

Flowerland Garden Centres

ORGANISATION SIZE / Medium business (51 to 250 employees)

Hugh Evans

Bourne End Garden
Centre
Hedsor Road
SL8 5EE

BRIEF SYNOPSIS OF YOUR CSR APPLICATION

Corporate Social Responsibility policy objective: to thrive in a sustainable and responsible way, in our environment, and in harmony with others. 2. Environmental Benefits Where economic, we will invest in reduced carbon energies, in recycling and in reducing waste impact 3. Social Benefit We will try to take decisions that benefit the local community. We would like to fulfil our role as a naturally emerging community hub 4. Staff Benefit We communicate our objectives to staff, and provide training so that we can all be successful 5. Workplace Benefit Where information exists, we tell our staff and customers about ethical product sourcing. 6. Charitable Benefit We support local and national charities 7. Financial Benefit Tangible: We have reduced the cost of our heating, electricity and water. Intangible: Visitors are more inclined to return and patronise our business. 8. Commitment / Involvement of relevant stakeholders / employees Staff are engaged in our environmental and social projects. 9. Measurable impact/benefits (environmental, social and financial). We measure economic savings of woodchip as heating fuel vs gas. We also measure solar panel electricity produced, and water abstraction vs mains water usage. 10. Degree of originality / innovation We have adapted solutions to our own unique locations. 11. Future scheme expansion. Increase the amount of solar electricity generated, and to make that available to visitors. 12. Replicability We are happy to share our positive experiences 13: Special Merit We love planting local flowerbeds, generating a positive benefit on people and staff.

OVERALL SUMMARY

1 Corporate Social Responsibility policy objective

To thrive in a sustainable and responsible way, in our environment, and in harmony with others.

We have always believed this: we have always made living things, locally from natural materials, water and the sun. Often, we are the only contact people have with growing.

Our staff live in the local community.

2. Environmental Benefits

Where economic, we will invest in reduced carbon energies, in recycling and in reducing waste impact.

We have installed carbon neutral fuel woodchip boilers on both our sites.

We compact and recycle paper, cardboard, composts, metal and plastics.

We actively try to reduce landfill waste by working with suppliers.

3. Social Benefit

We will try to take decisions that benefit the local community. We would like to fulfil our role as a naturally emerging community hub.

Garden Centres are emerging as a local community hub as our high streets change.

We are incorporating new products and services eg free meeting space, community boards, to be a benefit to local communities.

This year we are running a prize competition for children to grow their own tomato plant. Any child can take a free tomato plant, and share images of the plant growing and making tomatoes. Best plant winner will get a free patio furniture suite!

Our restaurants use fresh (not frozen) local

foods and herbs we grow ourselves (not dried).

Our foodhalls have a special interest in local foods and drinks, natural products and products free of additives/gluten etc

4. Staff Benefit

We communicate our objectives to staff, and provide training so that we can all be successful. It improves staff happiness.

We have developed a seven year plan and brand guide to communicate these objectives to staff, so they can engage on a daily basis.

5. Workplace Benefit

Where information exists, we tell our staff and customers about ethical product sourcing. We ensure that wood products such as furniture are sourced from sustainable sources. We actively promote fairtrade products where possible.

Flowerland Garden Centres

6. Charitable Benefit

We support local and national charities.

We collect at the checkout for a national charity, a local charity and an event charity.

We respond to local organisations eg schools and churches who ask for event support.

We contribute to local community projects such as playgrounds

7. Financial Benefit

Tangible: We have reduced the cost of our heating, electricity and water.

Intangible: Visitors are more inclined to return and patronise our business.

We reflect our visitors desires, to do otherwise would be unsuccessful and wasteful

8. Commitment / Involvement of relevant stakeholders / employees

Staff are engaged in our environmental and social projects.

9. Measurable impact/benefits (environmental, social and financial).

We measure economic savings of woodchip as heating fuel vs gas. We also measure solar panel electricity produced, and water abstraction vs mains water usage.

We have to submit this data periodically to various government departments.

Our staff churn rate is lower than the industry average, reflecting the quality of our environment. Often staff come back to us.

10. Degree of originality / innovation

We have adapted solutions to our own unique locations.

For example, where woodchip boilers and solar panels are common to all installations, but we have had to tailor the infrastructure supporting the equipment, to our own unique locations.

11. Future scheme expansion.

Increase the amount of solar electricity generated, and to make that available to visitors.

Our 2 x 50kW solar arrays generate 100,000kWhrs per annum. We consume 600,000kWhrs per annum during the day and 300,000kWhrs at night. Therefore we will be expanding our solar power generation up to 2 x 500kW. We will be making electricity available for free to our garden club members to recharge their cars whilst they visit.

We continue to improve thermal insulation by changing glass roofs to insulated roofs.

We collect rainwater, and have done for 35 years; it's the best water for watering plants.

We will continue to improve staff working environments.

12. Replicability

We are happy to share our positive experiences.

We have always tried to help others with information that is environmentally positive.

We have shown our woodchip boilers to other people considering the investment, and also the supporting equipment (eg fuel store) that is otherwise difficult to implement.

13: Special Merit

We love planting local flowerbeds, generating a positive benefit on people and staff.

We plant local flowerbeds and also the local war memorial.

We grow half the plants we sell, reducing the transportation impact of product to market.

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