

DELIVERING A BETTER TOMORROW

The Birchall Foodservice CSR Report 2022



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CORPORATE PURPOSE

Customer Satisfaction + Employee Satisfaction +
Company Satisfaction

=

Achieving financial and environmental
goals sustainably

What does this mean in reality?

Birchall Foodservice directors' duties are to return a profit while looking after people, places and the planet.

"We trust that you will find in our Corporate Social Responsibility (CSR) report that we are striving with constant improvements and changes to achieve this goal"

Colin Birchall
Chairman



FOOD SAFETY & PRODUCT MANAGEMENT

As a responsible supplier to all sectors of the catering trade, including hospitals and the care sector, it is incumbent upon us to ensure food safety.

Our systems are independently checked against the highest standards in the industry and are approved for supply to the NHS

Product Attributes and Sourcing

Our buying team only source products from accredited suppliers who are willing to comply with our stringent product safety and data accuracy procedures.

Allergens

With the recent introduction of Natasha's Law, allergen management is more important than ever.

To aid our customers, we work closely with Erudus and have placed our business support manager on their committee. We offer customers a free log in for the Erudus platform and have integrated it in our online ordering platform, OrderMate, so customers can view live allergen data.

We also offer free Natasha's Law training for all our customers and their teams with an allergen specialist.



ETHICS - COMPANY OVERVIEW

A professional and proactive wholesaler can make such a difference.

Birchall Foodservice is a company built on strong family values for over 80 years, with quality product and supreme customer service at the forefront of our offering.

“

*It's not any way,
it's the right way!*”



£35 million
yearly turnover



150 employees



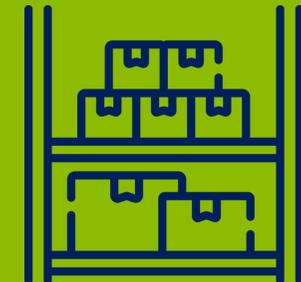
50 unit fleet



3 depots over north
of England & Wales



Average 500
deliveries daily



Over 5000 products

PEOPLE & COMMUNITY

EMPLOYEES

We work closely with our teams to offer a healthy and happy work environment.

Healthier Lifestyles

To help our teams lead healthier lifestyles, we provide the following facilities and initiatives:

Fresh Fruit Bowls

Located throughout the premises, employees can help themselves to fresh fruit whenever they please

Free Fitness Classes

We offer free personal training sessions every Tuesday and Thursday morning for all employees

Standing Desks

Standing can help take the strain off a person's neck, back and shoulders, so we offer adaptable standing desks

Reduced Cost Gym Memberships

We work with 2 local gyms to offer reduced price memberships for all employees

Mental Health

Mental Health First Aiders & On-site Counsellor

We take our employees' mental health as serious as their physical health. We have 3 trained mental health first aiders in our team, who are on hand to lend a helping hand to anybody who might be struggling with a mental health problem.

We also have a fully qualified counsellor regularly visiting the site who offers counselling for any employee facing difficulties in their work or personal life, such as mental health issue, relationship troubles, substance abuse or anything else that could be troubling them.

Ethics - Work Environment

As a successful family business with over 100 years of commercial history, Birchall Foodservice has long been guided by the ethics of honesty and fairness.

Now led by the fourth generation of family in management and with a fifth generation working in the business, we have evolved with the times and look forward to the successes and challenges that lie ahead in the coming years.

We take our corporate social responsibility seriously. Ensuring that our activities and operations are responsible and transparent is one of our key objectives.





COMMUNITY

Charity

Helping Hands

In late 2018, we set up an internal charity called Helping Hands. The aim of this charity is to raise funds to support employees facing difficulties in their lives, such as caring for a disabled family member, the loss of a loved one, financial difficulties, trauma, amongst many other things. To raise funds, the group organises fundraising events and days, such as raffles, fancy dress days, golf days and bake sales.

Product Donations

Whenever products are reaching the end of their shelf life, or are damaged in transit, we donate them to a local foodbank at the Burnley FC in the Community kitchen.

Community Action

As a business that was founded in Burnley over 80 years ago, and as an employer to over 100 local people, we feel a great deal of responsibility to our community.

At the start of 2022, we pledged to increase our support for the community and are actively investigating ways to help young and vulnerable people.

Watch this space for community action updates.

CUSTOMERS

TED - Training, Exhibitions, Development

Our on-site events facility is free to use for customers

Demonstration Kitchen with RATIONAL Equipment

- RATIONAL approved training/supplier demos/
bespoke chef training

Exhibitions & Conferences

- A varied programme runs throughout the year

Training

- Supplier hosted and bespoke Birchall Foodservice events
- Facility available for customers to host their own meetings and training

“A first in the industry and leading the way”

Also, see details of our services and support packages:

- Environmental health/allergens advice
- Exhibitions & training
- Development chef
- Stir it up! magazine
- Finance plans
- Menu & design services

NET ZERO

Birchall Foodservice have established an internal team tasked with making continual improvements in our emissions and environmental impact.

Key Strategies

Solar Panels

As part of our commitment to sustainability, we have completed work on the installation of almost 400 solar panels on our main warehouse roof. The panels will help us reduce our carbon emissions by 50 tonnes every year.

Food Miles

Our operating policy of having only one stocked warehouse servicing three distribution sites across the north of England ensures that the food miles undertaken by suppliers in delivering to our business are minimised. Stock is moved around our distribution area via overnight bulk trunking in the most effective and efficient way.

Nil to Landfill Site

We are committed to ensuring that nothing we dispose of in our day to day activities ends up in landfill. We only contract the disposal of our waste to companies who guarantee that our policy will be upheld. 90% of our waste is recycled, and the other 10% is incinerated for power.



Plastic Action

In 2017, we put together an internal taskforce to not only reduce our use of single-use plastics and environmental impact, but to also provide solutions for customers and to put pressure on our suppliers to change their habits and improve their products. The taskforce has made a number of internal changes to reduce single-use plastic, including ...

- No longer deliver our monthly magazine in plastic wrap
- Using crates for deliveries, therefore cutting down on secondary packaging
- Stopped suppliers from bringing plastic disposable to events
- Removed all plastic cups from water coolers and replaced them with reusable glasses
- Educated employees about how they can reduce plastic in their home lives
- Replaced black bin bags with clear bin bags in waste bins to improve recycling rates
- Brought in a range of new, environmentally friendly products, including the country's first plastic-free hot cup
- The taskforce has also helped a number of customers by introducing them to leading environmentally friendly suppliers who have been able to provide bespoke solutions for them.

Vehicle Emissions

As part of our commitment to sustainability, we have purchased 43 greener delivery vehicles. The new fleet is made up of a mixture of 18 tonne HGVs, 7.5 tonne HGVs and 1.3 tonne delivery vans, all of which have been fitted with Euro 6 engines to help us reduce our emissions. We have also purchased electric Kia Niro's, which we are rolling out to our fieldsales team.

We utilise a system driven route planning process which automatically plans our distribution routes in the most efficient manner to reduce our distribution mileage and therefore our carbon footprint.

All company vehicles, both distribution and company cars, are monitored by an automatic tracking system which allows the company to identify examples of poor driving habits, excessive speed and high mileage.

The company regularly reviews the results and raises poor standards of driving with the driver involved. We publish a league table which illustrates the achievements of our drivers in various areas of performance - MPG, acceleration, harsh braking etc. - all aimed at improving vehicle efficiency and reducing environmental impact.

Electric cars for our fieldsales team





If you would like to find out more about our corporate social responsibility, please contact:

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Delivering a better experience