

GADSBY

Impact Report 2024



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Welcome from Will

2024 was a huge year for us.

Our business turned 160, and while we're proud of that history, what excites us most is the future. 2024 was about taking real steps forward, whether in our sourcing, our systems, or strengthening the partnerships that underpin everything we do. None of this happens without the people behind it.

We're incredibly fortunate to have a team both in the UK and throughout our supply chains who care deeply about doing things in the right way. Their hard work has opened the door to key milestones, which this year include becoming a certified B Corp. We don't see this as the finish line, it's just a part of our journey to be better.

This report highlights some of the progress we've made, but just as importantly, it sets out our commitment to keep moving forward.

Will Gadsby
Managing Director

Our Mission

We take the holistic approach to ensure our operations balance purpose and profit whilst leaving a positive impact.

At Gadsby, we pride ourselves on ethical partnerships and sustainable growth. It allows us to measure, improve and communicate our impact transparently.

From our goal to reach net zero by 2045 to implementing significant building improvements at our UK HQ (with the aim of creating an even better working environment) – it's our mission to improve wherever we can.



2024 in Numbers



3900
New customers
welcomed to the
Gadsby family



93.4
Certified B Corp
business score



4.9/5

Proudly maintained our 4.9/5
review rating on reviews.io.

1

Planet Mark Award for Data
Quality & Collection



2

Laps walked around
Somerset Cricket Ground
with Mind in Somerset

101



New product lines
added to the website

Sold enough wine
boxes to fill over

1.4
million

glasses of wine.



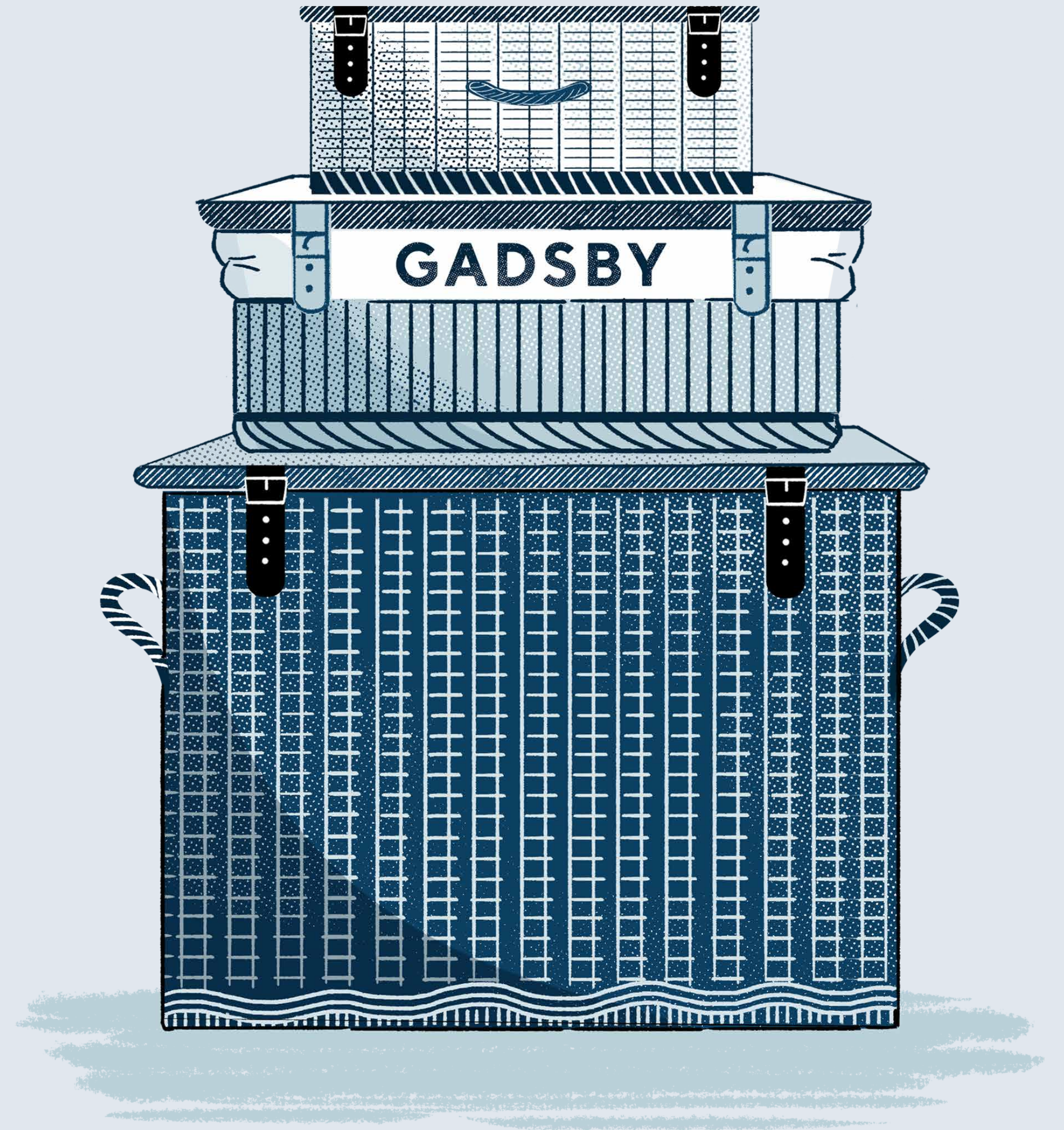
Hampers sold last year
stack as high as

32,727

double-decker buses.



How 2024 stacked up: **Our Key Achievements**





Charities of the Year

Our team picked two charities to be our charities of the year for 2024.

Both Mind in Somerset and Somerset Wildlands align with two of our sustainability pillars – People and Planet.



UK Production

Increasing UK manufacturing helps reduce product mileage and support local suppliers. In 2024, we introduced a new range of metal retail display stands, produced in Dorset, and expanded our in-house laser engraving and hamper lid stencilling. Bringing more production closer to home improves efficiency and lowers our environmental impact.



45% Reduction in our Carbon Emissions

Our Planet Mark certification allows us to see reductions clearly. In our second certification year we reached a 45% reduction in our scope 1 & 2 carbon emissions.



Design Service

2024 saw us significantly increase design and development capacity in our UK office.

This expansion has strengthened our capabilities, improved efficiency, and reduced the need for air-freighted samples, allowing us to develop even more innovative products while lowering our impact.



Vegan Gift Packaging

We have a direct alternative for all key packaging lines that is 100% vegan. These items allow our customers to make an important choice that matters to them.



Our Biggest Achievement of 2024...

(drum roll please)

...becoming a B Corp Certified Company.

We're constantly thinking about our sustainability journey so we were incredibly proud to achieve B Corp certification last year. We don't see this as an end goal, instead, we know it's a stepping stone to where we're headed.

Certified



®

Corporation

Our Journey to B Corp

The B Corp certification process involves a business-wide review of social and environmental performance, accountability and transparency.

The B Corp community works toward creating reduced inequality, lower levels of poverty, a healthier environment, stronger communities and the creation of more high-quality jobs with dignity and purpose.

The B Corp performance framework will guide our strategy to continuously improve how, as a business, we can create positive outcomes for customers, employees, communities and planet.

Our Impact Score

93.4

- 93.4 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



We're Assessed Across 5 Key Areas:

Becoming a certified B Corporation in 2024 was a proud milestone, but it's just the beginning. B Corp measures impact across five key areas. This framework keeps us accountable, drives continuous improvement, and helps us create meaningful, lasting change. The following pages outline our progress and ambitions in each area.



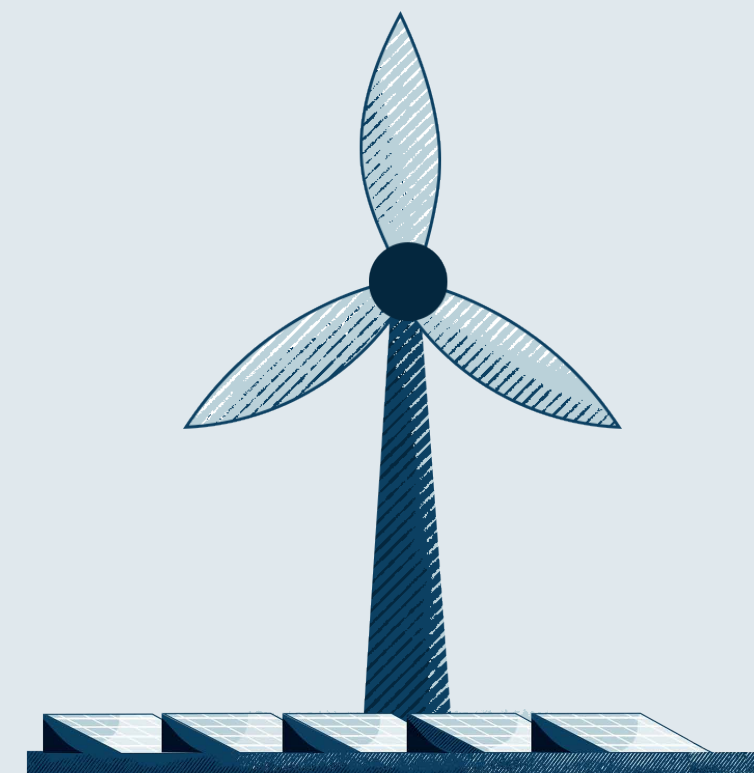
Workers



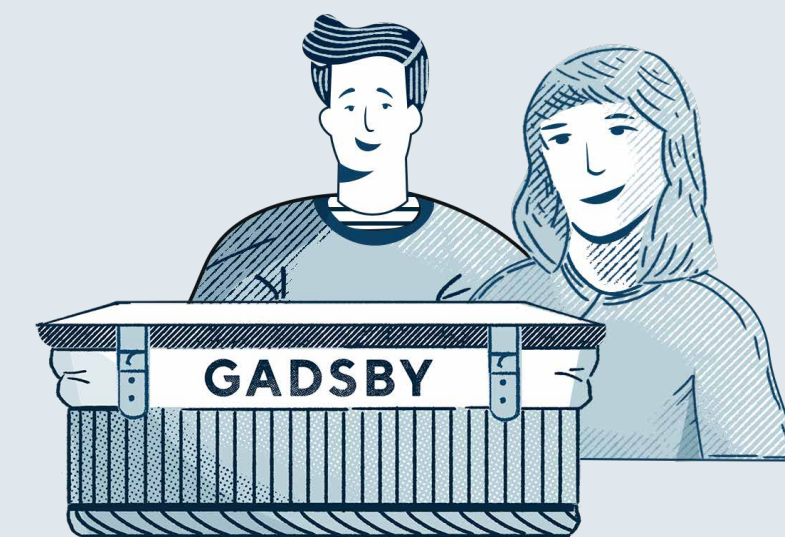
Community



Governance



Environment



Customers

Workers

Over the past 12 months, we have implemented a number of changes that positively impact our team. Above everything, we aim to create a welcoming environment of trust, transparency and accountability within our team.



Increase in holiday allowance

After listening to feedback we upped the yearly holiday allowance from 20 days to 23 days which increases to 25 days after 3 years of service with the company.



Quarterly company-wide meetings

The entire UK team come together for an update on all aspects of the business from sales and marketing to warehouse and logistics.



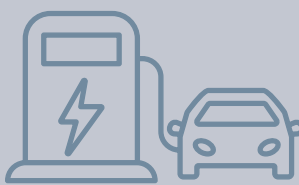
Quarterly check-ins with staff

Quarterly catch-ups with our staff allow us to maintain job satisfaction and address any concerns they might have.



Flexible work time

Where possible, we offer flexible working to our team. Our office staff can work from home when needed and are given the necessary equipment to do so.



EV Scheme & Onsite Charging

An electric vehicle is available to all employees through a salary sacrifice scheme. EV charging on site at Gadsby House is also free for employees.





Community

This year we wanted to introduce a solid structure for how we can better help our community both UK-based and overseas.

Charity of the Year

This year we selected two charities - Mind in Somerset and Somerset Wildlands - to help throughout the year. Both of these charities align with two of our sustainability pillars, People and Planet. We also help other charities throughout the year when we can.



Mind in Somerset aligned perfectly with our People pillar. Some of the Gadsby team joined Mind on their Walk for Wellbeing at Somerset cricket ground.



Somerset Wildlands aims to restore some of the lost wildlife through a process of rewilding. We give monthly support to this fantastic charity that's right on our doorstep.

Governance

At Gadsby, strong governance underpins everything we do. In 2024 we strengthened technical audit protocols, enhanced our supplier certification process, and expanded 2nd tier supplier audits to improving transparency.



Environment

As well as Planet Mark and B Corp certification, we're always considering ways to minimise our environmental impact. The journey to Net Zero won't be a simple one but we believe the steps we're taking will get us there by 2045.



Air Freight Reduction

Sample shipment is a big part of our footprint. We'll invest in UK prototyping machinery and factory photography studios to reduce our air freight emissions by 20% each year.



Renewable Energy

We installed solar PV in 2023 and this year we switched our gas and electricity supply to a 100% renewable source.



Carbon Neutral Road Freight

We only use carbon-neutral road hauliers in the UK. If we can't find one but it's an urgent shipment then we offset the emissions.



PlanetMark
Certified Business

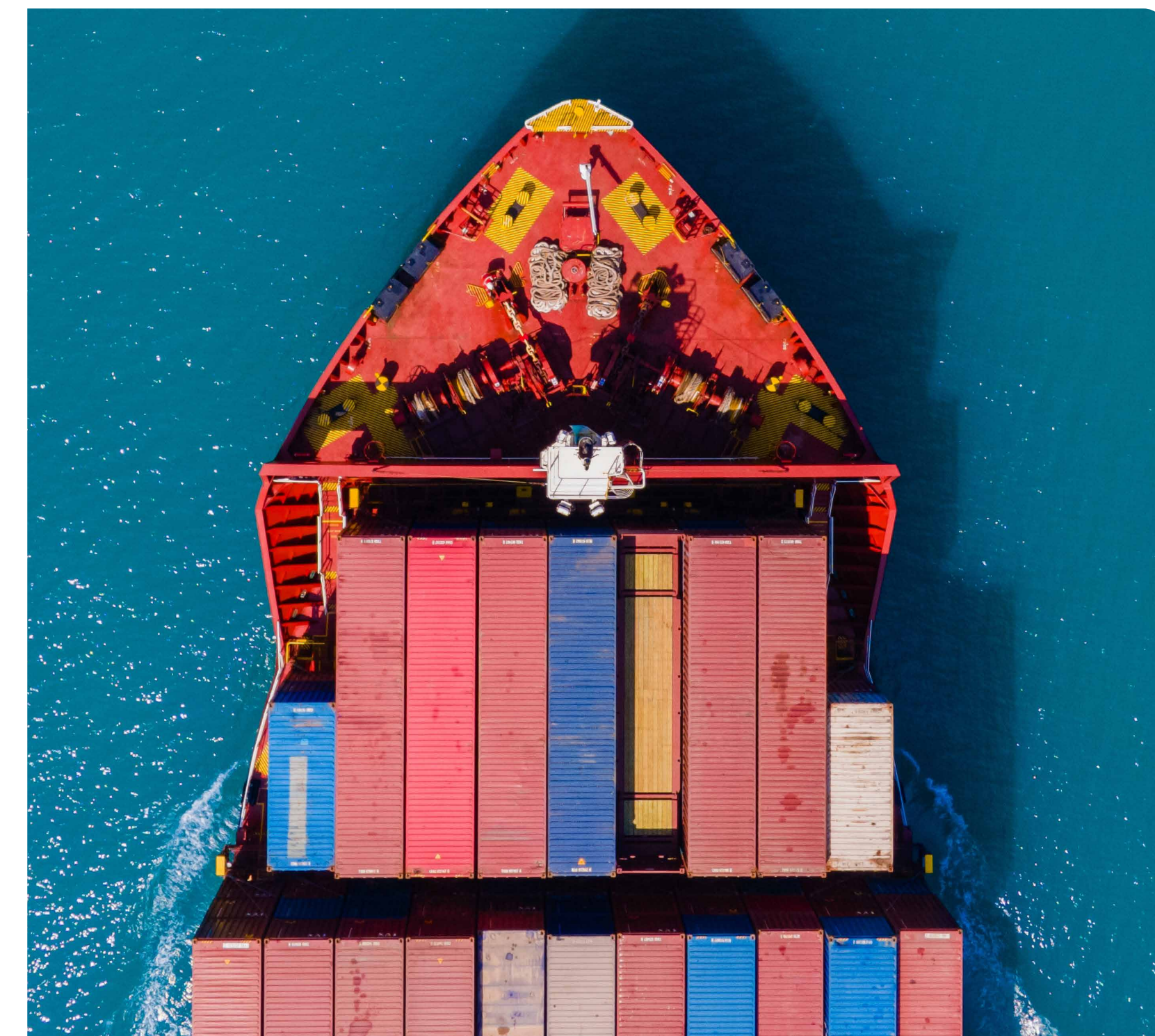
Planet Mark is an internationally recognised sustainability certification that recognises continuous progress, encourages action, and builds an empowered community of like-minded individuals who make a world of difference.

To achieve this sustainability certification, we've followed a robust three-step process. We're measuring our impact, engaging everyone in the business and communicating our progress.

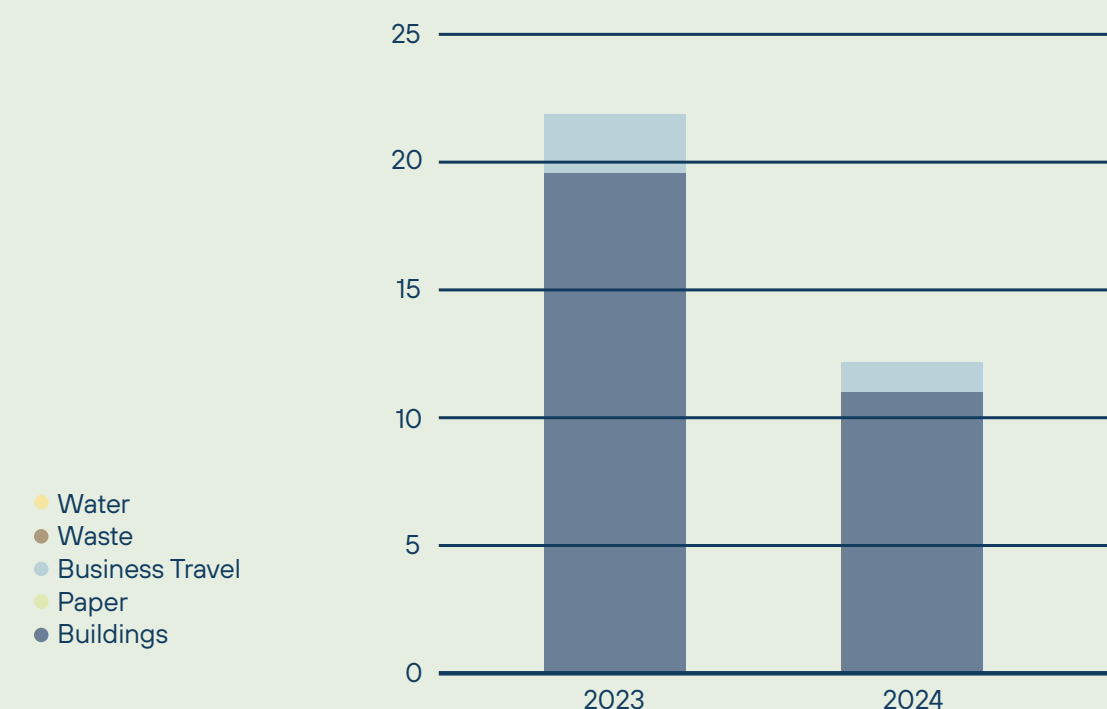
We first certified in 2023 and recertified again last year with fantastic carbon footprint deductions. Our scope 1, 2 and 3 emissions from 2023 data was 21.9 whereas in 2024 we measured in at 12.1, a 9.8 deduction!

We're also contributing to the UN 17 SDGs (Sustainable Development Goals). We know it's important, now more than ever, to do better and create a sustainable future.

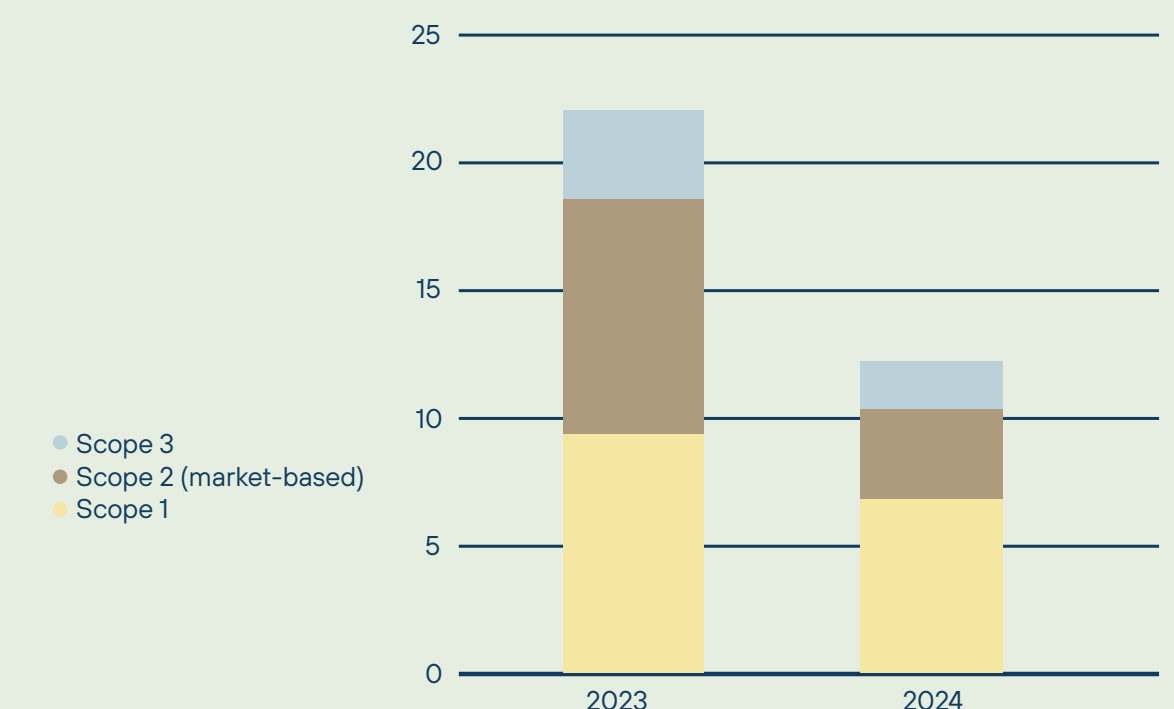
**We must be doing something right,
we won the Data Quality & Collection award!**



Carbon footprint by emission source for year ending 2023 and 2024, tCO₂e



Measured carbon emissions by scope for year ending 2024, tCO₂e



Customers

Don't just take our word for it, we're proud to have a score of 4.9/5 on reviews.io.

★REVIEWS.io

4.9/5



The service I received was second to none. They could not have done more to help me. As soon as my business grows I will be back for a larger order.



Extremely helpful and patient whenever I order any of your products. It is always a good experience and the baskets are excellent and good value.



5 stars are not enough, the attention to detail and the customer service team are so helpful and they give you the time to go through the products.



Amazing service and product. Great value and easy to order smaller quantities. Has made a massive difference to our brand and customers!



We're trusted by big brands, loved by everyone...

Etsy

FORTNUM & MASON
EST 1707

M&S

NOT ON
THE HIGH ST.

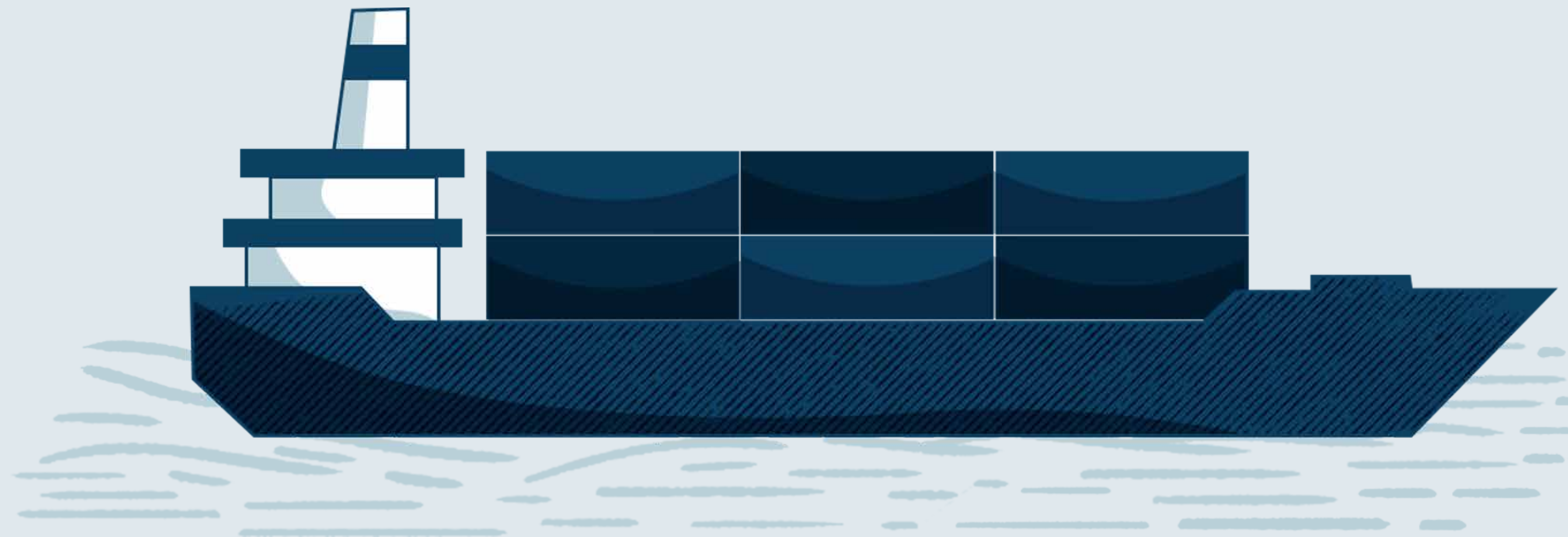
WAITROSE
& PARTNERS



We could always do better

Our 2025 Promises

If we said we were a perfect business, we'd be lying. There are always improvements to be made, here are a few of the projects we're working on during 2025.



Overseas Training

We will set up a formal framework for educating and training our overseas team. This will pass on key craft skills that need to be protected and offer both a skill for life and increased earnings.



Building Improvements

This Spring/Summer will see our Somerset based office get a makeover. All floors will be improved and we will be creating a new collaborative workspace and design studio for our customers to come and discuss their projects. And it's not just about making it an inviting workspace, we'll also be adding a new break area and gym for the team to use.

Reshoring to UK

Whilst we've started producing some products here in the UK, it's a drop in the ocean compared to what we could be doing. This year we will on-shore production of two product ranges. This is important not only to support the UK economy and reduce our airfreight miles, but to reduce the length of supply chains.



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