



# Wholebake Ltd. B-Corp Impact Report 2023

Certified



Corporation

This company meets the  
highest standards of social  
and environmental impact

# Introduction

## WHAT IS A B CORP?

- Certified B Corporations™ (B Corps™) are companies that use the power of business to build a more inclusive and sustainable economy. It's all about using power for good; every B Corp business has met the highest verified standards of social and environmental performance, transparency, and accountability.
- There are about 4,000 B Corp companies worldwide, and 400 in the UK. We are proud to now be one of them, achieving a score of 82 in our assessment, highlighting our positive impact on the world, our team, and you.

# Company Profile

- Wholebake is the UK's leading manufacturer of healthy gluten-free snacking products. Founded in 1984, Wholebake is an award winning, B-Corp Company which has established itself as the premier co-manufacturer of functional snacking products
- Based in Chester, with three production facilities in North Wales, our portfolio includes products for weight management, sports nutrition, children's snacking, healthy indulgence, vegan diets, digestive health and better-for-you brands alongside its own brands Bounce, NINE and Brynmor
- As well as our product development centre in Chester, we operate three BRC AA- accredited production facilities situated in Deeside, Corwen and Wrexham. In total, through recent investment and growth, we now employ over 450 people from the local area.



# A Note from our CEO

- Wholebake has always been run with the aim of making a positive impact and developing a beneficial legacy. Operating with a passion & a conscience is one of our core values and so there was a real natural fit between us and B-Corp.
- Our values flow through all aspects of our business, B-corp gives us the opportunity to formalise the things we are already doing.
- The results that we have from the initial B-Corp assessment gave us clear baseline of things that we are already doing well and the areas we can continue to develop.
- The last year has been a challenging one on a whole host of levels, including the remaining hangover from Covid and Brexit, unprecedented hikes in energy pricing and significant inflation, just to mention a few. We also acquired a new business, Deeside Cereals and the integration of this business into the Wholebake Group has been something which has required a lot of focus.
- However, despite the challenging business environment we find ourselves in, I'm delighted to report that we have maintained our focus on our core values and further embracing what it means to be a B-Corp.
- Notable highlights include
  - employing more people from multiple deprivation areas,
  - our continued work with GroceryAid across the Group which resulted in us achieving a Silver Award
  - The introduction of an external whistleblowing hotline for our employees
  - The introduction of a flexitime system for our employees
  - We are measuring and tracking more environmental metrics than ever before. Some of these have been difficult to achieve, but have been well-worth the effort. Now that we can measure and track it, we have a significantly better chance of managing it.
- There is still plenty of work to do and we are still relatively at the start of our journey. A greater focus will be required for the year ahead and to make our B-Corp status a deeper part of our business makeup.



# Our B-Corp Journey

B-CORP is about using business as a force for good, being purpose driven and creating benefits for stakeholders, not just shareholders

## Rigorous assessment

To become a B Corp we have passed a rigorous assessment, which doesn't just evaluate a product or service; it assesses the whole of our business.

## Gold Standard

We've met high standards of social and environmental performance. It's hard to become a B Corp. There are only 430 certified B Corps in the UK.

## Mission Lock

We have committed to treating ALL stakeholders equally and embedding a triple bottom line approach.

## Transparency

Our B Impact Score from the B Impact Assessment is publicly available on the B Corp website.

## Future

We will have a 3 year cycle of certification where we are committed to recording our goals and progress against these ready for recertification.



## Overall Gender Workforce

- Based on an overall headcount of 485, we have 291 males and 194 females:
- The pay quartiles show the percentage of men and women when segmented by pay quartiles of equal number of employees.
- As we have a significant number of employees (317 of the total 485) working in manufacturing and operational roles and these roles typically carry a lower pay rate than office based professional roles, when divided into equal parts, 3 of the 4 quartiles are heavily represented by the hourly paid workforce.
- We can see a relatively even split of male to female employees in the Lower Pay and Upper Middle Pay Quarters, which reflects a healthy cross-section of Male to Female employees across our business.
- There is an approximate 2:1 ratio Male to Female across the Lower Middle and Upper Pay Quarters. We hope to achieve a slightly better balance across these quartiles in 2023 through the introduction of a new Flexi-time policy into the business, which may enable more females to take up roles within Wholebake which previously they may not have been able to do.

# B-Corp Scores & Goals for Recertification

Overall B Impact Score



Wholebake Limited

For Fiscal Year End Date: 31 Mar 2019

82.0



	QUESTIONS ANSWERED	OVERALL SCORE
Governance	24/24	14.4
Workers	68/68	37.5
Community	54/54	17.2
Environment	65/66	8.7
Customers	11/11	3.9

Overall B Impact Score



Wholebake Limited

For Fiscal Year End Date: 31 Mar 2023

88.2



	QUESTIONS ANSWERED	OVERALL SCORE
Governance	28/28	16.6
Workers	68/68	41.1
Community	56/56	17.2
Environment	65/66	8.7
Customers	19/19	4.3

WHOLEBAKE



# Governance

- 2019 Score – 14.4    2023 Score – 16.6

## What we're working on

- Introduction of appropriate transparency into the way our company operates and our financial performance
- Improved monitoring and decision making on social and environmental issues within our organisation and value chain
- Mapping out our entire supply chain to establish what our suppliers do in terms of their ESG agenda, with the view that we will look to influence them to meet our standards going forward
- In recent years, there has been a particular focus on Modern Slavery in Supply Chains, with Retailers creating different programmes to address this issue and suppliers having increased responsibility for the governance and due diligence of it's supply chain. Wholebake has not only increased its focus on its ethical performance, but introduced annual Stronger Together training for Leaders to understand the subject of Modern Slavery and to ensure accountability spreads throughout the organisation.
- Wholebake introduced an External Whistleblowing hotline ([Seehearspeakup.org](https://seehearspeakup.org)) which is advertised heavily throughout the sites and is open to all employees, agency workers and contractors to anonymously report any issues or wrongdoing within the organisation. Although nothing has been reported to date, this remains a fully operational service as an option if needed.

# Workers

- **2019 Score – 37.5**    **2023 Score – 41.1**

## What we're working on

- Employing more people from multiple deprivation areas, resulting in improved diversity within our workforce, but also creating more opportunities for those communities who are deemed to be of low or very low income in comparison to the national average
- Our continued work with GroceryAid across the Group which resulted in us achieving a Silver Award in 2023. This includes promoting events throughout the year which supports all workers within the Food industry through an EAP scheme, events to support better financial management, mental and physical wellbeing etc.
- The introduction of a flexitime system for our employees (where applicable). This scheme enables employees to flex their hours to suit their personal needs around the core business hours between 10.00am and 3.00pm each day. This has resulted in improved engagement and retention of staff
- Free products for employees to take home. A good way of reducing waste, but also a useful engagement initiative

# Community

- 2019 Score – 17.2    2023 Score – 17.2

## What we're working on

- More work to be done in this area in order to move the dial and improve on our score
- We are working with local schools and food banks to try and implement a regular donation system of reject products (fit for consumption, but not for retail sale) with them, with the specific view of targeting people within the community who are at a disadvantage. Initial trials have been well-received and we are looking to implement something more formally.
- We are considering whether to implement a system of paid charity days into the organisation, where people can be paid to do work for their chosen charity and to give something back to the community without them losing out on pay. Early stages of development.

# Environment

- **2019 Score – 8.7**      **2023 Score – 8.7**

## What we're working on

- More work to be done in this area in order to move the dial and improve on our score.
- In some areas of our facilities we have installed usage meters for electricity on many of our machines individually so we can begin to track the usage and output directly associated with specific processes on our lines.
- We have set up a relationship with a partner named Titan who are supporting us in setting up a roadmap to work towards net-zero and to manage our carbon footprint in a more proactive way.
- Water, electricity and natural gas consumption is now monitored frequently as well as monitoring our waste effectively across our sites. The next step is to focus on how to reduce consumption and to minimise our waste. In 2022, we managed to achieve 0% waste going into landfill.

# Customers

- 2019 Score – 3.9      2023 Score – 4.3

## What we're working on

- Small improvement in this area.
- We are signed up as members on all of the major retailer supplier portals and are now regularly audited by our major customers. Maintaining standards and being 'audit-ready' is something we are continually working on with our customers.
- We continue to reach out into the market to receive feedback on our products and their impact as well as managing any complaints which we may receive.
- Data Privacy and GDPR is well-managed by a senior member of our HR team, ensuring that all customer data is handled appropriately.