

# Delivering a Better Tomorrow

## The Birchall Foodservice CSR Report 2024





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# Corporate Purpose

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Customer Satisfaction + Employee Satisfaction

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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

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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**

All our suppliers have to adhere to our stringent internal quality processes in order for us to trade with them.

## **Allergens**

With the 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.



Our products  
are listed on Erudus



# Ethics - Company Overview

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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!* ”



£45 million  
yearly turnover



150 employees



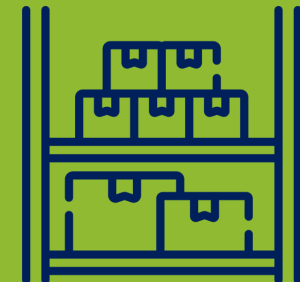
50 unit fleet



3 depots over north  
of England & Wales



Average 500  
deliveries daily



Over 6000 products

# People & Community

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## 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

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.

#### On-site Counsellor

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 a mental health issue, relationship problems, 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





## Community

### Charity

#### Helping Hands

Helping Hands is our internal charity. Its aim is to raise funds to support employees facing difficulties in their lives, such as caring for a disabled family member, or financial difficulties. 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 Down Town Kitchen & Cafe in Burnley. We also donate surplus event stock to them.

#### Lancashire Mind

Lancashire Mind is our chosen charity partner for 2024 and 2025. We're working together to raise vital funds for the people of Lancashire who may be experiencing poor mental health and the barriers this can bring.

#### Natasha Allergy Research Foundation

The Country Range Group and its members (of which we are one) are working alongside the charity to raise compassion, understanding and crucially, vital funds, to help make food allergy history.

#### Lowerhouse Cricket Club

We are the headline sponsors of Lowerhouse Cricket Club for the 2023, 2024 and 2025 seasons. The club plays a vital role in the local community, and our sponsorship will help them achieve their goals.



## 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 days

“ 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



# Reducing Carbon Emissions

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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 installed almost 400 solar panels on our main warehouse roof. The panels 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.



## Working with Climate Partner

For the past 2 years, we have been working with a specialist company called Climate Partner to calculate our carbon emissions for both 2019 and 2022. When the results of the project came back, they revealed that our carbon emissions dropped by 46% between 2019 and 2022.

This large drop can be attributed to our solar panels, which helped reduce our electricity emissions by 49%, and our fleet of new vehicles, which helped reduce our transport emissions by 38%.

We are now calculating our emissions for 2023 and will announce the results in Q2 2024.



## Vehicle Emissions

As part of our commitment to sustainability, we 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 also purchased a fleet of electric Kia Niro and Teslas, which have been rolled out to our directors and field sales team.

We utilise a system driven route planning process. This system 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 field sales team







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

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Depots at: Burnley, Durham and Sheffield

[www.birchallfoodservice.co.uk](http://www.birchallfoodservice.co.uk)



*Delivering a better experience*