

National Community Policy



This policy refers solely to the Families Matter Strategy:

- It is applicable to all of our community investment activity across all our sites in England, Scotland and Wales.
- It embodies our values: Family, Ambition, Responsibility, Quality and Care.

What is Families Matter?

Families Matter is Warburtons Community Investment Strategy. This document sets out our approach to Families Matter.

We recognise the importance of family. We believe that families are at the centre of society and are essential to growing strong communities. Our business only exists today due to an opportunity taken by the Warburton family in 1876. Warburtons remains family owned which has ensured that families stay at the centre of the business; commercially, culturally and philosophically.

This policy is applicable to all of our community investment activity across all our sites in England, Scotland and Wales.

We want to use our reach and resource to support areas and those in greatest need.

This policy embodies our values: Family, Ambition, Responsibility, Quality and Care.

Why Families Matter?

Families look out for each other and support one another to reach their full potential. We want to support those that need help to do just that.

We want to help keep families healthy and care for them when in need. We want to raise our families in places which are safe, clean and inclusive. We want to help our families learn and develop useful skills for life and work.

How Do We Define Families?

We recognise that families come in all shapes and sizes and supporting them requires a holistic understanding and respect for their diversity.

When we talk about families our broad definition also includes 'surrogate' families; self-identifying groups with shared values, interests or experiences, such as peer support groups.

Our Community Principles

Our community principles are Transparency, Trust and Transformation. These principles are applicable to how we approach our community investment activity.

Transparency

- Warburtons are open about who we support, how and why.
- This means that:
 - Our decision-making criteria is set out and reviewed annually.
 - We set ourselves targets that challenge us.
 - We annually report on our activities.
 - We review our community policies annually.
 - We seek open dialogue with our communities.
 - We learn from failures as well as successes.

Trust

- Warburtons are committed to best practice and achieving the best outcomes for everyone.
- This means that:
 - We focus on outcomes rather than inputs.
 - We aim to work with progressive partners.
 - We learn from previous experiences.
 - We share our experiences.

Transformation

- Warburtons will strive to meet real needs with meaningful actions.
- This means that:
 - We focus on need.
 - We focus on actions rather than words.
 - We try new things.
 - We adapt our approach with the changing external environment.

Our Community Focus

Warburtons will support projects/organisations that will have a real social impact on families and communities in the following three areas and key related outcomes.

- **Health** – supporting families to care for each other and lead healthier lives, through:
 - Improving physical health
 - Improving wellbeing
- **Place** – supporting families to flourish in communities that are safer, greener and more inclusive, through:
 - Making spaces safe & inclusive
 - Connecting communities with the environment
- **Skills** – supporting families to gain useful skills for life and work, through:
 - Developing useful life skills
 - Developing useful work skills

Our Commitment

We believe that families, communities and businesses are interlinked; creating benefits for one will create benefits for others. We will strive to achieve this.

The Warburtons family understand that Families Matter, that is why we fully endorse this policy.

Jonathan Warburton
Jonathan Warburton

Ross Warburton
Ross Warburton

Brett Warburton
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WarburtonS
Family Matters