

PAUL
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CORPORATE SOCIAL RESPONSIBILITY REPORT 2021





For five generations, PAUL has played a crucial role in the community, recognising the importance of protecting the environment and bringing quality products to people all over the world.

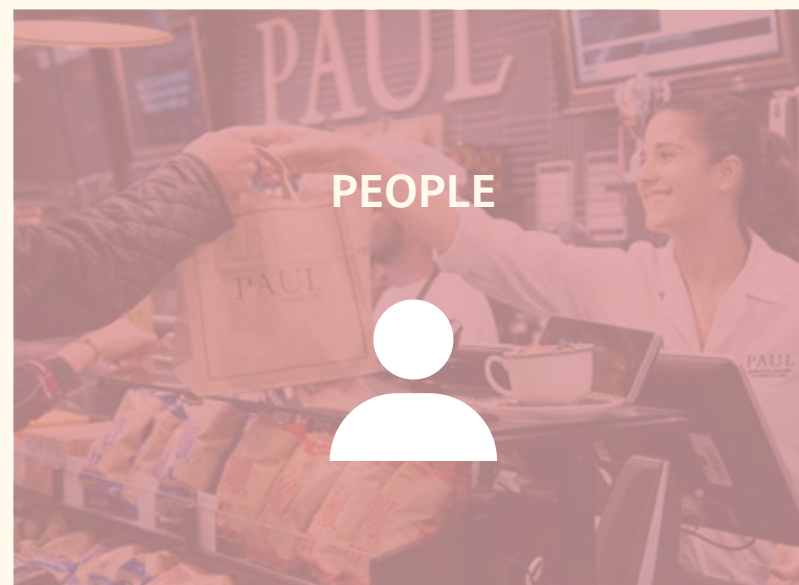
It is important to us to improve in these areas so that whatever we do, we continue to play our part in building a sustainable future for our customers as well as our teams. Despite an ever changing landscape we have identified four key pillars - each pillar comes with its own plan and vision that continues to evolve as time goes on.

Our Four Pillars: People, Customer, Community, and Environment

Our CSR approach




Our 4 pillars





People – PAUL'S Perfect Recipe



Our team is the secret ingredient of our business, and each member of our PAUL UK family is highly valued. Their success is our goal. PAUL UK strives to nurture individuals to build great teams, providing everyone with the opportunity to develop within the business. We endeavour to ensure the tools and knowledge are available to employees in order to achieve this and are continually looking to enhance our employee offering.

Fairness & Equal Opportunities

PAUL UK employs almost 400 people in the UK and we have robust policies in place to ensure that we promote equal rights for all, regardless of age, colour, gender, sexual orientation, disability or religion. The diversity of our people demonstrates we have a fair and open recruitment process with clear terms of employment. This means we can meet market challenges and promotes the success of the business. All staff are provided with equality training, along with immediate access to our policies to ensure everyone is aware of the expectation within our business.





Wellbeing

The health, wellbeing and safety of our employees is of paramount importance to us and we have a comprehensive programme of work in place to ensure our employees' health and wellbeing needs are met. We focus on four clear principles to support the wellbeing and mental health of all our employees.



Connect:
mentoring &
coaching



Do:
getting active
outside of work



Learn:
sharing knowledge
and skills with each
other to help each
other



Give:
volunteering

Key Initiatives supporting the Wellbeing Charter:

- Mental Health First Aiders – a team of people within the business qualified in Mental Health First Aid
- Retail Trust – all employees have access to Retail Trust, a online platform supporting all areas of life
- Engage Employee App – connecting all employees via the PAUL UK very own social platform
- Wage Stream – financial wellbeing app, allowing those signed up to access funds on a weekly basis
- Wellbeing Focus Days & Social Events – Winter, Summer parties and award evenings, team competitions, days out
- Magic Motivators – surprising teams with motivating present drops



Reward + Recognition

We take great pride in celebrating our team's success, from the small wins, to promotions, and apprenticeships passes. Our team's success is our goal. We have a variety of different reward and recognition initiatives live within the business that ensures we show the value our team mean to us, this is supported by all departments, and means everyone can get involved in sharing and receiving recognition.

Awards are given that mirror the four values and behaviors we strive for within the business - the Dynamic Awards can be given out at any time during the year, from any person to another.

Aswell as the Dynamic Awards, The Leadership Recognition Programme launches in 2021, where each member of the Senior Team, created a award that represents their own personal values aswell as the business values. These awards all have a unique gift and trophy curated by that individual.

Work Together

Be Open

**Do The Right
Thing**

Own It

As well as the awards programme, we host a number of conferences throughout the year where people from all departments and teams are celebrated and awarded for the previous quarters work. In 2021, PAUL UK paid out a equal bonus to all employees within the business. Production, Retail and Management.



Training & Development

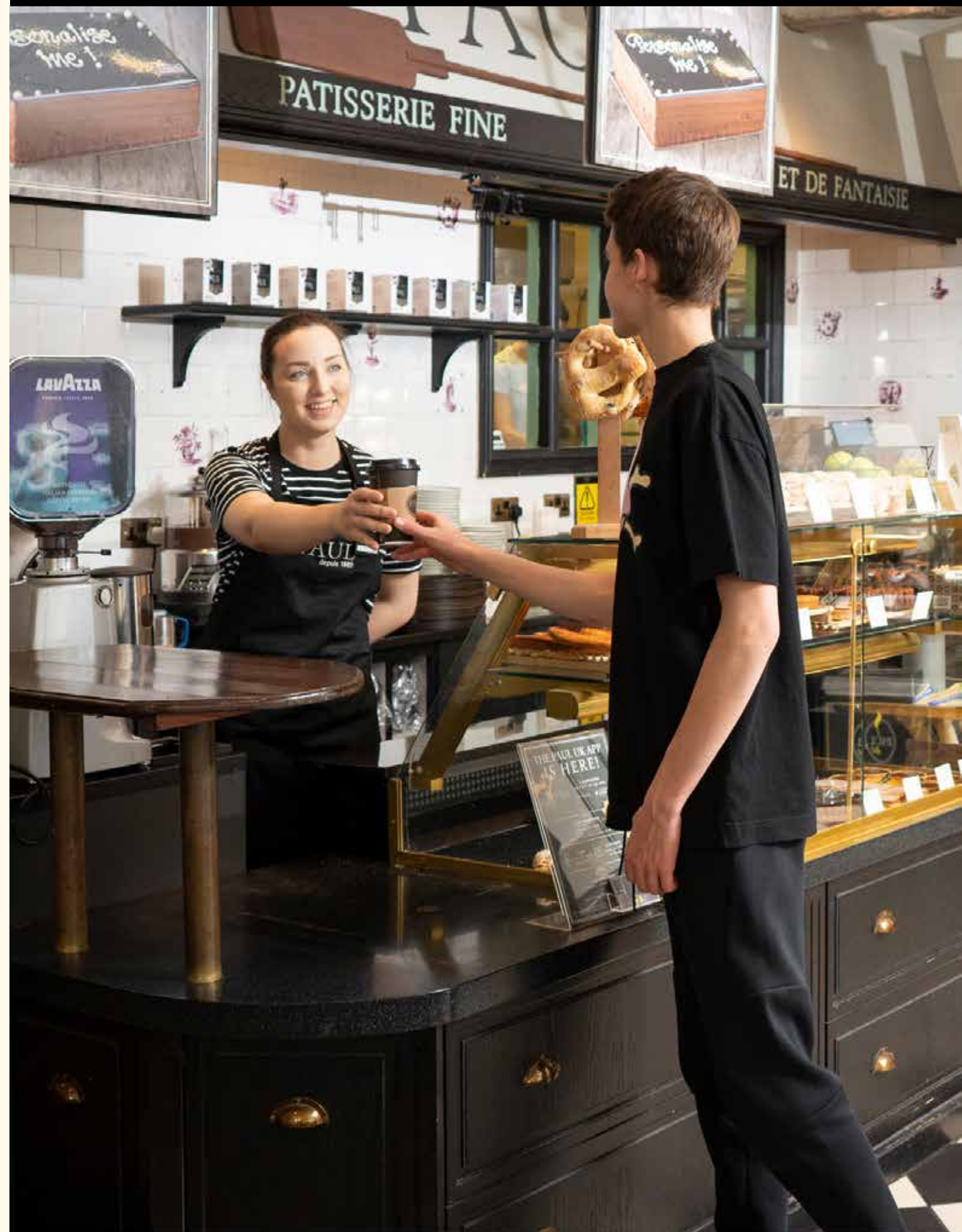
At PAUL UK, we are committed to providing high quality learning and development to our whole family, from our store and bakery teams through to our management and Support Office teams. We have a dedicated People Development team who ensures our staff receive high quality onboarding training from day one and job based development to support them, not just in their current role, but also to help them reach their career aspirations.

Our 'Rising Stars' program is a key feature of our succession planning strategy and is designed to equip our Supervisor population with the skills required to become an Assistant Manager. The programme has been fully integrated with the L3 Hospitality Supervisor Apprenticeship standard which means the Rising Stars achieve a recognised qualification alongside the opportunity to be considered for promotion.

For our Supervisors looking to develop, we offer a 10 week training programme for all Managers in Training – this is completed in a section of "Centres of Excellence" with trained experts in specific stores. They have a designated mentor to coach them throughout the 10 weeks, as well as a on the job work book, and learning theory to support them from the different areas that cover Production, Retail and Management.

In addition to this, we also have a strong Apprenticeships programme in place with learners completing apprenticeship standards from Level Two to Level Seven across all departments. In 2021, 21 apprentices onboarded across 8 different apprentices, working with 5 suppliers.

These programmes continue to identify and develop talent and aims to ensure that PAUL UK remains an employer of choice over their long-term career.





Customer – PAUL'S PRIORITY

Our customer welfare and experience at PAUL is our priority. We aim to communicate openly and honestly with our customers and provide as much information as possible about our products and our business. We continue to focus on building an honest relationship with our customers and taking on all feedback, ideas and suggestions to improve our customer experience at PAUL.





Producing and baking natural recipes is at the heart of what we do, and we takes this expectation into account by carefully defining safe additives that can be used and reducing the use of additives. We strive to use no palm oil in any product, while we do not compromise the quality of the products and ingredients used.

All bread is baked fresh every day, using traditional French baking methods, and using bakers flour from France. The heritage of the brand, and the recipes passed down through generations over 130 years is fundamental in ensuring PAUL remains a artisan bakery, and most importantly the neighbourhood bakery to our customers.



the food medic

We have expanded our product range in the year to offer an increasing range of vegetarian and vegan options whilst partnering with The Food Medic. The Food Medic, Dr Hazel Wallace, co created a balanced, and nutritious menu choices for breakfast and lunch on the go, a campaign centred around Food for Brighter Days. For customers with all dietary and lifestyle choices to have choice for breakfast through to lunch. The aim for customers with all dietary and lifestyle choices to have something to choose from when they visit any PAUL bakery, while also focusing on seasonal ingredients.



Community



Our bakeries have been community cornerstones for 130 years. Our passion is to feed people and give them a welcoming space to come together. We feel passionately about ensuring we are a positive force in all of our communities, and our goal is to remain a familiar and reliable presence.

We work and support several initiatives within our local community, which fundamentally support all the four key sustainable pillars at PAUL UK.

The Felix Project

PAUL UK main charity partner for over 8 years. Continue to donating bread pudding, surplus food and volunteering where possible. Any surplus bread is turned into bread pudding and redistributed to local charities around London, with over 1000 kgs of bread pudding donated in 2021.



Place2be

Place2be is a children's mental health charity that provides counseling and mental health support and training in UK schools. In November and December 2021, 15p from the sale of every Christmas sandwich sold was donated to the charity, totaling £10,000.



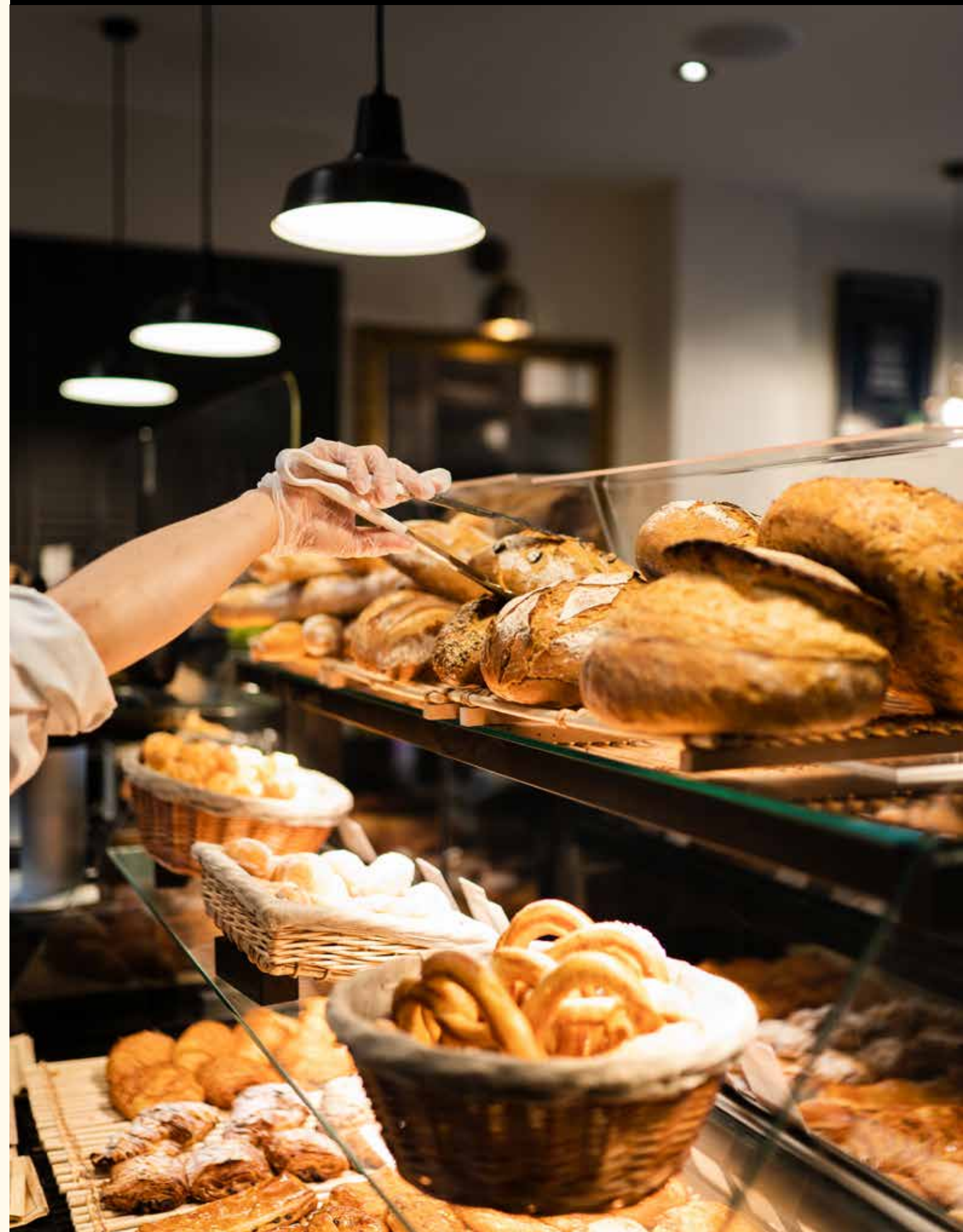
Buglife

50p donated from the sale of the reusable cups sold instore, totalling just over £3000 donated. Buglife is the only organisation in Europe devoted to the conservation of all invertebrates. They are actively working to save our rarest little animals, everything from bees to beetles, worms to woodlice and jumping spiders to jellyfish.



NHS & Blue Light Card Holder Discounts

Offering all NHS staff 20% discount at any PAUL UK store, every single day.





Environment

We strive to minimise our environmental impacts where we can and aspire to be a positive force in protecting and nurturing our environment. We commit to Reduce, Re-use and Recycle in every area of the business possible, and while we appreciate that we have more to do, we strive to challenge our selves to continue to make improvements to support a greener footprint for the future.





Working together with our partners:

PAUL UK has been working with Vestey as a logistics partner for a number of years, and together have aligned on key sustainable values to follow. Vestey's overall vision is to develop a sustainable foundation for the next generation. The vision has four pillars, similar to PAUL UK: Sourcing, Planet, Family and Community. This vision encompasses all elements of sustainability, from sourcing products responsibly, emissions reduction, through to giving back to local communities.

Vestey have invested in the following eco-friendly solutions during the last 12 months which are all designed to reduce our environmental impact:

- installed rainwater harvesting systems at the distribution and production facility in Petersfield to reduce water consumption
- invested in tracking software which analysis the routes taken by our vehicles to reduce unnecessary fuel burn and to identify drivers who require training. For all PAUL UK delivery vans, it is ensured that every van is maximised to its full capacity.
- reduced our packaging usage across all parts of our business

Too Good To Go

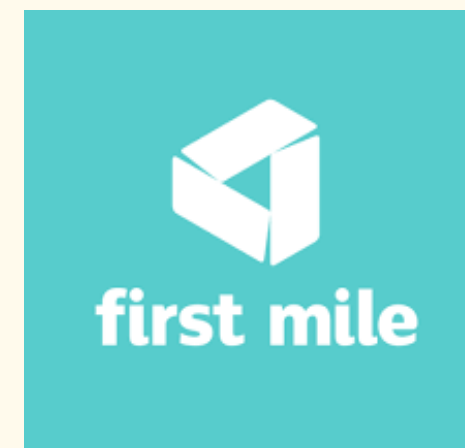
Throughout 2021 we have continued to partner with Too Good To Go to offer "magic bags", discounted food to help reduce waste at the end of the day. As a provider of food and drink, minimising our contribution to food and other waste is a priority.



By doing this, 31,358 meals have been saved from the bin, which equates to 15 flights of Co2e saved. Too Good To Go is also used across PAUL International, and is a recommended partner to all PAUL Franchise Partners to offer to help combat waste, and offering customers a sustainable option instore.

First Mile

We're committed to reducing our waste across all stores and work to the principles of Reduce, Re-use, Recycle. This is why we continue to partner with First Mile as the recycling provider for all back of house waste from our stores. This includes all waste from the production kitchens, aswell as coffee recycling through First Mile. They provide monthly reporting on the recycling rate per store, to help the teams manage waste as effectively as possible. In 2021, the stores totalled 47% recyclability rate through First Mile alone, resulting in a Bronze award. This equates to 276.97 tonnes of CO2 offset.





Steps towards a greener future: Our teams across all departments have put steps and initiatives in place to ensure we make positive steps towards a greener future.



Our tea bags are Fair Trade, Organic and are made from recycled plastic!



PAUL TRANSPORT

All logistics and travel made by PAUL UK vehicles is constantly reviewed to ensure they are being optimised as sustainably as possible, to maximise routes, and to reduce carbon emissions where possible. All our vans meet the ULEZ requirements (The Ultra Low Emission Zone) and operates to help improve air quality in London, from the most polluting heavy diesel vehicles. The ULEZ covers most of Greater London and is in operation 24 hours a day, every day of the year.



ENERGY

We have a long road ahead to help combat the use of energy within the business, and switch to greener solutions. However, where possible LED lights have been introduced, new procedures in managing electricity instore have been reinstated as part of Training & Development. All equipment used both in the bakery and shops, are regularly tested and checked to be utilised for the best possible energy consumption.



REUSABLE CUP

For over 5 years PAUL has offered a discount to customers if they use a reusable cup in any shop. By partnering with Keep Cup, we can help promote the use of reusable cups by selling Keep Cup instores. For every 1 Keep Cup served instore, it will save 9.48mj of energy, 0.37kg of carbon dioxide (CO2e) and 10 single use cups.



PAPER & PACKAGING

In order to reduce our environmental impact further, PAUL limits the use of packaging to what is strictly necessary and favours packaging made from sustainable resources and those that can be recycled at the end of their lifecycle. We continue to decrease our use of single use plastic by using only FSC approved wooden cutlery and paper straws in all UK stores.

The amount of paper has been reduced in the business to support the environment by investing in digital solutions, and monitoring the use of printing across every function within the business. The amount of paper within the business has decreased by 70% in the last 3 years.

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