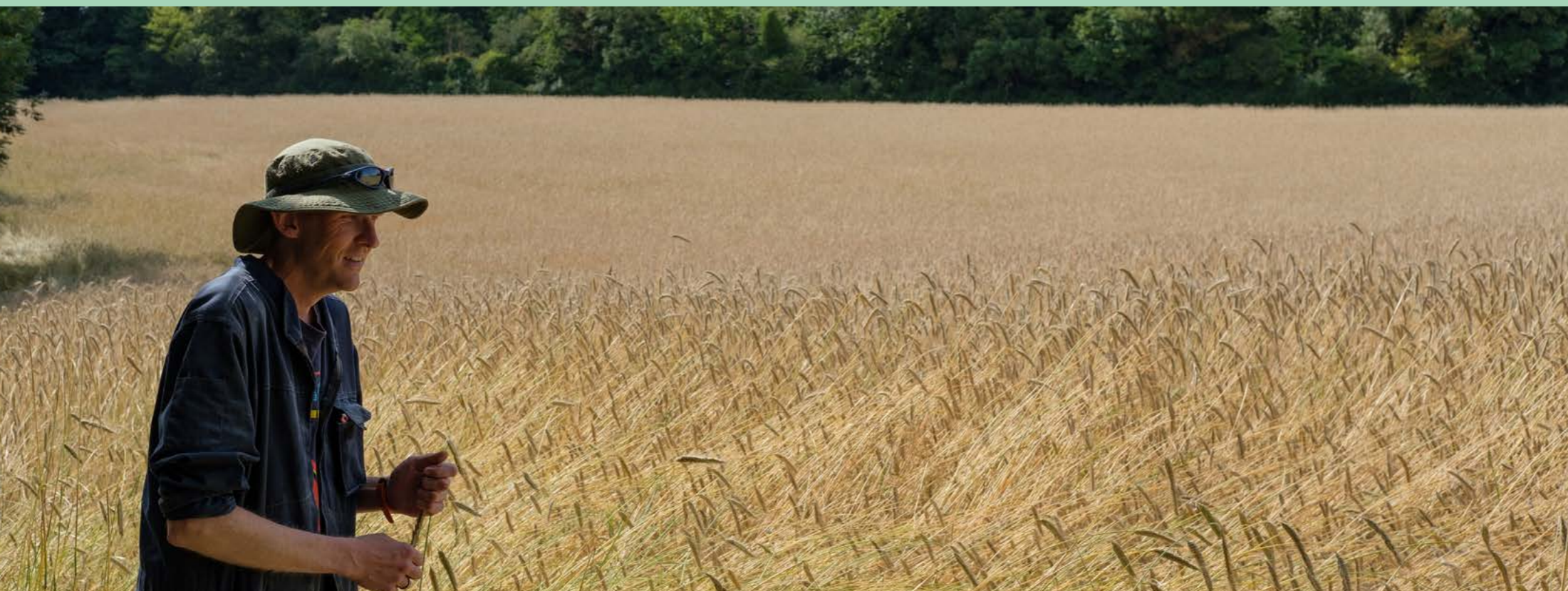
80%
of our team completed essential training programs, including fire awareness, driving, stress and manual handling

11
total apprentices now in training

Long Service

Less than 10 years	84%
10 - 20 years	9%
20 - 30 years	5%
30 + years	2%

KNOWING OUR FARMER



For years we have loved walking through wheat fields excited about the bread they'll produce. Back in 2019, when we certified for B Corp they told us we needed to "Know Our Farmer". We knew who was milling our grain, but who was growing it? And how was it being grown? Realising quickly that we didn't want to be part of a system that negatively affected our world, instead wanting to be part of a solution. Starting our journey towards healthier soils. We joined our local grain network and attended Grain lab, discovering there were better ways to grow grain. We have always been partly organic, and still believe that it's still a better system. Now we're looking at regeneratively grown grains too, methods that ensure biodiversity and a sustainable future for us all. In 2023, we launched our first product using regenerative flour from Wildfarmed, our Wild Buns. We were super excited this year about working with a local organic farmer, John Prior, in Castle Combe (less than ten miles from our bakery), who planted a field of Rye for us. Our hope was to use it to feed our Sourdough Starter this year. While we enjoyed visiting this particularly beautiful field and seeing it grow, the Great British weather last summer put an end to that dream, with the crop failing and going to animal feed. However, we now have some of John's organic Maris Widgeon which we are looking forward to trialling. We've also worked with Matthews Mill, baking a

Heritage sourdough made from their regeneratively grown heritage wheat, now introducing this wheat also into our Ultimate Burger Bun range. Matthews has shared with us which farm this has been grown on and how it has been grown, finally helping us towards 'knowing our farmer'. We now understand that not all wheat fields are the same and that conventionally grown wheat is not the answer. We're excited about journeying towards a sustainable future for generations to come.



Matthews

Like us, Matthews is a family-run business, who have been milling flour for over 100 years. Matthews are known for their partnerships with local UK farmers and organic farming methods. We have worked closely with their team to make positive progress towards our sourcing of flour, and they have been an essential fountain of knowledge in our journey to supporting more sustainable farming practices.



Shipton Mill

Our most important ingredient; flour, comes from Shipton Mill just 22 miles away from the bakery. Our friendship with Shipton Mill spans four decades. They mill flour that is unsurpassed in texture and flavour and have built a well-earned reputation among bakers all over the country. It is important to us to work with others who share our values of provenance, sustainability and quality.

Through Shipton Mill we are able to connect with more of our farmers, like John Prior, a local organic farmer. We have been able to visit the fields of wheat that make our bread. Our main conventional flours are now British, along with our spelt flour that is grown near Durham

Wildfarmed

Wildfarmed is a network of farmers: Conventional, Organic, Large Estates and Family Farms. All united by a desire to be supported and rewarded for embracing regenerative agriculture.

Regenerative agriculture improves the land by working with nature, not against it, nourishing the soil our food is grown in, removing harmful chemicals and bringing biodiversity back into our fields.



OUR GRAIN JOURNEY



The Journey So Far

One of our biggest challenges has been to educate our customers and teams about what regen is and why it's important to us as a business. To do this we've focused on breaking the concepts down with various infographics, mail outs and videos.

Wild Buns

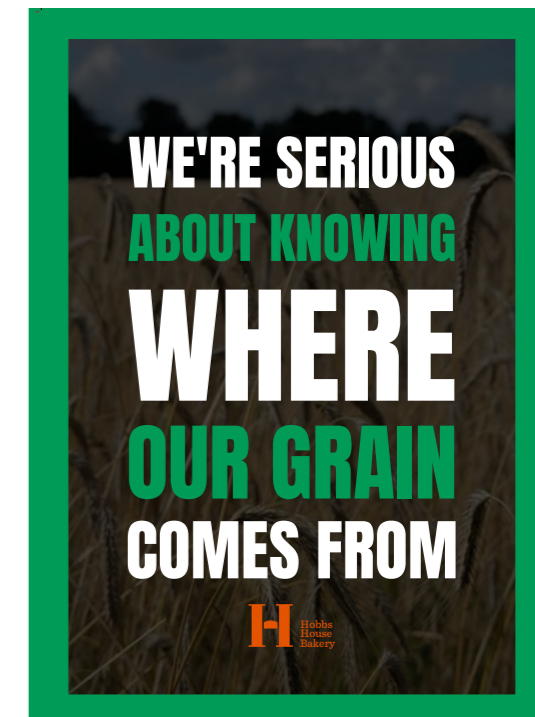
The launch of Wild Buns marked the start of our journey towards introducing regeneratively farmed flour into our products. We worked closely with Wildfarmed to develop a unique bun that not only sends your burgers to the next level, but supports sustainable farming solutions too.

2023

Regenerative Seeded Wild White Sourdough

After sourcing some regenerative Wildfarmed flour, we decided to test making our Organic Wild White Sourdough with regenerative flour. Little did we know this would spark a debate between the benefits of Organic and Regen.

As a bakery we will continue to support both organic and regen on our path towards healthier soils.



2024

Sourdough Ciabatta

Our traditional Ciabatta has been a popular product of ours for many years, and this year we were excited to launch another variation of it. Our Sourdough Ciabatta was developed for a premium lunch offering and has proved to be a big hit with cafés and restaurants. This was our second product to be made with regenerative flour.



Heritage Sourdough

As we moved into the autumn we wanted to make a wholesome loaf celebrating the harvesting of the wheat. Already a winner of a Great Taste Award, our Heritage Sourdough is made using a combination of heritage wholemeal and regenerative white flours, and is packed full of sunflower seeds. An all round great loaf, doing great for the planet.

Ultimate Burger Buns

After the success of our Wild Buns there was only so long we could wait before upgrading our Ultimate Burger Buns recipe too. We've introduced Matthews regeneratively farmed flour into all of our 'Ultimate' range, making them even more ultimate.



FRESH FROM THE BAKERY



Great Taste Award For Heritage

We were very grateful to win a Great Taste Award for our Heritage Sourdough right at launch, supporting all the recipe testing our teams put into developing this loaf.



Award Winning Gluten Free

Our **GiFt** loaf has been a staple of ours for many years. After months of research and many variations, we finally produced a Gluten Free loaf worthy of the Hobbs House name. In 2016 we first won 'Britain's Best Gluten Free Loaf' and we were delighted to receive this again in 2023, proving it's still a top-tier gluten free loaf.



5 Stars From The Independent

We received high praise indeed when our Hot Cross Buns won 5 stars in the Independent's 2023 taste test. Every year our customers demand our traditional buns earlier and earlier, and we can see why!



"...We found the distribution to be perfect, and the sweet, sticky, spiced glaze was delicious."



Raspberry Brownie

It's hard to introduce this product without craving its sweet chocolatey goodness. This year we introduced a brand new seasonal brownie for the summer: the Raspberry & Almond Brownie. This soft, gooey brownie is baked with chunks of chocolate and slices of raspberry in every bite. Made with the finest Valrhona chocolate and our flour-less recipe, this was a must-try for chocolate lovers.



Naked Cakes

The idea for our naked cakes was to introduce a line of cakes which could be topped in-house by cafés, as simply or wonderfully as you like! Unfortunately, we didn't quite get the uptake we hoped for on this project.

Limited Edition Project - Our New Milk Loaf

For the second year running, we worked with Gloucester Gateway Trust on a community project to educate aspiring entrepreneurs from the Gloucester area with a business skills course. Together we developed a new product: the Milk Loaf.



Teaching Kids To Bake

One of our community project's has been working with local schools, teaching children to bake bread.

265
schoolchildren taught to bake at 6 local schools in 2023.



The Sodbury Slog

We have been sponsoring the local 'Sodbury Slog' with cake since 2015. We love to take part in running, with a record number of runners this year.



At Hobbs House Bakery, we take joy in sharing our classic recipes and empowering individuals to embrace the art of baking. So why not have a go at baking our Soda Bread recipe, a classic that we've had the pleasure of sharing to local schools. This delightful and straightforward recipe is sure to bring a smile to your face.

Method

1. Preheat the oven to 230°C/gas mark 8. Once you have your oven and baking stone heated (a baking sheet will do if you don't have a stone), and all your ingredients to hand, weigh the dry ingredients into the bowl and blend together.
2. Add the buttermilk and, using your scraper, mix the ingredients together for about 2 minutes, checking there are no dry bits at the bottom. The moment all the ingredients have mixed together, and you have a sticky dough, flour your work surface and tip the dough onto it. Then, cupping the dough between your floury hands, shape it into a round ball and place directly onto your baking stone.
3. Using your scraper, cut a cross deep into the dough and bake for 15-20 minutes, until your soda bread has a great golden crust and sounds hollow when tapped on the bottom.

Ingredients

- 300g wholemeal spelt flour
- A big pinch of sea salt
- 10g baking powder (2tsp)
- 230ml buttermilk or soured milk
- Flour for dusting

CHARITY



9,277
Bread donated

9,629+
Mince Pies
donated



£1415
Raised for MNDA

Runners Bar

Our long-time employee Andy May ran an amazing 7 Ultra Marathons in 7 days, followed by the Rob Burrows Leeds Marathon, totalling a whopping 253 miles to raise money for the Motor Neurone Disease Association (MNDA).

In the run up to the event, we renamed our Hikers Bar to the 'Runners Bar' and donated 50% of the revenue to the Motor Neurone Disease Association.

We are thankful to everyone who helped us raise a total of £1415 for this worthy cause.



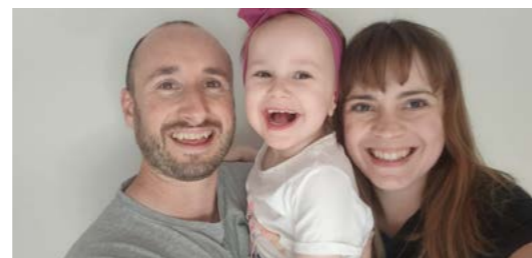
Our Gift

We are continuing to support the Ifakara Bakery in Tanzania through proceeds raised from the sales of our **Gift** Gluten free loaf. This year we raised a total of £8863.



Alba's Flapjack

As many of you know, earlier this year we renamed our beloved flapjack in honour of Megan's (People Team) daughter, Alba, who was diagnosed with Rett syndrome. We are thrilled to announce that we have raised a whopping £4196 for Reverse Rett, a charity with the goal of finding a cure for this devastating condition. Thanks to Megan and her partner Dan's fundraising efforts, and your support, they are one step closer to making a difference.



£4196
Raised for Reverse
Rett



Local Charities

We are proud to say that we have had the opportunity to support many local charities this year, including:

- Break Free, Bristol
- Family Food Action, Yate
- Incredible Kids, Bristol
- Matthew Tree, Bristol
- St Werbughs Food Bank, Bristol
- Yate Foodbank
- Fromside Food Hub
- The Candle, Yate
- Keepers, Wotton Under Edge

- Community Café, Nailsworth
- Bristol Food Bank/ In Hope
- Bread Fairy / The Julian Trust - Women's Shelter
- Tetbury Community Fridge
- Tetbury Pre School
- GL11
- Fareshare
- The Long Table



WELCOME TO OUR NEW... BAKERY

Late in 2021, we finally took on all the units on the small industrial estate in Hatters Lane where our bakery is based. At the end of 2022, after developing the site we made our first transition into the new area by moving our despatch area across. In 2023, we continued to develop the site to create a new space for our bakery. We originally hoped to move across in June, but like all great building projects, it was delayed until September, meaning our team had to survive the heatwave until early September in the old bakery. As we started to move equipment from our old bakery into the new one, it became apparent that the point we switched over was going to be commanded by

an electricity meter switch over. The switch across date was Monday 18th September. This was the day before we had our annual Customer Open Day, where we invite our wholesale customers into the bakery. What could possibly go wrong? We decided the best approach was to hold our nerve and go for it. Amazingly it worked. On Monday afternoon power was stopped across most of the bakery. We paused production and waited with

bated breath. Five hours later, the meter was switched on, power was back, we resumed production and on Tuesday we delighted in showing our customers around our brand-new bakery. There is of course, a third stage to this development where we will develop our old bakery, confectionery, and stores area. We will plan out over the coming months our next steps. This year sees the arrival of solar panels on our new roofs and electric chargers. These changes have excitingly allowed us to increase our capacity and continue to bake our exceptional bread at a larger scale, remembering our mission of Higher Quality, Positive Impact.

6 Great Things About Our New Bakery

1. Increased capacity, helping us to deliver quality at scale
2. Evaporative coolers, giving a constant stream of fresh air
3. A nicer working environment for our bakers: brighter and easier to clean
4. Consistent temperature, better for our bread and bakers
5. More space, helping us to be more efficient, organise ourselves better and reduce bottlenecks
6. New equipment, a new prover, new oven, new mixers and more on its way

LOOKING AHEAD...

Going Solar...

An exciting project we're looking forward to starting in March 2024 is installing solar panels on the new roofs of our bakery. This will generate around 25% of the power we use, both supporting our sustainability goals and profitability. The financial payback is 5 years, and then we should get a further 20 years of free generation. The installation will take 2-3 weeks.

Going Electric...

We finally have our first electric van and we will be using it for our Bristol and Bath deliveries and later this year we should be able to charge it from our new solar panels. All we need to do now is decide what branding to put on the side of it!

Going Palm Oil Free...

When it comes to Palm Oil we've always used sustainably sourced palm oil, however our eventual aim is to be palm-free.

Over the last 2 years, we have substituted palm oil for sustainable alternatives in 13 key products. Most notably in 2023 we moved to palm free mincemeat in our Mince Pies.

Going Carbon Neutral...

As we set out in our previous impact report, we're now focused on measuring our Carbon Footprint, and getting as accurate a measurement as possible of where we are. This has proved to be a very big project with many more elements to look into than we first imagined, however we are excited to move ahead to achieve our goal of being carbon neutral by 2035.

Going Local...

We have 5 tonnes of maris widgeon grain, grown just ten miles away, now we need to decide what to bake with it!

