

IT'S A  
**NATURAL CHOICE**

EDITION FOUR

WILSON VALE CSR REVIEW  
2018



# OUR JOURNEY CONTINUES

In 2010 we created 'It's a Natural Choice' as a first step in documenting our CSR journey.

Eight years on, we have made good progress, but there is always more to do and more to share.

Doing the right thing has always been close to our hearts.

Since the foundation of our company in 2002, it has defined how we do business and how we relate to our people, our communities and the environment.

We continue to delight in the extraordinary in our efforts to protect, support and enhance this wonderful world.

This fourth edition records some of the many new initiatives we have embraced and the progress that we have made over the last two years.

## THIS IS OUR NATURAL CHOICE PROGRAMME

HUMANKIND  
EQUALITY  
NURTURING  
COMMUNITY  
SUSTAINABILITY

# WE HAVE COVERED SOME GROUND...

SINCE 2016

**100%**

of all plastic we use is either recyclable or biodegradable.



63% of the cooking oil used throughout our business is now recycled into biodiesel, resulting in carbon emission savings equivalent to taking 241 family cars off the road.



**hybrid**

We are replacing our fleet of cars to petrol or hybrid models from diesel to support the drive for cleaner air.



36 members of our team have been promoted into a more senior role.

**SOAP  
C<sup>o</sup>**

So far we have created 132 hours of employment and training for people with disabilities or long-term health issues by supporting The Soap Co.

craft works

Our investment in developing our people is on-going, with almost £2 million spent on training since 2016, equating to 200K training hours.



We recycle 80% of our office waste.



We continue to support 50 bee hives from the British Bee keepers Association to support vital research into honey bee health and education.



We are making significant investments in creating a sustainable corporate headquarters which we will occupy in the third quarter of 2018.



# WHAT WE TREASURE MOST

EQUALITY | DEVELOPMENT | RECOGNITION

HUMANKIND



# HUMANKIND

OUR PEOPLE DEFINE WHO WE ARE AND  
WHAT WE STAND FOR

THEY ARE ALSO THE REASON WHY WE EXIST - AND WHY  
WE CONTINUE TO PROSPER AS A BUSINESS

NATURALLY, WE BELIEVE THAT IT IS ONLY FAIR AND JUST  
THAT WE TREAT THEM WITH THE GREATEST RESPECT

ONE OF THE JOYS OF THIS BUSINESS IS SEEING OTHERS  
GROW SO WE CONTINUE TO INVEST, NURTURE AND  
DEVELOP OUR PEOPLE

IT'S ABOUT SEEING THEIR POTENTIAL AND  
LETTING THEM SHINE



# HOME-GROWN TALENT

23 OF OUR CHEF MANAGERS HAVE BEEN PROMOTED  
INTERNALLY

31 OF OUR CHEFS STARTED WITH US AS EITHER KITCHEN  
PORTERS OR ASSISTANTS

72 OF OUR TEAM HAVE BEEN WITH US FOR OVER 10 YEARS

195 HAVE BEEN MORE THAN 5 YEARS

OUR 12 AREA MANAGERS HAVE COMBINED 90 YEARS SERVICE

10 OF THE AREA MANAGERS ARE INTERNAL PROMOTIONS

4 OF OUR DIRECTORS ARE INTERNAL PROMOTIONS

HUMANKIND



**JESSICA SIMMONS**



**TOM JACKSON**



**MELISSA WALLBANK**



**HENRY TOWEL**

# HOME-GROWN TALENT

## **JESSICA SIMMONS** Area Manager

Within four months of joining us a Relief Chef Manager, Jess Simmons has joined our operations team as an Area Manager. Like all of our operational team, Jess is a craft-trained chef and her background is in Michelin-starred restaurants. Her superb culinary skills, her bubbly personality and business acumen make her a welcome addition to our team.

## **TOM JACKSON** Area Manager

At 27, Tom Jackson is our youngest area manager. He joined us two years ago as a Chef Manager and we quickly spotted his potential. Within ten months, we promoted him to our operations team, where he has proven to be a generous and supportive leader to his teams.

## **MELISSA WALLBANK** General Manager (Finance)

Melissa joined us in 2005 as an Accounts Assistant and with our support, she qualified with the Chartered Institute of Management Accountants in 2008. Melissa's responsibilities now cover everything from management accounts and IT to purchasing, strategic development and managing the payroll for our 750 staff.

## **HENRY TOWEL** Chef Manager

27-year-old Henry Towel joined us as a General Assistant in 2014. Unclear of which direction he wanted to take, we encouraged him to develop his craft skills as we could see his potential. As his passion for good food rose, so did his level of craft and managerial skills. Within a year, he was promoted to Commis Chef and then to Sous Chef until his recent promotion to Chef Manager at one of our busy catering operations in Peterborough.



**MELISSA**  
Joined in 2005  
as Accounts  
Assistant,  
promoted to GM  
Finance

**PETRA**  
Joined 2006  
Accounts Assistant,  
Company Sponsored  
AAT

**ADAM**  
Finance Manager,  
Joined 2014,  
Company Sponsored  
CIMA

**CHRISSIE**  
Promoted to  
Accounts Assistant  
in 2017, Company  
Sponsored AAT

**CLAIRE**  
Finance Manager  
Joined as an Account  
Assistant in 2009

**KAREN**  
Payroll Manager  
Joined as Payroll  
Assistant in 2006

**FIONA**  
Joined as an  
Accounts Assistant  
in 2009

**DANIEL**  
Joined as an Accounts  
Assistant in 2009  
Company Sponsored  
Bookkeeping

**DANNY**  
Joined as an Accounts  
Assistant in 2015  
Company Sponsored  
AAT



**FAIR**  
& EQUITABLE

BECAUSE WE WOULDN'T HAVE IT ANY OTHER WAY

From the very outset, we have placed diversity, gender balance and fairness at the heart of our business.

EQUALITY

**5% OF OUR WORKFORCE  
IS OVER 60**

**6% OF OUR WORKFORCE  
IS UNDER 21**

**THE AVERAGE RATIO OF MALE TO  
FEMALE WORKERS IS 51/49**

**WE SUPPORT THE NATIONAL LIVING WAGE  
AND THE LONDON LIVING WAGE**

**WE PAY EQUAL RATES OF PAY,  
REGARDLESS OF GENDER OR AGE**





## WITH THEM EVERY STEP OF THE WAY

WE DON'T THINK IT IS FAIR TO PLACE SOMEONE INTO A  
ROLE AND LET THEM GET ON WITH IT WITHOUT ANY ON-  
GOING SUPPORT.

Training, development and mentoring underline everything we do.

In 2017 alone, we invested over £1 million in training and developing our teams.

This massive investment involved 100K training man hours covering mentoring, side-by-side training, workshops, roadshows and formal external training opportunities for our people.

NURTURING

# IT'S IN OUR NATURE TO NURTURE

## THE WILSON VALE APPRENTICESHIP PROGRAMME

The first step to having fresh, raw talent is to attract people into this wonderful sector. In 2017, we launched our Wilson Vale Apprenticeship Programme, aimed at giving people a first step into the catering industry. Running in conjunction with a national training provider and under National Apprenticeship guidelines, our programme includes workshops, one-to-one training and mentoring to give individuals the necessary skills, confidence and self-belief to maximise their potential.

craft works

## THE WILSON VALE CRAFTWORKS PROGRAMME

CraftWorks is our new bespoke craft training programme to ensure that people at all levels - from kitchen porters and general catering assistants right up to chef managers, can develop their craft skills. This tiered training programme is certified and it offers individuals an opportunity to move up the ranks through practical training sessions, mentoring and support. Our goal is to work together to achieve consistent quality, variety, seasonality and creativity right across the business.

NURTURING



Introducing

craft works

CRAFT ROUTE TIER 1 - 4  
GA/COMMIS CHEF TO CHEF MANAGER

HOSPITALITY ROUTE TIER 1 - 4  
GA/BARISTA TO HOSPITALITY MANAGER

Wilson Vale's bespoke tiered craft  
training programme



# MAKING THE MOST OF BRITAIN'S NATURAL LARDER

SUPPORTING SEASONALITY AND PROVENANCE

PARTNERS



AS WELL AS HAVING SOME GREAT LOCAL SUPPLIERS, MANY OF OUR LOCATIONS HAVE HERB GARDENS. OTHERS SUCH AS BELRON TAKE IT A WHOLE STAGE FURTHER WITH A POLY TUNNEL AND ORCHARD

## MEET OUR MAKERS & GROWERS

Working closely with over 250 individual suppliers - many of whom are family-owned enterprises - our goal is to keep quality standards high, environmental impact low and our customers' health and wellbeing to the fore.

Wherever and whenever possible, we use local and regional suppliers because this ensures that our supplies are traceable, in-season and bursting with flavour and goodness.

We celebrate and applaud what these great suppliers have to offer and how they support our fresh food ethos.

All of our meat is farm assured and sourced from a network of NCB-accredited butchers nationwide.

Our fish comes from Marine Stewardship Council fishing grounds to ensure sustainability.



PARTNERS

# HAMBLETON BAKERY

## TRADITIONAL, HAND-MADE ARTISAN BREADS

As avid bakers of bread ourselves, we know good bread when we taste it.

Hambleton Bakery specialises in hand-made artisan breads, ranging from sourdough and wholemeal breads to ciabatta rolls and rye loaves. Made to family recipes and using traditional skills, their breads are completely free of additives of any kind – no preservatives, enzymes or enhancers.

Instead, the distinctive flavours are created from unadulterated flour, salt and water using slow, traditional processes. This is real bread at its very best so naturally, we are always happy to supplement our own freshly baked goods with their breads.

## CHEESE +

### CHAMPIONING LOCAL AND BRITISH

Based in Cambridgeshire, Cheese + sources many of its artisan cheese and charcuterie from small independent producers in the Cambridge Region.

This independent company believes in personal relationships with the cheesemakers and other artisan producers to source and select the best quality.

PARTNERS





# DOING THE RIGHT THING

ENGAGING WITH OUR COMMUNITIES FOR  
THE GREATER GOOD

LOCAL FOOD TOURS | LESSONS IN LOAF | SOCIAL SOAP

COMMUNITY



# WALKING IN THEIR FOOTSTEPS

## FROM ORGANIC GIN DISTILLERS TO BUTCHERS, BAKERS AND GELATO MAKERS

Over the last year, we have teamed up with two food tour companies – Cambridge Food Tour in Cambridgeshire and Malton Food Tour in West Yorkshire - to meet the artisans behind the food.

It's a fantastic way of engaging with people and strengthening our relationships further through a shared love of great food.

There's a networking and educational aspect to the food tours also which we value highly.

Meeting the people who make products and having an opportunity to discuss their challenges and traditional and non-traditional techniques is a great way of learning new skills. The food tours often trigger ideas too on how we can relate elements of their work into the food service sector.

Above all, it's about building links with the local community and recognising the wonderful skills and traditions that are on our doorstep.



# LESSONS IN LOAF

## BECAUSE SHARING IS CARING

Take several young pupils, add flour, water, salt and yeast and watch their passion for home baking rise. In an age when everything is available on a shelf to buy, we think it is important for children to learn that home-made is often best.

At our bread-making workshops we share lessons in loaf with pupils and their teachers at many of our independent school contracts.

We are delighted to share these traditional skills with tomorrow's bakers.

COMMUNITY





# FOR THE SOCIAL GOOD

## CREATING OPPORTUNITIES FOR OTHERS

We have sourced liquid soap from The Soap Co. for use throughout Conference Aston, a meeting and conference venue in Birmingham which attracts up to 55,000 hotel guests and conference delegates each year.

The Soap Co. is a social enterprise employing people who are blind, disabled or otherwise disadvantaged. The soap comes in containers made from 25% recycled milk bottles.

By choosing The Soap Co. we have created 132 hours of employment and training to date for people with disabilities or long-term health issues.



# CULTIVATING CHANGE

TINY STEPS TO LIGHTEN OUR FOOTPRINT

SUSTAINABILITY



# GIVING SOMETHING BACK

We actively support a variety of charities and events throughout the year and support our clients' programmes too. Donating to...

The National Forest, nspcc, Comic Relief, BBC Children in Need, Homeless Trust,

Afrika Tikkun, St Lukes Hospice, Breast Cancer, Sick Children Fund, Kindston Charitable Trust,

St Giles Hospice, Movember, Dogs for the Disabled, White Lodge Centre, Foundation for Prostate Cancer,

Arthur Rank Hospice, Macmillan Cancer Support





## ALL ABUZZ ABOUT SUSTAINABILITY

WILD THINGS, WE THINK WE LOVE YOU...

With honey bees under threat all over the world so we have committed to adopting 50 bee hives from the British Beekeepers Association to support vital research into honey bee health and education into good bee husbandry. We support several bee hives at client locations where our on-site chefs have become voluntary bee keepers and use the honey in their dishes.

SUSTAINABILITY

# MAKING SINGLE USE PLASTIC A THING OF THE PAST

EDUCATE, INSPIRE AND PROTECT

The impact that single-use plastic has on the environment, our waters, marine life and our health is too great to ignore.

Consequently, we are facing this issue head-on.

SUSTAINABILITY



**100%**

of the plastic we  
use is recyclable or  
biodegradable

Within the majority of  
our clients hospitality  
venues, we use  
**BOTTLED WATER  
SYSTEMS** to minimise  
the use of plastic  
bottles

Many of our catering  
operations offer  
customers **FREE  
FLAVOURED WATER**  
in kilner jars

we are introducing the  
use of '**SIMPLY CUPS**'  
the only collection  
and recycling service  
dedicated to turning  
paper and plastic  
cups into second-life  
materials

**CRATE INITIATIVE**  
An initiative by  
Renolds, our main  
fresh fruit & veg  
supplier, to minimise  
packaging by using  
**REUSABLE CRATES**

**BACK TO GROUND** We really enjoy the  
challenge of trying to use every last drop of  
something. So, long after our speciality coffees  
have been enjoyed, we share the grounds with  
our customers to take home with them as  
compost to enrich the soil.

**WE ARE SWITCHING**  
to wooden single use  
cutlery from plastic

We offer **REUSABLE  
CUPS** for coffee with a  
discount each time they  
are used

we are **REPLACING  
PLASTIC STRAWS WITH  
PAPER STRAWS** across  
our business



# WASTE NOT, WANT NOT

## MINIMISING FOOD WASTE TO SUPPORT A MORE SUSTAINABLE SOCIETY

We think replacing individually wrapped butter pats and spreads with ceramic sharing pots makes perfect sense.

Our **'WASTE-FREE FRIDAYS'** maximise the use of ingredients to ensure that there is minimum food waste facing into the weekends.

**WE ARE REPLACING** all sugar and salt sachets with shakers to minimise waste and packaging.

We purchase **'UGLY' FRUIT AND VEGETABLES** for use in soups, casseroles, pies, tartlets and other cooked dishes. Even if a tomato isn't perfectly shaped, we believe that if it's fresh and bursting with goodness and flavour, it shouldn't be consigned to the compostor – or worse still, the bin.

**LESS THAN 5%** of our food at Wilson Vale goes for recycling.

We believe that we have made good progress on food wastage but there is always so much more we can do.

**63% OF COOKING OIL** used throughout our business is recycled into biodiesel. This has resulted in carbon emission savings equivalent to taking 241 family cars off the road.

# BECAUSE CHANGE IS POSSIBLE

PROTECTING RESOURCES FOR THE FUTURE

ALWAYS AWARE OF THE IMPACT OUR BUSINESS ACTIVITIES HAVE ON OUR COMMUNITIES, WE ARE CONSTANTLY ASSESSING HOW WE CAN IMPROVE OUR RESOURCE MANAGEMENT AND ENERGY EFFICIENCY.

WE ARE REPLACING OUR FLEET OF CARS TO PETROL OR HYBRID MODELS FROM DIESEL TO SUPPORT THE DRIVE FOR CLEANER AIR.

WE ONLY REPLACE OUR CARS EVERY FIVE YEARS AS WE DON'T VIEW THEM AS FASHION STATEMENTS!

OUR OPERATIONAL TEAMS TRAVEL TO LONDON BY TRAIN AND ARE ENCOURAGED TO USE PUBLIC TRANSPORT WHEN POSSIBLE.

EACH AREA MANAGER VISITS ONE CLIENT PER DAY SO THAT THE TIME THEY SPEND ON THE ROADS IS MINIMISED TO REDUCE THEIR CARBON FOOTPRINT.



WE UP-SKILL FROM THE BOTTOM UP SO THAT WE MAXIMISE THE USE OF LABOUR WITHIN THE BUSINESS.

WE SWITCH LIGHTS OFF WHEN NOT IN USE.

WE ONLY TURN EQUIPMENT ON WHEN IT IS NEEDED.

WE STEAM FOOD RATHER THAN BOILING AS THIS USES LESS WATER AND ENERGY - AND IT IS NUTRITIONALLY BETTER TOO.

WE DON'T USE STOVE BURNERS TO HEAT OUR KITCHENS AS THIS IS A VERY INEFFICIENT AND IRRESPONSIBLE WAY OF SPACE HEATING.

OUR GOAL IS TO REPLACE GAS WITH MORE ENERGY EFFICIENT INDUCTION HOBBS WHEN RE-SPECIFYING ANY OF OUR KITCHENS.

WE WORK CLOSELY WITH OUR CLIENTS TO REDUCE, REUSE AND RECYCLE.

WE ARE INTRODUCING NATURAL, BIODEGRADABLE CLEANING PRODUCTS FOR HAND WASH, SALAD WASH, HARD SURFACE CLEANSERS AND SANITISERS.





## HOME TRUTHS

### KEEPING SIMPLE HOUSEKEEPING RULES TO MINIMISE OUR CARBON FOOTPRINT

At our corporate headquarters in Leicestershire we encourage everyone in the building to play their part in ensuring a more sustainable future for all.

WE RECYCLE 80% OF OUR OFFICE WASTE

NO ONE HAS A BIN AS WE ENCOURAGE OUR TEAMS TO  
WALK TO CENTRAL RECYCLING ZONES

WE HAVE STOPPED PRINTING BROCHURES AND WHEREVER  
POSSIBLE RESPOND TO CLIENTS' TENDERS  
WITH ELECTRONIC COPIES

WE HAVE SENSOR LED LIGHTING FITTED TO MEETING  
ROOMS AND STORES

WE HAVE FITTED FILTERED WATERED TAPS TO  
DISCOURAGE THE USE OF BOTTLES

BUT THAT'S JUST FOR STARTERS...



## ...ON THE HORIZON

### LOFTY AMBITIONS, WITH OUR FOCUS ALWAYS ON SUSTAINABILITY

Now outgrowing our current head office, we are investing significantly in a highly specified, eco-friendly building within the same business park in Ashby-de-la-Zouch, Leicestershire.

This substantial investment lays the foundation for a more sustainable future for our growing business. The new building will feature:

- A 49 KILO SOLAR ARRAY
- LOW ENERGY LIGHTING
- HEAT RECOVERY SYSTEMS
- ENERGY EFFICIENT TRIPLE GLAZED WINDOWS
- ELECTRIC CAR CHARGERS
- BUILT IN PURIFYING WATER TAPS



