

# IMPACT REPORT 2024

*daylesford* **ORGANIC**

bamford



# LEADERSHIP LETTER

Over 45 years ago I had a very simple idea; to farm and produce nourishing, organic food, while simultaneously giving back to our land. Everything I've sought to do through my businesses since then has been rooted in the same philosophy: to protect and work with nature rather than against it.

Obtaining B Corp accreditation last year was a landmark moment for me. It demonstrates that the way we work across Daylesford and Bamford is better for both people and planet and it initiates us into a global community that is also striving to set the world on a different course. Now seeing that inimitable 'B' logo every time I walk through the doors to our farmshops and spas motivates me to do even more.

Perhaps this certification feels particularly significant to me because when I started farming organically in the seventies, it was often difficult to convince others of the need to take care of the planet. It gives me hope to see how far the world has come since then, with organisations such as B Corp bringing environmental concerns into the mainstream - inspiring individuals to make more mindful choices and brands to use their businesses as a force for good.

As we look to the future, I am pleased to share this report which sets out our intentions for the year ahead and reflects on our accomplishments from the year that has been. Throughout 2023, our commitment to sustainable business practices continued to evolve across Daylesford and Bamford. I am particularly proud of Bamford's SS24 womenswear collection, 50% of which was produced in the UK and 100% of which was made from natural fibres – meaning the garments will ultimately biodegrade and be returned to the soil once they reach the end of their life.

At Daylesford, social responsibility has been a big impact area following the implementation of a company-wide volunteering scheme. From delivering surplus meals to cooking in community kitchens, I have found it incredibly heartening to read first-hand accounts of the local projects that my teams have chosen to dedicate their time - and make a difference - to.

I find circularity initiatives especially exciting, so it has been encouraging to see progress across a number of innovations that reduce waste across my businesses; from transforming spent coffee grounds into an organic body scrub, beeswax into beauty products and grape skins into a sustainable leather alternative. I firmly believe that with enough skill and ingenuity, there really is no limit to the value you can add to homegrown materials that might otherwise go to waste.

Thank you for supporting our mission. I look forward to continuing our story within B Corp's network of change-makers and hope that together, we can inspire others to engage in a more sustainable way of living and make the world a better place for future generations.

*Carole Bamford*



# SUSTAINABILITY AT DAYLESFORD ORGANIC



Since Daylesford was founded, we've been steadfast in our belief that we need to respect our landscapes and the ecosystems around our farm to protect their future. Our Sustainable Solutions are actions that we believe need to be taken to help solve the climate and ecological crises and create lasting change for our world. We've divided them into three areas:



## REGENERATE

We work our land in a way that strengthens and nourishes it for the future. For us that means farming organically. Organic farming methods work with nature rather than against it. They build healthy, fertile soil; support wildlife and pollinators; care for the landscapes and the habitats these provide; and uphold the highest standards of animal welfare. By embracing these regenerative principles, our intention is to give back more than we take from our planet and ultimately, to leave the earth in a better state than we find it.



## PROTECT

Humans are using the planet's limited resources at a rate that cannot be sustained. To have a hope safeguarding them, businesses need to commit to evaluating and reducing their consumption and stop wasting them. For us that means measuring and managing our carbon footprint; generating and using our own renewable energy; eliminating food waste across the business; scrutinising the processes by which our products come to life; and considering what the impact of those products, packaging and their materials will be once they leave our hands. It also means collaborating with suppliers that uphold the same standards, so that we can assess and be accountable for the impact of everything we do.



## INSPIRE

We can't solve any crisis without collaboration. Working together is one of the biggest weapons we have in the fight to change the future and the impact of any behavioural shift is greater if we work and act as one. We believe we're part of a movement to alter the planet's future and we want to invite others to join us. That drive for change began over 45 years ago when Carole Bamford made the decision to begin farming organically. We want to continue to be at the forefront of that movement through educating, inspiring and collaborating with others. We want to listen and learn - to work with our customers, our suppliers and other like-minded organisations so that we can lead change and urge the next generation to continue the work we've started. We want to think globally but act locally.



SUSTAINABLE  
GASTRON-

# SUSTAINABILITY AT BAMFORD



Bamford was founded on the belief that we need to be more mindful of our connection to the earth — to live consciously, in harmony with nature, and to respect the land that provides for us. To guide us on this path, we have outlined our key areas of responsibility to monitor our progress:



## PREFERRED MATERIALS

We rely heavily on the generosity of nature to source the materials used to create our collections, and we want to ensure that the land that provides for us is able to provide for future generations. This means sourcing natural fibres and ingredients in a responsible way, having minimal impact on the earth, and where possible switching to certified organic sources and processes in our clothing and bath & body collections. This also means choosing closer to home production options wherever possible to reduce the journey our products take from source to store.



## ENDURING DESIGN

Designing fewer collections for maximum longevity is part of our commitment to treading more lightly. The concept of 'waste' does not exist in the earth's naturally circular systems, in which all resources are used and fed back into the ecosystem for future nourishment. Our collections are thoughtfully curated and produced in small runs to ensure that we avoid contributing to the mounting waste problem, selectively sourcing and minimizing the volume of materials and resources that enter and leave the product life cycle. Our choice to use predominantly natural fibres ensures our garments are of the highest quality that can be worn and loved for many years, and will ultimately biodegrade.



## KEEPING CRAFT ALIVE

Many traditional craft skills are at risk of being lost as mass manufacturing provides a cheaper alternative with much more damaging environmental impact and footprints. In many craft communities, younger generations are losing touch with the skills that are woven into their heritage, resulting in the extinction of production methods that have been around for centuries. By providing a source of income and productivity for these communities and makers, we extend a lifeline to the knowledge and artistry that underpins craft — providing renewed meaning and a new relevance for traditional skills.



# OUR JOURNEY TO



# CERTIFICATION



Our B Corp Certification unites us with a global community of like-minded brands that share our commitment to meeting high social standards, maintaining a low environmental impact and being a force for good.

We started our journey to certification in 2020, the lengthy but critical process rigorously evaluated our business practices, policies, and progress. Achieving certification in 2022 was a huge achievement, fortifying both Daylesford and Bamford's founding principles: to work with the world around us, not just to protect it but to have a positive impact too.

**OCT 2020**

Started our Impact Assessment

**MAR 2021**

Submitted assessment for Daylesford Organic

**SPRING 2022**

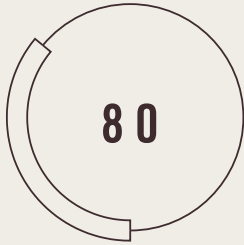
Bamford and Daylesford Farm added to assessment

**MAR 2023**

**B CORP CERTIFIED**

covering Daylesford Organic,  
Daylesford Farm and Bamford

# OUR SCORE



Qualifies for  
B corp certificate



Overall B Impact Score



Median score for  
ordinary businesses

## IMPACT AREA



## GOALS FOR RECERTIFICATION

Our score target:

At recertification in March 2026 we are aiming to surpass the 100 point mark.

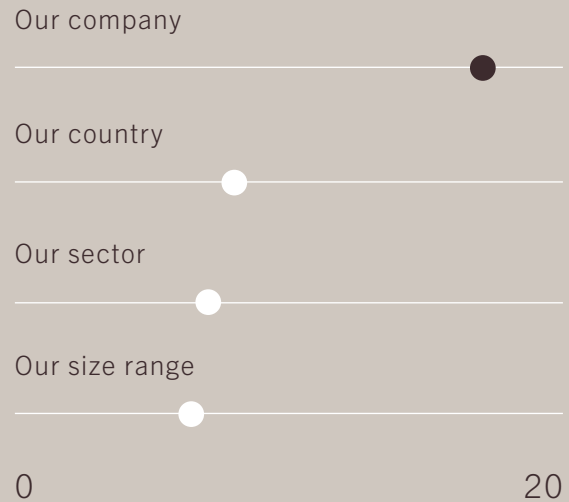
Much of this will be achieved through our current work towards meeting the new B Corp standards that are due to be introduced over the next couple of years.

We are also prioritising continued improvements in our Environment, Community and Workers areas.

## IMPACT AREA #1

# GOVERNANCE

Governance evaluates our overall mission, including engagement around our social and environmental impact; ethics and transparency.



## WHAT WE SAID WE'D DO

- Share an annual impact report based on the B Impact Assessment.
- Retain our third party certifications for Bamford and our restaurants.
- Issue all managers with a formal social or environmental goal

## WHAT WE DID



SUSTAINABLE  
GASTRONOMY

Certified



- We're proud to have retained our Food Made Good 3-star award, acknowledging our ongoing commitment to sourcing ingredients sustainably and improving our social and environmental impacts. A 3-star rating is Food Made Good's highest scoring award. In 2021, we were delighted when our cafés and restaurants at our Cotswold farm were awarded a Michelin Green Star. This year, we were equally thrilled to uphold the honour; acknowledged among a small but growing group of mindful establishments across the country. We're thrilled to have been recognised for a second consecutive year by Positive Luxury, receiving the award for Product Innovation of the Year for our Stem Cell Serum in 2023. This emphasised our commitment to efficacious products, without compromising on natural, sustainable ingredients.

- All managers were given an objective to support our business sustainability strategy.

## PLANS FOR THE NEXT 12 MONTHS

1

Set performance targets for all of our identified material issues

2

Embed social and environmental performance into job descriptions

3

Extend our stakeholder engagement to include customers and communities

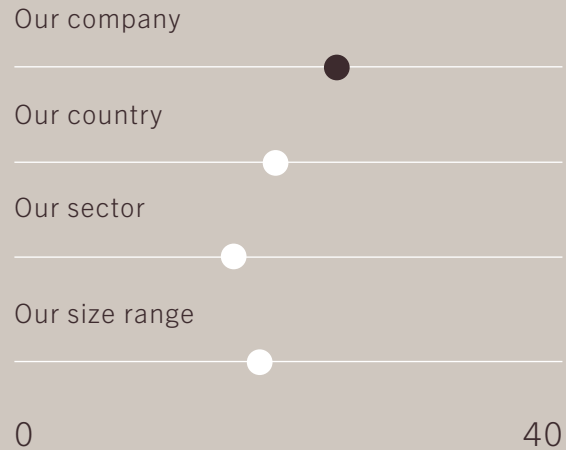
## IMPACT AREA #2

# WORKERS

Workers evaluates our contributions to colleagues' health, safety and wellbeing as well as measuring engagement & satisfaction.



**SCORE**



## WHAT WE SAID WE'D DO

- Implement a flexible working policy
- Make our employee satisfaction survey more accessible to our teams
- Improve stakeholder engagement

## WHAT WE DID

- Launched our new flexible working policy, enabling effective remote working and core hours flexibility
- Rolled out our first multi lingual survey, available in all major languages and achieved 72% engagement.
- Created our internal sustainability champions network, which represents every business unit; 5% of colleagues are involved



## PLANS FOR THE NEXT 12 MONTHS

1

Review our staff benefits packages in line with the evolving B Corp standards

2

Air quality monitoring in our buildings



## IMPACT AREA #3

# CUSTOMERS

Customers evaluates our stewardship of customers through the quality of our products and services that provide health and educational benefits.



**SCORE**

Our company



Our country



Our sector



Our size range



0

5

## WHAT WE SAID WE'D DO

- Expand our offer of healthy eating cookery classes
- Continue our focus on children's education
- Open our annual festival to more guests

## WHAT WE DID

- Delivered cookery school workshops to 2,542 guests covering 47 themes
- Hosted 420 children and young people for school farm tours, workshops and cookery school classes
- Hosted our first 2-day festival, attracting 12,000 guests



## PLANS FOR THE NEXT 12 MONTHS

1

Add "increase the number of customer events focused on climate, biodiversity and community action".

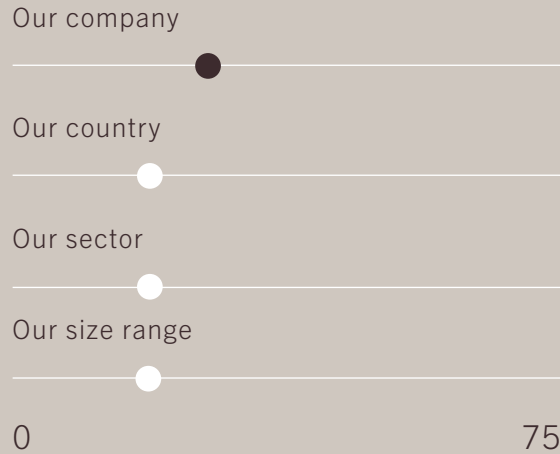
## IMPACT AREA #4

# ENVIRONMENT

Environment evaluates our overall environment management practices as well as our impact on the air, water, climate and land.



**SCORE**



## WHAT WE SAID WE'D DO

- Increase our use of recycled and recyclable materials in our products and packaging
- Increase our on-site generated renewable energy
- Transition all facilities to 100% renewable mains energy contracts

## WHAT WE DID

Reduce reliance on fossil fuels



Increased solar generation by

**40%**

and biomass by 2%.

Total increase of

**100** mWh of energy.

**321,305**

KWH SOLAR

**1,825,559**

KWHTH BIOMASS

Self generated energy from our farm & production units



All mains contracts are from REGO-backed renewable sources. Next step is to increase the proportion of low-impact renewables in the energy mix

Target 100% kerbside recyclable packaging by 2025, reusable where possible

*daylesford* **ORGANIC**

92%

RECYCLABLE PACKAGING

RETAIL & WHOLESALE

bamford

BATH & BODY

95%

recyclable materials

Bamford increased use of 50% PCR plastics in core B&B range.

PACKAGING

All eCom and store packing materials recyclable, compostable or reusable. Working to replace non-recyclables.

Strive for >95% organic café food sales, and >50% organic retail/wholesale sales

*daylesford* **ORGANIC**

55.3% ORGANIC SALES

RETAIL & WHOLESALE

90% ORGANIC SALES, EQUIVALENT TO 4-STAR

ORGANIC SERVED HERE RATING

FOOD SERVICE

Organic Served Here = signals that your business sources fully traceable and high-quality organic ingredients that are produced to the highest standards of care and animal welfare, with minimum impact on the environment.

Five stars: 95 - 100% organic spend

Four stars: 75- 95% organic spend



Strive for 100%  
natural ingredients,  
fibres and materials



bamford

97% 100% BATH & BODY

natural ingredients  
by volume sold

of products have  
natural or organic  
certification

APPAREL

SS23

89%

natural fibres

36%

organic

AW23

91%

natural fibres

30%

organic

98% PACKAGING

online delivery packaging free from plastics, ice packs remaining.  
Wood wool, wool cool, paper and peanuts from natural sources.

Meet certification /  
award standards

*daylesford* ORGANIC

Certified as B Corp March 2023

Retained Michelin green star (applies to whole farm site)

Retained FMG 3-star

bamford

Certified as B Corp March 2023

Recertified Positive Luxury April 2023

Product Innovation of the Year award: Stem Cell Serum

## PLANS FOR THE NEXT 12 MONTHS

1

Set net zero targets in  
line with our climate  
roadmap

2

Expand our carbon  
assessment to include  
all relevant scope 3  
emissions

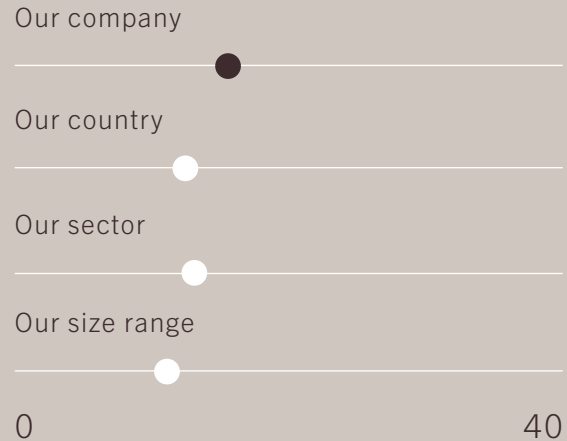
3

Review supply chain  
data collection for water  
consumption, energy use  
and waste

## IMPACT AREA #5

# COMMUNITY

Community evaluates our engagement with and impact on the communities in which we operate, hire from, and source from.



## WHAT WE SAID WE'D DO

- Contribute time to supporting local communities
- Formalise our supply chain mapping processes

## WHAT WE DID

- Launched corporate volunteering scheme – one paid day off per year, potentially 8000+ days.
- Signed up to the Sedex platform where we are building greater visibility of our suppliers and risk areas.
- Expand our food redistribution partnerships. We donated 119,439 meals through our food redistribution partners The Felix Project, City Harvest and Too Good to Go. Equivalent to 298.6 tonnes of CO2.



- 98% Bath & Body product suppliers in UK.
- Apparel SS22 5%, AW22 5%, SS23 17%, AW23 41% UK manufacture.

## PLANS FOR THE NEXT 12 MONTHS

1

Trial 'blind' job application reviews for hiring managers

2

Roll out of our enhanced supplier code of conduct

3

Review the demographic data we collect for our employees and suppliers to better assess the economic and community impact of our operations