

Delivering our Families Matter strategy

2015 / 2016



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**SUPPORTING OUR
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**LONG TERM
SUPPORT**

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IMPACT**

WELCOME TO WARBURTONS COMMUNITY INVESTMENT REPORT



We're proud to share with you our community investment achievements from our last financial year.

Once again, we have helped thousands of families, charities and organisations in our local communities through a variety of community investment initiatives.

This report takes a look at all aspects of these initiatives and the impact we continue to make for families across Britain.

One of the new ways we're supporting people to build healthy lifestyles is by funding the expansion of junior parkrun - free, timed, 2k events, specifically for 4-to-14 year olds. Our support has already helped launch 36 new junior parkrun events attended by thousands of children in disadvantaged areas of the UK.

Last year we partnered with Cancer Research UK. The Warburton family pledged to donate £300,000 and challenged our people to match this over the next four years. Following an array of fantastic fundraising initiatives, we've already smashed our fundraising target!

We're not stopping there and will continue to support CRUK for the next two years, with the Warburton family matching all employee fundraising efforts up to a further £300,000.

We're also immensely proud that our charitable efforts have been recognised this year as we were awarded the Community Partner of the Year Award at the Food and Drink Federation Awards 2016 – a huge achievement for our business.

We're always overwhelmed by the time and effort our people put into supporting community initiatives.

There are many plans in place to ensure we continue to impact upon the local communities in which our people live and work, providing support where it is needed most.

Brett Warburton

Brett Warburton Executive 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.



SUPPORTING OUR COMMUNITIES

A summary of our achievements in 2015/2016



CANCER RESEARCH UK

£329,183

TOTAL FUNRAISED BY EMPLOYEES AND DONATED BY THE COMPANY TO CRUK

PRODUCT DONATION

TOTAL PRODUCT UNITS DONATED TO THE COMMUNITY:

331,282

TOTAL NUMBER OF PEOPLE SUPPORTED:

496,900

TOTAL NUMBER OF ORGANISATIONS:

1,681

PAYROLL GIVING

£49,434

...DONATED BY OUR EMPLOYEES TO CHARITIES OF THEIR CHOICE

OVERALL WE HAVE SUPPORTED

573,777 PEOPLE AND **2,575** ORGANISATIONS

MATCHED FUNDING

£51,466

DONATED THROUGH MATCHED FUNDING TO SUPPORT OUR EMPLOYEES' FUNDRAISING EFFORTS

junior parkrun

12,681 CHILDREN TOOK PART IN EVENTS ACROSS THE UK

36 NEW PARKRUN EVENTS HAVE BEEN LAUNCHED IN DISADVANTAGED AREAS ACROSS THE COUNTRY

PROJECT AND GRANT DONATIONS

£365,074

DISTRIBUTED TO CHARITIES AND COMMUNITY GROUPS SUPPORTING **37,830** PEOPLE DIRECTLY

OUR EMPLOYEES' TIME AND SKILLS

4,596 PEOPLE HAVE BENEFITTED FROM **1,079** HOURS OF OUR EMPLOYEES SHARING THEIR SKILLS IN THE COMMUNITY

NATIONAL SCHOOL VISITOR PROGRAMME

SUPPORTING HEALTH AND NUTRITION EDUCATION IN PRIMARY SCHOOLS

100% OF SCHOOLS WOULD RECOMMEND A VISIT TO OTHER SCHOOLS

99.9% RATED THE OVERALL SESSION AS 'EXCELLENT' OR 'GOOD'

100% OF SCHOOLS WOULD LIKE A REVISIT

701 UNIQUE SCHOOLS VISITED

34,451 CHILDREN SUPPORTED



SUPPORTING COMMUNITY PROJECTS

We are continuing to give long-term practical support to community projects around our sites as part of our Families Matter strategy.

In 2016 our community champions chose 14 projects to support – an investment of £134,082 into local communities.

The projects will make a massive difference to people across the country by tackling major issues such as unemployment, debt and health and wellbeing. All the projects will address one of the social themes of Families Matter.

Here is a summary of all of the projects:

STOCKTON

ORGANISATION:
Five Lamps



PROJECT:
Ready for Work Clubs


Our funding will help establish eight, six-week 'Ready for Work' clubs to provide unemployed people with a chance to exchange skills, find opportunities and get support to help them in their return to work.

HOW MANY PEOPLE BENEFIT ▶ **100+**

EMPLOYABILITY AND SKILLS

BELLSHILL

ORGANISATION:
Bellshill and Mossend YMCA



PROJECT:
S.O.S Befriending (Sharing Our Success)

Our funding will support a community gardening project which provides families with an outdoor space they can maintain as a family unit, bringing them closer together and giving them an opportunity to learn new skills.

HOW MANY PEOPLE BENEFIT ▶ **40**

ASPIRATION

BURNLEY

ORGANISATION:
Calico Homes



PROJECT:
Community Aspirations


Our funding will allow the continued development of the services at Valley Street Community Centre in Burnley. The centre is a hub for the community in South West Burnley, providing training sessions and social activities for all ages.

HOW MANY PEOPLE BENEFIT ▶ **800**

ASPIRATION

EASTWOOD

ORGANISATION:
Blend Youth



PROJECT:
Traineeship Plus: 'Onward Journeys to Positive Destinations'

With our support, a group of young people will undertake a course of practical support to improve their employability and develop life skills that will help them achieve their aspirations.

HOW MANY PEOPLE BENEFIT ▶ **30**

EMPLOYABILITY AND SKILLS

BRISTOL

ORGANISATION:
Step Together



PROJECT:
Overcoming Adversity

Our support will help provide intensive 1-to-1 support for vulnerable and marginalised young people. The sessions are designed to give young people the skills to take on a work placement opportunity.

HOW MANY PEOPLE BENEFIT ▶ **60**

EMPLOYABILITY AND SKILLS

ENFIELD

ORGANISATION:
Enfield Carers Centre



PROJECT:
Carers Benefits and Employment Advice Service

With our help, unpaid carers in Enfield will be provided with support and advice to help reduce their financial hardship and ensure they achieve their educational and employment potential.

HOW MANY PEOPLE BENEFIT ▶ **400+**

FINANCIAL STABILITY

ORGANISATION:
Enfield CAB



PROJECT:
Warm Homes Enfield

Our funding will provide a specialist housing adviser at Enfield CAB to tackle homelessness and poor housing by assisting tenants and their families.

HOW MANY PEOPLE BENEFIT ▶ **160**

HEALTH

TUSCANY PARK

ORGANISATION:
Eastmoor
Community Project

EASTMOOR
COMMUNITY PROJECT LTD

PROJECT:
Healthy Steps

With our help, parents and young people in Wakefield will be provided with two, ten-week programmes aimed at increasing healthy lifestyles and employability through cooking workshops.

HOW MANY PEOPLE BENEFIT ▶ **52**

WORKLESSNESS

NEWBURN

ORGANISATION:
HealthWORKS



PROJECT:
Make Your Family
Budget Go Further

Our support will allow HealthWORKS to provide courses that offer families the skills and knowledge to plan their meals and budget effectively, helping them to reduce their expenses to live more comfortably.

HOW MANY PEOPLE BENEFIT ▶ **136**

HEALTH

CENTRE

ORGANISATION:
Bolton at Home



PROJECT:
Citizens Advice Surgeries

Our support will enable Bolton at Home to organise Citizens Advice Surgeries to provide disadvantaged local people with practical support, employment advice and financial assistance.

HOW MANY PEOPLE BENEFIT ▶ **190+**

FINANCIAL STABILITY

ORGANISATION:
BYPHS



PROJECT:
Young Homeless Drop In

Our support will allow BYPHS to provide homeless people with a number of services ranging from free haircuts to arts and crafts, ensuring they have a safe environment to enjoy positive experiences.

HOW MANY PEOPLE BENEFIT ▶ **300**

ASPIRATION

ORGANISATION:
Bolton Wanderers
Community Trust



PROJECT:
In 2 Bolton

Our funding will provide practical skills workshops to improve the employment prospects of families living in deprived areas of Bolton.

HOW MANY PEOPLE BENEFIT ▶ **50+**

EMPLOYABILITY AND SKILLS

WEDNESBURY

ORGANISATION:
Vine Trust



PROJECT:
Ladder for the Black Country

With our support, Vine Trust will be able to work with unemployed young people, providing them with apprenticeship opportunities and encouraging local employers to offer work experience.

HOW MANY PEOPLE BENEFIT ▶ **900**

EMPLOYABILITY AND SKILLS

BOLTON

ORGANISATION:
Bolton Lads & Girls Club



PROJECT:
My Future

With our help, hundreds of disadvantaged young people will have access to workshops and 1-on-1 support to give them career advice and skills development aimed at building confidence and ensuring their aspirations remain high.

HOW MANY PEOPLE BENEFIT ▶ **300**

EMPLOYABILITY AND SKILLS

MAKING A BIGGER IMPACT

6%

NUMBER OF PROJECTS

6%

NUMBER OF ORGANISATIONS

26%

FUNDS FOR PROJECTS

316%

NUMBER OF PEOPLE BENEFITED

PERCENTAGE INCREASE FROM LAST FINANCIAL YEAR

OUR BUSINESS-LED INVESTMENT INTO COMMUNITIES

As a family business, we have key corporate projects in which we aim to support people in our local communities. Our programmes include donating products and both investing in financial support and the time and knowledge of our people into local community initiatives.

PRODUCT DONATIONS

We actively donate our products to deserving people and causes in local communities, from giving regularly to breakfast clubs and food banks to individual donations that support charity activities or fundraising events.

This year we have supported...

► **164 BREAKFAST CLUBS, DONATING 137,972 PRODUCTS, WHICH IS 15% MORE THAN THE YEAR BEFORE**

► **46 FOOD BANKS GIVING 87,601 PRODUCTS**

All the community projects we have supported have been incredibly grateful for our help in providing vital products.



The 12 loaves of bread kindly provided by Warburtons each week enables us to provide toast to our nursery children every morning.

This reassures teachers and staff that every child has eaten something for breakfast each morning.

Adam Beechey

Teacher, Bridgewater Primary



SKILLS EXCHANGE

Our skills exchange programme supports local communities by giving our people the opportunity to share their skills.

From tours around our bakeries to mentoring school children, or becoming a trustee, the skills exchange programme reaches out to people in the community in a wide variety of ways. The exchange not only benefits the community but it also means that our people get a chance to put their own skills into practice.

This year...

► **221 VOLUNTEERS HAVE GIVEN 1,079 HOURS OF THEIR TIME TO HELP 4,596 PEOPLE**



The work we did at The Lemington Community Centre, part of Healthworks Newcastle is a great example of our skills exchange programme in practice.

Our people organised for Warburtons' architects, ADG to create drawings and for HGC Builders to volunteer a digger, then **20 volunteers** from Newburn spent two days helping to build an extension which allowed the centre to take an extra **20 children** each day.

FINANCIAL GIVING

The Financial Giving programme we have in place allows us to support charity projects and grants, organisations or initiatives that will benefit families in our local communities.

Our financial support is available through Community Grants, which are smaller grants of up to £250, and Project Grants, which are 12 month projects with donations up to £10,000.

This year we have donated to:

► **175 ORGANISATIONS WITH £43,902 THROUGH COMMUNITY GRANTS**

► **18 PROJECTS WITH £321,172 THROUGH PROJECT GRANTS**

Overall our financial donations have increased by **21%** this year and we are currently supporting **37,830 people**.

HELPING OUR PEOPLE ENGAGE IN COMMUNITY INVESTMENT

Family is one of our core values and the local communities in which we live are extremely important to us. To support these communities, we have various programmes led by our people, which enhance or encourage positive contributions to society.

PAYROLL GIVING

Our Payroll Giving scheme has been popular for many years and over the past 12 months 730 of our people have used this scheme to donate to a charity of their choice.

Collectively this year we have **donated £49,434** through the Payroll Giving scheme and we are now proud to say that **16% of our workforce** give part of their pay to charity.

Once again, we've achieved a platinum rating in the Payroll Giving Quality Mark - the highest that can be achieved.

“

I support two different charities through payroll giving - the Epilepsy Society and Shelter, the housing and homeless charity. Both are hugely important charities to me as they are very relevant to my personal life. I know first-hand what fantastic work both charities do and how important it is to support them where I can.

Mark Green

Depot Manager, Basingstoke

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MATCHED FUNDING

All our people are encouraged to get involved with our Matched Funding scheme, allowing them to raise even more money for their chosen charities.

The scheme offers matched funding up to **£250 per person** (or £375 for CRUK, our national charity partner), and we make additional donations for teams of up to eight people.

The scheme has seen a huge **43% increase** in company donations since last year with 173 of our people receiving **£51,466** through Matched Funding towards their chosen charities.

A team at Wednesbury organised a **44 mile** bike ride along the canals surrounding the Wednesbury and Dudley area. The **19 people** who took part raised a fantastic **£2,442** for CRUK which was boosted by **£1,864.50** matched funding.



SCHOOL VISITORS PROGRAMME

As part of our Families Matter strategy, we are committed to supporting local schools in educating young people about healthy lifestyles.

Our School Visitors programme has been running for more than 20 years and is designed to offer engaging food education to five to 11 year olds. Over the last year the programme has continued to be a huge success. The team have:

- ▶ Carried out an impressive **1,221 visits** to **701 unique schools**
- ▶ Delivered **19% more sessions** reaching **20% more children** than the year before
- ▶ Reached **34,451 children** across the UK – more than ever before
- ▶ Introduced five new school visitors and established a School Visitors programme at Newburn bakery for the first time, bringing our total to **22 school visitors delivering the programme at 11 sites**

All the schools the teams visited in the past year said they would like a revisit and would recommend our School Visitors programme to other schools. For the first time, pupils were asked to give feedback and **90% said that the visit was "great"**. Back in October 2015 we launched a dedicated website which allows people to access Warburtons resources, information and teaching aides remotely. Since the launch, the website has been hugely popular with **more than 8,000 visits** to the site and over **3,000 documents downloaded** and used in class rooms.



Thank you very much again for a fantastic visit. The ladies were once again amazing with the children and very patient when answering all of their questions. Thank you.

Primary teacher
Port Talbot



The School Visitor programme demonstrates an on-going commitment to community engagement. The Foundation ensures that it is based on the latest healthy eating recommendations, curriculum compliant, and delivered to a consistently high standard. By working together in partnership, the quality of the School Visitor programme has improved and its impact enhanced.

Roy Ballam
Managing Director and Head of Education
British Nutrition Foundation



We would like to thank Warburtons, especially Julie and Alice for giving up their time to provide such an amazing experience for the children. The whole session was faultless and I would strongly recommend any age group to take part in the experience.

P.S the healthy eating element was superb. I cannot praise the session enough.

Primary teacher
Bristol



AWARD WINNING

The programme has also collected its second national award, winning a National CSR Award for Nutritional & Health Awareness in May 2016. This is testament to the hard work and dedication of all involved.



junior parkrun

JOIN IN THE JUNIOR PARKRUN FUN!

In October 2015 we announced a three year partnership with parkrun, a not-for-profit organisation which holds running events across the country.



3,883
DIFFERENT CHILDREN FROM DISADVANTAGED AREAS OF THE UK RAN AT NEW EVENTS LAUNCHED SINCE THE PARTNERSHIP BEGAN.

51%
OF PARTICIPANTS ARE NOW MORE ACTIVE. THAT'S MORE THAN **32,000** CHILDREN GETTING MORE ACTIVE THIS YEAR.

60%
OF CHILDREN HAVE AN IMPROVED ATTITUDE TOWARDS PHYSICAL ACTIVITY

In a bid to help more young people get active, we pledged to donate **£300,000** over three years to help expand the reach of junior parkrun, focusing on targeting those in the greatest need.

Junior parkrun is a series of 2k events for children aged between four and 14, held in open spaces across the UK, with the aim of getting families together in the outdoors. Family is at the heart of all we do, and we're supporting this initiative as part of our community investment programme, Families Matter.

Over the past 12 months **36 new events** in disadvantaged communities across the country have been launched with the support of our funding. These events meant that **56,709 children walked, jogged or ran a junior parkrun** in the UK throughout the year with **12,681** being unique runners.

The initiative has received great feedback from participants across the country – **60%** of children who have taken part said they have an improved attitude towards physical activity. While **87%** of children feel happy, and **90%** feel proud when they take part in junior parkrun.

The free, timed events are held every week on Sundays and children can run, jog or walk the routes or get involved by volunteering at an event.

“

We are delighted that our ground-breaking partnership with Warburtons has so far helped us to welcome over 12,500 children to new junior parkrun events in disadvantaged areas of the UK. We are excited to see what can be achieved over the next phase of this wonderful partnership.

Tom Williams
Chief Operating Officer
parkrun Global

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SUPPORTING CRUK



As a family business we know that by working together with our people we can make a real difference. Cancer Research UK has been our national charity partner since February 2015. The Warburton family pledged to donate **£300,000** and challenged the rest of the business to match the amount over the next four years.

Over the past 12 months the whole business has been fully committed to supporting the charity and the results have been astonishing.

The total amount raised for CRUK so far is **£611,669.86**. Our efforts have been recognised by CRUK and we were elated to win the Corporate Charity Fundraising Team of the Year at The Flame of Hope Awards this year. The awards acknowledge the efforts that volunteers make to raise money and awareness for cancer research.

We are thrilled to report that we smashed our **£300,000** target just two years after making the pledge. Together, our employee and company donations have raised a massive **£329,183 in year two. This is a 59% increase on our year one total.**

Our people have continued to go above and beyond over the past year and have collectively raised **£158,199** for the charity, which is a 19% increase from the funds raised last year.

Our company donations have also seen a huge 80% increase over the past 12 months – with **£135,732 donated** to support CRUK.



DONATION STATIONS

In 2015 donation stations were provided at each site which allow our people to donate unwanted clothing, accessories and homeware which are then sold in CRUK outlets across the UK. These donation stations have been hugely popular with hundreds of bags donated around the business. The team at Wednesbury filled up **63 bags in just two weeks.**



TEAM FUNDRAISING

Our people know that by working together more can be achieved and in the last 12 months we have been inundated with team events, from Race for Life and Pretty Muddy events, to bake sales and social events.

A great example of a team effort is the CRUK's Biggest Breakfast event that took place across the business in March – each site organised its own breakfast event and collectively raised **£2,314 for CRUK.**

INDIVIDUAL FUNDRAISING

Our people continue to go above and beyond for CRUK by taking on individual challenges to raise funds. A great example of this is Steven Dews, asset management controller at Stockton, who raised just under **£1,000** when he bravely volunteered to shave off his hair.

LOOKING AHEAD...

Our support will not stop here, as the Warburton family have pledged to continue supporting CRUK for another two years, promising to match all employee fundraising efforts up to another **£300,000.**



“

We have been amazed by the support from Warburtons who have now donated over £600,000 for Cancer Research UK. Today, one in two of all people diagnosed with cancer survive their disease for at least 10 years. Cancer Research UK's ambition is to accelerate progress so that three in four survive cancer by 2034. This is an ambitious target, but with the incredible support of companies like Warburtons we believe it is achievable.

Sir Harpal Kumar
CEO, Cancer Research UK

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Our ongoing commitment to community engagement is extremely important to us and the results of our efforts outlined in this report show the real difference we continue to make at the heart of local communities.

Our deep-rooted family values are central to everything we do at Warburtons and continue to drive our business forward. We're proud of the development of our Families Matter programme which directs our long-term commitment to provide support where it is needed most.

One of the many achievements this year is the growth of our School Visitors programme, which we have been running for more than 20 years. Over the last year, the programme has reached more school children than ever before. Thousands of children have taken part in healthy eating workshops run by our dedicated and enthusiastic team.

The results of all our community investment efforts are extremely important to us and are a key measure of the success of our business as a whole.

Over the next year we will continue to engage with our local communities and grow our long-term support in many different ways.

Best wishes

Neil Campbell Managing Director

CAF Charities Aid Foundation

CAF has a long established history of advising and supporting thousands of businesses to engage and invest in their local communities. We have continued to work with Warburtons to help embed their Families Matter strategy as part of the wider business.

This year Warburtons has endeavoured to maximise social and economic impacts in their local communities. We are delighted to see increased contributions and engagement in this area from the business,

and especially the on-going commitment of their people who continually meet the challenge of increasing their impact in the community.

As part of our continued work with Warburtons, we're pleased to see a transparent and honest approach to their reporting and can verify that the figures stated are accurate. As their programmes develop, we look forward to working with them to capture and maximise their social impact.

Klara Kozlov
Head of Corporate Clients
CAF

**FAMILY.
AMBITION.
RESPONSIBILITY.
QUALITY.
CARE.**

WarburtonS
Family
Bakers

If anyone has any questions regarding this report,
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