

*Delivering our Families Matter strategy*

2013 / 2014

# SUPPORTING THE COMMUNITY



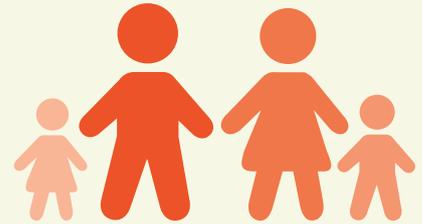
*Inside:*

**OUR INVESTMENT  
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“ We are proud of our results,  
having shown progress in all areas... ”



## WELCOME TO WARBURTONS COMMUNITY INVESTMENT REPORT

We are pleased to share with you all our community investment achievements from our last financial year (October 2013 – September 2014).

During the year, we focused on building on the platform created by our Families Matter strategy, embedding this within the business and driving our resources to those families who need the support the most.

We are proud of our results, having shown progress in all areas when compared like for like with our previous financial year. The infographic on the following page gives a general overview of our community investment achievements.

These results however, would not have been possible without the hard work and dedication of our people.

We have more than 50 Community Champions based at our sites across the country, who are responsible for co-ordinating all of our activity on the ground, particularly our local site projects, product donation and volunteering efforts.

We have some exciting plans for our new financial year and we look forward to writing about how Families Matter continues to grow and create impact for families in our communities next year.

### Best wishes



*Brett Warburton*

**Brett Warburton**  
Executive Director



*Neil Campbell*

**Neil Campbell**  
Managing Director

# SUPPORTING OUR COMMUNITIES

A summary of our achievements in 2013/2014

Please see a full breakdown of our statistical impact at the end of this report.



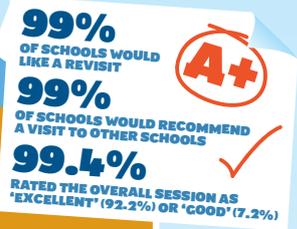
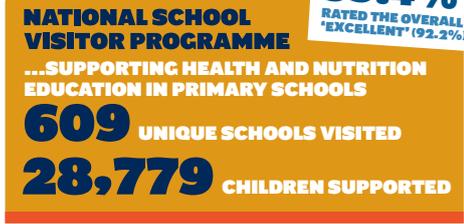
...DONATED THROUGH MATCHED FUNDING TO SUPPORT OUR EMPLOYEE'S FUNDRAISING EFFORTS



ACROSS ALL OUR COMMUNITY PROGRAMMES...



...DONATED BY OUR EMPLOYEES TO CHARITIES OF THEIR CHOICE, THROUGH PAYROLL GIVING



**FAMILIES MATTER**



# OUR COMMUNITY INVESTMENT STRATEGY – FAMILIES MATTER

Following the first year of Families Matter, we worked with the Charities Aid Foundation (CAF) to review our approach.

We developed a more streamlined strategy that provided the business with two key areas of focus for supporting communities, namely challenges and opportunities.

This change was introduced following an assessment of our impact in certain social issues and learnings from support we provided in our first year. An overview of our new framework is set out in the table below.

One of our key tactical changes was to move to a closed grant making approach. This focused on larger project funding opportunities and did not affect our smaller community grants of up to £250, which remained open all year round.

The closed approach invited selected organisations to apply for funding from each of our sites, rather than having an open application process.

This allowed us to profile organisations to make sure that they aligned with Warburtons and with Families Matter, before they spent time applying.

It also allowed for a greater level of

understanding of what Warburtons were trying to achieve than in the open method. This produced higher quality applications from organisations that were more closely aligned to our strategy.

Another aim was for all of our bakery hub sites to have a close relationship with their new partners locally, allowing us to engage more directly beyond financial giving and form added value relationships. It also enabled the community groups to have a clearer understanding of our aims and work with us to develop impactful and long lasting projects for up to 12 months.



# OUR INVESTMENT IN COMMUNITIES

Families Matter is made up of a number of key aspects and we have worked hard to enhance each of our programmes over the past year. Each aspect is designed to deliver against our strategy and identified social issues. An overview of key developments over the last financial year are set out below.

## BUSINESS LED

These are our four key programmes through which the business invests financial support and the time of our people in our communities.



## FINANCIAL GIVING

**Our financial giving programme is aimed at supporting projects, activities and organisations that have charitable aims and will be of real direct benefit to families.**

The support we provide is focused on reaching charities and organisations delivering work that aligns to our priorities under Families Matter and has a direct and tangible impact.

We work with the Charities Aid Foundation to deliver our financial giving programme, to ensure that all organisations we support are charitable in nature and that we accurately record our social impact through post grant reporting.

### Our financial support is provided in two ways, Community Grants and Project Grants:

- ▶ Community Grants are small sums of money, up to £250
- ▶ Project Grants are for clear, identifiable projects. This may be a new project or to extend a project that is currently being delivered. Projects funded typically last for 12 months and funding is provided up to £10,000

Over the last financial year, we have supported **120** organisations through grants and **17** through project grants across Britain. In total this has supported **20,795** people. The biggest alteration to our approach took place when we moved to a closed grant making system.



This change was designed to ensure that all our main bakery hubs had at least one main project to create in-depth local impact and ensure our bakery hubs had local partners to build relationships with, beyond financial donations. For the first time, we actively reached out into our communities to engage with organisations we believe make a vital social impact.

To help us with our search for these organisations we set a parameter of a 15 mile radius from our sites. This was to ensure our local communities benefited from the grants.

Our Community Champions ultimately chose the organisations they felt they wanted to support from a short list for each of our ten national bakery hub locations. By taking a long term view they ensured the projects were designed and delivered to provide lasting impact for members of local families in our communities.

# BAKERY HUB ACTIVITY

The success of our Families Matter strategy has always been built on the engagement and hard work of our Community Champions at each of our sites across the country.

Our Community Champion Teams are based at ten Bakery Hubs (a local collection of Bakeries and Distribution Depots). In total we have more than 50 Community Champions who engage directly with our local communities nationally.

This has enabled Families Matter to have true national reach, but importantly, ensures that the needs of local communities are met, rather than imposing a one size fits all approach to our programmes.

*Here are some examples of the projects our bakery hubs undertook through Families Matter throughout the year.*

## BURNLEY

An employee volunteer mentoring programme helped year 10 and 11 students from two local schools gain valuable work experience and pick up life skills.

The six Burnley volunteers also held a mock interview day, giving students the chance to experience interviews in the real world.

## WEDNESBURY

The Gingerbread Centre sets up small social enterprises managed by service users and volunteers. This year we funded a social enterprise for a group of young mums to help them set up Prom Mum – an online prom, ball and party wear hire business.

We also provided in-kind support in the form of skills development through workshop sessions.

## BOLTON

Damian Ghee from our Centre offices joined the board of trustees for Age UK's Blackpool district. Damian advises the charity on marketing and has run workshops for Age UK employees, teaching them business skills.

## BRISTOL

A 'Behind The Scenes Day' helped unemployed local people gain an insight into working at Warburtons as part of a partnership with Ways2Work.

Twenty Warburtons volunteers shared their experience and explained how our recruitment process works in a bid to help tackle Bristol's high unemployment rates. It is hoped it will become an annual event.



## BELLSHILL

Supporting a Salvation Army foodbank, we have provided a continuous supply of bread for local individuals and families in need.

Our employees have also kindly donated Christmas presents for the children whose families use the foodbank.



## NORTH EAST

A sponsored skydive by Stockton receptionist Victoria Clarke raised over £600 for local autism charity Daisy Chain.

Victoria was delighted to hear that Warburtons could increase this figure through the Matched Funding programme which can add to employees' funding by up to £250.

Our community champion team also support the charity with a bread donation every week which goes towards helping the charity's social and youth clubs.

## TUSCANY PARK

Ten volunteers spent a day on site with students from St Wilfred's High School to help them gain a better understanding of the world of work.

The students gained invaluable experience of sales and marketing, engineering and production, food safety and new product development.

## EASTWOOD

Volunteers from our finance, HR and customer services teams took part in a pilot event as part of the 'Feeding Britain's Future' campaign run by the Institute of Grocery Distribution. Students from 13 schools in the Nottingham area learnt the importance of teamwork and how to manage time effectively – all key factors in the world of work.

## ENFIELD

A donation of £10,000 to a local Citizens Advice Bureau (CAB) was used to create four new interview rooms, enabling an additional 5,000 people to use the service each year. The CAB also used Enfield's training room to host a recruitment open day.





## SCHOOL VISITORS

**As a family food business, we feel we have a responsibility to support health education amongst young people in our communities.**

Our School Visitor programme, which has been running for over 20 years, seeks to engage young people in primary schools with healthy eating, food safety and practical skills. We have continued our relationship with the British Nutrition Foundation (BNF) to ensure that our resources remain curriculum relevant and meet the needs of the young people we reach.



Over the last academic year (September 2013 – July 2014) our programme has gone from strength to strength. Some of the key changes included:

- ▶ A recruitment policy which sees our number of School Visitors now reach twenty with further recruitment proposed
- ▶ Our School Visitors rose to the new challenge this year presented by the introduction of KPIs in September 2013. The School Visitors have met or exceeded the majority of the targets set
- ▶ We have also introduced quality assurance visits to ensure that our School Visitors are operating to the highest standards set out within our framework

In the last academic year, BNF validated **1,035** sessions (an increase of 101 from last year) reaching **28,779** children (an increase of 3,582 children from last year). Out of those schools, 350 received their first visit ensuring our programme reached as many young people across Britain as possible.

A full report of our programme can be found on our website at:

[www.warburtons.co.uk/corporate/responsibility/best-for-the-community/school-visitors](http://www.warburtons.co.uk/corporate/responsibility/best-for-the-community/school-visitors)



## PRODUCT DONATION

**We have a long history of donating products to support our local communities and we donated 199,733 products, almost double the number of products that were donated in the previous year.**

Our products support our communities in different ways, from individual donations that support community and fundraising events, to more regular donations to breakfast clubs and food banks.

For the first time, we can report on our donations specifically to breakfast clubs and food banks. In total we supported **68** breakfast clubs, donating **66,864** products and **14** food banks, donating **57,193** products.

We believe this is a real example of sharing our resources with those families who need the support the most.



## SKILLS EXCHANGE

**Our skills exchange activities allow our people to share their skills and knowledge with the local community.**

This can be in many different ways, from tours around our bakeries and events which help young people learn about work and a variety of different careers, to mentoring and developing skills in CV writing and attending interviews.



Our people benefit too, putting their skills into practice in a different context and learning new skills for themselves. You can read about some of the skills exchange activities in section **Bakery Hub Activity (Page 9)**, later in this report.

## EMPLOYEE LED

As a family business, we recognise the great work our people do in the community.

To support our people, we have in place various programmes which seek to enhance or encourage positive contributions to society and our local communities.



### MATCHED FUNDING

Our matched funding programme is available to all our people and allows them to raise even more money for their chosen charities through individual or team fundraising activities.

We offer match funding of up to £250 per person, with an additional donation for teams of up to eight people.

Our matched funding donated £13,255 to 35 organisations across the country following fundraising by 43 of our people. We believe there is an opportunity to increase the awareness of matched funding amongst our people, so that we can help boost their support to charities that are close to their hearts.



### EMPLOYEE GRANTS

Outside work, many of our people offer support to charities in their local community through volunteering.

In recognition of the great work they do, we wanted to make sure they had the opportunity to submit applications for Community Grants on behalf of the organisations they support, so this was introduced during the year. Increasing awareness of this opportunity amongst our people is something we will do in the coming year.



## NATIONAL CHARITY

For the first time in our history, we will be supporting a national charity partner. We are very proud to be supporting Cancer Research UK and have committed to this partnership for four years.

Cancer is sadly something that touches many of our people, both directly and indirectly.

We believe that a total donation of **£300,000** from the family, along with our challenge to our people to match the family's donation through employee fundraising will be a great support to Cancer Research UK and their fight against cancer. We look forward to sharing the results of our fundraising in future reports.



**Warburton's**



*“ For the first time in our history, we will be supporting a national charity partner. We are proud to be supporting Cancer Research UK and have committed to this partnership for four years. ”*

Brett Warburton



## PAYROLL GIVING

Our payroll giving scheme has been in place for a number of years and more than 18% of our people donated to their chosen charities during the year.

This means we've achieved a platinum rating in the Payroll Giving Quality Mark, the highest that can be achieved. In total, our people donated £51,565 to 128 different charities.



# MOVING FORWARD

We are pleased with our progress over the last twelve months. Our programmes have bedded in well and are running consistently and in line with our Families Matter focus across Britain.

We continue to assess our approach and look at how to maximise impact and our support for families in our communities.

We will continue to work under the same Families Matter framework in 2014/15, looking to move this from a focus on embedding our programmes to enhancing our impact and reach still further.

Overall, in 2014/15 we will continue to push to understand better:

## AREAS FOR FOCUS

**OUR  
SOCIAL  
IMPACT**

**ANALYSE WHERE  
OUR TIME & MONEY  
IS FOCUSED,  
TO CREATE THE  
MAXIMUM  
POSSIBLE BENEFIT**

**BUILD CLOSE  
RELATIONSHIPS  
WITH OUR  
DELIVERY  
PARTNERS**

**IMPROVE THE  
CONSISTENCY  
OF OUR  
ACTIVITY TRACKING**

**LOOK AT WAYS  
TO FURTHER OUR  
IMPACT  
ON MORE FAMILIES  
IN OUR COMMUNITIES**

## NEXT STEPS ...

For 2014/15, to facilitate the focus areas above, we have some key areas on our "to do" list which include the development of:



A **funded project on a national scale**, to reach more communities and create impact to an even wider audience under the social issue(s) which make up Families Matter.



Advance our bespoke tracking system further to include more detail to enable a **greater understanding of our impact** and activity.



**Free teaching resources** made available to all primary schools in Britain to support the delivery of our School Visitors health education programme.



Enhance our skills exchange (volunteering) programme to meet our business needs and maximise our ability to **share the knowledge and experience of our people**.



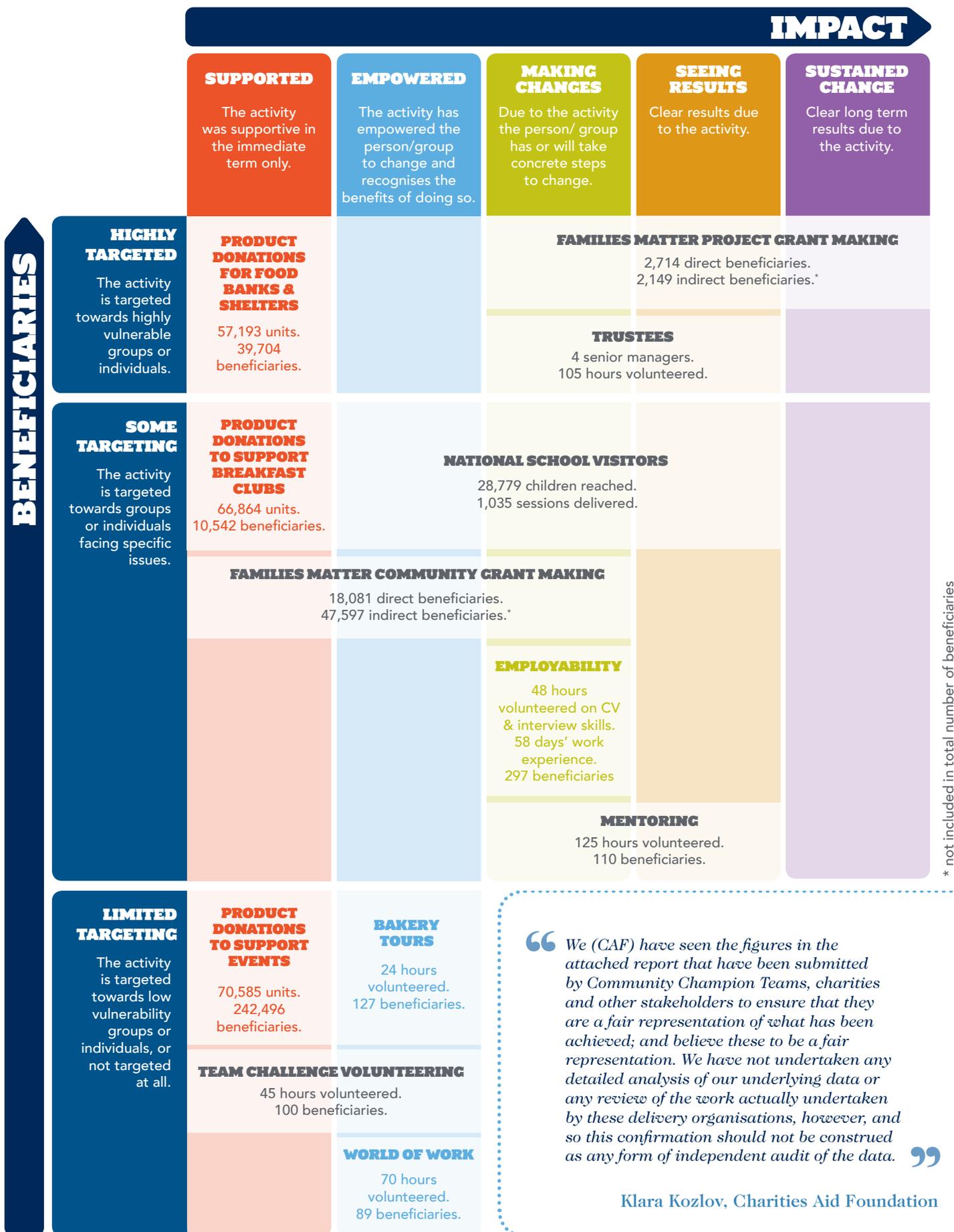
Our financial giving and product donation programmes to create even **simpler access for community groups**, whilst ensuring our resources are given to those organisations who need it the most.



Launch and successfully fundraise for our new **national charity partner** supporting our wider sustainability projects.

# THE IMPACTS WE ARE TARGETING

We have a large number of activities within Families Matter that have a wide range of impacts. This infographic presents how we focus our programmes to target different degrees of social impact.



\* not included in total number of beneficiaries

“ We (CAF) have seen the figures in the attached report that have been submitted by Community Champion Teams, charities and other stakeholders to ensure that they are a fair representation of what has been achieved; and believe these to be a fair representation. We have not undertaken any detailed analysis of our underlying data or any review of the work actually undertaken by these delivery organisations, however, and so this confirmation should not be construed as any form of independent audit of the data. ”

Klara Kozlov, Charities Aid Foundation



## STATEMENT BY CHARITIES AID FOUNDATION (CAF)

**CAF has a long and diverse history of working with charities and businesses, both in the UK and internationally.**

We advise and support companies looking to better understand and engage with their local communities to create healthy social and economic growth for all.

In working with Warburtons, we have always sought to provide a combination of expertise from the corporate and charitable sectors to help Warburtons

integrate Families Matter as part of the business. Warburtons impact has been progressing year on year.

The implementation of the closed grant making approach has created targeted, focused impacts on beneficiaries with clear and specific needs.

Whilst much has been achieved, further areas of improvement exist and we are continually impressed by the openness and willingness of the business to recognise these challenges and work harder to address them.

We continue to be proud of the work that we do with Warburtons and are always impressed by how Warburtons maintain their focus on maximising social impact.

**Klara Kozlov**  
Head of Corporate Clients  
CAF



## STATEMENT BY BUSINESS IN THE COMMUNITY (BITC)

**At the beating heart of BITC are member companies like Warburtons who share our commitment to building resilient communities and a more sustainable future.**

Building on Warburtons long history of good community engagement, they continue to grow their "Families Matter" strategy year on year to ensure it positively impacts on local communities across Britain.

They are to be congratulated for building a strong core strategy in "Families Matter", linking

it to both the enduring values of Warburtons, past and present, and the clear social issues that affect families in Britain today.

This strategy outlines a clear vision for Warburtons Community Investment across the country and sets clear objectives, ensuring consistent delivery and impact across their target audiences in line with their National Community Policy.

This core approach to meeting real needs local to their sites ensures that they tackle key social issues and enables them to tailor support, particularly through their project

support funding, into the areas of most need. The positive impact this has again delivered in their last financial year set out in this report, should be commended.

**Gary Fox**  
Head of Membership – North,  
BITC

## THANK YOU

“ We would like to thank everyone who has been involved in developing and delivering Families Matter, especially the Warburtons Community Champions, our people who engaged in all our activity and our partners who work so hard to support families every day. ”



**Brett Warburton**  
Executive Director



**Neil Campbell**  
Managing Director

If anyone has any questions regarding this report, please contact **Nicola Atkinson** on **01204 556600** or [nicola.atkinson@warburtons.co.uk](mailto:nicola.atkinson@warburtons.co.uk)

**Warburtons**  
Family Bakers