



## 2017 Corporate Social Environmental Responsibility (CSER) Review



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## Foreword

We are committed to **'believing in more'** for our environment and for all stakeholders. As a business we're continually focused on our sustainable 'vision'; to drive down our carbon footprint (CO<sup>2</sup> emissions – tonnes) by 7.5% each year for the next two years ahead of the UK Government's 2020 commitment.

During 2017 we maintained our low emissions by continuing our focus on environmental and sustainable initiatives in every aspect of our business. Our action plan focuses on key areas including responsible water management; hazardous waste taken from our vehicle wash down interceptors is disposed of responsibly, travel; our entire company fleet consists of low emission cars and telematics has been introduced into our lorries and cars, and we continued to invest in our lighting replacement programme, fitting LED lamps across our estate wherever viable.

We achieved 'Zero Waste to Landfill' status across all three sites and we worked with Olleco, a registered, specialist collector of used cooking oil and waste food, to provide customers with a compliant and sustainable solution for converting waste into renewable energy.

Our CSER philosophy is based on the three Ps:



Product



Planet



People



Phil Creed  
Sustainability Director



## Recognition

We receive ongoing recognition for our commitment to the environment. We are particularly proud to have been recognised within our local community for our work:



### Fleet Operator Recognition Scheme (FORTS)

#### **BRONZE ACCREDITATION**

FORTS drives best practice and encompasses all aspects of safety, efficiency, and environmental protection.

## COTSWOLD LIFE

### Cotswold Life

#### **WINNER**

Family Business Community Social Responsibility Award for Gloucestershire 2013



### Federation of Wholesalers & Distributors

#### **FINALIST**

'Customer Support' 2017

#### **FINALIST**

'Depot Team Member' 2017

#### **WINNER**

'Customer Support' 2016

#### **WINNER**

'Wholesale Service to Caterers' 2014

#### **WINNER**

'Gold Medal Driver of the Year' 2013

#### **FINALIST**

'Young Wholesaler of the Year' 2013



### Foodservice Footprint

#### **RUNNER UP**

Environmentally Friendly Logistics Award 2013



### Gloucestershire Wildlife Trust

#### **WINNER**

Outstanding Contribution to Nature by a Business Award 2013



## Accreditations

We hold many accreditations for ethical sourcing, traceability and food safety. Alongside this, we also hold accreditations which promote our efforts to be a fair employer and offer a safe and environmentally friendly environment:



## Supplier Requirements

Creed demonstrates commitment to responsible sourcing by trading ethically with the right suppliers. All our suppliers must be accredited to a minimum SALSA standard.

In addition to being suitably accredited we request answers for the following from all suppliers:

- Do you have a food safety policy?
- Do you operate a hazard analysis scheme?
- Please provide a copy of your internal supplier evaluation document.
- Please provide a copy of your product recall procedure.
- Are product ingredients subject to stock rotation?
- Is finished product separated from products that may contaminate?
- Do you monitor the temperature of storage areas for chilled or frozen product?
- Are food handlers formally trained?
- Do you conduct internal audits to verify food safety?
- Do you conduct internal audits to verify hygiene standards?
- Do you have records of these audits?
- Has your site been inspected by the local authority within the last 12 months?
- Has your company been free from legal action by the EHO in the last five years in respect of food safety & hygiene?
- Has your company been externally audited by any customers or organisations?
- If yes - please list the customers/organisations and enclose a copy of their certificate.

All products within our Country Range own brand are managed through the 'Qadex' system. Qadex brings together every aspect of food safety, quality management systems, compliance and new product development in one simple dashboard.



## Product Expectations

We are committed to supplying high quality products that are sourced and manufactured in an ethical and environmentally responsible way.

Our standards are set out below:-

- Suppliers must comply with all relevant legislation, through national law and practice.
- Wages and working hours must comply with national laws, including minimum wage, overtime and maximum hours.
- Employment must be freely chosen. There must be no forced labour and workers must be free to leave their employer after reasonable notice.
- Suppliers must respect their workers' rights to freedom of association and the right to collective bargaining. Where this is restricted under law, the employer should facilitate alternative means for independent and free association and bargaining.
- Systems and procedures to ensure a healthy and safe working environment must be implemented by employers and reviewed regularly.
- Suppliers should have an environmental management system in place and are encouraged to report on their environmental performance e.g. ISO14001 or EMS equivalent.
- Suppliers must conform to the provision of the ILO Convention 138 Minimum Age Convention for admission for employment.
- Suppliers must ensure that discrimination, harsh or inhumane treatment of any employees is prohibited and systems are in place to prevent this.



## ISO 14001

We started our ISO14001 journey in 2010 and quickly obtained accreditation in 2011. Since then it was renewed in 2014 and we have hosted over a month's amount of auditing in order to maintain the standard. We are proud to note that in all of those audits, we have not once experienced any minor non-conformance. Here are some key moments along our journey:

2010 - ISO14001 EMS written and under way

- PowerPerfector, Voltage Optimisation installed at two of our sites
- Our waste fruit and veg is now being sent to a local farmer as animal feed, saving 457,600 litres of landfill in the first year alone
- DMR and glass recycling bin introduced

2011 - ISO14001 obtained at first attempt

2012 - Creed Foodservice introduced updated vehicle policies:

- All new company cars will now be low emission, below 110g/ CO<sup>2</sup>, the first £100,000 investment is made in five brand new Ford Focuses, showing a 14% reduction in car emissions.
- Telematics was also introduced into our fleet of lorries during 2012. Not only did the drivers have satnav to reduce travel time, they were also now being monitored on such things as harsh braking, over acceleration and engine idle time. Fleet idle time was reduced by 57 hours a month and MPG rose by 2.7MPG as a result, saving over 701 tonnes a year in emissions.

2013 - Creed focused more on its people:

- Twenty of our staff achieved NVQs and 49 of our staff were introduced to our new in-house training programme: 'Creed Exceed' management training course.
- Two of our HGV drivers also attended 'Train the Driver' courses, enabling them to share their new skills in efficient driving techniques with the rest of our drivers. This initiative showed dual savings in the region of 10% across all of our fleet.
- At our Ilkeston depot, we replaced all of the 400 W Son lighting with T5 lighting and LED in some of our offices in Cheltenham.

2014 - By this stage, our entire fleet of company cars had low emissions, ensuring we kept on target to reduce our emissions in all areas of the business. ISO14001 accreditation was retained, and the carbon emission reduction year-on-year, over 2013 was 8.4%.

2015 - All our yard lighting at our main depots was replaced with new LED lamps, saving over 25,000WKKhrs a year, nearly 25tonnes CO<sup>2</sup>.

2016 - Officially certified a 'Zero Waste to Landfill' status for our Staverton sites by Grundon Waste Management. Our Ilkeston site was already certified.

2017 - Officially certified a 'Zero Waste to Landfill' status for our High Wycombe site.

2017 - Gained Fleet Operator Recognition Scheme (FORS) Bronze recognition.

2017 - Invested in a fuel efficient twin-deck semi-trailer with increased capacity therefore reducing road miles and the number of vehicle movements required.

2017 - Investment in nine light goods vehicles with environmentally friendly TRS Eco Drive Fridges.

2017 - Re-lamped new High Wycombe warehouse and freezer with LED Retrofit lamps

As our business grows, we will inevitably use more natural resources to fuel that growth. Our 2018 focus will be on continuing to improve our operating environment for the benefit of our customers, staff, communities and suppliers. Our environmental action plan focuses on continuous improvement in areas such as vehicle and building emissions and monitoring waste.



## Waste Management

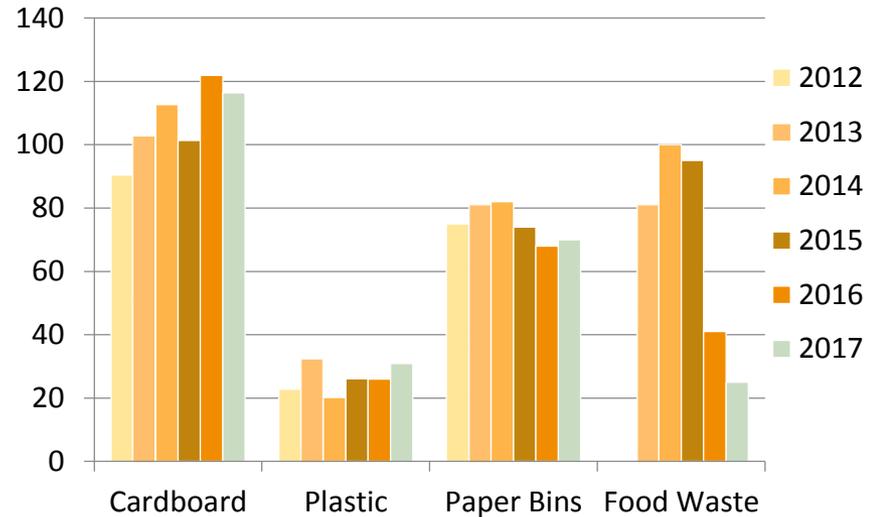
We do all we can to ensure that as much as possible of our waste stream is recycled.

Each depot has a local recycle centre who collects our onsite bailed waste cardboard and paper weekly, along with pallet bins of waste office paper.

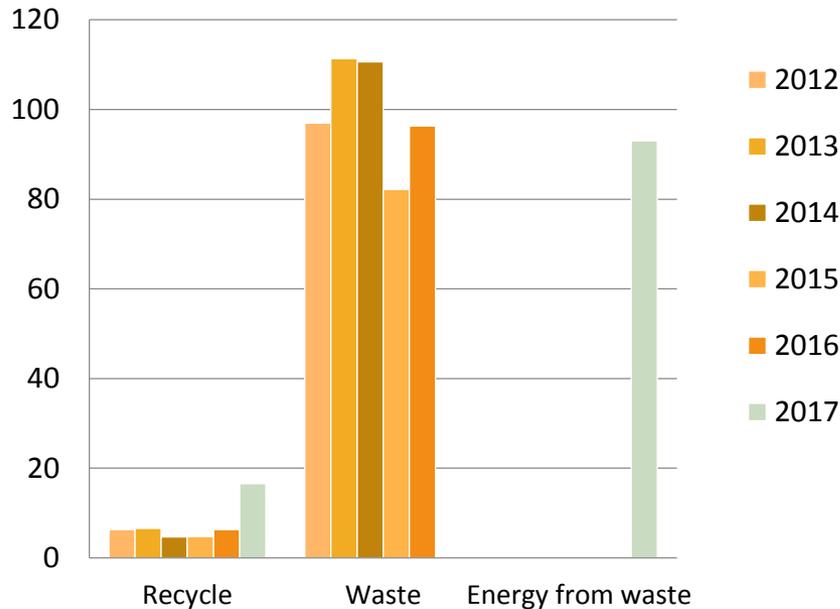
Over 7,140 of our own MeP fruit and veg boxes were recycled or reused throughout the year. Although this reduces our recycled cardboard figures, it also reduces re-ordering replacements and cost.

We also recycled 26,109 litres of cooking oil into bio-fuel in 2017.

In September 2017 we gained 'Zero Waste to Landfill' status for our High Wycombe depot, meaning all of our sites have now been recognised.



# Waste Management



In 2017 we also had nearly fifteen tonnes of hazardous waste taken from our vehicle wash down interceptors, ensuring the local water courses remained clean from the road dirt from our lorries.

In 2017 we were fully zero to landfill and much of our waste went to make energy from waste.

- 345 cubic yards of recycled waste from our Dry Mixed Recycling bins went for recycling.
- 85% of our general waste from skips was sent to energy.
- As 'Eco savings' this equates to: 95 trees saved, a Co<sup>2</sup> saving of 35,848 kg and 62.54 (MWh) of power generated.



## Energy Consumption

Energy consumption as a % of turnover.

The annual figures are:-

- 2013 vs 2012 7.06%
- 2014 vs 2013 8.45%
- 2015 vs 2014 1.1%
- 2016 vs 2015 6.52%
- 2017 vs 2016 7.58%

During 2017 we drove 3,455,240 delivery miles and 517,874 car miles (totalling 3,973,114), which was 1,199,953 more miles than 2010. However, as a percentage of sales we have managed to reduce emissions by 21% (including utilities and company cars).

These figures include all of our energy use:

- Utilities
- Diesel for our lorries
- Diesel for our company cars

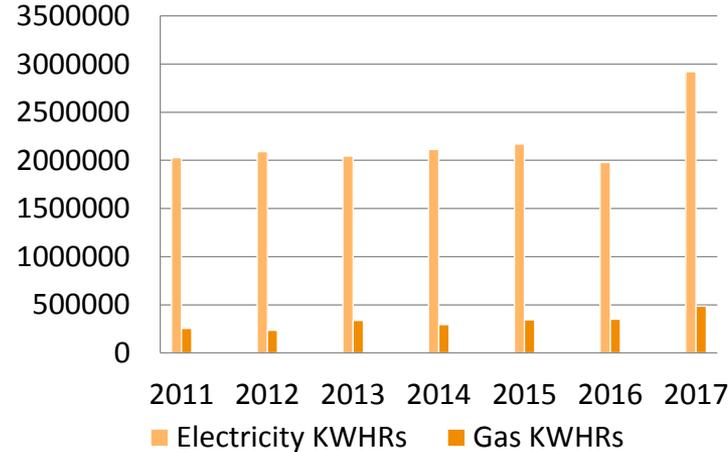
The diesel for our company lorries accounts for over 75% of our consumption.

During 2017 we continued to improve our lighting across our expanding estate by completely re-lamping our new High Wycombe depot. Before we moved into our new depot, Creed spent over £15,000 fitting over 140 new LED lamps from the low bay freezer lights to the office corridors and toilets. The hourly saving is in the region of 24Kwhrs, or 180,000Kwhrs for just one year, which is equivalent to a saving of 75tonnes of CO<sup>2</sup> into the environment. Financial payback is approximately one year, not taking into account the five-year lamp life which means no new lamps will be needed for a good while yet!

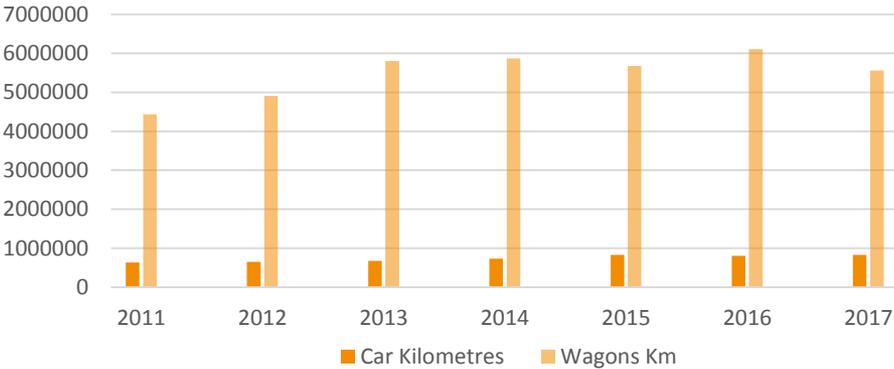


# Carbon Reduction - Fleet

Utility emissions increased by 47%. Energy consumption increased from 1,977,003 KWHs of electricity in 2016 to 2,921,236 KWHs in 2017 and from 350,826 KWHs of gas in 2016 to 484,583 KWHs in 2017. This was due to the opening of our High Wycombe depot.



Our fleet of lorries drove 8.9% less miles in 2017. This was due to investment in a fuel efficient twin-deck semi trailer with increased capacity reducing the number of vehicle movements required between our Ilkeston and High Wycombe depots; therefore reducing road miles by 74,100 per annum and CO<sup>2</sup> by 300 tonnes per annum. We made over 148,073 deliveries in 2017; a 3.64% increase on last year reflective of our growing customer base and increased turnover. Relating CO<sup>2</sup> emissions dropped by 8.9% compared to the previous year.



## Health & Safety

We take health and safety seriously and therefore do all we can to minimise incidents at work. Below are our incident rates for the last five years across our sites:

	2013	2014	2015	2016	2017
Ilkeston Incident	18	32	16	27	17
Ilkeston RIDDOR	0	4	1	1	0
Cheltenham Incident	18	10	17	25	18
Cheltenham RIDDOR	0	1	1	0	4
High Wycombe	0	0	0	0	5
High Wycombe RIDDOR	0	0	0	0	1
Total	36	47	35	53	45



## People Engagement

### Headlines

- 2017 saw continued investment in our people and how we engage with them.
- We continued to progress with our internal management development programme.
- Our continued focus on improving our recruitment and induction processes resulted in employee turnover of 16.5%. Whilst this was an increase on three years of continual improvement previously achieved, it was an expected consequence of establishing our new depot. This still compares favourably to external national benchmarks of 16% overall, 17.7% in the private sector and 17.5% in retail and wholesale.
- We reduced our short-term absence to 0.9 %, an improvement on the previous year's figure of 1.1%.
- We increased our number of training and development events to 286 from 217 in 2016 and from 67 in 2015 and we increased the number of people involved to 559 in 2017 from 532 in 2016 and from 402 in 2015.
- Our third Creed 'Believe In More' Recognition Awards' were successfully held.
- Our best companies survey took place for the fourth year and we achieved 'one to watch' status.
- We maintained our year on year increase in holiday provision to 24 days plus bank holidays and this will again increase to 25 days in April 2018. We also introduced that people with over five years' service received their Birthday off.
- We increased our salaries and introduced an extensive employee benefits discount scheme "Credo".
- We maintained our Living Wage Foundation Accreditation.
- We continued our Employee Lottery which raised £6,598 for our charities; 200 of our people take part each month.
- People also have an additional day off to support a Charity of their choice.



## Best Companies – ‘One to Watch’



We measure our people strategy through an annual externally managed ‘Best Companies’ survey. In 2017 (published in Jan 2018) we achieved a ‘One to Watch’ accreditation status. Our overall score slightly reduced from 661 last year to 641 this year resulting in our accreditation changing from One Star to One to Watch.

Whilst this is still a good result and indicates lots of positives for our company we clearly still need to continue to focus on how we improve and add to the culture and working environment of our company to ensure we are a truly seen by everyone as a great place to work.

Our commitment remains the same and now that we have had some time to review all of the feedback that we have received we are developing improvement action plans in each department. These plans will be communicated with everyone in each department. Our target for 2018 is to regain a ‘One Star’ accreditation with a medium-term goal of achieving a ‘Three Star’ accreditation and long-term goal of recognition as a ‘top 100 best company to work for’.



# Training, Development & Recognition

## Recognition

We regularly recognise employees across the company and have firmly embedded an employee recognition process - the 'Believe In More Recognition Award'. Employees can be nominated by their peers, managers, or an external customer/supplier. The recognition process is a great opportunity to share the success of individual employees to the wider business. During the year, the quarterly recognition is managed by the senior management team with the final annual awards being agreed with the board of directors.

In 2017 284 submission forms were received by HR, 151 employees were recognised, 97 employees gave feedback, 18 customers gave feedback. The 2017 awards event took place at the start of 2018, with 70 employees in attendance to be recognised for their continued contribution and excellent service. All finalists were in receipt of a small gift from the board of directors and the winners each received a cash prize.

## Examples of Training & Development

- Throughout 2017 we have again increased investment in the training and development of our people.
- We continued with our internal 'Exceed Management Development' programme where all managers and supervisors attend a modular programme over an eight month period. Central to this is Insights profiling which continued to greatly enhance people's understanding of their personal behaviours and learning styles and improved their understanding of others.
- Ten people undertook a team leading apprenticeship.
- Our commitment to providing CPC training for drivers continued to maintain the required level of accreditation for all drivers.
- Building on our Sales Academy approach of 2015 we have continued to provide structured training for all members of our sales team.
- To enhance our wellbeing focus we engaged with Active Gloucestershire in late 2017. We have developed plans to work with them to enhance physical and mental wellbeing during 2018. Key to this will be a development opportunity through champions in all departments.
- We also provided a wide range of IT training across all functions.



## Charity

In 2017, our CSER Committee held bi-monthly meetings to discuss charity sponsorships, donations and events. Further to this we maintained links to a number of major charities close to our heart, based in Gloucestershire and Derbyshire.

In 2017 Creed donated time worth £14,504.50 and cash and food to 99 fundraising events amounting to £45,384.81. Our Creed Lottery raised an additional £6,870 for charity. Total: £66,495.31.

We also donated 78 hours' worth of time to Caring for Communities and People (CCP) Christmas 'Hamper Scamper' project that offers Christmas food and gift hampers to disadvantaged families throughout Gloucestershire.

We collected 107 Easter eggs for the CCP Easter Egg appeal. These were gifted to vulnerable children, homeless young people and disadvantaged families across Gloucestershire.

We once again supported WellChild with The Christmas Fair in the Cotswolds, Daylesford by donating all ingredients and food served at the restaurant, and all proceeds totalling £8,223.26.

During the year we donated :

- 420 cases of water
- 87kg of apples
- 13 cases of Alpen bars
- 15 cases of Burgers
- 168 cases of Bensons Juice
- Rob, our Executive Development Chef's expertise and time



The Wiggly Worm is a charity that exists to improve health, wellbeing and self-esteem amongst vulnerable and disadvantaged children. We sent many teams to their kitchens throughout the year to help prepare the food donated by Creed..



**Flamstead Day Services**

