



HONEYWELL
BAKES

IMPACT REPORT 2023



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ABOUT US

Honeywell Bakes began at the kitchen table in 2012. The vision was to create beautiful hand iced biscuit gifts that cared for the planet as much as the people. To date the company has grown to become a leading company in the luxury food gift market with artisanal baking kits made from British Organic flour, British sugar, local eggs and butter. Monthly baking subscriptions designed to nurture young bakers and excite bread bakers, and a thriving biscuit gift selection that keeps families celebrating with exceptional gifts throughout the year. All packaging is compostable or recyclable, with a target to create delicious food gifts for this generation and the next.

Honeywell Bakes has been a certified B Corp since June 2022. The process to become B Corp includes an in depth analysis of all aspects of the business, ensuring that all certified companies balance people and the planet with profit. Being a B Corp is proof that Honeywell Bakes is committed to being a force for good and always will be – this puts Honeywell Bakes in a very good position to create this book.



Certified



Corporation

LETTER FROM REBECCA HONEYWELL-WARD, FOUNDER

It's hard to believe it's already been a year since the proud moment we received the email to confirm that Honeywell Bakes was a certified B Corp.

We are thrilled to be part of the amazing and fast growing number of businesses who are dedicated to being a force for good.

We have worked hard since our incorporation to be a company which is good to its team members, whilst working to protect and minimise harm to the environment on which we rely on. As a food business, farming and nature is integral to our products, and being based so rurally means we work within the natural world that we need to protect and nurture.

The last year of business has been a difficult one, with costs of ingredients, wages, rates and energy rising extremely fast. It has meant that we have needed to to be open to new ways of selling our products, and we are pleased to say that we are confident that the future will be bright.

Being a B Corp company has been a fantastic benchmark, and we consider it our guiding star. Even in more difficult times, we are committed to putting people and planet first. This has meant, for example, continuing to purchase organic flour from a farm that goes past already high organic standards to also regenerate the land.

Whilst we are proud of what we have achieved so far, we are aware that we need to continually work to improve all areas of our business. As technology advances, we may be able to offer even more environmentally sensitive ways to manufacture, package, and deliver our products, and this is something that we constantly assess.

Here's to another year of using business as a force for good!

Rebecca



JOURNEY TO CERTIFICATION

Rebecca knew, from the very beginning, that she wanted Honeywell Bakes to be founded on, what she now knows to be, the B Corp principles - at that point she knew it was the right thing to do but did not know there was already a framework in place. As time went on and Rebecca learnt about B Corp, the concept of a different way of doing business, of balancing people and the planet with profit, and treating everything and everyone fairly, she knew that it was the right fit for Honeywell Bakes.

Rebecca made the decision to become B Corp certified and the process began in March 2021. The process is in dept and rigorous, and time consuming. It meant looking at every aspect of the business and making changes where possible to reduce our negative impact on the environment and increase our positive impact on people.

The changes made were varied but including switching to home compostable bags in our baking kits, signing up to an Employee Assistance Programme and increasing our recycling and composting efforts on site.

We know we are only at the beginning of our journey having become a Certified B Corp in June 2022, but we are thrilled to be here and look forward to the future as the B Corp framework helps us continually move and change for the better.



GOVERNANCE

Current score 14.3

What is it?

Governance is all about our overall mission, our ethics & transparency and as well as engagement around social impact.

Now:

We are very much a team and everyone is involved with discussions about where we are and how we can be better. The team is told about our financials, and if they need more information they can ask.

Moving forward:

To improve we will be publicly sharing this document - it is our very first Impact Report. We will also conduct an ethics risk assessment within the next year.



WORKERS

Current score 25.5

What is it?

This category is all about our team, and how they are rewarded financially as well as their health & safety, career development opportunities and engagement and satisfaction.

Now:

We are a Living Wage employer, and are as flexible as we can be - for example offering working from home or flexible hours for the roles that allow for it. We have an Employee Assistance Programme, regular health and safety assessments and encourage everyone to go for a walk during their working hours every day.

Moving forward:

We will improve our performance feedback process to include clearly identifiable and written goals, and will provide written guidance for career development. We will also look in increase our in house training, especially across different departments.



COMMUNITY

Current score 20.5

What is it?

This is about engagement in the area in which we operate (Northamptonshire, UK) plus topics such as diversity, inclusion, charitable giving and supply chain management.

Now:

We source locally (up to 200 miles) where we can and we have a supplier code of conduct that all our main suppliers are asked to adhere to. Our team are all female and, other than one remote worker, live within 20 miles of our workplace.

Moving forward:

We will work out what percent of our purchases are from businesses owned or managed by those from underrepresented populations. We will also make our commitment to employing local people official by creating a policy.

We know our current banking situation is less than ideal, and we will move to a sustainable bank to, at a minimum, hold our businesses savings until such time they are needed.



ENVIRONMENT

Current score 17.5

What is it?

Overall environmental management practices, and impact on the air, climate, water, land and biodiversity.

Now:

We care deeply about the environment. Our electricity is 100% renewable, we minimise water use, and recycle and compost on site. As well as our buildings we rent a small area of land in which we help wildlife thrive - we feed the birds, do not mow in May (or regularly at all!), we have vegetable patches using our own compost and grow herbs and vegetables for our test bakes and the team to enjoy.

Moving forward:

We will make a deeper assessment of our carbon footprint. Our scope 1, 2 & 3 emissions have been calculated but based on estimates rather than actual figures for our company. We recently discussed carpooling, this poses some issues due to our location and varied working hours, but discussions are ongoing about how we can make this happen at least some of the time.



CUSTOMERS

Current score 2.9

What is it?

This is about how we take care of and respect our customers. It includes marketing, data privacy, and feedback channels.

Now:

Our customers make our world go around...literally. We are grateful for every single order and so much love and care goes into the biscuits and baking kits that really are made with love. We are signed up to Trustpilot and our excellent score of 4.7 speaks for itself. Whenever there is an issue we do our very best to resolve it to the customer's satisfaction.

Moving forward:

This is a tricky one! Really the only big change we could make here was to have a third party quality assurance but as a small artisan business this is not something we feel is applicable to us. We will look into creating a formal programme to improve outcomes for customers, but have to be honest and say that other than that we are doing pretty well in this field!





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**For more information on our B Corp
Journey please see the journal section
on our website:**

www.honeywellbakes.com/bakery-journal