



IMPACT REPORT

2022

WELCOME

Peach is a group of really great pubs, serving quality, fresh, honest food and drink in smart, relaxed, welcoming surroundings. In 2002, we opened The Rose & Crown in Warwick, believing every town deserves a great pub. Well-kept beer, a quality steak and a glass of decent wine is a recipe for happiness.

Since then we’ve added pubs both ancient and modern, neighbourhood locals and country destinations, simple bedrooms and a chic boutique hotel.

Today we have 21 pubs, mainly in market towns, in the heart of England. Each one is different but all share an undimmed devotion to Making Life Peachy.

Serving our guests, and looking after our team and suppliers, have always been fundamental in what we do. Now, more than ever, we’re focused on our social and environmental impact.

In 2019, we launched The Bigger Peach initiative.

Since then our progress has been recognised with our 3 Star Accreditation from The Sustainable Restaurant Association and Best Sustainable Pub Company at the 2022 Publican Awards.

To follow our progress or find out more, visit our website makinglifepeachy.com



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WHAT IS THE BIGGER PEACH?



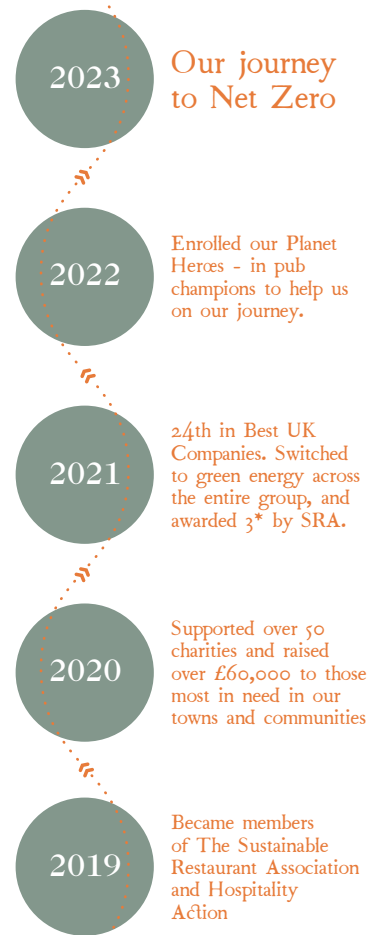
As a team of Peachy folk who care about the impact we have on our environment, driving our sustainability and ethics agenda isn't just an important topic of business, it is a part of who we are. We change our menu with the seasons, creating dishes using the best ingredients from our fields and shores, serving native produce at its absolute best, supporting our British farmers, and reducing airmiles. It's a win-win. From waste-fighting Rubies ketchup, to free-range Dorset charcuterie, we buy quality ingredients grown, reared or made by producers we trust and know well.

Our three star accreditation from the Sustainable Restaurant Association makes us best in class, and a leading sustainability pub company. We are committed to serving a better food future, and celebrating food and drink that prioritises animal welfare, and helps to conserve natural resources.

We offer an ever-increasing choice of plant-based dishes for changing tastes, whilst also proudly serving quality, grass-fed lamb and beef, free-range chicken, and sustainable fish.

Supporting charities, raising funds, and feeding those most in need is just one of our promises in Making Life Peachy for our communities. The Bigger Peach team constantly review energy use, waste and food miles to reduce our impact on the planet.

It's all these initiatives that have made us best in class.



PRINCIPLES & PROMISES

The Bigger Peach is built around three core principles, and ten promises. Based on The Sustainable Restaurant Association's Food Made Good Report, and aligned with the UN's Sustainable Development Goals (SDGs), they are simple and yet hard to deliver perfectly.

OUR 3 CORE PRINCIPLES

Making Life Peachy For Our Teams And Communities
We Always Serve The Good Stuff
We Love Our Planet



MEET THE TEAM

We're a bunch of enthusiasts who care deeply about making a difference and influencing change. Whether it's deliveries and suppliers, soft furnishing and décor, making our teams lives' peachy, reducing energy-use or keeping our guests in the loop with what we're up to, we hope you'll join us in positive change. Our recent acquisition partners our mission with Revolution Bars Group. Like us, they care about the impact their business has on the environment, and we're looking forward to the progress we'll make over these coming months.



KIM WHITFIELD - *Décor & Maintenance*

What does heading up The Bigger Peach Team mean to you?

It's great to be part of a team that look at all aspects of the business, constantly searching for improvements to do better for people and the planet. Business really does have the power to do good in these areas, so it's very rewarding to feel everything we do really does make a difference.



HELEN CORFIELD - *People & Team*

What's been your proudest Bigger Peach moment so far?

Signing up to join Hospitality Action's Employee Assistance Programme (EAP). Employee Wellbeing is pivotal, and we know that as a company, we cannot provide all the answers for those facing issues, so the EAP is an invaluable service for any team going through a hard time. Sharing with your peers or manager can be tricky so to have the option to speak to a professional completely confidentially is hugely important in letting team know they do not need to suffer in silence.



BEX WILKINS - *Food & Drink*

What's been your proudest Bigger Peach moment so far?

Wow, where to start. We've spearheaded so many changes in the last 18 months and done so much good stuff it's really hard to say what's been my proudest moment. We've raised over £60k for charity, we've fed over 3,200 meals to those in need, and we've sourced produce that does good for the planet, using ingredients that would otherwise go to waste.



CLIVE DIXON - *Food Development*

What does being part of The Bigger Peach Team mean to you?

Quite simply being part of this team gives me a great sense of responsibility. It's important that I choose the ingredients for our dishes based on our values, ensuring we work with suppliers who match our ethics.



LINDSEY HOBBS - *Communications*

What's been your proudest Bigger Peach moment so far?

Definitely our campaign and support for The Burnt Chef Project. Seeing an idea come to life as a campaign, and then the resulting awareness and funds raised for good causes, is so rewarding.



JANET WATTS - *Waste & Utilities*

What's your top tip for doing your bit to look after the planet?

Pick something you are interested in and get involved! Just doing something small – whatever your time constraints – will make a difference.



BRONTE BELL-WARD - *In Pub Champion*

What does being part of The Bigger Peach Team mean to you?

Being part of the Bigger Peach is a fantastic opportunity to not only influence my own pub, but have an impact across the entire group. It's so wonderful to work with such passionate people and feel like I'm making a real difference. We collaborate and enact real change in the day to day running of the business, and we've made so many little but impactful changes. I'm so lucky to be involved.

OUR HIGHLIGHTS

COMPLETED OUR FOOTPRINT AUDIT, RESULTING IN A 4% REDUCTION VS 2019



SUPPLIED GUESTS AND TEAM WITH CARBON FOOTPRINTING INFORMATION ACROSS ALL DISHES ON OUR EVENING MENU



OVER 50% OF MENU IS PLANT-BASED

OVER 20 QUIZ NIGHTS TO RAISE MONEY FOR LOCAL CHARITIES



SWITCHED TO JUDE'S ICE CREAM; A CARBON-NEGATIVE AND CERTIFIED B-CORP BUSINESS

HELD OUR FIRST EARTH DAY EVENT TO HELP UNDERSTAND THE COST OF OFFSETTING

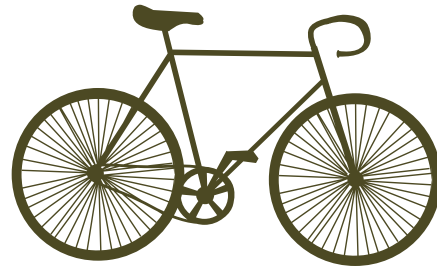


DONATED OVER 1,825KG OF USED COFFEE GROUND TO LOCAL GUESTS TO RE-USE IN THEIR GARDENS (THAT'S THE EQUIVALENT WEIGHT OF A CAR!)

£51,929 RAISED FOR CHARITIES

WINNER OF BEST SUSTAINABLE PUB COMPANY IN PUBLICAN AWARDS

INSTALLED BIKE RACKS INTO THREE PUBS



7 CERTIFIED B-CORPORATION SUPPLIERS

ZERO CLINGFILM USED ON OUR BARS

COFFEE MACHINE TRAINING



IN ALL PUBS TO UNDERSTAND THE MOST FRIENDLY WAY OF CLOSING DOWN A MACHINE

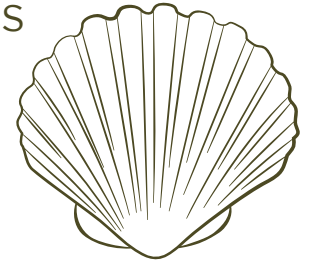
1ST ALL-ELECTRIC KITCHEN AT THE WHITE LION



100% BRITISH CHEESE ON OUR CHEESE BOARDS

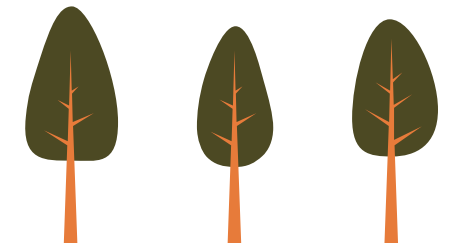


REMOVED DREDGED SCALLOPS OFF OUR MENUS



PARTICIPATED IN INDUSTRY-LED RACE TO NET ZERO EVENTS

OFFSET ALL MENU PRINTING WITH THE WORLD LAND TRUST



OUR PUBS

Our pubs are lovely, but it's our people that make them stand out. Each one is a well-loved "local" to its regulars, and our team offer a warm welcome to every new face. We believe in doing good in our local communities; supporting good causes through fundraising and donations and offering raffle prizes for local charities. Each year, each pub gets involved, here's a look at what they did in 2022.



THE BEAR & RAGGED STAFF
Donated 100 pumpkins and 250 Santa hats to Cherwell Collective.



THE BOATHOUSE
Collected gifts to donate to the children's ward of Royal Berkshire Hospital.



THE DUKE OF WELLINGTON
Raised over £16,000 supporting Music Memories - The Loop's music therapy group for people living with dementia in the local community.



THE HIGH FIELD
Donated ready meals to Lets Feed Brum, supporting homelessness in Birmingham.



THE JAMES FIGG
Our General Manager grew his mo in support of Movember, raising over £260!



THE ONE ELM
Offset a pub's carbon footprint for the day in association with Earth Day.



THE RICHARD ONSLOW
Held a recruitment session to support local refugees in need of work.



ROSE & CROWN
Donated over £1,700 to Myton Hospice through cake sales in the pub.



THE THATCH
Held a charity quiz night, raising £300 for Sharing Life Trust, a local foodbank in Thame.



THE WHITE HORSE
Raised £500 for The Ukraine Appeal.



THE WHITE LION
Monthly food donations of cooked meals to Helping Hands, supporting those most in need in Warwickshire.

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PROMISES

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PROMISE 1: We are a Peachy place to work, learn and grow.

We are always striving to be one of the Top Companies to work for; by valuing our teams and providing opportunities to develop and grow. We are proud members of Hospitality Action, champion wellbeing, equality and diversity in the workplace, and have a full calendar of training sessions and days for our team. 2022 also saw the return of Peach leader days, celebrating and investing in our future stars.



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Daily specials makes us who we are, and means less waste. 117,456 specials sold in 2022!

PROMISE 2: We feed our guests well

We believe in a balanced diet, from exciting healthy dishes to indulgent treats, carefully prepared by our brigade of skilled chefs.



PROMISE 3: We serve free-range meat and more plant-based dishes

The meat we serve is ethical and we never buy on price, from Jimmy Butler's Blythburgh pork, to Aubrey Allen's British beef, we have long-standing relationships with suppliers who care as much as we do.

Each season we also create interesting plant-based dishes that take the environment into consideration.

We always strive for over 50% of our menu to be plant-based (phew!)

PROMISE 4: We celebrate best of British using seasonal fruit and veg

Provenance is key. We work with British farmers and producers who share our values. When we can't buy in the UK, we source quality, environmentally friendly ingredients from overseas.

100% English Asparagus from Portwood Farm



PROMISE 5: We source sustainable fish

Day-boat fish, native where possible, and sustainably farmed. We work with trusted industry folk, always following the latest sustainability advice, and only ever serving MCS 1-3 rated fish.

In 2022 we reduced our environmental impact by removing scallops off our menus

“

Union Hand-Roasted Coffee is a certified B Corporation and from day one have been a mission-driven business with the goal to create sustainable livelihoods for coffee producers. From farm to roastery and beyond, they are committed to improving their social and environmental practices, and their award-winning sourcing initiative, supports transparency and traceability of their coffee from 13,000 family farms across 14 countries.

”



PROMISE 6: We support good global farmers

We support farmers growing ethical produce; from avocados to bananas, coffee, tea and chocolate. We only work with suppliers who match our values, care for their workers, and we're happy to pay more when it's necessary.

PROMISE 7: We support our community and charities

We have always been passionate about giving back, and as Peach has grown, we've continued to be inspired to do as much good as we can both near and far. From local and national charities, to supporting community groups and organisations, our ability and motivation to make the world a little better, a little peachier, has grown with us. Our team are actively encouraged to get involved in the local community, donating to local projects, and offering our spaces to groups and volunteers.

Each year our teams are invited to nominate charities they would like to support, and in 2022, Peach have supported over 30 organisations. From homelessness and food hunger charities such as FareShare and Oxford Mutual Aid, to mental health charities Movember and Mind.

We support charities through a range of activity, and this year also donated 350 Santa Hats and 100 pumpkins to Cherwell Collective - a not for profit aimed at supporting Oxfordshire families.

Since 2007, The Peach Foundation has enabled our team to help make the world a little Peachier. Aiming to improve communities and the future sustainability of our world. If you're a charity who would like our support, contact us at - hello@peachpubs.com

In 2022 we
have raised
£51,929



PROMISE 8: We love our planet and conserve natural resources

We encourage our team and guests to reduce use of natural resources in the pub, there is no Planet B.

All pubs now running on 100% renewable energy

From pub tours educating team on energy use, to reminder stickers and building improvements, we are constantly looking at ways to conserve natural resources. We run on fully renewable energy, but we know this is not enough, and will constantly look for new initiatives, to further reduce energy use across the business.

Diverting waste from landfill is another way of protecting our planet and in 2022, we gave our guests 11,300 bags of used coffee grounds to use at home. We also ensure each pub separates food waste, and we work with suppliers to drive change in our supply chain, working with those who have good practices.

From décor and print suppliers to Purity (who brew with a conscience), carbon-neutral Belu, Rubies in the Rubble Ketchup, and spirit brands with green practices – we continue to explore what they are doing to reduce their impact on the environment. Most recently, we worked on combining deliveries to reduce the number of lorries into our pubs.

Key to our policy is ensuring all recyclable material is segregated, and not disposed of with general waste. Since 2017, we have been working together with our waste management company – SWRnewstar – to achieve sustainable results through increased recycling and waste segregation.

We have regular waste audits which really “lift the lid” on what goes in our bins, resulting in us engaging our teams and reviewing innovative ways to improve our recycling.

Approximately 75% of our waste is segregated in our pubs and a further 23% is diverted “off-site” meaning that around 98% of Peach waste is diverted from landfill. The Sustainable Restaurant Association (SRA) say this is leading in the pub industry.

In 2022, we introduced in-pub Planet Heroes to drive change, and reduce energy use in our pubs.

PROMISE 9: We focus on food waste

We are conscious of the overall contribution food waste has on the planet. We strive to reduce food waste through root to tip cooking, and giving our Chefs choice over their daily specials.



Plan meals ahead
and get creative with
leftover veggies -
make a great soup
or try a recipe you
haven't done before



PROMISE 10:

We're always looking for ways to reduce our impact on the planet by controlling the use of plastic, paper and glass. We work with suppliers to reduce over-packaging.

If you receive goods in
unsustainable packaging,
take a minute to feedback
to the supplier. They do
listen!

SOURCING THE GOOD STUFF

From sweet Cornish lobster when it's at its prime, to English asparagus and strawberries, we source the best of British.

We change our menu with the seasons, working with whatever is best and in abundance from our fields and shores – and with the best farmers, fishermen and producers who share our sustainable, quality ethics. From the earliest and best English asparagus in Spring, to wild game in Autumn, Cornish lamb when it is at its best and native lobsters in August. Our specials change daily, and we talk to our suppliers constantly to create blackboards full of interesting dishes. From exciting healthy plant-based options to indulgent treats, we'll help guests find the right balance.



“ At Jude's we love to work with partners like Peach Pubs that share our commitment to protect our beautiful planet for future generations. We're on a mission to pioneer radical change in our industry by making the most delicious craft ice cream with the smallest footprint on our plant. Working with likeminded partners helps us enable the change we want to see across the food industry. ”

SUPPLIERS WHO CARE AS MUCH AS WE DO

We always serve the good stuff. It's one of our most dearly-held values, and for over 20 years, we have sought out the very best food and drink suppliers – ones far more used to supplying Michelin-starred restaurants than market town and village pubs. Here are some of the brands you'll find in our pubs, whose B-Corp certification makes them the best in class.



UNION HAND-ROASTED COFFEE

Committed to improving social and environmental practises, and increasing positive impact.



TRACKLEMENTS

The life and soul of the pantry, doing business the right way. From paying British farmers and growers fairly, to reducing food waste, generating their own green electricity and giving back to the community.



JUDE'S ICE CREAM

Pioneering radical change to reduce carbon omissions, and using their business to do good for people, community and planet.



RUBIES IN THE RUBBLE

Award-winning condiments from surplus ingredients that would otherwise go to waste.



LUCKY SAINT

Doing business in a way that benefits both people and the planet.



BAILEYS IRISH CREAM

From paying a premium for top-quality milk, to reducing water use and using 100% renewable energy, being B-Corp Certified shows their aim to making a positive difference to our communities and our planet.

SUPPLIERS WHO CARE AS MUCH AS WE DO

We're always told we don't make enough noise about our wonderful ingredients so here are a few more of who we work with.



BELU

A social enterprise that give 100% of their profits to WaterAid, to help make clean water, decent toilets and good hygiene normal for everyone, everywhere.



TAYLORS OF HARROGATE

Everyone loves a good cuppa and it's important to serve the right tea that matches our ethics. Carbon neutral and sponsoring tree-planting in the UK and Kenya, it's proper tea for a great Gastropub Company!



LIBERTY WINES

Committed to curbing the effects of climate change to ensure the sustainability of the global wine industry. The first 'carbon neutral plus' national wine distributor in the UK and accredited by the Sustainable Restaurant Association since 2015.



THE BREAD FACTORY

Focusing on the way they interact with employees, suppliers, customers and physical environment, they believe they can make a positive difference to the world around us. From sourcing locally to reducing, reusing, and recycling and long-standing commitment to give back to society.



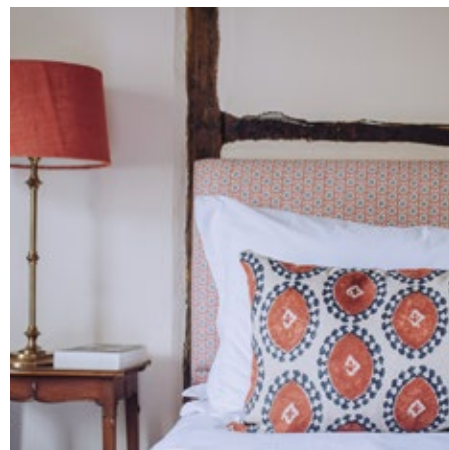
PURITY BREWING

Producing great quality beer in a way that has the least impact on the environment and surrounding community. Working from the ground up to brew beer which is 'crafted with a conscience'. 2020 SIBA Green Business Award Winners.



DENNYS CLOTHING

Royal Warrant Holders and focused on continual review of their environmental and social impact, water consumption, carbon footprint, charitable support and employee welfare.



We removed
all single use
plastic soap
& lotion
bottles for
our pubs &
bedrooms

DESIGN & DECOR

Designing our pubs is all about creating a Peachy environment, seeking out environmentally-friendly choices that will last. Luckily, an English pub goes hand in hand with making these choices.

Vintage and antique furniture is recycled and adds character to create a unique space to complement the building.

Pleasing, natural fabrics such as leather, pure wool and velvet are sourced from traditional English makers.

We focus on reusing - with furniture and artwork being reupholstered and reframed before we buy new.

Wherever possible we also buy British-designed and manufactured lighting and wallpapers. There are lots of good designers and craftsmen that we champion. One standout sustainability supplier we use is Rapture & Wright, who create beautiful hand-printed wallpapers and fabrics in their Cotswolds studio.

Their compost beds, known as living ponds, break down the print waste and make it harmless to the environment.

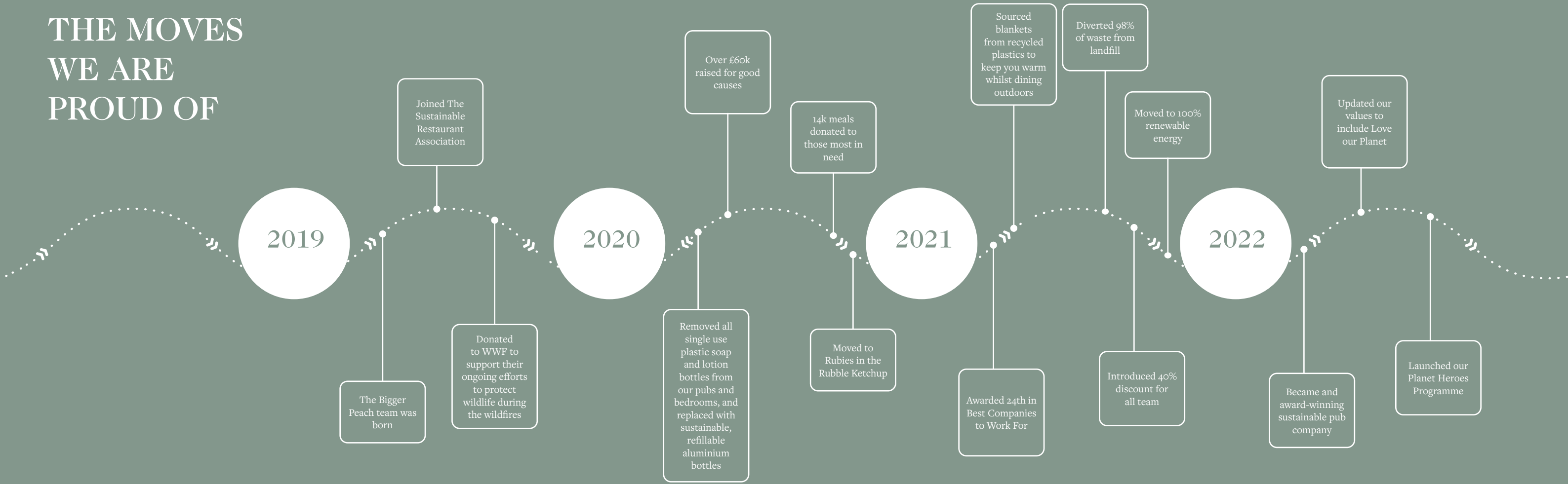
Exceptional innovation, tackling one of the biggest problems of the print industry, and a real highlight to see them win Sustainable Designer of the Year in House & Garden Awards 2022.

We also feature statement light fittings which also tell a story. From pendant light fittings by Lin Lovekin who hand weaves willow baskets in Cornwall using traditional craft methods, and PET Lamps, who creatively tackle plastic waste by making woven shades from repurposing PET bottles.

Whether it's ethically-sourced decor, to our first fully electric 100% renewable energy kitchen, we constantly strive to improve the sustainability in our pubs!



THE MOVES
WE ARE
PROUD OF



AWARDS & MEMBERSHIPS

Employee wellbeing, a sustainable business and being a leading hospitality employer, are all high priorities. We're not striving for Michelin stars (fine dining is not our style!), but do strive to win service awards, feature in the Observer Food Monthly Awards, and to have our team recognised as rising stars. To date we have won Best Pub in the UK (Rose & Crown) to more than a dozen rising star Acorn Awards and a catering Oscar (Catey in 2012). Each year we challenge ourselves to do better, and we're challenging ourselves to be Top 10 in Best Companies. It'll take time, but we won't stop.



BEST FOOD-LED PUB COMPANY

WHO'S HELPED US ON OUR MISSION

We're not experts, and won't always get things right, but we're on a journey to become a more sustainable business, with our aim of becoming Net Zero. We work with industry peers, and gain knowledge from suppliers and industry bodies. Seeking sustainable fishing advice from Laki at Direct Seafoods, working closely with The Sustainable Restaurant Association, and most recently working closely with Simon Heppner, of NetZeroNow. Simon joined Good Business as a climate consultant in 2006 where he continues to advise on the climate strategy work today and since 2010, The Sustainable Restaurant Association. In 2020 he launched Net Zero Now in response to the need for urgent and action to address the climate crisis, and we're proud to be partnered with the team on achieving our goal.

If you'd like to support us, or offer advice on our mission, email us hello@peachpubs.com



OUR PLAN

Since the beginning, we've been passionate about giving back and as the business has grown over the years, our ability and motivation to make the world a little better, a little Peachier, has grown with us. We believe, we all have a role to play to improve communities and the future sustainability of our world.

In recent times, it's become all too apparent of the impact of climate change and the effect human behaviour is having on the planet. It's time to take steps for positive change. Working with industry-wide accredited business bodies, including The Sustainable Restaurant Association and NetZero Now, we can identify what we need to do, to become even better.

Through the use of reputable measurement systems our carbon emissions can be calculated and we can look at ways of reducing and offset our footprint. Our drive to Net Zero has began.

Following our recent acquisition, we will strive to learn, and look at ways to accelerate change to reduce the impact of our business on the planet. We will be trialling new ways of working, looking at equipment and energy consumption more closely and working with our planet heroes in the pub to champion change.

Our suppliers continue to update us with their efforts in becoming more sustainable, from Union Hand-roasted moving to fully recyclable coffee bags, to Lucky Saint's B-Corp Accreditation, through to stories from our British cheesemakers and farmers. With the support of all our team, our guests and suppliers, we will become Net Zero.


SIGN UP
HERE



nzn

WE'RE AIMING FOR NET ZERO




FOLLOW
OUR
JOURNEY

TOGETHER WE CAN MAKE A DIFFERENCE


Every little thing we do daily has an impact on the planet; from our dietary choices to the cars we drive. The good news is that with each small change to our lifestyle, we can contribute to having a less negative impact on the environment.

1.



Planning your meals for the week ahead is the simplest way to avoid food waste. Understand best before dates and rotate your ingredients to avoid throwing food away.

2.




Get greenfingered - growing a range of plants and flowers will invite more wildlife.

3.



Adorn your home with handmade decorations at Christmas. Try knitting or dry out old fruit to dress your tree, a reason to get festive with friends or family.

4.




Swap kitchen towel to reusable cloths.

5.




Use eco-friendly washing-up liquid in refillable glass bottles.

6.



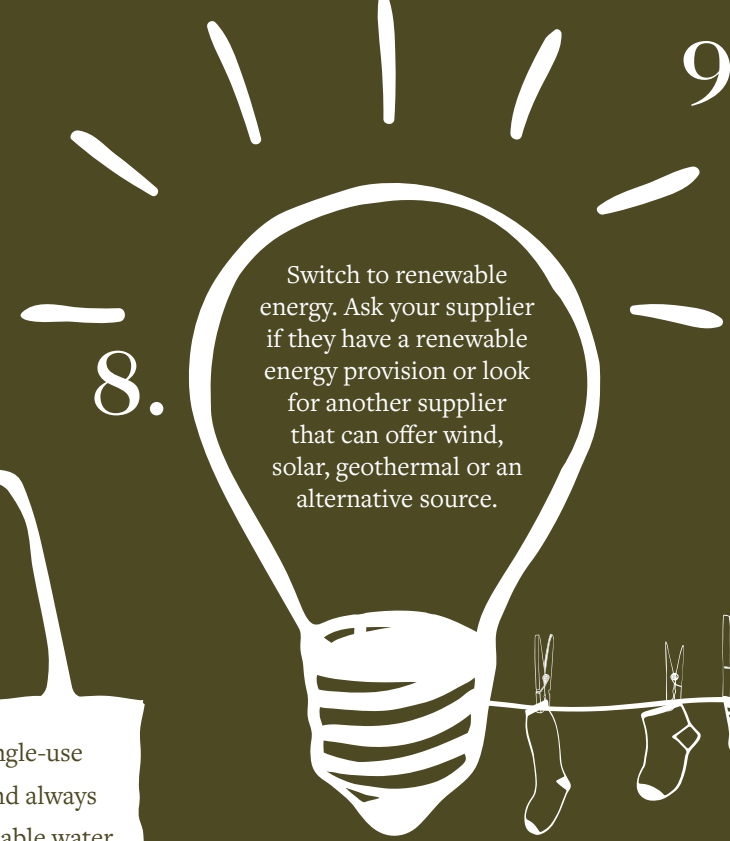
Replace plastic brushes with sustainable wood or bamboo ones.

7.




Avoid single-use plastics and always carry a reusable water bottle or insulated cup, along with a bag-for-life for your shopping.

8.



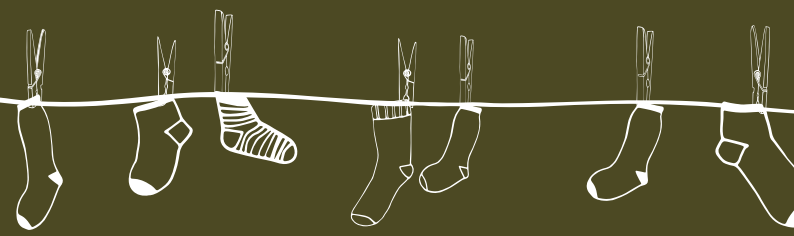
Switch to renewable energy. Ask your supplier if they have a renewable energy provision or look for another supplier that can offer wind, solar, geothermal or an alternative source.

9.



Rethink how you travel - cycle, walk, car share, and take public transport, are all ways you can make a positive change.

10.



Only wash full loads, and at a lower temperature. Why not line dry, or when needs must, use wool dryer balls when using the dryer.



FIND OUT MORE AT
WWW.MAKINGLIFEPEACHY.COM