

OUR AMBITION, YOUR FUTURE

OUR WHY

We want to deliver the best experience for all our customers with outstanding service and award-winning food and drink. We will *raise the spirits* and through innovating and *setting the bar high*, we will stay ahead of the competition and be *talk of the town*. We are passionate about building great teams who work together, we do everything *from the heart*.

OUR AMBITION

To operate and grow our business in a sustainable manner which has a positive impact on regional and local communities and their environments.



WE
LOVE
LOCAL



EMBRACING
TECHNOLOGY
AND
INNOVATION



ENABLE
COLLEAGUES,
DRIVE
CHANGE



AND TO BE CARBON NEUTRAL BY 2030



LIBERATION
— GROUP —

WE LOVE LOCAL

Our ethos is simple; source quality produce and products that are sustainable, traceable and local, wherever possible.

*We want to know where every ingredient has come from.
We want to treat ingredients with the respect they deserve, and do our bit to reduce food waste through the skill of our chefs and training.*

What have we achieved?

Field to Fork approach: Working with high quality and local suppliers that adopt high welfare standards to reduce the number of deliveries and miles travelled

We work with local farmers to recycle the spent grain from our brewing process - the grain is fed to cattle that ultimately produce the cheese we use in our managed pubs

We brew the beer, we sell the beer: Over half of the beer sold in our managed pubs is produced by us in our own breweries, helping us to reduce beer miles

Partnering with Bramley products, an environmentally friendly and sustainable toiletries company

Supporting local initiatives such as used cooking oil collection in Jersey, Healing Waves and Sunflower Project menu donations in CI

We always recruit locally where possible, through open day initiatives and engagement with local colleges and apprenticeships



What are our plans?

As the estate grows, develop relationships with more local suppliers that benefit our new locations

Continue to promote the stories of local food producers, farmers and fishermen through our menus and marketing material

Where possible, develop kitchen garden locations across our estate

Continue to support and build new relationships with local charities, sports clubs and groups local to our pubs, to allow us to become a hub for each individual community

Accreditation and mark of local excellence schemes including 'Genuine Jersey' leading out on promotion and use of Jersey produce and we intend to enhance our locally sourced produce on both Jersey and Guernsey



EMBRACING TECHNOLOGY AND INNOVATION

We are a nimble business that embraces change and utilises technology and innovation to improve our business performance. By increasing our operational efficiency, we will reduce our energy usage and waste to the benefit of the environment.

What have we achieved?

Solar panels have been installed at our distribution centre and will generate up to 58% of the depot's electricity going forwards

Electric car charging points have been installed at 5 of our managed pubs, helping our customers to reduce their emissions

All LPG forklifts have been replaced in our depot with electric equivalents, reducing emissions and utilising self-generated, clean energy

Our trade effluent is now transferred to a biogas generator which more than offsets the site's consumption of gas

Packaging – our plastic shrink and stretch is 50% recycled and our glass bottles are 70% recycled

We use lightweight 330ml glass bottles that contain 10% less glass

We shred and bale the cardboard received on-site to recycle as packaging for our online deliveries

Our UK electricity is sourced from 100% renewable electricity and the Channel Island grid is also heavily decarbonised

We measure, monitor and target waste reduction in our sites and our recycling rates are in excess of 63%

We partner with Delphis Eco and use environmentally friendly cleaning products across all managed pubs



What are our plans?

We continue to explore further opportunities for solar panels at our brewery and across our pub estate

We are trialling electrification of our delivery fleet to reduce fuel emissions in the future

We have trialled Voltage Optimisation and plan to roll out to 10 of our managed sites within the next 12 months

A further 15 managed sites will install electric car charging points by the end of 2024. We also intend to install car charging points for employees at our depot and breweries

We are in dialogue with our glass suppliers to make our recycling processes more efficient

We are planning CO2 capture in the future to reduce waste and be CO2 self sufficient



ENABLING COLLEAGUES, DRIVE CHANGE

Focusing on our most important asset – our people – is at the centre of our strategy. All our colleagues are as individual as our pubs with no two being the same and we continue to invest in training and development for all colleagues, ranging from wine champions to apprenticeships, and our very own internal learning management system.

What have we achieved?

We invest in the Burnt Chef and Employee Assistance Programmes to support the mental and physical well-being of all our colleagues

Our colleagues have the opportunity to grow and develop in our business. Everyone will receive mandatory training applicable to their role and continued investment in our Butcombe Academy management training programme

Our colleagues have the opportunity to contribute to their communities and their environment

We incentivise our colleagues to save energy and increase recycling

We are proud that 47% of colleagues are female

We have over 100 colleagues as trained trainers throughout the business



What are our plans?

All our managers will be trained in how to support the well-being of our colleagues and support our ED and I agenda

We will provide development opportunities aiming to develop 80% of our new managers internally through our Butcombe Academy programmes and supported apprenticeships

We will ensure apprenticeship opportunities are at the forefront of our Learning and Development strategy

We are working towards equal representation across management roles. Currently 31% of our pub management colleagues are female

We will continue to listen to our colleagues through employee forums, Lib Voice implementing ideas to improve well-being and our environment

We will continue to engage our teams through Viva Engage, our publication of 'the liberation' and our employee forum Lib Voice

We will engage our pub teams in creating an environment for their communities that helps tackle loneliness and supports their communities well-being where their pub is 'the place to go to feel at home and welcome'

