



Baking a better tomorrow.

Birds pledge 2025



Our recipe for sustainable success.

This report shares our social, ethical and environmental commitments to our planet and people. Our aim is to provide transparent and balanced information about our environmental, social and governance practices. We will share insights into how we work and some of the challenges facing our day-to-day life at Birds. Our primary aim is to establish five clear areas of focus with associated pledges to work towards.

This past year has seen big changes for us at Birds, with the completion of our re-brand journey, refurbishing three new stores, developing our offices and investing into our bakery equipment.

Our pledge shows our commitment to our goals for 2025 and we hope they will continue to work hand-in-hand with our generational re-brand, paving our way for a more sustainable future for Birds.

The last few years have been challenging to all businesses and the market has not returned back to pre-pandemic levels. We are a resilient establishment, and will continue to endeavour to meet the needs of our ever-changing customer base. With all this in mind, we as a business are excited for the future of our bakery, and hope our customers are eager to join our journey.

OUR VISION

Through our commitment to continuous innovation, we craft wholesome, trustworthy products that reflect our dedication to quality and care.

OUR PURPOSE

To be the Midlands' most trusted baker, butcher and chocolatier delighting our new and loyal customers with their breakfast, lunch and treat.

OUR VALUES

In our bakery we are deeply committed to being customer-focused, ensuring that every decision and action is centred around meeting the needs and expectations of our customers and colleagues. We believe in continuous development, fostering an environment where innovation and improvement thrive, celebrating our success, and allowing us to adapt and grow alongside our customers. We prioritise nurturing our teams with a focus on being fair, trusting and supportive of one another.

THREE IS THE MAGIC NUMBER

3

Continuous development.

Customer focused.

Values We Care.



A message from our leader.

I believe that at Birds, our values have remained the same over many generations.

We strive to offer the best fresh products to our customers in the East Midlands, providing excellent customer service, working closely with local suppliers wherever possible and supporting the local communities.

As concerns about climate change have increased, we have also been working consistently on sustainability and doing our part in protecting the planet.

With this new initiative, a published Birds Pledge, we are not changing our objectives; rather, we are formalising them and communicating more effectively with our staff, suppliers, and customers. We hope that by doing this, we will get even better engagement with all our stakeholders to support us in our endeavours and ambitions, and to get behind us on these critical initiatives.

Importantly for the Board and Birds family, you – our stakeholders – can now hold us accountable because our aims are transparent. This will ensure we continue to focus on creative problem solving in all areas of the business, channelling our efforts and resources towards being an employer of choice in the area, the best place to go for breakfast, lunch or treat, whilst always focusing our efforts on reducing the footprint we leave on our planet.

This is our first Birds Pledge, and we intend to increase the scope each year. For now I hope you will all continue to support us on this journey.

Lesley Bird,

Chief Operating Officer.



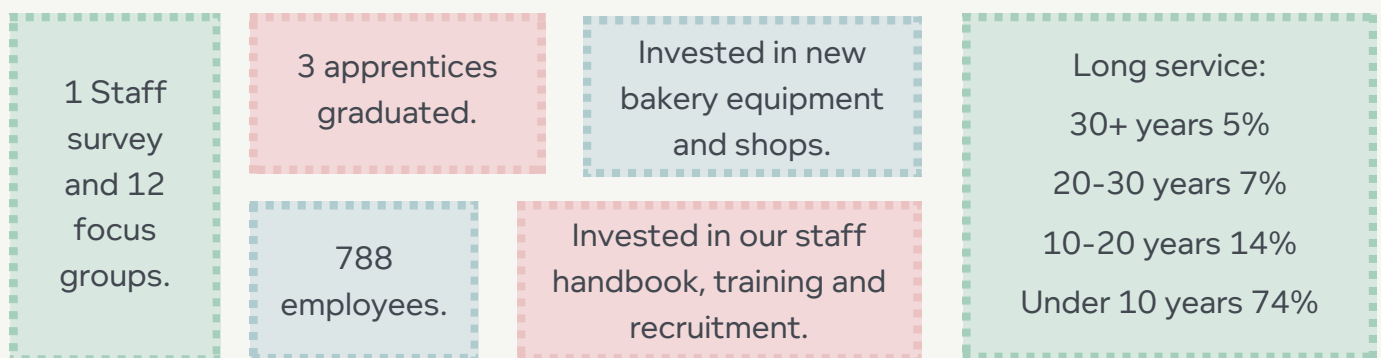
Our people.

Our people are at the heart of our business and our most valuable asset. Our mission is to encourage a diverse, supportive, and empowering workplace that contributes to fostering an inclusive culture.

Over the past year we have invested time and resources into creating and sustaining fulfilling careers, and exceptional experiences for our people.

We are encouraging our teams to embrace innovation and collaboration by listening to what our people need, and expect. We hope to continue attracting and retaining outstanding talent, creating strong foundations for future growth and learning.

Taking stock of 2024



A holistic approach to wellbeing

Our health and wellness strategy forms part of a broader approach aimed at improving everyone's awareness about the importance of mental wellbeing. This has been headed up by our Mental Health First Aiders. Our mental health first aiders are important pillars of our team, providing the support and advice from their training with St John's Ambulance for all employees.

Our overarching goal is to nurture our culture of belonging, both personally and communally.



A selection of our mental health first aid team.

“

The effort and hard work is so rewarding when you see happy customers and beautifully displayed products. Passion not only benefits your work but also supports mental health.

Ash, Assistant Savoury and Butchery Manager.

We're driving change.

Our family goes far beyond the Birds. It's all about the people that have mixed our dough, topped our tarts or bagged up our buns. With lots of positive changes to our business throughout 2024, we wanted to make sure that alongside strengthening the brand, we strengthened our culture. We set out to learn more about what drives our people and how we can enhance our leadership to ensure a sustainable future for all at Birds. With the help of a charity, Caplor Horizons, we have been running surveys and focus groups learning more about our people, the culture, and the areas we can improve on. This an ongoing initiative with each group made up of a real cross-section of our business.



A selection of teams during our focus groups.

“

The focus of these sessions is on co-creating an improved working environment for the staff at Birds, in particular considering the core values and behaviours that all staff at Birds should live by every day in their work.

Rosie Bishop, Caplor Horizons



7 day trading

Since our beginnings in 1919, we have always operated a 6 day trading week, with only one of our stores opening on a Sunday. From September 2024 we increased our trading week to 7 days, with over 40 stores now opening Sundays. This has enabled us to offer our staff more hours, greater flexibility in rotas, alongside offering our loyal communities 70+ jobs and great convenience. This change has supported our goal to continue to promote sustained, inclusive and productive employment for all levels, with clear progression pathways.

Our goals for our people in 2025



Identify & nurture talent to grow and develop internally.

Improve communication channels to allow more time to share information to the correct people.

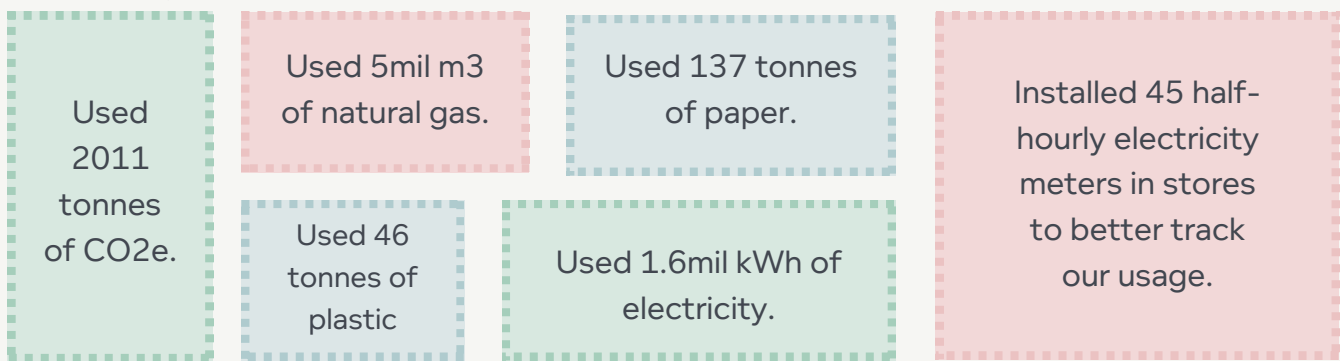
Increase number of apprentices across the business.

Our energy.

Over last 2 years, we have seen record high increases in our energy costs, further highlighting the importance for sustainable consumption of energy. Our mission has been to significantly reduce our energy consumption and transition towards more renewable sources. In turn, this works towards key aims of the business: to create value for our customers whilst minimising our environmental footprint and contributing towards a healthier planet for current and future generations.

Our strategy started with understanding our usage and the drivers behind our energy consumption, to further identify areas which we can optimise for better efficiency. We use sub-metering, monitoring and targeting systems to allow real-time visualisation of our consumption. This has supported us in teaching our teams about energy conservation, and encouraging them to adopt sustainable practices in their day-to-day work.

Our usage in 2024



We're in the green

We're turning a new leaf and made the switch to green energy in December 2024. These natural energy sources produce significantly less greenhouse gas emissions when compared to their fossil fuel competitors. Switching over to green energy provides us with the beginning of a sustainable solution to our energy needs. This further reduces our carbon footprint and mitigates the adverse effects of climate change. This year we will be looking at Carbon Offsetting for the first time, ensuring we are supporting projects that reduce or remove carbon dioxide from the atmosphere.

RENEWABLE ENERGY

From December 2024 we made the change to 100% renewable electric energy sources coming from solar, wind and hydro power farms. This eliminates our reliance on fossil fuels for all our electric.



Birds transport

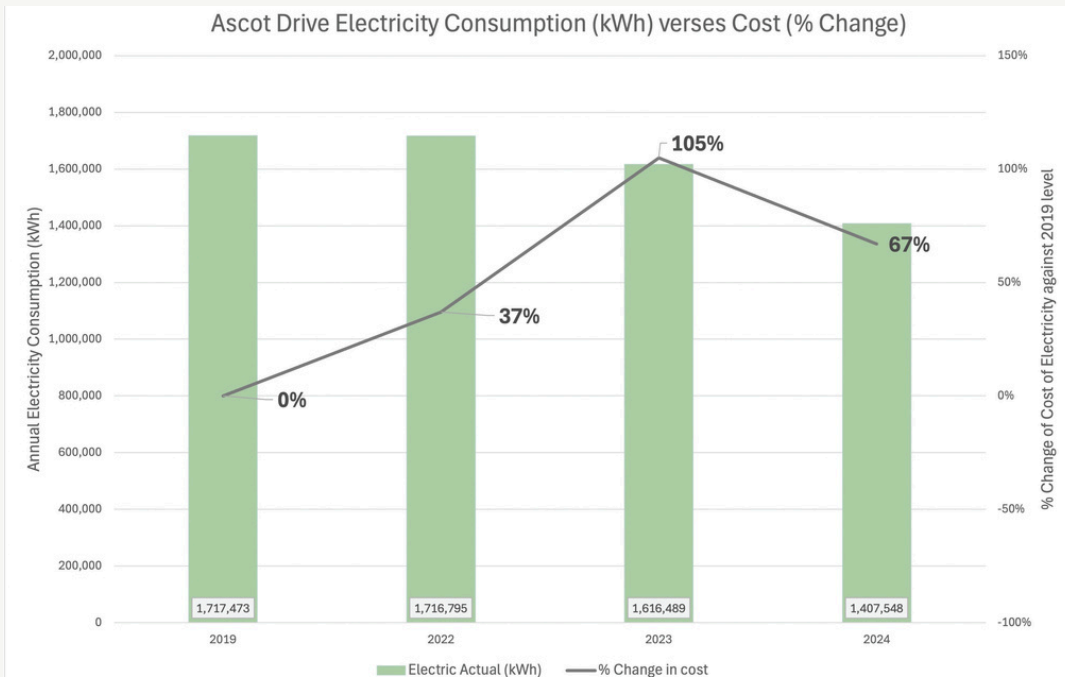
Our transport team plays an important role in our operations, with all deliveries to our stores made daily and by our own Birds vehicles. As soon as our bakers finish baking the days treats at 4am, our drivers load up their vans to ensure all our stores have the freshest products. This process is completed every single day of the week. To optimise our journeys, we continually review our vehicles and routes, making sure we take the shortest path possible.

Our office and management teams who work with and regularly visit our stores use our hybrid vehicles to reduce our carbon footprint where possible.

The challenges

The challenge we are trying to solve is one that directly relates to the current world we live in. Despite significant efforts to reduce electricity consumption in the bakery, which has seen success, reducing electricity consumption by 7% when comparing 2023 levels to 2019, the cost has increased by a whopping 105% in the same time period. This is the crux of the matter: these rapidly increasing costs are experienced by everyone in our communities, and a challenge every company is facing.

To touch on our positives, currently in 2024 we are on track to reduce our bakery electricity consumption by 13% comparing to 2023. We are working as a team on the three C's: Collect the data, become Confident in the data, Consistently and effectively use the data.

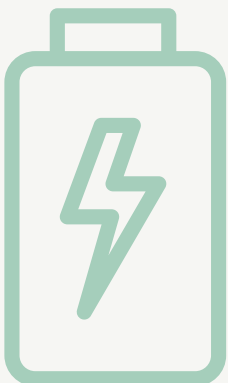


“

By further understanding when and where we consume our energy, we have successfully implemented changes in our operations to become more sustainable and efficient. In turn this delivers greater value to our customers.

Tim, Senior Project Manager.

Our goals for our energy in 2025



Offset our carbon footprint by 20% over the next 5 years.

Reduce our bakery electricity consumption by 15% against 2024 levels.

Install half-hourly meters in all 61 stores to support data driven decisions.

Food surplus.

We make and bake our products from scratch every single day, to provide our customers with the freshest possible product. Our bakery bakes to a forecast that balances optimal availability for our customers with as little food surplus as possible. This sometimes means we have leftover products at the end of the day. Rather than seeing our surplus food go to landfill, we support a few schemes to ensure our communities are cared for, and our planet is not negatively affected. We work with a range of food surplus distribution programmes, from Too Good To Go, local food banks, community kitchens and anaerobic digesters.

It is estimated that seven million people in the UK are struggling to afford to eat, and the demand for food banks in recent years has increased significantly. We continue to explore various redistribution programmes and are always looking for more to join us.

Our mission is to minimise and redistribute food surplus at two key stages of our operations: bakery production and shop operations. Where this is not possible our surplus is used to create bio-fuel.

Our work in 2024



Turning food waste into energy

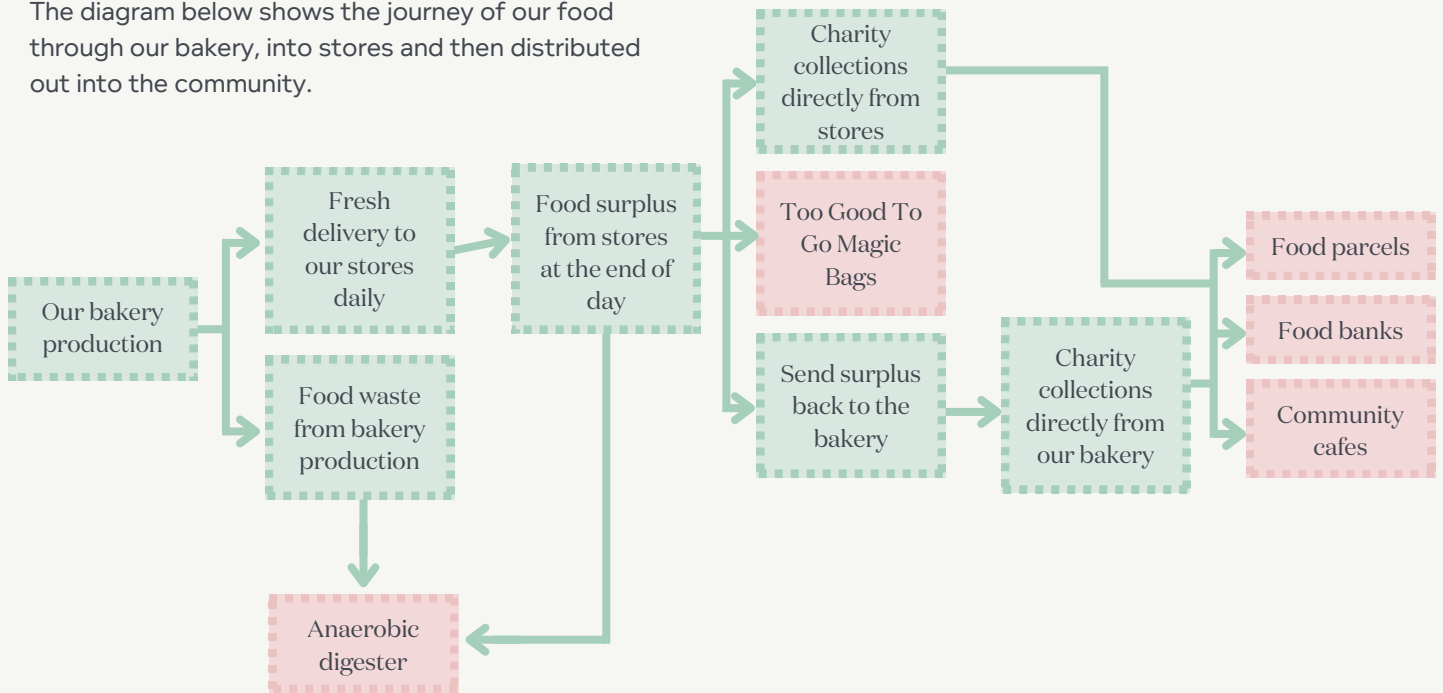
Our surplus food comes from two main areas within our company, bakery production and shop operations. The surplus is collected centrally at our bakery in Derby, then sorted into what can be donated and what will be used to create energy in an anaerobic digester. We have been working with anaerobic digesters for well over 8 years, where our waste is collected and transported just a few miles down the road. Here it is broken down producing biogas, which can then be used to create new energy in the form of electricity and heat.

This process prevents food waste entering landfill and emitting greenhouse gases into the atmosphere. The leftover material from this process is sent to local farms to use as fertiliser, entering back into the beginning the food chain.



Our food surplus process

The diagram below shows the journey of our food through our bakery, into stores and then distributed out into the community.



Partnerships preventing landfill

In 2023 we partnered with Too Good To Go (TGTG), offering 'Magic Bags' from our stores. We loved their campaign to raise awareness of reducing food waste and re-purposing any surplus where possible. Since working with them we have saved 250 tonnes of CO2, which is equivalent to roughly 622,000 miles driven by an average petrol-powered car or 30 million smart phones charged.

One challenge we have always faced is re-distribution and donations of cream cakes and pre-made lunch items, due to the refrigeration requirements of these products. Through working with TGTG we have been able to find new homes for these products at the end of the day.

In 2024 we undertook workshops with TGTG to empower our store managers to learn more dynamic and flexible distribution of magic bags. Our teams are proud to continue their positive partnership with TGTG, with all our 61 stores offering collections.



Our goals for our food surplus in 2025



Monitor surplus food in stores and implement a target of 8% in each store.

Increase the amount of food donations to cover all our stores by 2030.

Continually review our product ranges to maximise the use of ingredients that are within our bakery and stores.

Our suppliers.

We have been part of the East Midlands market for over 100 years, and in this time we have built long lasting relationships with suppliers we know and trust, whilst enabling local businesses to grow with us. We select our suppliers for their commitment to quality, food safety, animal welfare and their climate and nature ethics. We aim to have as many suppliers as local as possible, where this is not possible we ensure the suppliers further afield align with our responsible sourcing goals.

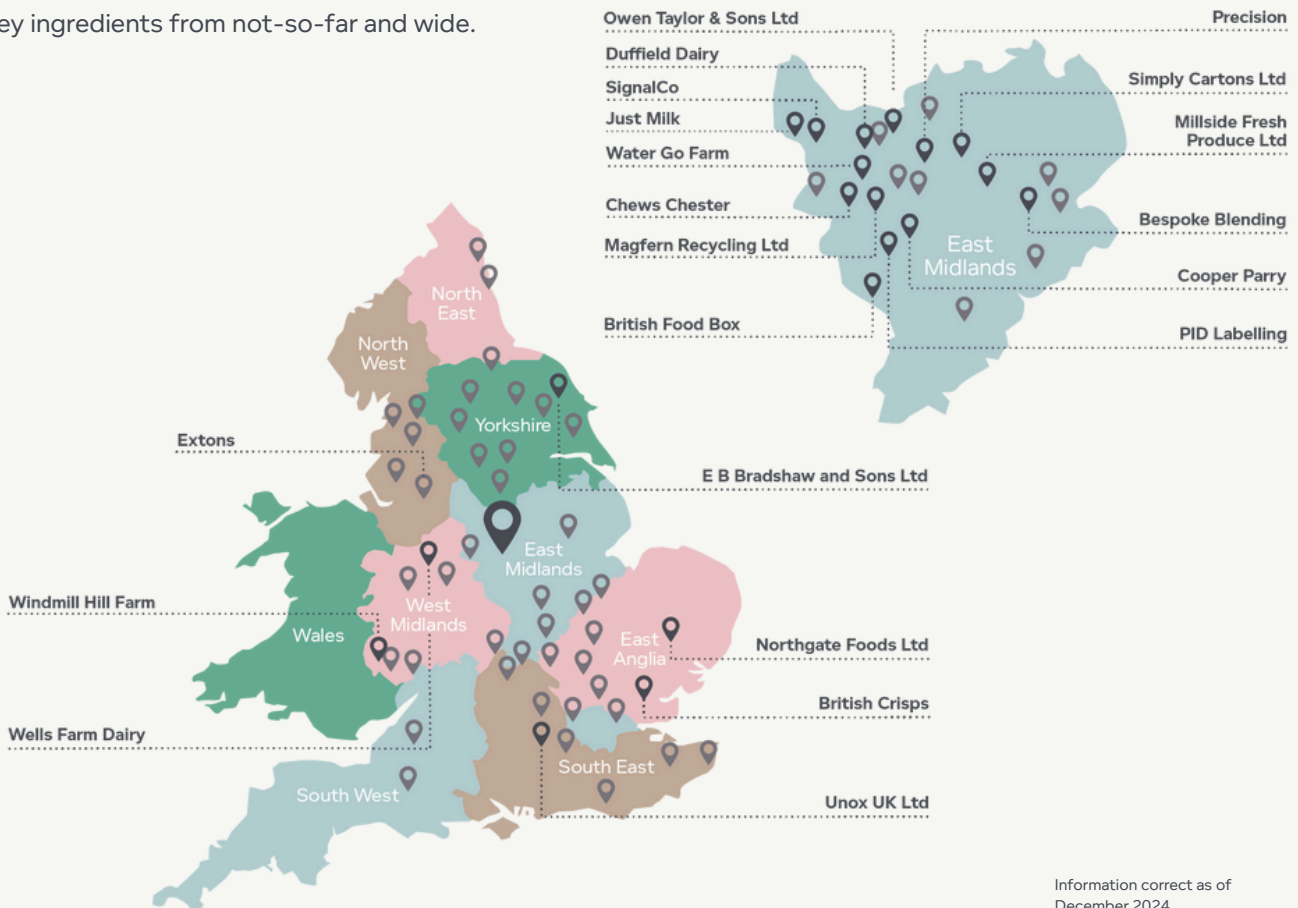
Our suppliers don't cover just our quality ingredients, but also our operations and offices. To strengthen our relationships with our suppliers, understand more about where our ingredients come from, the work they do and their company's sustainability goals, our teams regularly visit their sites, offices and farms. Through these visits, we can learn so much more about the well-being of our animals, the people who nurture them, and the teams who power our systems and processes.

Our suppliers in 2024

Our longest supplier partnership is 60 years.	We source RSPO palm oil.	All our flour is supplied from farms with trade approved standards.
Paper bags and cake boxes are recyclable.	62% of our suppliers are in the Midlands.	

From source to shelf

Key ingredients from not-so-far and wide.



Life-long partnerships

We love working with UK based suppliers, and make the effort to ensure many of them come from local counties. Our flour suppliers, E.B Bradshaw & Sons, is a family-run millers in Yorkshire, with a history of over 130 years. They mill seven types of flour for us, with every one milled to our own exact specifications.

Bradshaw's strive to make changes for the better, supporting the environment and wildlife that surrounds them. They manage a Site of Specific Scientific Interest (SSSI), take part in a woodland management programme and run a tree planting project on their property. We admire and support Bradshaw's commitment to their environment and local communities, and are proud long-standing partners to them and their family.



E.B Bradshaw & Sons flour mill and SSSI, Yorkshire.

“

We have a genuine concern for the environment and although we do not consider any of our businesses to be inherently damaging, we have nevertheless identified several aspects of our operations where we can make changes for the better.

Nick Rooney, E B Bradshaw & Sons

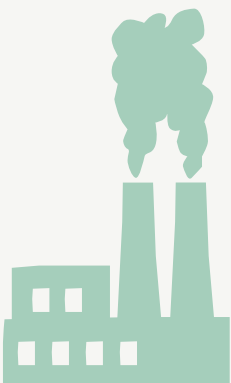


A visit to our beef supplier, Ashover Derbyshire.

Our sourcing commitments

Working with like-minded suppliers whose goal is to build a better future for the planet is important to us at Birds. Our teams regularly meet with our suppliers and visit the farms where our ingredients are raised and grown. This year we want to work even closer to our key suppliers, ensuring we can support one another in our sustainability goals. We will be introducing an annual supplier survey to better understand the goals of our suppliers and the important work they undertake in ensuring our ingredients are high quality, and good for our planet.

Our goals for our suppliers in 2025



Conduct virtual and desktop audits of all our suppliers.

Continue to strive to use local suppliers where possible.

Ensure future ingredient sourcing aligns with our ethics of fairness and sustainability.

Our community.

Community has always been at the heart of our business ever since the first elephant's foot over 100 ago. We have been nourishing the people within our communities for many generations, and we want to ensure we still support the generations to come. We are proud of the role we play in the communities in which we live and work, and we are eager to increase our input within our communities.

Our teams are working on delivering a positive and credible societal impact through working with local charities, universities, schools, traders groups and supporting other local businesses.

Alongside this, our teams are working hard ensuring we communicate openly and honestly with our customers, providing transparent information about our products and business.

Our community in 2024:

One main charity of the year.

Collection pots for 3 charities a year.

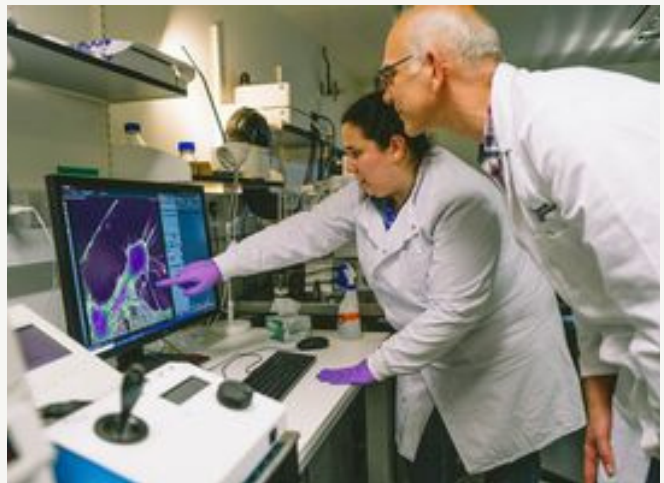
£60k+ raised every year for our charity of the year.

Raised over £140k for The Children's Trust since 2004.

Fundraise for 5+ charities a year.

Charity of the year

There are so many worthy causes to support, and we get lots of requests to support many charities. A few years ago we made the decision to support one main charity - our charity of the year. All our fundraising efforts and donations from in-store sales and collection pots go to our chosen charity. For 2024/25 we chose Cancer Research. 1 in 2 people will be affected by cancer in their lifetime and the work this charity does is indispensable for those affected. So far we have raised £27k for Cancer Research, with a goal to raise over £60k by April 2025.



A Cancer Research Centre, UK.

“

Thanks to Birds Bakery supporting Cancer Research UK as its 2024 chosen charity, we are beating cancer. Step by step, day by day. Our work means that people with cancer live better lives through earlier diagnosis and kinder, more effective treatments.

Claire Korsakovs, Relationship Manager.

Education is key

Over the past 18 months, we've been delighted to have worked with three of the major universities in the East Midlands: University of Derby, Nottingham Trent and University of Leicester. We were warmly welcomed to share our story with the students, whether we were chatting with finance experts or mind-mapping with marketing gurus.

This has been a rewarding experience and given us the opportunity to listen and learn from their brilliant students. Their fresh perspectives have provided key insights into the ongoing transformation at our bakery and highlighted the importance of connecting with the next generation.



Our teams presenting at University of Leicester.

“

The Birds Bakery project stands out as one of my most cherished coursework experiences of the year, not just from an academic point of view but because it allowed me to meet some new great friends.

Accounting and Finance Student.

Building connections

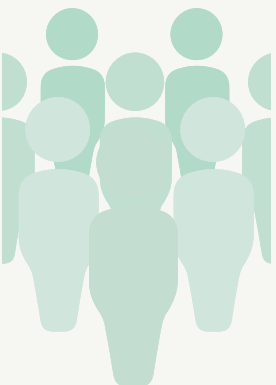
As part of our commitment for supporting local communities, our teams recently attended a jobs fair at Pride Park Stadium and an apprenticeship fair. These events provided a valuable opportunity to connect with young people and those eager to start their careers in our industry. By engaging with students and our wider community, we were able to offer guidance and advice to help them take their first step towards a successful future. We believe in nurturing talent and are proud to play a part in opening doors for the next generation.

We are keen to increase our involvement in local career events within our region over the course of 2025.



Big Boost Jobs Fair, Pride Park 2024.

Our goals for our community in 2025



Introduce two paid community volunteering days for staff over the year.

Collaborate with our local trading groups to support our high streets.

Support the younger generations in our counties with education and learning.

Our 2025 goals.

OUR PEOPLE

Identify & nurture talent to grow and develop internally.

Increase number of apprentices across the business.

Improve communication channels to allow more time to share information to the correct people.

OUR ENERGY

Offset our carbon footprint by 20% over the next 5 years.

Reduce our bakery electricity consumption by 15% against 2024 levels.

Install half-hourly meters in all 61 stores to support data driven decisions.

FOOD SURPLUS

Monitor surplus food in stores and implement a target of 8% in each store.

Increase the amount of food donations to cover all our stores by 2030.

Continually review our product ranges to maximise the use of ingredients that are within our bakery and stores.

OUR SUPPLIERS

Conduct virtual and desktop audits of all our suppliers.

Continue to strive to use local suppliers where possible.

Ensure future ingredients sourcing aligns with our ethics of fairness and sustainability.

OUR COMMUNITY

Introduce two paid community volunteering days for staff over the year.

Collaborate with our local trading groups to support our high streets.

Support the younger generations in our counties with education and learning.

A message from The Green Team

Hey there Birds flock,

Great job for reading this far. We hope this has *baked* your curiosity (maybe even tempting you to a caramel doughnut or two) and inspired you to rise up and support us on our journey. We'd love you to get involved and let us know any new ideas you might have; we are learning too!

We're The Green Team, your friendly Birds eco-warriors (armed with rolling pins and a dusting of flour). We've come together with a mission: to ensure that every loaf, doughnut and pasty we bake is as kind to the planet as it is to your taste buds. We've spent the last 6 months immersing ourselves into all areas of the business, leaving no scone unturned to find out all the sustainable practices we already partake in. Through this learning stage, we were also able to pinpoint areas we can improve on.

Our people, planet, and community are at the heart of every decision we make, ever since we first started baking in 1919. We pledge to never lose sight of this, and to continue striving to create high quality bakes with a positive impact. Our purpose will always be to nourish our people, customers and communities for generations to come, ensuring we create exceptional experiences for all - whether you're a customer, an employee or business partnered with our teams.

You're probably wondering how we'll keep ourselves accountable. Well, we're rolling up our sleeves (with a sprinkling of sugar) to track our progress and share updates with you. We will use our blog, social media and emails to share our updates. If you'd like to keep in the loop with our pledge progress, follow us on social media and sign up to our email subscriptions through our website.

We hope you're as excited as us to share in this project. We are launching into 2025 with a clear vision, and our pledge ensures our loyal customers, dedicated suppliers and fantastic workforce can see our goals for the community and planet. We are proud to continue the legacy of Birds, and we hope our network feels the same.

Thank you for taking the time to read our pledge, we can't wait to share more with you.

Love,

Tim, Chloe, Mica, Ashley and Liam.

Birds Green Team.





www.birdsbakery.com