

ProCook®

Impact Report

2023

Certified



Corporation



Hello & Welcome.

As a company one of our guiding principles is to always do the right thing, and our B Corp accreditation is testament to this.

In September 2022 we achieved B Corp certification marking a significant step in our progress as a business. We're very proud of this status and strongly believe in honouring our responsibilities to our customers, our colleagues and our planet.

The B Corp process ensures business meet the highest sustainability standards, but for ProCook our involvement with B Corp goes beyond this, it has changed the way we think and act.

It is a pleasure to welcome you to our first B Corp Impact Report, where will go into detail on the steps we have taken across the five Impact Areas during our first year as a B Corp and share with you our future plans.



Daniel O'Neill
Founder



ProCook

Certified



Corporation

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Company overview.

ProCook is the UK's leading direct-to-consumer specialist kitchenware brand. We operate a direct to consumer business model, designing, sourcing, and retailing a high-quality range of cookware, kitchen accessories and tableware. We provide customers with exceptional value for money with our price promise of being at least 30% cheaper than comparable products from other brands. We sell our ranges directly through our website, procook.co.uk, and through 58 own-brand retail stores, located across the UK.

Founded in 1996 as a family business, selling cookware sets by direct mail in the UK, ProCook has grown into a market leading, multi-channel specialist kitchenware company, employing over 680 colleagues, and operating from our headquarters in Gloucester.

We have grown substantially over the years but our commitment for doing the right thing for our people, community and environment remains at the forefront.

Our purpose .

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

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

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 achievements.



Our values.

This set of values are the behaviours that the business has been built on, they are the DNA of ProCook.



Always do the right thing

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



Create a great place to work

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



Obsessed with quality

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



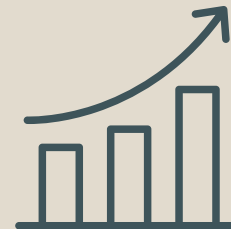
Care for the community and planet

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.

Journey to B Corp Certification.

What is B Corp and how does it work?

ProCook was founded over 25 years ago and we have always been committed to doing the right thing. In September 2022, we achieved B Corp certification. B Corp certification means consumers can easily identify businesses with a mission to benefit people, communities, and the planet. B Corps are a growing network, we were proud to be one of the first 1000 certified B Corps in the UK and the first FTSE listed retailer to achieve the certification.

Our initial B Corp impact score of 80.0 is an important internal metric and learning tool – it helps us measure our current impact, highlight areas of improvement, and challenges us to evolve and grow. Our ongoing commitment to being a socially responsible and environmentally conscious business means we are dedicated to improving our score. We will continue to actively measure and improve across all five impact areas: Governance, Workers, Community, Environment and Customers, with the ambition of a recertification score of 85+ in 2025. We will further explore ways to embed B Corp into everything we do; through using the framework to measure internal success as well as implementing new policies and practices.



“There are very few UK homeware brands of our size certifying as B Corps so we’re incredibly proud to be trailblazing in our sector. The work that goes in to certifying when you are a long established, large company is enormous but worth every effort. Alongside our sustainability goals, B Corp provides a stringent framework by which we can measure ourselves.

The economic conditions for retailers are tough right now but at ProCook we believe in honouring our responsibilities to people and planet alongside our commercial goals.”

Daniel O’Neill, ProCook Founder



The B Corp framework is an excellent tool, that has helped us to identify areas to improve and implement new practices. As part of the global B Corp community, we form a growing movement of businesses working towards a healthier planet, reduced inequalities, and stronger communities, both locally and globally.

What we are doing well

Our highest scoring areas on the B Impact Assessment (BIA) included the Workers and Customers sections. Factors contributing to our success in the Workers section include the fact that we pride ourselves on fostering a safe and welcoming workplace, where colleagues can be their authentic selves. We encourage feedback, listen to employee suggestions, and make every effort to incorporate these ideas into future business decisions. Other supporting elements include being a Real Living Wage Employer, a non-discriminatory workplace, which is reflected in our high gender and age diversity, high female manager and leadership percentage, being certified by Great Place to Work[®] and awarded the UK's Best Workplaces[™] for two additional categories, Wellbeing and Women*.

In the customers section of the BIA, our high score is attributed to our high-quality products with up to 25-year guarantees and our stringent data privacy and security. We encourage feedback from all customers and have over 100,000 Trustpilot reviews with an average of 4.7/5 stars.

*at the time we certified as B Corp.



4.7

Rated Excellent

At time of publication.

Identified areas for Improvement

The B Corp journey has been a great process highlighting and enhancing many aspects of our business. Moving forward we will focus on improving our environmental performance both internally and throughout our supply chain. We will leverage our strong supplier relationships to work closely with suppliers to improve the quality of environmental data recording, reduce our environmental footprint and associated Scope 3 carbon emissions.

Certified



Corporation

Key focus areas:



- Make good progress on our aim of becoming net zero
- Improve data quality and environmental credentials throughout the value chain
- Encourage more colleagues to make a positive difference by volunteering and using their paid good causes day
- Further reduce single use plastic in our product packaging and operations

ProCook's future as a B Corp

Achieving B Corp certification was a huge achievement, it holds us accountable and is our commitment to always strive for a better future. We celebrate our Impact Score but understand we can do better, with this ethos of evolving and moving forwards, we write our first Impact Report, highlighting what we have done so far and what we will do next. Becoming a B Corp is much more than just a certification, it's a movement for change.

ProCook BIA results.



Governance.

8.3

Workers.

28.8

Community.

17.5

Environment.

21.6

Customer.

3.6

Environment.



Since ProCook's beginnings in 1996, doing the right thing has been paramount. We continue to live this value and aim to continuously minimise our environmental impact to preserve the natural world for future generations.



Our planet strategy supports the above globally recognised Sustainable Development goals.

High quality products.



We create products built to last and offer lifetime guarantees of up to 25 years on many of our ranges.

We sell high-quality kitchenware and cookware, minimising the need to buy twice.

As part of our commitment to longevity we continue to upgrade our product ranges, less premium and durable products are being phased out. In 2022 we broadened our premium cookware ranges, which were extremely popular, demonstrating customers are willing to pay more to invest in long term quality.

We have introduced a broader range of products made from more sustainable and natural materials, including bamboo and acacia.

Environmental management.



We continue to improve our Environmental Management System (EMS), by reviewing and updating our policies and procedures, using the principles of ISO14001.

We are a Comply Direct member, ensuring we are environmentally responsible and compliant with all relevant legislation.

We will work closely with suppliers to gather further information through questionnaires, and for specific recordings of environmental data (e.g., water, waste, carbon, chemical). Setting and achieving reduction targets, both internally and in our external supply chain, can be challenging, but we are committed to ensure we operate with the environment at the forefront.

Green team.



In early 2022 we established the ProCook Green Team, which includes representatives from departments across the business. We meet monthly to share innovative ideas on reducing ProCook's environmental footprint and to boost sustainable practices across our business; warehouse, office and retail stores.

Several initiatives have been introduced and championed through the Green Team, for example, the implementation of a more sustainable ProCook retail conference (Autumn 2022), which was single use plastic free, and avoided any dated items that could not be reused at future conferences. The Green team has also introduced 'Meat Free Mondays' in our HQ canteen, a simple idea to encourage people to eat less meat and try more vegetarian recipes which in turn benefits animals, the planet and colleagues' health.



Reducing our waste.

We are always looking for ways to reduce waste across the business and increase our recycling rates. We are proud of our efforts and in HQ we recycle a wide variety of materials, including paper, plastics, cardboard, flexible plastics, metals, wood, ceramics, food, and WEEE (electricals). We work closely with our HQ waste management provider to decipher the most sustainable option for end of use waste. We have already implemented schemes for typically hard to recycle items (e.g., flexible plastics). In 2022 we introduced a flexible plastic bailer in the warehouse so pallet wrap can be easily recycled.

We follow the European Waste hierarchy and adhere to the preferred route of prevent, reduce, reuse, recycle and finally disposal. Our primary goal is to minimise the waste generated, followed by reusing, then recycling, so we aim to choose materials in our operations that are easily recyclable. In 2023 we improved signage and created recycling posters to boost recycling rates at our HQ.

External waste audits are conducted to track our recycling progress and identify our main waste streams. This is to minimise the amount of rubbish being disposed of in general waste.

We achieved a 'Zero waste to landfill' status for our HQ, our waste is incinerated for energy, and used to power homes.



To minimise product waste at HQ, damaged stock is either sold as seconds or donated to our charity partners. Where products cannot be resold or reused, they are recycled through our waste provider. We have donated stock to various charities, recently Young Gloucestershire and The Wiggly Worm, a leading UK charity creating opportunities for life through food. A future focus will be to develop the process of products returned to stores. Our shop fixtures and window displays are regularly reused and subsequently recycled at the end of their life.

In 2022 we launched our first digital ProCook catalogue which is sent to customers via email minimising waste from excess printed catalogues.



Reducing single-use plastics.

We are committed to reducing single use plastic across our business and have made considerable efforts to do so. Over the years we have significantly reduced the amount of single use plastic in our packaging, and we continue to aim for 100% plastic free.



Over the past year we have conducted innovative warehouse trials, including single use plastic reduction through using recycled paper void for customer packages. We now use a thinner grade bubblewrap (30% less plastic), and have significantly reduced our usage. As an alternative we have introduced shredded waste cardboard to protect products sent to customers. We will continue to conduct warehouse trials for more innovative and sustainable solutions to reduce packaging and single-use plastics.

Our product packaging is >95% recyclable from home, shiny coatings on product packaging has been removed making it easy to recycle from home.

Single use plastics are discouraged at our HQ, we urge colleagues to bring in their own reusable bottles. All new colleagues are provided with a 'Welcome Box', which contains items from our core product ranges, including a reusable water bottle and lunchboxes as well as a ProCook voucher.



Between 2019 and 2022
we reduced our single-use
plastic by

22% 

despite increased sales of +63%.



Our new headquarters.

In March 2023 we moved to our new larger HQ, which has been designed with sustainability, health and wellbeing at its forefront. Our HQ is certified BREEAM 'Excellent', a sustainability certification demonstrating responsible sourcing and construction, energy-efficiency, as well as environmental and social responsibility. The building has an EPC A rating, with LED lighting throughout, large windows and skylights to reduce energy usage, supporting us to further reduce our Scope 1 and 2 carbon emissions.



66 bike spaces



Colleagues are issued with a sustainable travel pack for HQ, including walking/cycling routes, public transport and car sharing information. We have 13 electric vehicle (EV) charging points and 66 bike spaces. We encourage colleagues to cycle where possible, taking advantage of the Bike to Work scheme.

Our HQ has a Wellbeing Room which can be used as a breast feeding (expressing) room and a place for mental health support. We actively promote and encourage collaboration with a variety of break out zones and meeting rooms to aid different conversations. The building has an onsite gym, outdoor seating area and heavily subsidised colleague restaurant.



13 EV Points

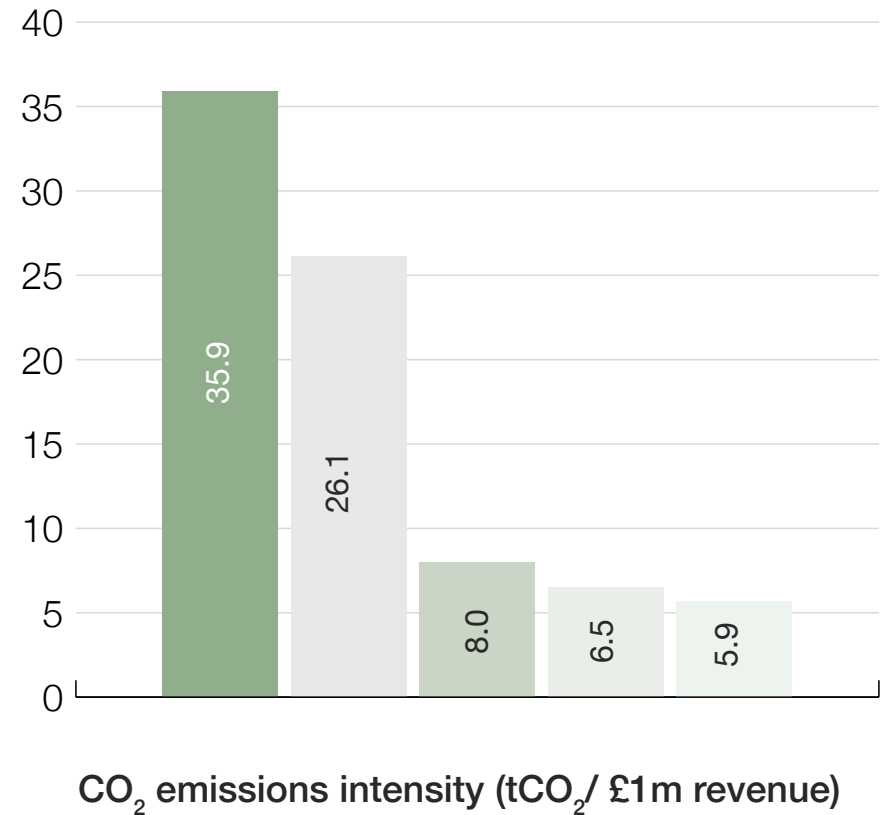
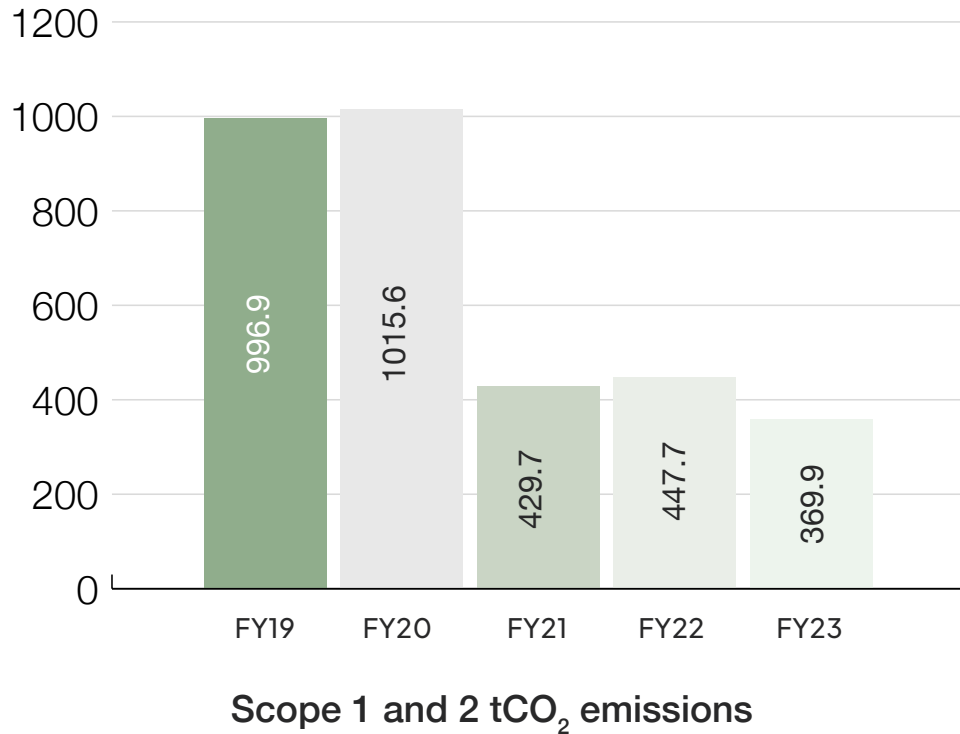
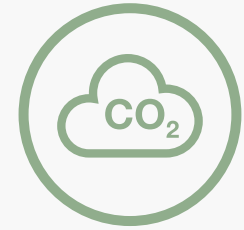


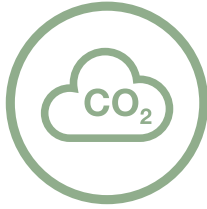
Energy, carbon emissions and carbon reduction.

We have made significant progress to reduce our energy consumption and carbon emissions. Since 2022 we have been working closely with our carbon consultants (JRP Solutions) to produce an in-depth carbon footprint. This report, which includes our Scope 1, 2 and 3 emissions, will support us with our ambition to achieve net zero.

Scope 1 and 2 carbon reduction

We are committed to continuously reducing our Scope 1 and 2 carbon emissions and have achieved year on year reductions (shown by graphs).





Carbon mitigation and offsetting.

We have partnered with The Woodland Trust to mitigate our unavoidable Scope 1 and 2 carbon emissions, helping with the fight against climate change and to reduce our business carbon footprint. The trees absorb CO₂ from the atmosphere whilst boosting biodiversity and creating a haven for wildlife.

By working with leading delivery partners, and offsetting remaining emissions, all our parcel deliveries are carbon neutral. We use DPD and Evri for our parcel deliveries, and Ecologi to offset remaining emissions.



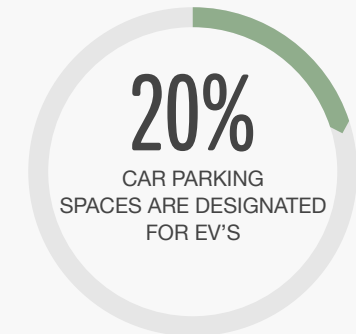
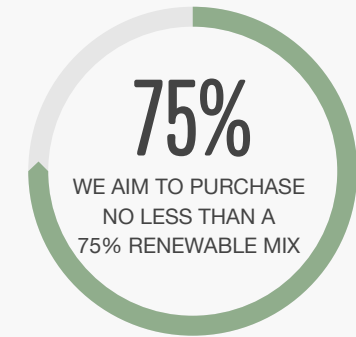
WOODLAND
TRUST

Reducing energy consumption.

Our goal is to use renewable energy for the running of our stores and HQ. If this is not economically viable, we aim to purchase no less than a 75% renewable mix. Our target is 100% renewable energy by FY25.

We have 100% LED lighting in our HQ and ~ 98% LED lighting in our retail stores. At HQ we also have motion sensitive lighting, lights turn off automatically if the space is unoccupied.

Our entire company vehicle fleet is electric. At HQ 20% of car parking spaces are designated for colleagues and guests with EV's, there are 13 charging points accommodating 26 electric vehicles.



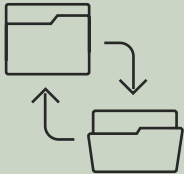
Our 8 immediate priority areas (FY23/24).

We have identified 8 immediate priority areas, moving forward we will build on these foundations to show clear carbon reductions.



Policies

Strengthen and update environmental and ESG policies (e.g., Purchasing, energy, waste management, human rights)



Data quality

Identify operational data gaps and improve collection and management (e.g., business travel)



Environmental management system (EMS)

Improve and fully align EMS documents to ISO14001



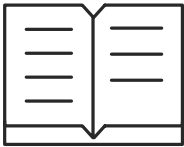
Engage suppliers

Identify key suppliers for initial engagement and understand their environmental targets



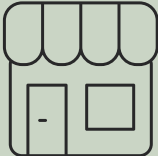
Reduce and recycle packaging

Continue to improve our product packaging recyclability and remove single-use plastics




Engagement and education

Develop a communication plan informed by a stakeholder analysis to engage colleagues and achieve cross company commitment



More efficient property

Improve store efficiencies. Understand differences in energy usage of similar size ProCook stores to make improvements and reduce overall energy consumption

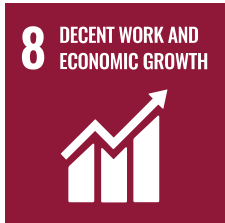


Travel

Improve WFH and employee commuting data and distribute sustainable travel plans for our new headquarters

Product and packaging.

We are always looking for ways to improve our impact on the environment through reviewing our products and packaging. Our efforts in this area and moving towards a more circular approach supports the globally recognised Sustainable Development Goals in the following areas:



Moving towards a more circular approach.

We have increased the use of natural materials in our product ranges, including sustainable bamboo and acacia. We will continue to extend our ranges with more natural materials and products built to last, using only premium materials that offer maximum longevity.

Our catalogues are recyclable and made from FSC certified paper. We have made our

catalogue thinner to use less paper and have also launched a digital ProCook catalogue.

We comply with all British and European product safety, chemical and environmental regulations.



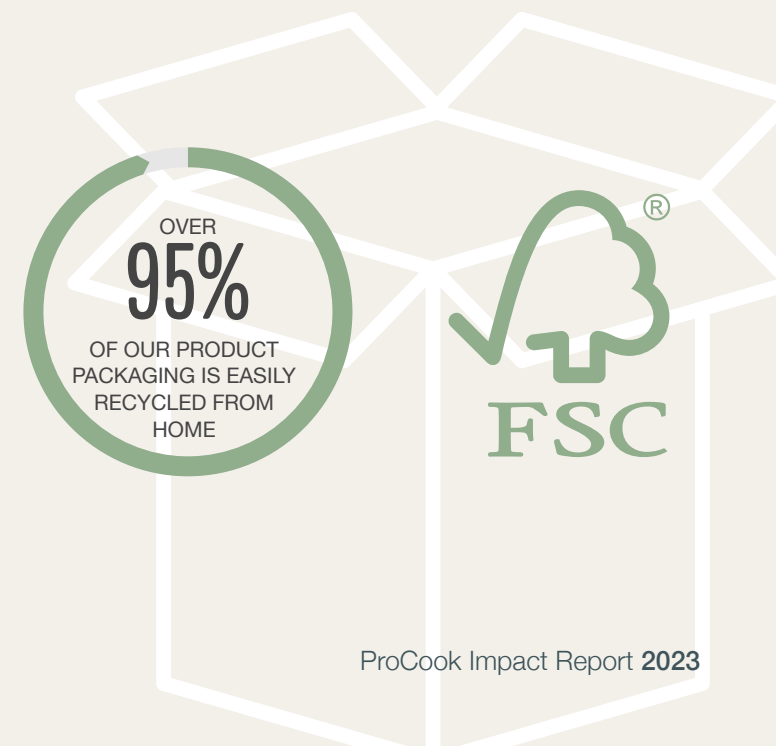
Changes to product packaging.

Over 95% of our product packaging is easily recycled from home. We have removed almost all unnecessary single-use plastic, switched elastic bands to paper ties and removed the shiny coating on cardboard boxes, ensuring they are fully recyclable from home. Our 'lovingly handmade' stickers on reactive ceramic ranges have been switched from plastic to paper and can be recycled at home.

All paper in HQ is FSC 100% certified as are all cardboard boxes distributed to customers.

Warehouse trials are conducted regularly to improve our environmental credentials, we have already made the following improvements:

- Switched to a thinner grade bubblewrap reducing plastic consumption by 30%
- Increased warehouse colleague training, for example:
 - Using snug boxes to reduce void fill and protect products
 - Avoiding bubblewrap where possible (fragile products occasionally need bubblewrap)
 - Encourage void fill to be FSC certified recycled paper and our own shredded waste cardboard





How can you help at home?

Packaging

To ensure customers use the correct recycling bins we have produced a recycling guide showing customers how to correctly recycle their ProCook packaging, which will soon be launched on our website.

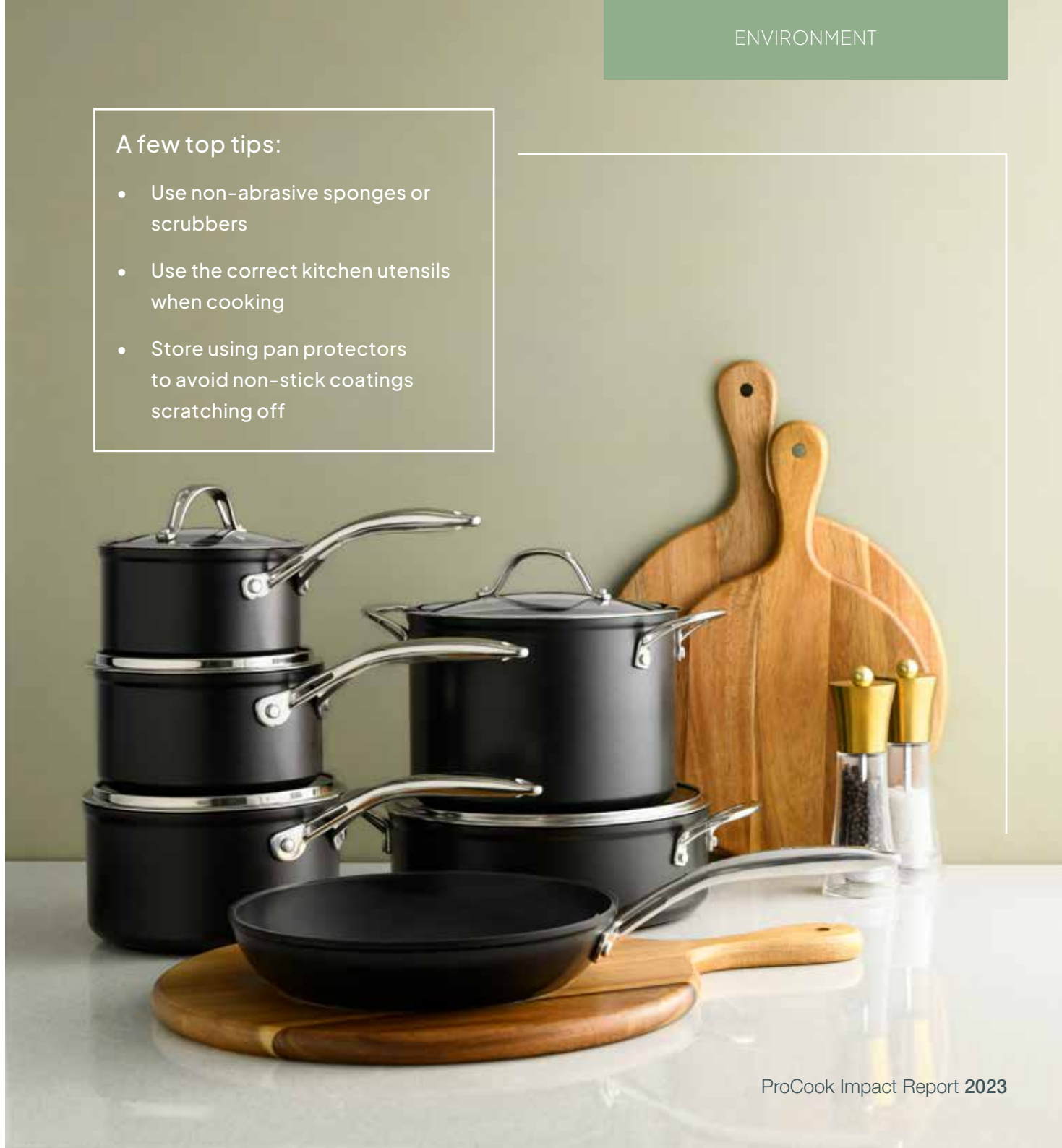
Pots and pans

Taking good care of your products is the best way to preserve their lifespan for longer. Ensure you always read our online product care guides so that all your cookware continues to perform to the best of its ability and visit our How to care for your cookware page.

www.procook.co.uk/page/product-care

A few top tips:

- Use non-abrasive sponges or scrubbers
- Use the correct kitchen utensils when cooking
- Store using pan protectors to avoid non-stick coatings scratching off





Sedex[®]

Supply chain.

We are committed to responsible sourcing and ethical trading. We are a Sedex member, an organisation that aids in managing and improving global supply chain working conditions. Over 96% of our supply chain is Sedex registered, we do not work with any new suppliers that are not Sedex (or equivalent) members.

At ProCook we have a zero-tolerance policy on Modern Slavery, we ensure those working within our organisation, our suppliers and external partners adhere to and respect the highest ethical standards.

A key focus for FY24 is to further understand our suppliers' environmental credentials, monitoring strategies and long-term goals. In turn, strengthening our understanding and ability to work together towards common sustainability goals including our net zero.



Customers.

We are passionate about igniting our customers love for cooking! We pride ourselves on our high-quality cookware, excellent customer service and wide range of products which are built to last, providing great value for our customers.

Equipping everyone with the tools to bring joy to everyday cooking.
Our mission is to become the customers' first choice for kitchenware.

We aim to have a lasting positive impact on our customers and are passionate about creating inspirational and memorable experiences through our recipe creation, how-to guides and in store offerings, including cookery demos and shopping experiences supported by our friendly and knowledgeable service.

ProCook®

Why our customers choose ProCook?

1

Quality

ProCook products are manufactured to high standards, using premium quality materials. So, our customers can be assured to expect the best at ProCook.

2

Unbeatable value

We take great pride in being an own brand company with complete control over of our product ranges, meaning we can offer customers savings of up to 50% compared to other leading brands. Why pay more?

3

Which? Recommended provider for furniture and homewares

ProCook are proud to be endorsed by Which? the consumer champion. Which? only endorse the best products and services, with ProCook offering the 4th best customer score out of 45 brands.

4

Exceptional customer care

Nothing is more important to us than our customers, and we place great importance on ensuring our customer care team give the very best service. Our team are always delighted to hear from our customers and welcome questions and comments no matter how big or small.

5

Exclusive design

ProCook ranges focus on clean contemporary looks, with a nod to the traditional. Our in-house design team create bespoke products that will stand the test of time and will look good in any home.

6

Extensive guarantees

For complete peace of mind, we have guarantees on all products and have extensive guarantees on many ranges. In fact, all our knife and cookware ranges are covered by either 10 or 25-year guarantees.



Which? Recommended provider.

In November 2022 we were named 4TH best Homeware and Furniture provider out of 45 brands with a customer score of 83% after impressing customers with our broad range of quality products.

What our customers say

We have an Excellent rating on Trustpilot with over 100,000 reviews, and an average rating of 4.7 stars. Many reviews mention the excellent knowledge and customer service received, both in our ProCook stores and from the customer services team at HQ.



Rated Excellent

At time of publication.

“Enjoy cooking again”

PHILIP

“So long since my last purchase the market, and technology has changed so much. I needed advice which your expert staff provided to ensure the correct choice. Cooking is now a pleasure again and not a chore, thank you.”

“Amazing customer service”

AMY

“Amazing customer service. Staff are very friendly and offer assistance as you enter the store and help you find what you are looking for and show you more deals you can also use. Feel like a valued customer.”

“Great service as always.”

PETER

“The lady that served me at Ditchling Garden Pride was very polite and helpful as the assistants always are there.
11/10 Thank you!”

“Excellent quality”

LINDA

“Excellent quality. Excellent prices. Excellent service. I ordered one day and it was delivered the next!”

“Fantastic quality items”

KIM

“Fantastic quality items, great choice and reasonably priced - love filling my kitchen with ProCook purchases.”

“Top notch products”

JAMES

“Great quality products and top-notch customer service! We keep going back to ProCook as they are good value for money, have a long guarantee and well made. Having had a few different items, we are totally impressed.”

‘Buy Better Buy Once.’



Quality.

With products designed and built to last a lifetime, we pride ourselves on the longevity and durability of all our different ranges, from classic cast iron casserole dishes and beautiful stoneware dinner sets to hardy knives and bamboo cleaning and storage.

We know our customers love Guaranteed Quality, that’s why we make ProCook products using the best possible materials and manufacturing techniques to ensure they last for many years. For further peace of mind all ProCook products are covered by a minimum guarantee of 12 months, with many products guaranteed up to 10 and 25 years, because our products are built to last.

We believe ‘Buy Better Buy Once.’





**Great
Place
To
Work®**

In our annual Great Place to Work® survey 90% of colleagues agreed with the statement "Our customers would rate the service we deliver and products we deliver as "Excellent", this is +9% higher vs other UK Large Best Workplaces.

To ensure customers get the best from their ProCook products we highly recommend following our online Product Care instructions.

www.procook.co.uk/page/product-care

Listening to customers.

Our ProCook sales advisors and customer service team are passionate about helping our customers get the best product for their specific needs. Our team are extremely knowledgeable and can guide customers to the right product to suit their needs.

We pride ourselves on our customer satisfaction and love hearing from customers. We encourage all feedback, both positive and negative to ensure continuous improvement.

Our colleagues are trained in Cyber Security, GDPR compliance and safe customer data usage through our online training platform.

Our average response time for live chat customer enquiries is 1 minute 11 seconds and for inbound calls just 13 seconds. We are always happy to help!

ProCook®

“Literally the best customer service”

REBECCA

“Literally the best customer service of any company I’ve ever dealt with. They really do go above and beyond to ensure you are happy with their products. Would absolutely recommend to everyone and anyone!”



“Excellent customer service”

ZENA

Lovely products. A couple of damaged items. Replaced in 24 hours. Cannot fault service. Would use again and definitely recommend.

“Great customer service!”

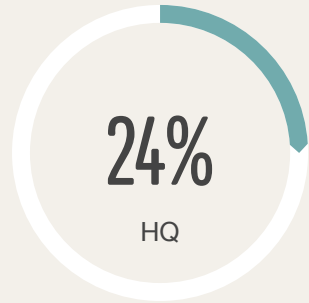
TED

“Excellent customer service, great products and value for money. I would highly recommend ProCook without a doubt.”



Workers.

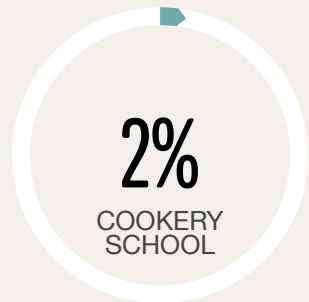
There are **608** people in our team:



147 (24%) at our Headquarters in Gloucester



450 (74%) Retail Colleagues



11 (2%) colleagues at our Cookery School.



Our people.

People are at the heart of our business, and we are committed to making ProCook an even better place to work for all. Our colleagues are essential to our success, and we recognise that people thrive in a welcoming culture where they feel respected, valued and happy. We are committed to offering a safe and healthy working environment, and creating a workplace that promotes diversity, inclusivity, and personal development. When people can be their authentic selves at work, we know they feel and perform better.

We continue to be a Real Living Wage Employer and support colleagues giving back to local communities through our good causes day and partnership with Life's a Beach. Listening to our colleagues is key to continue improving our business, we seek feedback through quarterly colleague advisory panels and engagement surveys. We invite colleagues to participate in the annual Great Place to Work™ survey and as a result have been certified in the UK's Best Workplaces™ and as a Great Place to Work™ (large organisations) for the second year running.

Our people strategy supports the globally recognised Sustainable Development goals in the following areas:

3 GOOD HEALTH AND WELL-BEING

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



Store locations.

Our Tottenham Court Road store and Cookery School, London



Our Headquarters



Why people love working at ProCook.



“Great place to work”
Viki Cox, HR Officer

“After I had my first child it was very difficult to find a part-time role within HR, so I am grateful for this part-time opportunity at ProCook. I have a huge passion for baking and feel strongly about ProCook’s values, I really do feel like it’s a great place to work.”



“Extremely friendly”
Adam Sharpe, Head of Finance

“The team at ProCook are extremely friendly and supportive. It is a fast-paced environment where everyone is encouraged to do their best. I am supported to balance my home and work life and I feel like I can be myself.”



“Relaxed inclusive culture”
Sophie Henley, Sustainability and Community Impacts Manager

“I love our beautiful modern HQ and our relaxed inclusive culture. I always feel there are great opportunities to make a positive contribution to the business, community, people and environment.”

Benefits at ProCook.

Pay and recognition

We maintain our commitment to the Living Wage Foundation as a Real Living Wage Employer all colleagues are paid this as a minimum.

We value our colleagues loyal service and therefore celebrate important milestones with our Long Service and Significant Life Events Awards.

We run discretionary bonus schemes to reward colleagues when hitting performance-related targets.

Colleagues are provided ProCook discount cards, along with family and friends discounts.



Lifestyle

Welcome boxes

All colleagues are gifted a Welcome Box with core products and a voucher.



Benefits at ProCook. Cookery School

All colleagues are invited to join a free ProCook Cookery School class in person or online. Colleagues can demonstrate their passion for cooking and learn to cook like a professional. There are many classes to choose from including Knife Skills, Spanish Tapas, Pasta Making, Dim Sum, Thai Cuisine, Sushi and the Perfect Pastry.

THE
ProCook[®]
C O O K E R Y
S C H O O L

Subsidised and complimentary food at our HQ.

Our colleague restaurant provides healthy, balanced meals for both breakfast and lunch which is either free or heavily subsidised. Free refreshments such as tea, coffee, afternoon cake and fresh fruit are also provided throughout the day.



Social events and competitions

We love bringing people together and sharing our passion for cooking. Social events, competitions and activities are organised for colleagues throughout the year and shared on Cookbook our social media group. Competitions have included baking for the Queens Jubilee and Christmas.

Flexible working



We support a healthy work-life balance and offer flexible working including job shares, varied hours and remote working where possible. At HQ we have core working hours to accommodate different personal schedules, work patterns can be varied to suit individual needs, depending upon job requirements. Wherever possible we will support people in matching their work pattern to optimise their work-life balance.

Learning and development



A successful, motivated and engaged workforce require ongoing learning and development opportunities. We use Eloomi, our online training platform, to share, educate and inform our colleagues. There is 500+ extended bitesize courses covering subjects including finance, diversity and inclusion, wellbeing, personal development, management, leadership and in-depth excel training courses.



Lunch and learns

We launched our Lunch and Learn sessions in 2022, external and internal speakers run a session/workshop and a healthy buffet style lunch is provided. Sessions have included controlling anxiety, meditation, mandala drawing workshops, Pride in Gloucestershire and christmas crafting.

Upskilling



We urge colleagues to learn both professionally and personally. Extra skills are important, and encouraged, for example the British Heart Foundations online CPR training tool RevivR. We discussed RevivR at our bi-annual retail conference, encouraging colleagues to learn this life saving skill, we also revisited CPR training in aid of national heart month (February) through internal comms in our Sustainability and Wellbeing SharePoint and Bitesize newsletter.

Personal development plans and giving feedback



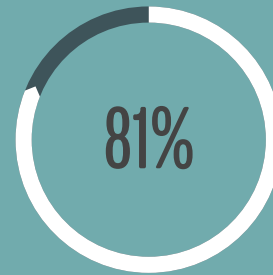
We recognise that many colleagues want to develop their skills and grow their careers but may require extra guidance and support. To aid progression, we offer personal development plans and yearly appraisals, providing and receiving constructive feedback is crucial to recognise hard work, express thanks and support development.

Diversity, equity and inclusion.

We value our wonderful colleagues that can be attributed to our growth and success over the years. Our goal is to ensure ProCook continues to be a great place to work, and we are committed to fostering a welcoming and inclusive workplace reflective of a diverse society. We support all colleagues to learn and grow regardless of age, gender, disability, sexual orientation, ethnicity or background.



of our team would recommend ProCook as a Great Place to Work*



of our colleagues said they can be their authentic selves at work



of colleagues say people are treated fairly regardless of their race



of colleagues say people are treated fairly regardless of their sexual orientation



of colleagues say people here are treated fairly regardless of their gender

*GPTW Survey November 2022

Celebrating the women of ProCook.

- At ProCook we are committed to gender balance and equality
- Our sustainability team is led by women



of our managers are women

of our leadership team are women

*FY23

Disability confident.

We are proud to be a Disability Confident Employer, disabled people are a hugely diverse group of people, with many amazing skills and experience. By continuing our Disability Confident journey, we are helping to ensure disabled people have opportunities to fulfil their potential and realise their aspirations.



Gender and ethnicity pay gap.

We are committed to achieving fair pay and a gender balance across all levels and pay grades. We have broadly equal gender pay and all colleagues are paid fairly for their work. Our full gender pay gap report is available on our corporate website.

TOTAL EMPLOYEES AS AT 02/04/2023 - 624		
	FY23	FY22
COLLEAGUES BY GENDER		
Female	67.6%	68%
Male	31.7%	30%
Non-Binary	0.3%	N/A
Other/Prefer No to say	0.2%	2%
COLLEAGUES BY AGE		
Under 18	8%	5%
18-24	28%	20%
25-34	22%	27%
35-44	14%	16%
45-54	15%	18%
55-64	12%	13%
65+	1%	1%
COLLEAGUES BY EMPLOYMENT		
Full-time	44%	67%
Part-Time	56%	33%

Ethnicity information sourced from Bright HR using voluntary data correct as of 02/04/2023.

Diversity of Employees 2021

- Asian 3%
- Asian or Asian British 3%
- Black, Black British, Caribbean or African 1%
- Mixed or multiple ethnic groups 1%
- Other Ethnic Group 3%
- White 15%
- White - English 1%
- White - Scottish 1%
- White - British 6%
- White European 35%
- Not specified 31%





Inclusive community outreach.

Promoting equality, diversity and inclusion is important to us. We have worked closely with the Gloucestershire Going the Extra Mile (GEM) Project supporting people to overcome barriers to employment. We offered work experience, CV reviews and attended the Inclusive Employer Jobs Fair. The GEM project funding has now ended but we are continuing similar work with Young Gloucestershire (YG).

In March 2022 we were awarded the Gloucestershire Inclusive Employer Award by Inclusivity Works for taking active steps towards becoming a more inclusive workplace and adjusting our recruitment process to suit individual's needs (e.g., adapting the interview process for someone with autism). Inclusivity Works aim to create a sustainable future for inclusivity and diversity in the workplace; inspiring and supporting employers to embed an inclusive approach and illustrating the wide range of benefits for businesses and the local community. In March 2022 we were awarded the Gloucestershire Inclusive Employer Award.



Health and wellbeing.

Putting our colleague's health, safety and wellbeing first is a top priority. We continually review and improve policies and processes to benefit our people and frequently share wellbeing resources and information via our internal SharePoint and Bitesize newsletters. We want everyone to be their authentic selves at ProCook and to enjoy working in a welcoming, safe and inclusive space. Initiatives to support and boost colleague wellbeing include:

Wellbeing month



We hold an inaugural wellbeing month, which was launched in 2021 encouraging colleagues to take time to reflect and reset. We celebrate each January, during this month we circulate a wellbeing calendar with a variety of inclusive online activities and training sessions including bitesize meditations, yoga training and healthy eating awareness. We provide a library of learning content and podcasts as well as a series of additional reading recommendations offering the opportunity for colleagues to reflect on their achievements and learnings from the previous year.

24/7 Wellbeing supportline



Our Employee Assistance Programme (EAP), offers a free, 24/7/365 confidential telephone helpline for colleagues and their immediate family. Advisors cover a wide range of issues that cause concern, including anxiety or stress, including personal relationships, health issues, grief, bereavements, work pressures and financial problems. Colleagues also have access to an online wellbeing portal, mobile app, and a series of free face-to-face, online or telephone counselling sessions.



Mental health first aiders



As part of our ongoing commitment to wellbeing we have introduced 12 Mental Health First Aiders to support our teams. These are colleagues that have participated in a two-day training course and are point of contact for those experiencing emotional distress, providing initial support and signposting other to appropriate help.











Employee wellbeing calendar.

We launched an Employee Wellbeing Calendar to celebrate awareness days and noteworthy cultural celebrations throughout the year (e.g., Earth Day, International Women’s Day, Black History Month etc.). Many events on the calendar align with one or more of the Sustainable Development Goals. These diverse events are great opportunities for us to learn more about what matters to each of us.

One of the positives arising from our Employee Wellbeing Calendar introduction has been the celebration of International Women’s Day, 8th March 2023. Prior to IWD we recognised the hard work of fellow female colleagues through peer nominations and shared the feedback on IWD with the entire company. People responses were extremely positive, and it is something we will continue with annually.

2023 Employee Wellbeing Calendar

Use this calendar throughout the year for key awareness days, links to resources and fun ideas to boost your health and wellbeing.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Wellbeing	Heart Health	Sleep	Beating Stress	Balance	Environment	Sustainability	Nutrition and Activity	Thoughtfulness	Diversity, Equity and Inclusion	Financial Wellbeing	Community
<p>Jan 1st Happy New Year Day! New Year, new goals!</p> 	<p>Feb 1-5 4th World Cancer Day 1 in 2 people will be diagnosed with cancer. This day raises awareness to encourage prevention, detection and treatment.</p> 	<p>Mar 1-2 National Sleep Day Sleep is essential for your health and wellbeing. Try some nutritious sleep routines.</p> 	<p>Apr 1-9 Stress Awareness Month Stress can affect your mind and body. Regularly inspect your mind and body. Check out some useful resources.</p> 	<p>May 1-7 National Walking Month This month, let us focus on walking. Try our 247 confidential route and beat challenges on our EAP.</p> 	<p>Jun 1-31 5th World Environment Day Our planet is facing a crisis. Let us reduce our environmental impact by reducing energy and waste. Maybe try spending more time in nature.</p> 	<p>Jul 1-9 Plastic Free July Take the challenge to reduce your plastic waste.</p> 	<p>Aug 1-8 4th Cycle to Work Day Cycles are a great way to become active and reduce our emissions.</p> 	<p>Sep 1-10 5th International Day of Charity It's time to give back to the community and make a positive impact.</p>	<p>Oct 1-8 Black History Month An annual celebration of the history, culture and contributions of black people in the UK.</p>	<p>Nov 1-5 14th R U OK? Day It's time to check in on your colleagues and see how you can support their mental health.</p>	<p>Dec 1-10 3rd International Day of Persons with Disabilities Celebrating the importance of equality for people with disabilities in all areas of society.</p>
<p>Jan 2-8 Veganuary It's time to get back into the groove after the Christmas holidays, try some nutritious vegan meals.</p> 	<p>Feb 1-12 8th International National Heart Day Heart health is essential for your wellbeing. Try some nutritious heart-healthy meals.</p> 	<p>Mar 1-12 15th International Women's Day Let's all celebrate the achievements of women worldwide.</p> 	<p>Apr 1-16 Use Our Employee Assistance Programme (EAP) Don't forget our 24/7 confidential helpline: 0800 028 0199</p> 	<p>May 1-7 National Walking Month This month, let us focus on walking. Try our 247 confidential route and beat challenges on our EAP.</p> 	<p>Jun 1-31 15th Clean Air Day Our planet is facing a crisis. Let us reduce our environmental impact by reducing energy and waste. Maybe try spending more time in nature.</p> 	<p>Jul 1-9 Plastic Free July Take the challenge to reduce your plastic waste.</p> 	<p>Aug 1-8 4th Cycle to Work Day Cycles are a great way to become active and reduce our emissions.</p> 	<p>Sep 1-10 5th International Day of Charity It's time to give back to the community and make a positive impact.</p>	<p>Oct 1-8 Black History Month An annual celebration of the history, culture and contributions of black people in the UK.</p>	<p>Nov 1-5 14th R U OK? Day It's time to check in on your colleagues and see how you can support their mental health.</p>	<p>Dec 1-10 3rd International Day of Persons with Disabilities Celebrating the importance of equality for people with disabilities in all areas of society.</p>
<p>Jan 9-15 8th Clean Up Your World Day Clean up your world. Clean up your mind. It's time to get back into the groove after the Christmas holidays, try some nutritious heart-healthy meals.</p> 	<p>Feb 13-19 14th Valentine's Day Show your love for your colleagues and loved ones.</p> 	<p>Mar 13-19 17th World Sleep Day Sleep is essential for your health and wellbeing. Try some nutritious sleep routines.</p> 	<p>Apr 17-23 22nd Earth Day Celebrate our planet and the progress we've made towards sustainability at home and work.</p> 	<p>May 1-7 National Walking Month This month, let us focus on walking. Try our 247 confidential route and beat challenges on our EAP.</p> 	<p>Jun 1-31 15th Clean Air Day Our planet is facing a crisis. Let us reduce our environmental impact by reducing energy and waste. Maybe try spending more time in nature.</p> 	<p>Jul 1-9 Plastic Free July Take the challenge to reduce your plastic waste.</p> 	<p>Aug 1-8 4th Cycle to Work Day Cycles are a great way to become active and reduce our emissions.</p> 	<p>Sep 1-10 5th International Day of Charity It's time to give back to the community and make a positive impact.</p>	<p>Oct 1-8 Black History Month An annual celebration of the history, culture and contributions of black people in the UK.</p>	<p>Nov 1-5 14th R U OK? Day It's time to check in on your colleagues and see how you can support their mental health.</p>	<p>Dec 1-10 3rd International Day of Persons with Disabilities Celebrating the importance of equality for people with disabilities in all areas of society.</p>
<p>Jan 23-31 Reflect and Reset How do you feel about your wellbeing in 2023?</p> 	<p>Feb 20-28 Clue up on Cervical Cancer Know your wellbeing, know your cervix. Try a fun new sport!</p> 	<p>Mar 27-31 Healthy Sleep Get a better night's sleep and your wellbeing will thank you.</p> 	<p>Apr 24-30 On Your Feet Britain Celebrate our progress and the progress we've made towards sustainability at home and work.</p> 	<p>May 23-31 1st World No Tobacco Day Celebrate our progress and the progress we've made towards sustainability at home and work.</p> 	<p>Jun 20-30 World Wellbeing Week A 10-day chance to reflect on your wellbeing and set goals for the future.</p> 	<p>Jul 1-9 Plastic Free July Take the challenge to reduce your plastic waste.</p> 	<p>Aug 1-8 4th Cycle to Work Day Cycles are a great way to become active and reduce our emissions.</p> 	<p>Sep 1-10 5th International Day of Charity It's time to give back to the community and make a positive impact.</p>	<p>Oct 23-31 1st Happy Halloween Get spooky and join in with our Halloween fun!</p>	<p>Nov 25-30 November Kindness Practice kindness and compassion. Help someone today!</p>	<p>Dec 25-31 Festive Greetings! Spread positivity and cheer for the festive season!</p>



Our new HQ.

Our new HQ has many features that encourage good health and wellbeing including a wellbeing room, onsite gym, outdoor seating area and various walking routes around the premises.

We have also considered how we can enhance wellbeing in our retail stores with all new stores having a designated welfare area and current stores being improved where possible.

Mental, physical and financial wellbeing.

Prioritising our colleague's mental, physical and financial wellbeing is of utmost importance. With daily pressures and the cost-of-living crisis we'll continue to help colleagues where we can.



Financial wellbeing

- Checking in with colleagues
- EAP for support with finances (independent, confidential helpline)
- Resources on our intranet (e.g., budgeting, managing debt)
- Discounts with third party retailers (including supermarkets) for saving money on essentials
- Salary advance (interest-free) if required

Mental wellbeing

- Mental Health First Aiders
- Employee Assistance Programme (EAP)
- Wellbeing Room in new HQ
- Wellbeing Month (January)
- Wellbeing Calendar with key awareness days
- Wide range of resources available on our SharePoint

Physical wellbeing

- Onsite gym
- Walking track at HQ
- Promotion of Healthy Eating and Exercise
- Flexible working (where the role allows)
- Membership to Health and Fitness App (Xerlife)
- Good Causes Days



Engagement.

Our people are vital to our success, and we want all ProCook colleagues to feel our collective successes. Our teams meet regularly, in-person and virtually to share business updates, discuss future plans, celebrate achievements and recognise individual wins.

Team days.

Each HQ team has a designated office day where office-based team meetings and 1-2-1s are arranged to increase collaboration and teamwork.

Monthly 'Town halls'.

These virtual meetings are held by our senior leadership team and led by our CEO to ensure all colleagues are informed about ProCook's performance, key business achievements, updates and any issues are highlighted. Colleagues can submit questions prior to the meeting for the anonymous Q&A section, there is also peer recognition and outstanding colleague nominations section (star of the month).

Employee networking groups.

In Summer 2023 we launched our first Employee Networking Group, LGBTQ+ and Allies, led by colleagues. The group aims to provide a key space for LGBTQ+ colleagues to feel less isolated, authentically express themselves at work and as a place for allies to show their support. Through this group colleagues can learn and listen, raise awareness of LGBTQ+ issues, celebrate diversity and work towards a more inclusive workplace in 3 main ways:

- Peer-to-peer support – championing, confidence, raising issues to management
- Awareness raising – visibility, promoting a better understanding of LGBTQ+ inclusion
- Accountability – contribution to policies, feeding back concerns, suggestions for LGBTQ+ inclusion



Over the next year we will introduce more Employee Network Groups. The aim is to build a stronger sense of cohesion and belonging at work, giving colleagues a voice and the opportunity to connect with teammates around issues that are important to them.



Colleague advisory panel.

We have quarterly colleague advisory panels to ensure ProCook remains a great place to work. The panel is comprised of elected representatives from across the business to discuss set topics. Feedback from the session is communicated to senior leaders with the goal of improving ProCook through colleague suggestions.





Collaboration.

Collaboration is key for a productive and happy workforce. Our new bright, airy HQ fosters a collaborative environment with hot desking and a range of breakout areas to encourage different conversations.

Thank you cards.

Everyone likes to feel appreciated for hard work, to embed this culture of recognition we have introduced both physical and online Thank you Cards that colleagues and managers can send to one another for a little pick me up.



Engagement and satisfaction.

We are proud to be Certified as a Great Place to Work® and recognised on three UK Best Workplaces™ lists for the second year running in 2023.

The Great Place to Work® Certification process is robust and captures valuable colleague feedback using a research-driven Trust Index™ survey including values such as credibility, fairness, respect, camaraderie, honesty and pride. The awards signify our 'people first' workplace culture.





What our colleagues say.

“The company has a family feel to it...”

“Doing the right thing for people, customers and communities...”

“Top management is very approachable and friendly...”

We achieved a Trust Index[®] of 70% in 2023*, and 78% in 2022*. Our Trust Index[®] varied by region, with HQ colleagues showing the highest trust at 80%, this decreased in some regions and store locations. We will focus on the weaker areas to ensure higher colleague satisfaction across the board for 2024.†

*Surveys conducted November 2021 (2022 results) and November 2022 (2023 results).



We achieved a Trust Index[®] of 70% in 2023



HQ colleagues showing the highest trust at 80%



Community

Looking after our wider community is key to a happier workplace environment. ProCook is made up of a team of people who want to make a positive impact and believe in doing the right thing. We actively encourage colleagues to engage with the community through volunteering days and charity events, involvement with educational institutions and more.





Tackling unemployment in Gloucestershire.

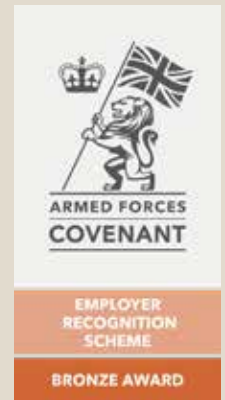
We have worked closely with the GEM Project (see page 38) helping people overcome challenges to employment. We provided CV reviews, 1-2-1 support, and work experience placements at ProCook, helping individuals build confidence and gain valuable skills for their future.

In 2023 we began working with Young Gloucestershire (YG), a countywide

charity supporting young people to have the confidence, motivation and skills to improve their lives. We have been assisting YG with their Princes Trust programme through a series of CV workshops and ProCook events, where students come to our HQ for a 'Day in the Life' which includes a mock interview and feedback session.

Armed forces covenant.

We have signed the Armed Forces Covenant, demonstrating our support for the armed forces community, ensuring they are treated fairly. We have been awarded the Bronze Award from the Defence Employer Recognition scheme.



Employer supported policing.

We joined the Employee Supported Policing (ESP) scheme, a mutually beneficial partnership between us (employer), individuals taking part, the police service, and the community. We have aligned our partnership to our Armed Forces Covenant, allowing colleagues that are Special Constables to request an additional 5 days leave annually to volunteer. ESP is a positive way for us to invest in our people and support local communities.





Our partners.

Life's a Beach Educating and inspiring action to reduce single use plastics

Life's a Beach is our main charity partner. The charity was founded in 2019 to take positive environmental action. Life's a Beach is primarily funded via the sales of the sustainable Life's a Beach, reusable product range, 10% of all sales goes directly towards funding charitable works.

The plastic pollution crisis is worse than ever, with single use plastics making up

approximately 50% of beach litter. Life's a Beach is dedicated to education and raising awareness of the plastic pollution to encourage everyone to make positive changes. The charity take action through supporting the eradication of single-use plastics from British beaches, educating children on the danger of litter, and promoting the use of reusable products.

“It is vitally important that companies take responsibility to ensure that they are doing everything to protect the environment whilst working towards a more sustainable future.”

Daniel O'Neill





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*) *as of September 2023.



Cleans

18



Volunteers

370



258

Bags Filled

672 kg's collected



Confirmed future cleans:

15

and counting.



Schools Visited:

7

In 2024 Life's a Beach will host more community cleans, and further develop their interaction with schools via outreach programmes to boost plastic pollution education and eradication. ProCook will continue to support all key missions and participate in even more clean up events.



The Woodland Trust.

We are partnered with the Woodland Trust to mitigate our unavoidable Scope 1 and 2 carbon emissions (see page 18). The Woodland Trust are the UK's largest woodland conservation charity, fighting to protect ancient woodlands and create wildlife rich woods to benefit nature, climate and people, now and in the future.



Charitable and community donations.

We support various charities and community organisations to avoid recycling ProCook products that cannot be sold. Alongside product donation, we donate vouchers and prizes for various charity raffles. We run colleague donation appeals and where we have capacity to, we offer our skills, experiences and support.



Christmas 2022 Alzheimer's Society Christmas Silent Auction. ProCook donated a two-person ProCook Cookery School experience.

In 2022/23 we have supported several organisations, including:

- Young Gloucestershire
- The Wiggly Worm
- The Nelson Trust
- Local Women's Refuges
- Feed the Hungry
- Local Schools

Young Gloucestershire kitchen equipment.

We predominantly support YG with employability skills, but have also kitted out their YG kitchen. This is an integral part of the hub for attendees of the Prince's Trust Team Programme, who use the space to learn cooking skills; taking it in turns to cook for the whole team and for learning to live independently. Learning to cook in a safe kitchen has instilled a joy and passion for cooking for many participants and some have even gained work experience in local restaurants leading to employment within the Gloucestershire area.



yg



Supporting Feed the Hungry with their 10,000 Easter Eggs campaign, to donate to various people in need.



Donations from ProCook colleagues for Stroud Kids Stuff Christmas Cosy Appeal (December 2022)



Donated ProCook products to Gloucestershire based charity Feed the Hungry to help them with their mission to feed people in need at Christmas. They cracked 1400 eggs and served 527 hot breakfasts across Gloucester to shelters, families, senior citizens, refugees and emergency services on Christmas Day.

Volunteering.

Good causes days

Seeing our colleagues doing great things makes us proud! We encourage everyone to take their annual paid day off to support a charity, project or good cause of their choice. Previous days have included canal cleaning on canoes and stand-up paddle boards, volunteering at an animal sanctuary, packing food parcels as well as a charity sky dive!

We are hoping to see a greater uptake in our good causes days, which is a focus for 2024.



Sophie Henley our Sustainability and Community Impacts Manager spent her good causes day sorting spices, cutting vegetables and portioning ingredients for three different recipe kits at the Mazi Project in Bristol, which seeks to empower marginalised 16–26-year-olds through food. Maçi means together in Greek and the charity want everyone to have access to nutritious, fresh and sustainable food. They empower young victims of domestic abuse, asylum seekers, care leavers and youth recovering from homelessness, through building confidence, skills and food independence with healthy recipe kits.





Governance.

Since ProCook began over 25 years ago, doing the right thing has been a core principle. As the business has grown, we have been conscious to ensure we remain socially and ethically responsible, with our senior leaders and board of directors discussing social, ethical and environmental issues frequently.

Listening to our stakeholders

We listen to all stakeholders, including our colleagues, customers, suppliers and local communities. We collaborate with stakeholders to understand different perspectives, concerns and suggestions moving forwards. Listening to people is something we take seriously, from our dedicated customer support services to our colleague surveys and advisory panels.

Transparency and ethics

Transparency is key at ProCook, we want everyone to feel like they have a voice, and that their ideas and feedback are listened to. We frequently share business information so colleagues can truly understand and challenge our next steps. For example, through financial reporting, monthly performance and company

updates, weekly team meetings and 1-2-1s. Transparency and engagement holds the management team and Board to account in achieving our mission and targets.

As a certified B Corp and business that is committed to doing the right thing. We hold ourselves and our suppliers to high ethical standards, working with suppliers that are Sedex, or equivalent, members.

Our Code of Conduct and Welcome Handbook is provided to all new colleagues, it sets out our values and provides helpful information for settling in. We share and explain our policies including anti-corruption and bribery, equal opportunities and data protection with all colleagues and provide regular training updates. All new joiners complete training in anti-bribery and corruption.

What we have achieved so far

- Moved to our new BREEAM 'Excellent' headquarters. Sustainable features include motion censored LED lighting, 26 EV charging points and rainwater harvesting system
- Scope 1 and 2 emissions reductions year on year, between FY22-23 we reduced emissions by more than 20%
- Switched to a more sustainable and ethical workplace pension provider (Summer 2023)
- Introduced a colleague Green Team, to generate ideas resulting in more sustainable practices across retail, warehouse and HQ
- Continued our partnership with The Woodland Trust to mitigate Scope 1 and 2 carbon emissions and ensure carbon neutral parcel deliveries
- Celebrated Plastic Free July with our charity partner Life's a Beach, participated in canal/beach cleans and discouraged single-use plastics
- Continued to reduce single-use plastics in our product packaging (>90% plastic free)

In
2024 we
aim to...

- Continue to engage with our suppliers to understand and positively influence their environmental impact, whilst supporting our net zero roadmap and Scope 3 emissions reductions
- Embed our Travel Plan from colleague travel to work survey data, aim for 10% reduction of single occupancy car journeys by FY29 through encouraging carsharing and cycling
- Develop, review and monitor progress on our 8 immediate priority areas towards net zero
- Further raise customer awareness of product choice impacts, and the benefits of buying high quality products with longevity

What we have achieved so far

- Launched a new Employee Assistance Programme with Health Assured
- Improved management training packs and offered more external training (ACAS courses)
- Changed our bonus structure to further benefit workers through sales, profit and performance related annual bonus
- Introduced Lunch and Learn sessions on a variety of different topics
- Ensured mental health remains a high priority, trained 12 mental health first aiders, launched a Wellbeing calendar and held activities for mental health awareness days

In
2024 we
aim to...

- Further colleague development, encourage the use of our learning platform Eloomi
- Improve our Great Place to Work™ score by >5% in the annual colleague survey
- Continue to commit to the Living Wage Foundation as a Real Living Wage Employer
- Launch further Employee Network Groups. Our first networking group, LGBTQ+ and Allies was formed in 2023

What we have achieved so far

- Donated products to various community groups including Young Gloucestershire, The Wiggly Worm, local schools and women's refuges
- Recruited 234 colleagues into new roles and growth areas of the business
- ProCook volunteers have collected 233 kg's of rubbish over 1183 hours with our community partner Life's a Beach (September 2023)
- Ran a group volunteering activity with the Woodland Trust to help maintain woodland area Bagger Woods, Barnsley
- Joined On Your Feet Britain day, with prizes to be won for the highest team step count
- Participated in Earth Day activities with a ProCook team canal litter picking day
- Celebrated Pride Month with learning opportunities, a guest speaker from Pride in Gloucestershire and a creative Lunch and Learn
- Developed our community outreach with local schools and colleges
- Awarded Disability Confident Employer (Level 2) status, Inclusive Employer Award (2022) and Gloucestershire Healthy Workplaces (2023)

In
2024 we
aim to...

- Launch more unconscious bias, and equality and diversity training for colleagues
- Increase our charitable fundraising activities and teambuilding across the business
- Encourage more colleagues to use their good causes days in the local community
- Continue to celebrate awareness days and events, and run more activities related to Black History Month and Pride
- Continue to review job descriptions to be gender neutral and avoid any biases

What we have achieved so far

- Which? Recommended Provider in Furniture and Homeware (November 2022)
- Ranked 4th best out of 45 brands for our range of quality products (Which? November 2022)
- Commitment to longevity and offer up to 25-year guarantees
- Rated Excellent (4.7 stars) on Trustpilot with over 100,000 reviews

In
2024 we
aim to...

- Launch an updated ProCook website to improve customer experiences and provide more inspiration
- Continue to improve customer experiences both online and in store
- Expand our high-quality, long lasting product ranges
- Launch a new ProCook electrical range in winter 2023/24

What we have achieved so far

- Improved our induction training including social and environmental issues
- Introduced an Employee Assistance Programme with counsellors which can provide financial advice to our team
- Made ESG performance a routine Board agenda item and introduced quarterly stakeholder ESG meetings
- Completed comprehensive net zero mapping and roadmap with carbon consultants, aligned to SBTi recommendations
- Increased colleague communication around ESG through designated bitesize newsletters, SharePoint and Town Hall meetings
- Switched to a more sustainable/ethical workplace pension provider (2023)

In
2024 we
aim to...

- Develop relationships with suppliers to further understand their environmental aspirations, accolades and credentials thorough an environmental questionnaire (pre-supplier questionnaires)
- All job descriptions to have links to environmental performance and company ambition
- Utilise resources such as SharePoint and Eloomi for colleague learning and development
- Review and strengthen our code of conduct to ensure it continues to be the standard we require

Thank You.

Thank you for reading our first Impact Report. Our initial year as a B-Corp has been an exciting journey and we are proud to be part of such a committed community. We look forward to growing as a force for good and incorporating the lessons we've learned.

Thank you to our fantastic team that drives us forward, past and present, who have made ProCook the company it is today.

If you have any feedback, suggestions, or would like to talk to us about what it's like to be a B Corp, we would love to hear from you, please email us at info@procook.co.uk



Certified



Corporation