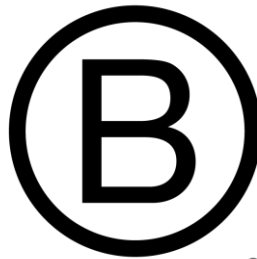


**Certified**



®

**Corporation**

**Anglian Bespoke Corrugated and Packaging Ltd**

**Impact Report 2023**

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## **1. CEO Introduction**

It's fair to say that achieving B Corporation status with a high first-time score in 2022 after a lot of hard work, our team were rightly delighted. But like most things in life work starts the next day in pursuit of even better outcomes for the team our customers, our culture, and the climate.

Inspired by what's been achieved by other B Corp accredited organisations, and in keeping with our exceptional culture we will be moving the ownership from a traditional owner led structure to an employee-owned trust. This should be completed by the end of September 2023 and has understandably been greeted by our amazing team with considerable excitement.

We were delighted to complete the installation of our own solar capacity to add to the numerous other projects either planned or already in place and these endeavors continue in all other areas as we consistently work for the right outcomes.

Thank you to our tremendous team and loyal customers and good luck with your own projects, be brave and grasp the opportunity.

All the best,

Chris Coles

CEO

## 2. Our Journey to B Corp

As a small, fast-growing company, we have always tried our best to do the right thing for all our stakeholders. This is who we are. Our forward-thinking, customer service orientated business exists to help others; whether that be a customer who needs expert advice on what product they need, a supplier who needs assistance with transport or a colleague who needs an extra hand.

We felt that B Corp was a fantastic way of proving that what we preach is true. As we grew, it became apparent to us that our customers were becoming more focused on their environmental impact and how their suppliers played a part in this journey. After a brief internal meeting in November 2020, we agreed to start our own journey with B Corp, to better illustrate who we are. As a small company, we knew the process would be difficult and require precious working hours, but we persisted, nevertheless. After a long process, which were hugely impacted by COVID-19, we were super proud to receive certification in August 2022. We were so determined to not only receive certification, but to receive a score that really reflected everything we stand for.

After receiving the award, we immediately added the logo to our email signature, proudly placed it on the header on our website and have a plaque front and center in the office! We've had numerous customers comment on the achievement, including one who has started their own journey and asked us to visit for advice. Our phone has rung with many potential new customers who identified us through our B Corp directory page.

B Corp encouraged us to identify what our current impact on stakeholders is and how we could better this. We knew we were already making many beneficial impacts, but wanted the structure B Corp provided to streamline our thinking to better navigate where we could be better. For example, we had already started subsidising electric cars to our employees, but not only did we reduce the timeline for all staff to benefit from this, we then thought about the potential impact on our electricity usage and how this would create a negative impact. So, inspired by the principles of B Corp, we had 40 solar panels installed (the maximum we could physically have installed) to negate the impact our cars were having on the environment.

### 3. Our Current B Corp Score

A hugely proud moment for Anglian Bespoke was receiving our B Corp certification. A day we could show the world what we stood for. A day we could show the world that a small team in Norfolk could achieve a score of 100.5. This score is one we are super proud of. Let's take a deeper look into how we scored:

#### Governance – 13.2

As a smaller company, we have always tried to keep our governance to a minimum. The main reason is to allow empowerment for our staff. We actively encourage all of our employees to find their own role within the company, that best suits their interests and strengths.

Despite this, we did in 2022 bring in a 2 tier hierarchy system, as we felt the size of the company needed structure to give us the best chance of continuing our success. Internal meetings occur on a daily basis; rather than small meetings away from the team, these meetings occur at desks in the office, which then allows other team members to listen, learn and develop. With this being said, we will continue to review this as we grow and develop our governance.

All major company decisions are made by the team as a unit. Again, opinions are welcomed by all and the decision is agreed by the majority, with every member in full knowledge of the decision.

Continuing on, staff are invited to ask questions regarding all aspects of the business, from profit/loss on a customer, to money in the bank. All of our company accounts are open to the team for viewing, with in-house finance training provided to those interested in knowing more.

This is an area we continue to develop as we grow, and with a new MD being welcomed soon, this is a section already in big discussion. As we have tried to do the right thing and put others first, our governance has not always been at the forefront of our plans, but this is actively changing now.

#### Workers – 20.1

You may have picked out from the above paragraph; we prioritise our team over everything else. In Governance we discussed how our people are empowered within Anglian Bespoke. It is no accident that we have grown over 550% since 2019 and it's the right team operating in the right way that has enabled this growth. So, how did we get the right people? Our staff have been carefully chosen using personality types.

This simple, yet hugely effective method allowed us to focus on the type of person we need in the business. We have used this technique to add new skills to the current team and also to bring in a similar character type to a current member. All staff have our company ethos instilled in them and then are trained and nurtured, but ultimately encouraged to find their role within the company and always to offer new ideas and ways of working to all.

Staff are remunerated the same as their colleagues within their hierarchy level and all staff know what one another is paid. We do not, and never will, offer sales commission to individuals. We believe in the word team and what we offer together, as a collective. All staff are paid well over the living wage and this is increased ahead of inflation, to allow our staff to live a good and comfortable life in our local area. Electric company cars are provided to all, with a budget of £500 a month, and with 4 electric chargers at work, staff can charge at work at no additional cost.

A minimum training budget of £2,000 is available to each member of staff every year, and this budget is easily increased if a case for personal improvement is put forward.

We have always looked after our staff. We are not another company that says it, we actually do it. Here's what our latest employee Oliver Clarke, who joined 15 months ago, had to say about working at Anglian Bespoke *"Being allowed to find your own way and take accountability for your actions is something I have never encountered in my 23 years. If I've ever had an issue here, everybody is always keen to help. I feel part of a team!"*

And for Anglian Bespoke, a hugely exciting change is coming, and we know this is a score that will be improved upon very soon. If you read the letter from our CEO, you will know what this is. It is our aim to continue the success that has come before.

## Community – 17.9

One way in which we support our local community is through our employees; 56% of our employees commute from within 14 miles, with this increasing to 89% within 36 miles of the office. To further this, we have hired a minimum of 1 person, every year for the last 4 years, creating opportunities in our local community.

We are proud to support our community through our people and their decisions. 3 of our staff have bought a house in the local area within the last 18 months, the team have a weekly sports club located in the nearest town (a trust owned sports facility) and dine out together monthly in an independent restaurant within 15 miles of the office.

We are proud members of Buy Local Norfolk and have been for over 5 years now. We donate £500 a year to Reepham Festival (within 5 miles) to support the festival manager who works on our estate.

We also donate monthly to East Anglian Air Ambulance, which was unanimously voted for by the workforce. This was after our Office Manager cycled from London to Paris to raise money for them.

Jarrold Training is a local training provider we have prioritised due to locality and quality. We have spent significant sums in our last financial year with Jarrold and over 50% of our staff used them within this time.

Our community involvement is an area we are constantly looking to improve and involve ourselves in. Many a conversation has been had on how we can help our community and it is up to us to act on these thoughts. Watch this space!

#### Environment – 46.4

Of the millions we spent on COGS last year, 99% was bought within the UK and 77% from companies within 200 miles from our office. Additionally, 56.78% were purchased from within 60 miles of our location. Continuing this topic, we stock our customers bespoke products as close to their desired location as possible, to enhance service and keep transport emissions as low as possible.

100% of everything we sell is recyclable, with over 82% being recycled material. All our suppliers have FSC certification, and the majority also have BRC. Essentially, our suppliers purchase in a sustainable way, creating zero deforestation and supporting forestry management.

We support Ecologi and Tree Aid, committing a set amount every month, with Ecologi being topped up through the amount of turnover made within the month. At the time of writing, we had provided funding for 23,186 trees to be planted and avoided 1,903 tonnes of CO<sub>2</sub>e.

In section 2, we mentioned our solar panels we proudly had installed at the start of the year. Without electric cars, these would cover our electricity usage in the office and certainly help to negate the impact of the 7 current electric cars we lease for our employees.

We changed supplier within the last few months to a company which provides 100% renewable energy to our site. In Sept 2021 we moved from one 1100l general waste bin, to 1100l recycling bin and a much smaller 40l general waste bin.

According to Bcorp, this is by far our strongest area and one we hope to continue our success on. We were hugely excited to hear of the news that Ecologi is to bring out software that communicates with our financial software and allow us access to even greater information. Our aim is to use this to add our current rate of tree planting and CO2 avoidance.

## Customers – 2.8

We love our customers, and they love us. But don't take our word for it, take our customers: We were awarded Gousto Supplier of the Year in 2019. After receiving the award, Gousto decided to discontinue it, because it wasn't a fair competition – we are too good!

We use our customer attractiveness matrix to help target potential new customers and ensure that the relationship has the potential to flourish. We believe in long-term, sustainable partnerships with a win-win approach to our customers and prospects utilising an attractiveness matrix that supports objective evaluation, with a laser focus on supporting the customer's needs.

Our business model is built around customers, when we talk about our business internally we lightheartedly say customers, culture, cash and climate. Whatever the customer needs, we deliver. The cost and time implications are secondary to the customer's needs. We have a commitment to several of our customers, who take advantage of our "zero fail" offer and this now covers over 70%% of our business.

We choose our logistic partners through their locality to our customer. We then physically meet them and their teams to make sure there's a good cultural fit and they understand our specific needs. This cultural match and clarity of task helps us exceed our customers' requirements and underpins our zero fail guaranty.



#### 4. Our Goals

Where do we start?

In March 2020, Anglian Bespoke had just finalised the year end accounts and were delighted to have become a profitable, debt free multimillion pound business. Including the two founders the team had grown to 7. Fast forward to today – our 2023 accounts shows a team of 8 with the founders retiring and new faces replacing them. The sales have grown by over 550% and turnover per employee is between 15 to 20 times the industry average.

Wow. We're proud of who we are and where we have come from. So, how did we achieve this? Well, that's a good question. Contrary to popular belief, it wasn't through setting goals or targets. We work together as a team. We do our best to support our customers and to grow naturally without forcing targets and unnecessary pressure on our people.

However, as mentioned in Governance, we are adapting the way we have worked historically, to ensure we can maximise our impact.

Governance –

To continue our push towards quality training for our employees, specifically by creating a £20,000 “pot” every year for employees to solely use to better themselves.

To review our social/environmental performance annually with the board of directors, starting in 2023

Workers –

To continue paying all of our staff above living wage

To create opportunities for our staff to have ownership of the business through stock or trust options by December 2024

Community –

To contribute to a local community project chosen by our employees on an annual basis starting January

2024

To continue to create opportunities that allow us to recruit within the local community this year and into the future.

To provide charity donations to one new local charity biennial starting January 2024

Environment –

To move all of our energy to 100% renewable by December 2025

To reduce our landfill % waste to 10% by December 2024

To increase our % of employees driving electric cars to 100% by December 2024

## 5. Conclusion

Here at Anglian Bespoke, we are super proud of who we are, what we stand for and where we have come from. We are a small **team** doing big things. We stand for doing the right thing. We came from inception in 2012, being formed by 2 individuals who have happily retired, but are considered friends (and even attend our Christmas party, to this day)!

On our 10 year anniversary, we met and achieved the high standards set by B Lab. We hope this report illustrates how and, more importantly, why we became a proud member of B Corp.

Nevertheless, we appreciate the glass ceiling above our heads and it is our job to continue the project that is business accountability and driving accountability. We will be brave as we aim to meet the goals we have set ourselves and reduce the impact we have on our stakeholders and the environment.

B Corp has quantified our impact, allowed us to understand ourselves better and our impact even more so. Our score is of huge pride, but come 2025, we will better this score.

Lastly, the hard work starts here for all of us at Anglian Bespoke. We will be brave and grasp the opportunity given to us by our CEO, Chris Coles and improve on the hard work that has come before us.