COMMUNITY INVESTMENT REPORT 2017 / 2018









responsibility

WELCOME TO WARBURTONS COMMUNITY INVESTMENT REPORT



We are delighted to share our community investment achievements from our last financial year and I'm especially pleased to report that we've made a difference to more families, charities and organisations than ever before.

As a fifth-generation family business,

our Families Matter strategy remains at the heart of everything we do and we're continuing to build on our activity in this area to make sure we have maximum impact.

I'm extremely proud of our fundraising achievements in support of Cancer Research UK. Since our partnership began in 2015, our colleagues have gone out of their way to find wonderful ways to raise money for this very special charity. We've surpassed all our expectations and I'm looking forward to the next three years as we strive to meet our new target of raising a further £1m, that would mean us reaching an incredible overall total of £2.5m! Our School Visitors Programme also continues to strengthen with our visitors going out to more schools than ever before, sharing their knowledge with hundreds of children across the UK.

Everyone across the business has played their part in helping achieve all the fantastic results we talk about in this Report. Once again, a special mention must be given to our Community and Charity Champions, our School Visitors and central Community team who have worked closely with our partners to help us make a difference to so many people.

Thank you all.

Brett Warburton

Brett Warburton Executive Director



At a time of economic uncertainly, going to the heart of the communities in which we operate and showing our support has never been so important. From donating products, to giving our time and skills and supporting charities through payroll giving, we've been playing our part in many different ways.

Thank you to all the people across our business who have worked so hard to

help us achieve all that we have. Our School Visitors Programme and our Discover Warburtons Wheat Project continue to go from strength to strength and we can look back on our three-year partnership with junior parkrun and feel extremely proud of everything we have achieved and the legacy we have left.

We have a whole programme of activity planned for the year ahead and I look forward to sharing the results with you.

Best Wishes,

Neil Campbell

Neil Campbell Managing Director

OUR STRATEGY

Our Community Investment Strategy, Families Matter, continues this year with our two key pillars for supporting society. These focus on tackling key challenges and providing opportunities for families.







A SUMMARY OF OUR ACHIEVEMENTS IN 2017/18



TOTAL FUNDRAISED BY EMPLOYEES AND DONATED BY COMPANY TO

CANCER RESEARCH UK

£248,193 **DISTRIBUTED TO CHARITIES AND COMMUNITY GROUPS** SUPPORTING













HAVE BEEN LAUNCHED IN DISADVANTAGED AREAS ACROSS THE COUNTRY

Junior

E449,473
PRODUCTS DONATED TO THE COMMUNITY
707,310
PEOPLE ORGANISATIONS SUPPORTED SUPPORTED
675,681 1,836
NATIONAL SCHOOL VISITOR PROGRAMME
100%
OF SCHOOLS WOULD LIKE A REVISIT VOID A VISIT TO OTHER SCHOOLS RATED THE OVERALL SESSION AS "EXCELLENT" OR "COOD"
workshops Delivered 1,691
CHILDREN 48,036

of our EOPLE RING THEIR SKILL

I THE COMMUNITY **TO BENEFIT 7.581 PEOPLE**



DONATED / OUR : 1 **IPLOYEES** THROUGH AYROLL

WHEAT EDUCATION

695 CHILDREN **TOOK PART IN 25 FARM VISITS** ORGANISED WITH **20** WARBURTONS FARMERS ACROSS THE COUNTRY

OUR SUPPORT FOR CRUK

SMASHING OUR TARGET

Our support for Cancer Research UK has once again surpassed all expectations and we've smashed our fundraising target! In the last year our employee and company donations raised a fantastic £449,473, bringing our overall fundraising total since our partnership began in 2015, to an incredible £1.5 MILLION.

This has only been possible due to the efforts of people across the business who have been taking part in a huge range of fundraising activities.

SETTING A NEW TARGET

We're continuing to support **CRUK** and are aiming to raise a **FURTHER 61M** over the next three years, bringing our total to **62.5M**. It's an ambitious target but we're confident that we can work together to smash it and **MAKE A REAL DIFFERENCE**.





A team from Wednesbury take on sponsored kayak



A team from Eastwood cycle from Land's End to John O'Groats



A team from Centre take on UK Challenge

OUR PARTNERSHIP

In 2015 we partnered with Cancer Research UK and pledged to raise **£300,000** over a four-year period. **WE HIT THE TARGET AFTER JUST TWO YEARS** and have raised more money for the charity than we ever expected.

All the money raised is funding vital research to help **BEAT CANCER SOONER**.

WE'VE RAISED E1.5 MILLION!





<mark>INDIVIDUAL</mark> FUNDRAISING

Lots of our people have taken on individual challenges over the past year in a bid to raise money. We always love hearing about the efforts people have been making to play their part.

Martin Moore from **Bellshill** completed a grueling 300-mile cycle challenge in aid of CRUK, raising **£820** for the charity. Vivienne Jones, General Manager at **Bolton** completed an amazing **ten 10K runs** in memory of people who are close to her and her mum. Vivienne raised an incredible **£4,421** with an additional **£1,000** in matched funding.

DONATION STATIONS

Our donation stations, which can be found at every site, have once again proven to be a great way of raising funds for CRUK. People across our sites have generously donated huge amounts of good quality clothing and homewares that can then be sold at CRUK outlets. Over the past year, **£131.599** has been raised through donations to on- site donation stations.

Donate your quality clothes and homeware here

> CANCER RESEARCI

TEAM FUNDRAISING

Our people have been working in teams over the past year, taking part in challenges to raise vital funds. From taking part in treks, to Race for Life events and sponsored bike rides, our people have worked together to make a difference.

A team of six cyclists from **Eastwood bakery** cycled from **Land's End** to **John O'Groats** in just ten days. The team cycled an average of 100 miles a day and raised over **£5,000** with matched funding.

A team of 20 from **Wednesbury** took part in a sponsored kayak, raising **£1.890** for CRUK. The team successfully paddled 10.5 miles in 6 hours.

A team from **Centre** took on the UK Challenge to raise over **£4.000** with matched funding for CRUK. The challenge involved running, cycling, canoeing and hiking through the tricky terrain of the **Brecon Beacons**.

We are immensely proud to have worked with Warburtons for the past 4 years and have witnessed our partnership go from strength to strength. Employees from across Warburtons have united with one another and raised an incredible £1.5 million, exceeding all expectations. In addition to this milestone, we are delighted that our partnership will continue for a further 3 years with the aim of raising an additional £1 million for Cancer Research UK. We are enormously grateful to Warburtons for the vital role you will continue to play in helping us to accelerate our progress and save more lives. Together we will beat cancer.

Michelle Mitchell OBE, Chief Executive Officer, Cancer Research UK

SCHOOL VISITORS PROGRAMME

As part of our Families Matter strategy, our team of dedicated School Visitors working with local schools to educate young people about leading healthy lifestyles.

Ruth has been absolutely phenomenal. Perfectly pitched. The children have absolutely loved it and learnt an awful lot eat cucumber with such enthusiasm before!

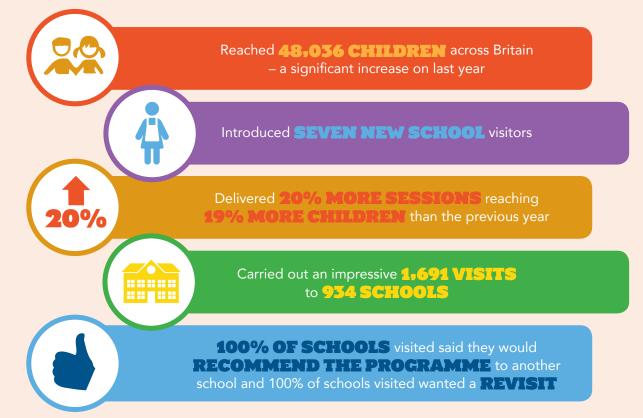
Our award winning School Visitors Programme has had another successful year with more sites and school visitors than ever before undertaking school visits. The number of children we've reached has once again increased and we now have **27 dedicated School Visitors** delivering the programme.











SCHOOL VISITORS PROGRAMME

Once again, we received positive session ratings from teachers, with **99.9% of teachers** rating their overall experience as **'excellent or good.'** Teachers also reported an improvement in their pupils' understanding of healthy eating, food safety and hygiene and food preparation and cooking, showing the positive impact of the sessions.

Our visits continued to be engaging and friendly with lots of opportunities for hands on learning. The sessions gave children the opportunity to take part in a practical bread, sandwich or pizza making session.

Food safety is a key area that our School Visitors cover during visits, with lots of handwashing demos and mimes for children to join in with to help them remember handwashing steps.



Our teams continue to work closely with the British Nutrition Foundation to ensure all sites are delivering the School Visitors Programme consistently and in line with the national curriculum, with up to date information and materials.

The BNF continues to provide food safety courses and online nutrition training course training for the school visitors, with 11 food safety courses and 13 online nutrition courses undertaken by School Visitors.

G Mrs Woodhouse was absolutely brilliant! She was calm, excellent with the children...

She explained everything clearly when making sandwiches...

Teacher, Eastwood We all enjoyed our visit from Warburtons, very informative, lovely learning about the wonderful history of your company!

Teacher, Wednesbury

The children really enjoyed the afternoon with Rebecca and the session lent itself perfectly to our focus on healthy eating. We are thrilled to be the first school in North Wales to take part in the programme and can highly recommend to other schools. We would like to continue our links with Warburtons and we hope to welcome again in the future.

Emma Allday, Year 2 Class teacher at Pen Y Cae Primary School





After a hugely successful pilot project, the second **Discover Warburtons Wheat with the Country Trust** project took place in the summer.

Children were once again invited to visit Warburtons wheat farms around England to improve their understanding of the origins of their food whilst enjoying the countryside.

The project helps our wheat farmers connect with local communities and encourages people to think about the long-term future of farming. The visits also give children from disadvantaged communities the chance to get out into rural areas and do some hands-on learning with our dedicated farmers.

Pupil feedback was fantastic, with 94.3% of those who completed our feedback survey saying they enjoyed their wheat farm visit. 100% of the teachers who completed the survey said they enjoyed the day, would recommend the visit to other schools and would take another class on a wheat farm visit.

Where children learn and grow **Country Trust**



continue next summer with The Country Trust, offering even more schoolchildren a visit next year. 🤊 the opportunity to get involved.

INTERESTING

EDUCATIONAL

IUNIOR DQ

JUNIOR PARKRUN PARTNERSHI LEAVES LASTING IMPACT

We've now completed the final year of our three-year partnership with junior parkrun, a series of 2k events for children aged 4-14 in open spaces across the UK, with thousands of children and families regularly taking part in the running events.

We surpassed our original ambition of increasing the number of weekly events in disadvantaged areas by supporting an incredible 101 events, meaning more families than ever are able to take part, leaving a legacy for many years to come.



For the Saddique family from Oldham, the junior parkrun was the incentive they needed to get out and about. Since participating in the Alexandra junior parkrun, siblings Ismael (12) and Eesah (10) now take part in cross country running at school, something they said they would never have felt confident enough to do previously. Their mum, Tasbia is also now a regular runner at Oldham parkrun.

FATHER SHAZAD SADDIQUE SAID:

Junior parkrun has definitely made us a stronger family unit, we all get to spend quality time being outdoors and active together. We have also just introduced my niece and nephew to junior parkrun and their father Javed has started running with them too. They all love it. 30 **66**The growth of the programme was well over what we were hoping for. By promoting junior parkrun in a more targeted way we were able to raise awareness in other areas and other demographics. This was only made possible as part of the partnership. We also developed a network of local volunteers who know their communities and are able to inspire people to join. We have never before had outreach ambassadors on such a large scale but now we have a growing network, around 250. Considering our team is just comprised of 20 people, this figure is amazing. **9**

Rowan Ardill Engagement Officer at parkrun UK

OVERALL, LAST YEAR:

101

2,475

New events were launched in disadvantaged areas

Children and families per week are now participating in events in disadvantaged areas

28,729

Children have taken part in disadvantaged areas

JUNIOR PARKRUN ONCE AGAIN RECEIVED EXCELLENT FEEDBACK FROM PARENTS AND CHILDREN IN DISADVANTAGED AREAS WHO TOOK PART LAST YEAR.

61% of parents said their child had an improved attitude towards physical activity since taking part in a junior parkrun event.

60% of parents said they felt more part of their local community as a result of taking part in a junior parkrun event.

- 34% of parents of volunteers at junior parkrun said their child now makes friends more easily.
- The majority of parents felt their child is more active than when they started participating at junior parkrun.

OUR INVESTMENT INTO COMMUNITIES

Supporting our local communities across the UK is a key part of our Families Matter strategy and we have a range of programmes led by the business and our people that aim to improve society.

Our programmes include financial support, donating our products as well as investing the skills and expertise of our people into community initiatives.

THIS YEAR WE:

Supported 806.781 people - an increase of 17% from last year
 Increased our support for organisations by 11% and supported 3.215 overall



PRODUCT DONATION

As Britain's biggest baker, one of the best ways our bakeries can support local organisations is through donating our products. We work closely with a wide range of organisations including breakfast clubs and foodbanks, to ensure the products we give reach the people who need them the most.

- Over the last year we have donated 707,310
 products 35% more than the year before to 1,836 organisations across the UK
- We supported 266 breakfast clubs with 323,889 products – a huge 59% more than the previous year
- We supported 67 foodbanks with 170,108 products
- Overall we have supported over 675,000 people through product donations alone

We also donate products to support **charity activities** and **fundraising events**, helping to ensure that as much money as possible can be raised for good causes.

Stockton bakery provided products for the Five Lamps Breakfast Club in Thornaby for more than **100 YOUNG PEOPLE AND FAMILIES**. The school holiday club provided somewhere for families to socialise and meet new people, join in games and enjoy a free breakfast.

OUR INVESTMENT INTO COMMUNITIES

SKILLS EXCHANGE

Our Skills Exchange programme helps support local communities by sharing our people's time and skills with organisations that need support. The programme gives our people the opportunity to put their knowledge and expertise into action.

From mentoring youngsters to painting and decorating, our people have helped a range of organisations across the country in different ways.

PLOT TO PLATE AT STOCKTON

The team from Stockton are a great example of the support our people can give and the effect it can have. The team gave their time to support the Plot to Plate project run by The Roseberry Community Consortium.

They helped to clear land and create raised beds to grow vegetables, helping the charity to support local people through offering gardening activities and healthy-eating advice.

THIS YEAR:

- AN IMPRESSIVE 271 PEOPLE HAVE
 VOLUNTEERED, CIVING 1,073 HOURS
 OF THEIR TIME TO SUPPORT 67
 ORGANISATIONS ACROSS THE UK.
- IN TOTAL, 7,581 PEOPLE HAVE BENEFITED FROM THE HARD WORK AND SKILLS OF OUR PEOPLE.



MATCHED FUNDING

Matched Funding is accessible to all of our people to help them raise even more money for their chosen charity.

As a business we offer to match up to **£250** per person (**or £375 for CRUK**, our national charity partner) for any money our people raise for their chosen charities. We also give extra support for teams of more than eight of our people.

We will support individual and team fundraising activities and our people are encouraged to undertake initiatives individually and as a team, from sponsored cycles and walks to football tournaments and triathlons. DURING THE YEAR, WE HAVE MATCH FUNDED 116 OF OUR PEOPLE

GIVING A TOTAL OF £35,450 TO BOOST THEIR FUNDRAISING EFFORTS



This year Christine Bamford, Management Secretary at Burnley, took on the challenge of trekking **50km** over the Peak District for CRUK.

Christine's efforts raised a fantastic **£1,092** in total, with **£375** in matched funding from our business.

OUR INVESTMENT INTO COMMUNITIES

FINANCIAL GIVING

Our Financial Giving programme supports charities and community organisations with grants that will allow them to deliver vital services in communities local to our sites.

We support organisations with Project Grants, which are donations of up to £10,000 over a 12-month period and Community Grants, which are smaller grants of up to £250.

OVER THE LAST YEAR:

- WE'VE CIVEN A TOTAL OF £248,193 IN FINANCIAL DONATIONS
- SUPPORTING 245 ORCANISATIONS WITH 233 COMMUNITY GRANTS AND 16 ORCANISATIONS WITH PROJECT GRANTS
- OVERALL OUR DONATIONS HAVE DIRECTLY HELPED 93,847 PEOPLE, A MASSIVE 21% INCREASE COMPARED TO LAST YEAR

Over the last five years, we have given **£1,157,863** in Project Grants and **£219,402** in Community Grants.

Our Community Grant of £250 to StreetGames helped the charity launch Fit and Fed, a campaign to combat holiday hunger in disadvantaged communities.

Fit and Fed provides children with holiday activity sessions and a nutritious meal every day. The project culminates in a mass Multi Sport Festival bringing together **2,000** young people.

66

We managed to feed all of the young people attending the festival, the look on their faces when they were offered free food was genuinely heart-warming, guaranteeing that we will attempt the same feat next year!

Jane Ashworth, CEO, StreetGames Bristol, including Port Talbot depot and Newton Abbot depot

PAYROLL GIVING

All of our people have the opportunity to donate to charities of their choice through Payroll Giving, a scheme that has proved very popular over the years.

OVER THE LAST YEAR:

725 PEOPLE DONATED TO A CHOSEN CHARITY THROUGH PAYROLL CIVING

TOCETHER, OUR PEOPLE HAVE CIVEN £43,364, TO 113 ORGANISATIONS

Over the past six years, together, our people have donated almost **£300,000** to charities that are important to them via Payroll Giving.

66 Each month I donate to CRUK

I donate to CRUK through payroll giving. After watching the initial

video that was shown to all Warburtons employees I felt I had to do something to help this fantastic cause.

I have participated in many Race for Life events and the Shine Walk. Any events that we have at work I will always donate to. We have had coffee mornings, bake offs, raffles and many other things.

A few months ago, we found out that one of our team had been diagnosed with cancer which was a devastating blow to us all. Each time I donate now I think this will help our team mate and the other poor souls affected by this horrible disease

Susan Moore, Admin Team Leader, Bellshill 99

SUPPORTING LOCAL COMMUNITY PROJECTS

As a family business we aim to tackle the real issues affecting people and families in our local communities to make an impact now and in the long-term.

Our project grants provide organisations, charities and community groups with funds and support to help people in local communities over a 12-month period.

Here are just two of our many successful projects from the last financial year:

CHICKENSHED – ENFIELD INVESTMENT: £9,983

Our support allowed Chickenshed, a theatre led company, to develop a flagship project at Wilbury Primary School to address the needs of families with young children within an area of high economic and social deprivation in Enfield. Chickenshed organised and facilitated 'Planet Play' sessions in school for children and their families and carers. The sessions helped to develop children's speech, vocabulary and language skills on a range of levels. The project also worked with siblings and parents/carers in 'Nurture Group' sessions to improve their esteem and confidence, enabling them to communicate and socialise with others in similar situations.

Results from Chickenshed's work with 0-3 year olds across a 10-session run showed a 24% improvement in language development attainment targets, and a 21% improvement in play and social skills targets. All this will enable the children to access the curriculum at an age appropriate level, and both children and parents will have raised aspirations.



CHICKENSHED

THEATRE CHANGING LIVES

"I GET A LOT OF PLEASURE FROM THE SESSIONS AND NEED THEM TO CONTINUE..." - The dad of twin boys aged

two years old

90% OF PARENTS AND CARERS MADE NEW FRIENDS WITHIN THE COMMUNITY

"THE OUTCOME HAS BEEN REMARKABLE AND PROVEN TO BE HUGELY POPULAR"

– Head Teacher, Wilbury Primary School.

ACCESS TO BUSINESS – WEDNESBURY INVESTMENT: £10,000

Our funding allowed Access to Business to create a 5 day 'Stepping Stones' programme, to support a growing number of disadvantaged people in the local area. The aim of the programme was to tackle social isolation due to long term unemployment/social issues. The programme helped people build their confidence along with employability skills to enable them to improve their employment prospects. The project also provided the opportunity to improve IT skills, family budgeting and accessing online services including information on healthy living and GP services online, which will not only help them but their wider family too.

From the sessions, participants felt an increase in confidence in their ability and improved skills. This will lead to better employment prospects for individuals resulting in improved financial independence.



"A VERY WELCOMING AND WARM ENVIRONMENT"

FANTASTIC INTERVIEW EXPERIENCE. VERY USEFUL, BENEFICIAL AND INFORMATIVE"

> GAVE ME CONFIDENCE IN MYSELF AND MY OWN ABILITIES

DIRECT BENEFICIARIES: 103

supporting our local **community projects**

In 2018, our community champions chose 15 projects to support with an investment of **£148,539** into local communities.

CENTRE

East Midlands

Project – Strengthening and

supporting adoptive families in the

residential camps to provide adopted

young people with an opportunity to

make friends and access counselling.

Our support will help Coram hold

COCOM better chance for children since 1739

Coram

newburn

Family Gateway



Project – The Penny's **Dropped project**

Our support will allow Family Gateway to provide financial education support to families from disadvantaged communities in North Tyneside.





Bristol

Envision

Project - The Community-Apprentice KS4

Our funding will allow Envision to provide disadvantaged young people with training workshops to boost self-confidence and develop employability skills.





CENTRE





Project – One Step Further to Community Wellbeing

Our support will help Calico Homes run activity groups aimed at reducing social isolation and increasing physical activity within the local community.









Bolton

Bolton Lads and Girls Club

Project – Employability Action

Our support will enable the Club to offer disadvantaged young people a programme involving employability skills development, CV writing, job search and apprenticeships, writing job applications and mock interviews





tuscany park

Eastmoor Community Project

Project – Healthy Steps

Our support will help tackle health and employability issues faced by the residents of the Eastmoor Estate, by providing funding for workshops on food and nutrition and sessions to raise aspiration and confidence in local young people.



EASTMOOR COMMUNITY PROJECT LTD





Footprints in the Community

SReflections

Project – Memory Lane - Dementia support group

Our funding will allow Footprints in the Community to run a dementia support group for people who are isolated due to living with dementia and their carers.



Transform Training

Project – Transform Training

Our funding will help Transform Training provide support for disadvantaged young people suffering from anxiety or depression and low aspiration due to a family breakdown.



TRANSFORM

19

CENTRE

Daisy Chain Project Teesside



Project – Daisy Chain Works

Our funding will allow the project to provide employability qualifications and supported work placements for adults with autism.



PLOYABILITY AND STITLS

WEDNESBURY

Access to Business

Project – Stepping Stones

Our backing will help extend the current project to provide workshops to improve skills and opportunities for local unemployed disadvantaged people.





Project – Providing insights into the world of work

Our backing will allow Think Forward to help the most disadvantaged young people across London to access local employers through workplace taster activities.

BURNLEY





Project – Young Carers: Cooking Classes

Our funding will allow the project to run cookery sessions for young carers and young adult carers, giving them confidence in the kitchen and teaching them about healthy eating.



CENTRE





Project – Chances Project

Our support will help fund access to therapy projects, team building days and self-defence classes for vulnerable young people.

CENtre

Pennine Lancashire Community Farm



Project – Chilli Club

Our funding will allow Pennine Lancashire Community Farm to provide access to outdoor growing space and training courses to those living in a local challenging and urbanised community.



BELLSHILL

Who Cares? Scotland



Project - Reaching Higher+

Our funding will help Who Cares? Scotland support unemployed care experienced young people, enabling them to undertake a training programme to develop their employability skills and identify professional aspirations.



FAMILY. AMBITION. RESPONSIBILITY. QUALITY. CARE.



CAF has over 90 years' experience in helping businesses and communities to work in partnership to make a difference and achieve collective impact. We continue to partner with, and support, Warburtons to deliver their Families Matter strategy. Warburtons endeavour at every turn to be accountable, transparent, and sustainable in how they support communities. We can confirm once again that the figures stated in the report are accurate and look forward to continuing to support the business with their socially responsible work.



If anyone has any questions regarding this report, please contact Nicola Atkinson on 01204 556600 or nicola.atkinson@warburtons.co.uk www.warburtons.co.uk/corporate/responsibility/community