

ProCook[®]

Impact Report

2024

Certified



Corporation





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Hello & Welcome.

I'm pleased to share our second Impact Report, highlighting the progress we've made over the past year as a certified B Corp. Since our first report, we've achieved remarkable growth, including the opening of five new stores, demonstrating our commitment to a bold and ambitious future.

We take pride in our durable, high-quality kitchenware and exceptional customer service. This year we have focused on enhancing our supplier and colleague engagement, whilst also prioritising sustainable practices from product design to our ongoing efforts to uphold our commitment to being a responsible business.

We will continue to evolve and improve our practices to better serve our customers, communities, and the planet.

Thank you for joining us on this journey.

Lee Tappenden



Prioritising sustainability is not just a moral responsibility, but imperative to ensure a resilient and thriving future for our company, customers, and the communities we serve.

2024 Impact Highlights.

Mid-year Impact (October 24)

£2500

raised for
FoodCycle



608

team members
across the UK



>95%

of our product packaging
is single use plastic free



430

 tonnes of CO₂e mitigated
through Ecologi

80%

reduction in CO₂
emissions intensity
(Scope 1 & 2) between
FY19-2024 **

** tCO₂ / £1m revenue

280

HOURS



volunteered
by ProCook
colleagues for
good causes *

* April 23 – March 24

71

new job roles
created

100%

renewable energy
(direct operations)



79%

of colleagues are
proud to work here
(GPTW 2023-24 survey)



2787

kilos

removed from the
environment through
Life's a Beach



Our purpose.

We don't just sell products. We design and source our range to suit every need, and we help customers discover how to get the best from our products

Whether you are boiling an egg or cooking a feast, we are here for it all

Equipping everyone with the tools to bring joy to everyday cooking

We welcome everyone and want you to find just what you need for your kitchen

Having the right kitchenware will transform any simple chore, or complicated task into a more enjoyable experience

Our values.



Always do the right thing

We always act with honesty and integrity and strive to do the best we can.



Obsessed with quality

We are obsessed with the quality of our products and service.



Create a great place to work

Respect our colleagues & create an environment for them to grow.



Care for the community and planet

We are committed to reducing our environmental footprint and supporting our local communities.



Focused on value

Always striving to create beautiful, functional products at great value to our customers.



Build a better business

Financially strong, resilient and continually looking for ways to improve.

Our achievements.



Being a B Corp.

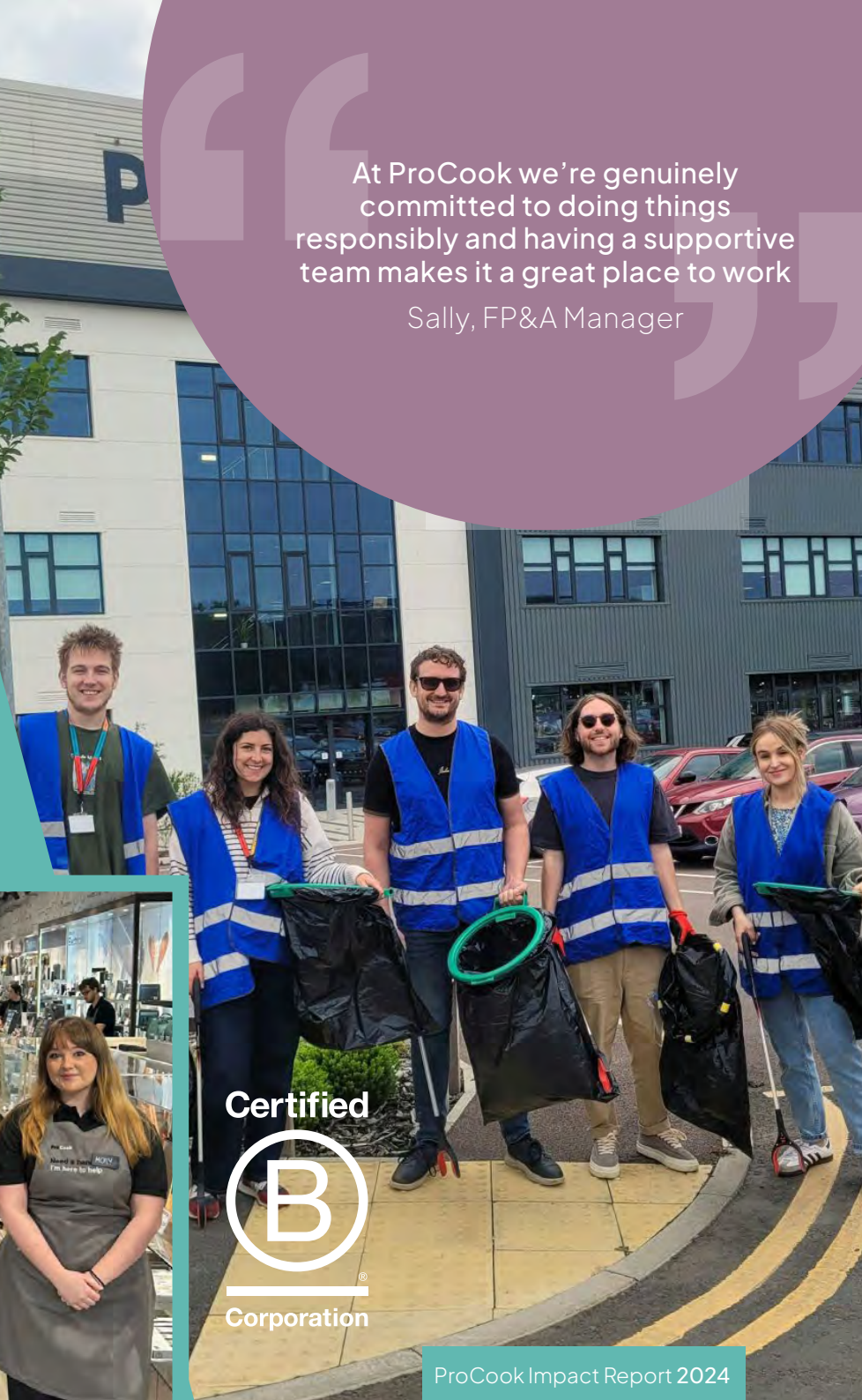
Business as a force for good

Since ProCook's beginnings we've been committed to doing the right thing. Becoming B Corp certified was the natural next step in our sustainability journey, because:

- The robust B Corp Impact Assessment (BIA) framework helps us measure and track our actions – holding us accountable and acting as a tool to continuously improve our business practices
- It's a genuine, legal commitment to benefit all stakeholders – customers, colleagues, community, and the planet
- Customers can recognise our commitment to doing business right, and we can support other businesses on their B Corp journey

At ProCook we're genuinely committed to doing things responsibly and having a supportive team makes it a great place to work

Sally, FP&A Manager



B Corp Impact Assessment Results.



Governance.

8.9

Workers.

31.1

Community.

17.8

Environment.

24.7

Customer.

3.6

Governance.

Our success is driven by the contributions of every team member, and we are dedicated to making sure all colleagues feel valued and heard. Transparency and accountability are core to our culture, and we understand that effective communication is key to maintaining this. Over the past year, we've strengthened our communication efforts through initiatives like Lee's Listening (CEO ideas capture), regular team huddles, and seasonal conferences.

Mission and engagement

People are at the heart of our business and vital to our success. Our team's passion, commitment, and talent are essential to fulfilling our purpose, upholding our values, and nurturing our culture. Their engagement drives our success and fuels our long-term growth. Our recent Great Place to Work survey showed that our Trust Index™ score has increased to 71%, and 79% of our colleagues are proud to say they work for ProCook. To maintain and improve these high standards, we conduct anonymous surveys twice a year. These surveys help us gauge overall satisfaction, identify areas of concern, gather valuable feedback, and drive continuous improvement.

84%

People care about each other here

74%

Management is approachable, easy to talk with

Great Place to Work Survey 2023–2024.



WHAT WE HAVE ACHIEVED SO FAR

- Embedding of ProCook values throughout recruitment and the candidate journey
- Transitioned our pension plan to a more ethical and sustainable scheme
- Recognised as a Disability Confident Leader (Summer 2024)
- Strengthened our code of conduct to ensure standards remain high
- Introduced environmental and social objectives into day-to-day activities
- Developed supplier relationships to further understand their environmental aspirations, accolades and credentials (via questionnaires and Sedex platform)

IN 2025 WE AIM TO...

- Further strengthen diversity and inclusion and unconscious bias training
- Improve colleague wellbeing offerings and introduce a Health and Wellbeing Employee Network Group
- Link job descriptions and KPIs to company values and environmental performance
- Improve stakeholder engagement and customer feedback



Environment.

Caring for the environment is essential for our long-term success; by reducing our environmental impact, we ensure a healthier planet for future generations. Through more sustainable practices and engaging our suppliers we can drive innovation, improve efficiency, and enhance our brand reputation, boosting customer loyalty and leading to a more resilient business.



Net Zero by 2040

Our goal is to achieve net zero emissions by 2040, reflecting our commitment to environmental responsibility. With the help of carbon consultants, we've set a baseline and identified eight priority areas to guide us toward this target.

Since 99% of our emissions fall within Scope 3, collaboration with our supply chain is essential. By working closely with suppliers, we aim to reduce emissions across the value chain while continuously exploring new technologies and sustainable practices for lasting impact.



WHAT WE HAVE ACHIEVED SO FAR

- Conducted Life Cycle Assessments (LCA) to measure cradle-to-grave carbon emissions for three core products: Contour knives, Oslo tableware, Professional Stainless-steel pans
- Launched sustainability webpages demonstrating our commitment to people, planet and products
- Streamlined our supply chain to enhance collaboration and improve engagement
- Over 95% of our product packaging is single-use plastic free
- Mitigated our Scope 1 and 2 carbon emissions with Ecologi
- Conducted our annual Store Support Centre travel-to-work surveys to target a 10% reduction in single-occupancy car journeys by FY29, encouraging carsharing and cycling

IN 2025 WE WILL

- Progress on our 8 immediate priority areas towards net zero through transparent benchmarks
- Strengthen supplier engagement to understand and positively influence their environmental impact, supporting our net-zero goals and efforts to reduce Scope 3 emissions
- Develop a comprehensive marketing plan to further raise customer awareness of product choice impacts, and the benefits of buying high quality products built to last
- Investigate extending our rechargeable (USB) product ranges including Salt & Pepper mills and kitchen scales



Carbon Mitigation Projects.

We are working with Ecologi to mitigate our Scope 1 and 2 carbon emissions. We've prevented 430 tCO₂e from entering the atmosphere through supporting verified carbon avoidance projects with Ecologi*.

The project we are currently supporting offers fuel-efficient cookstoves to communities in Uganda, giving people access to cleaner, safer and more robust cooking alternatives.

*Between April 2023 - March 2024



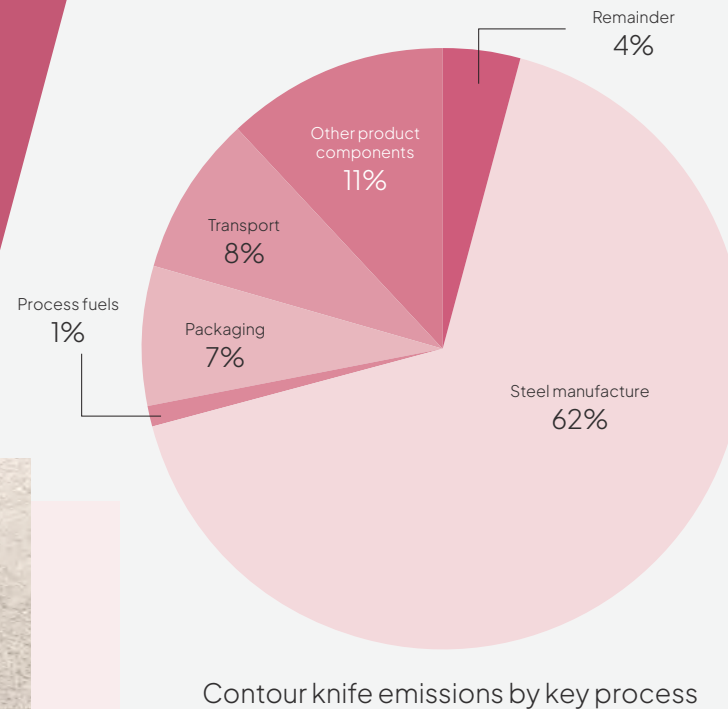
Life Cycle Assessments.

A Lifecycle Assessment (LCA) evaluates the environmental impact of a product from raw material extraction to disposal. It helps identify areas where improvements can be made to reduce resource use and emissions, making it essential for informed sustainability decisions.

We have worked with external carbon consultants to conduct LCAs on three core ProCook products: Professional pan (24cm), Oslo Stoneware 16 piece tableware set, and Contour knife.

The LCAs revealed key recommendations for future improvement, including:

- Using recycled components within products:
 - Recycled steel blade (Contour knife)
 - Recycled aluminium (Professional pan)
 - Using waste materials (slag) or recycled crushed ceramics (Oslo tableware)
- Using partially recycled cardboard product packaging (50–70% recycled content typically maintains strength and durability)



The LCA findings highlight opportunities to minimise impact across product lifecycles, which can be applied to inform decision-making across other ProCook products, ultimately helping to further reduce our overall environmental footprint.



Workers.

We are incredibly proud of our amazing ProCook team and all that we have accomplished together over the past few years. We wouldn't be where we are today without our fantastic teams across our stores and store support centre.

We pride ourselves on our positive, inclusive, and supportive workplace culture and hope that every colleague feels valued and empowered. Our initiatives focus on fair wages (Real Living Wage Employer), learning and development opportunities, and a healthy work-life balance, ensuring team members can thrive.



WHAT WE HAVE ACHIEVED SO FAR

- Developed colleague learning and development opportunities (e.g., leadership training)
- Continued our commitment to the Living Wage Foundation as a Real Living Wage Employer
- Great Place to Work Certified for the 3rd year running and awarded within the UK's Best Workplaces for Women™ and Retail, Hospitality and Leisure™ in 2024
- Enhanced maternity and paternity offerings for all colleagues
- Increased our annual leave entitlement from 22 to 25 days, rising with service
- Launched our new careers website to showcase our accolades and recruit new talent

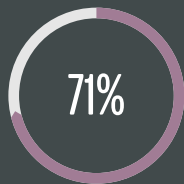
IN 2025 WE WILL

- Strengthen store manager training and succession planning
- Launch further Employee Network Groups, including a Health and Wellbeing group
- Increase colleague satisfaction indexes on Great Place to Work and Glassdoor
- Continue our ambitious growth plan opening more stores nationwide
- We will aim to improve our Great Place to Work Trust Index score by >5%

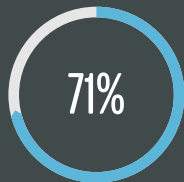


office environment company
store work place
life **Team** lovely people
staff friendly good **need**
great **working** better time family
feel personal **always** management

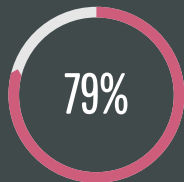
Workers



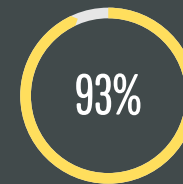
Certified as a GPTW with a Trust index of 71%



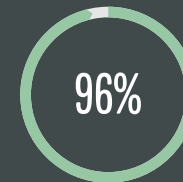
71% say it's a great place to work



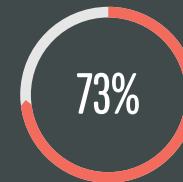
79% are proud to tell others they work for ProCook



People here are treated fairly regardless of their gender.



People here are treated fairly regardless of their sexual orientation.



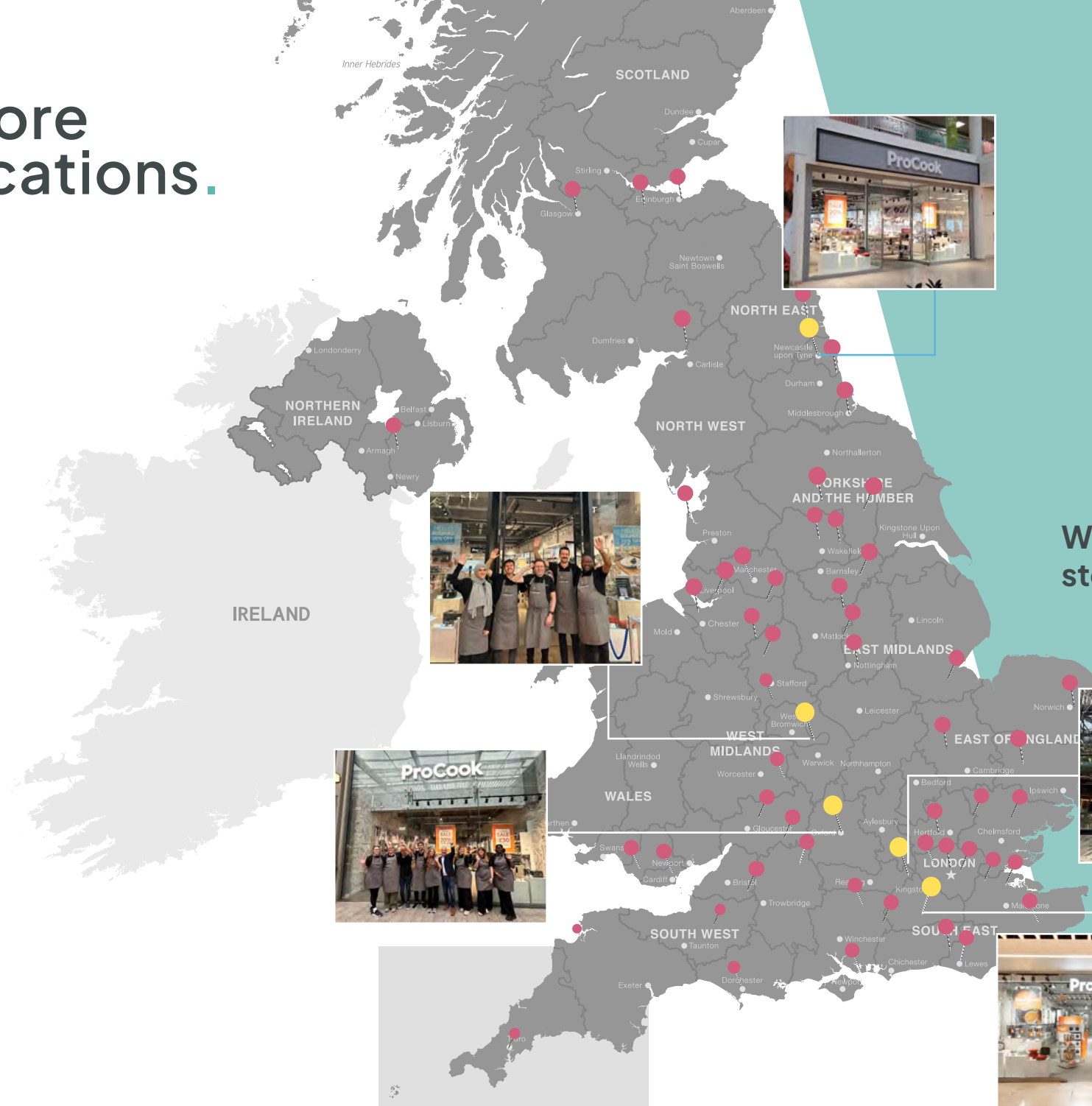
I feel I can make a difference here.



“Your ideas are listened to, and you have an opportunity to make a difference.”

Sophie,
Sustainability and
Community Impact Manager

Store locations.



- NEW STORES
- Solihull
- Metro Centre (Newcastle)
- Oxford
- Bracknell
- Epsom

With many more stores planned to open!

Community.

Make an impact on local communities

We are committed to making a positive impact on local communities through charitable partnerships that include fundraising, product donations, and colleague volunteering. We focus on supporting initiatives and charities that align with ProCook's values. This year, we introduced our 'Charity of the Year' initiative, with FoodCycle being chosen by our colleagues for its mission to end food poverty, loneliness, and food waste in communities nationwide. Through active engagement with local organisations, we strive to create meaningful change and help build a more inclusive and equitable society.

yg

Life's a
beach
.org



WHAT WE HAVE ACHIEVED SO FAR

- Inclusion Week sessions in Store Support Centre with external speakers on menopause, men's health, disability awareness and neurodiversity
- Strengthened relationships with local charity, Young Gloucester (hosting event days and mock interviews)
- Charity of the Year introduced, FoodCycle chosen by colleagues
- Celebrated key awareness dates, including Pride and National Inclusion Week
- Developed Life's a Beach charity partnership, introduced more lunch time litter picks at Store Support Centre
- Job descriptions reviewed to be gender neutral and avoid any biases

IN 2025 WE WILL

- In 2025 we will relaunch and improve our Good Causes Days offering from 1 to 2 days
- Launch further unconscious bias, and equality and diversity training for all colleagues
- Boost colleague volunteering hours and those taking their paid good causes days
- Expand local community links and relationships
- Increase charitable fundraising activities across the business





Life's a Beach focuses its energy into three key missions.

- Beach Cleans: To remove waste from our beautiful UK beaches and waterways
- Education: To educate and reach out to younger generations about plastic pollution
- Sustainable Products: To encourage reusable alternatives to single use plastic

ACT

EDUCATE

ENCOURAGE

Life's a Beach (2022)



Cleans

7



Volunteers

308



142

Bags Filled

215 kg's collected

Life's a Beach (2023)



Cleans

23



Volunteers

630



347

Bags Filled

Life's a Beach (2024*) *as of September 2024.



Cleans

24



Volunteers

715



438

Bags Filled



Schools Visited:

10



Confirmed future cleans:
and counting.

11

FoodCycle.

In early 2024 we introduced a new initiative, Charity of the Year.

Colleagues voted for FoodCycle as our first charity partnership, reflecting our commitment to reducing food waste and supporting communities in need.

FoodCycle addresses food poverty and social isolation by offering free meals to those in need, using surplus food that would otherwise go to waste. Through fundraising and volunteering, we are proud to support this vital cause, helping to reduce food waste while providing nutritious meals and fostering social connections for vulnerable individuals. Our partnership with FoodCycle embodies our values of sustainability and community well-being.



Each ProCook department was challenged to raise £100 in support of FoodCycle. Creative fundraising activities have ranged from cake sales and Halloween-themed fun fairs to homegrown pumpkin sales.



In 2023 FoodCycle saved



of food from going to waste

Our colleague and former Bake-off star Steven Carter Bailey created this fabulous cake to celebrate FoodCycle's 15-year anniversary!



Connect communities



Support mental health, wellbeing and reduce loneliness



Nourish the hungry



Promote sustainability



Inspire change

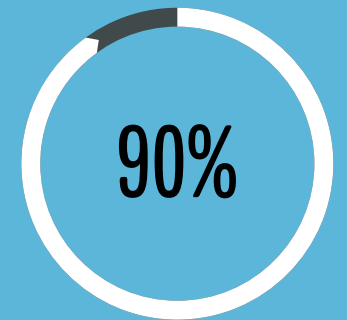
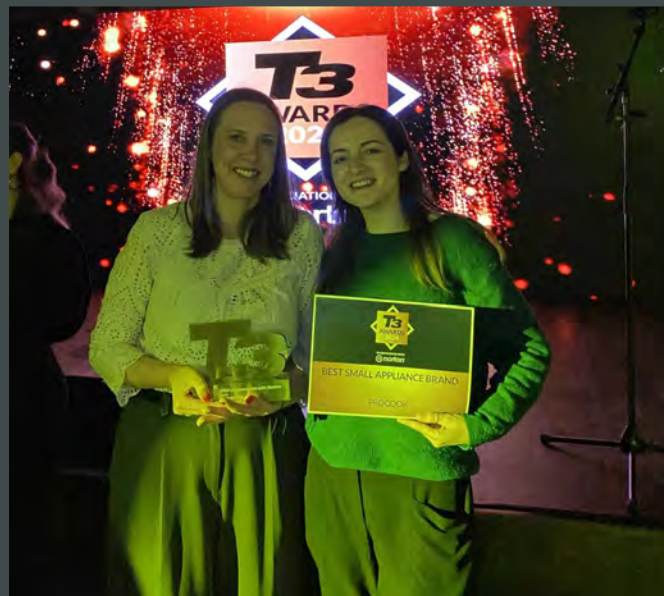
Customers.

Offer exceptional service and provide products built to last

We aim to create exceptional kitchenware that exceeds expectations in design, durability, and functionality. Our business is built on a commitment to quality, ensuring our products are thoughtfully designed and manufactured in socially and environmentally responsible factories. We value customer feedback and with 135,000 Trustpilot reviews (4.8/5 rating), our dedication to outstanding service and premium products is clear.

Customer Awards 2024

- Recognised as a Which? Recommended Provider for Furniture and Homeware
- Ideal Home Kitchen Awards 2024, Best Cookware – for our Cast Iron Range
- T3 Awards – Best Small Appliance Brand



90% colleagues agree that our customers would rate the services and products we deliver as “excellent”.

(GPTW Survey, 23–24)

WHAT WE HAVE ACHIEVED SO FAR

- Improved our website to elevate the customer experience
- Launched new ProCook electrical ranges
- Continued to improve customer experiences both online and in store, increasing our Trustpilot score from 4.7 to 4.8 stars
- Quick customer service responses
- Expanded our high-quality, long lasting product ranges
- Over 100,000 Trustpilot reviews averaging at Excellent (4.8/5 rating)

IN 2025 WE WILL

- Increase the amount of recycled content in our cardboard product packaging boxes
- Improve our sustainable initiatives marketing (e.g., promotions on recycled product ranges)
- Reduce email traffic and resolution times through encouraging Live Chat and phone calls
- Enhance the percentage of customer service tickets resolved with a good outcome or higher, utilising detailed query breakdowns to identify key improvement areas
- Improve customer engagement through increased social media presence



Customer reviews.

"Best Shopping Experience"

Mary

Had the very best shopping experience, such a helpful assistant who knew all the products so well. Great prices and great stock. Very happy customers!

"Excellent Helpful Staff"

Rebecca

The sales assistant was so helpful, attentive and kind despite there being a lot of customers. Always have a good experience in this store!

"Great Experience "

Olga

It's easy to choose and order on ProCook's website. Items ordered were of a superior quality and at very competitive prices. Delivery was swift and items arrived very well packaged. Top marks for overall experience.

"Friendly Staff"

Antony

Staff in store friendly, helpful and knowledgeable about product I was searching for.

"Brilliant Products – Great Prices"

Christopher

Loved the products, the choice and prices. Ordering was very easy- dinner set arrived very quickly. Extremely well packaged .

Very pleased with ProCook.

"Great Products and Great Service"

John

Great product at a decent discount and delivered unbelievably quickly..... excellent service.

ProCook®

Thank you.

Thank you for reading our second Impact Report. This year, we've made significant strides in reducing our social and environmental impact, fostering a positive workplace culture, and making a meaningful difference in the communities we serve. As we move forward, we're excited to build on this momentum, working closely with our stakeholders to drive sustainable growth and expand our impact in the years ahead.

If you have any feedback, suggestions, or would like to talk to us, we would love to hear from you, please email us at info@procook.co.uk

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Corporation

