



Impact Report 2025

GADSBY

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Our 2025 focus: investing more in people and partnerships

Over the past year, we've focused on strengthening the way we work, creating spaces and systems that support both collaboration and long-term growth. A key part of this has been the completion of our UK office renovation.

At the heart of the redesign is our new design studio, providing a larger, dedicated space where clients can meet with our team to explore ideas and develop new products together.

As always, the progress we make is driven by the people behind our business, both within our UK team and across our supply chain. This report highlights the steps we've taken in 2025 and reflects our continued commitment to improving the way we operate.

Will Gadsby
Managing Director

Balancing purpose and profit while delivering a lasting positive impact

We are committed to ethical partnerships and sustainable growth, enabling us to measure, improve, and communicate our impact with transparency. Our long-term ambition includes reaching net zero by 2045 while continuously improving the way we operate. Based on our latest data, we expect to have achieved net zero emissions across Scope 1 and 2 in 2025. This will be independently verified as part of our annual assessment with Planet Mark, with confirmation expected later this year.



2025 in numbers

4200
new customers shopped
with Gadsby

2 new team
spaces,
a gym &
break room

We welcomed
three
new team members

60
new
product lines
added to the website

An average score of
4.42
from our annual team
feedback questionnaire

one
high spec design studio
for client visits

3 years being a

PlanetMark
Certified Business

100%
removal of gas from our UK
office and warehouse building

Certified



Corporation[®]

**We're proud to be
a B Corp Certified
business**

Our B Corp journey so far...

Gadsby has evolved to embrace a simple belief: that our work should create a positive impact for people, planet, and community

Becoming a certified B Corp in 2024 marked an important milestone. It provided a clear framework to embed and measure our commitment to using business as a force for good and aligning us with a global movement of responsible companies.

With recertification due in 2027, we remain focused on progressing further. From the materials we use to our work within the community, we want to ensure our impact continues to grow and evolve as part of a long-term commitment to doing better...



Our impact score

93.4

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

People, products and progress

Working responsibly across our products, partnerships and communities

From product design and material sourcing to supplier relationships, we focus on creating long-term value through responsible and sustainable practices.

Product is never “finished”

Even when materials are inherently sustainable, we continue to refine how they're sourced, designed and used. From initial concept through to end-of-life, we focus on reducing impact, improving efficiency and building in long-term value.

We design with purpose, considering material use, transport efficiency, circularity and what happens after use. Many of our products are designed for reuse and multiple life cycles, while others are made from recycled or responsibly sourced materials and can be fully recycled at end of life.

Sedex

Gold Standard



**Sustainable raw materials**

We've worked hard to ensure that the vast majority of our products are sustainable. By the end of 2026 at least 85% of our range will be made from sustainable materials.

Life cycle assessments

To better understand our product footprints we are currently producing Life Cycle Assessments for our top three material types by the end of 2026. This data will be independently verified and publicly available.

Bespoke client projects

We proactively lead material selection decisions to prioritise the most sustainable options available, challenging briefs where needed to improve environmental outcomes. We also focus on source reduction, designing products to use less material wherever possible.

From Somerset to our global partners

Overseas, we maintain regular on-site visits and direct communication to support high standards, monitor working conditions, and ensure clear alignment on expectations. We build long-term, stable partnerships that provide year-round work in seasonal industries, supporting fair pay, skills development, and safe working conditions.

Within our local UK community we continue to support two charities - **Mind in Somerset** and **Somerset Wildlands**, both of which align with two of our key sustainability pillars.



Education and training

We're developing a formal framework for education and training, aimed at protecting key craft skills while providing lifelong skills and opportunities for increased earnings.

Charity partnerships

We will further develop new and more impactful ways to work with our chosen charities. This will move beyond financial support to build deeper, long-term partnerships.

Contracted employment

Some overseas production is carried out in partnership with groups such as Homeworkers Worldwide, where workers are not directly employed. We aim to ensure formal contracts are in place wherever possible, strengthening employment security and protection.

DONATE IT



Supporting our customers from start to finish

We work closely with our customers and listen to their evolving needs, supporting them from concept through to delivery. This has led us to expand into new product categories, including ceramics, tin, and broader product development.

A key part of this support is helping customers meet their Extended Producer Responsibility (EPR) obligations in line with DEFRA requirements, by ensuring the necessary data, transparency, and documentation are readily available across our product ranges.

★ **REVIEWS.io**





Reliable lead times and production planning support

We work closely with customers to plan production schedules effectively, providing clear timelines, proactive updates, and dependable delivery performance to support smoother forecasting and reduced supply chain disruption.

Sustainable material guidance

We advise on material choices with a focus on sustainability, helping customers select options that align with their environmental goals without compromising on quality or performance.



Supply chain transparency

We provide clear visibility across our supply chain, supporting traceability, building trust, and enabling customers to make informed decisions around sourcing.

2025 key achievements

Strengthening our operations, people and impact

We delivered workplace upgrades, improved factory conditions, and updated supply chain policies.



Building renovations

Our UK office underwent a major renovation; the team is now on one floor, creating a more open, collaborative environment. The redesign also added a gym, break room, and design studio for client visits.



Removal of gas

We replaced the gas heating in our UK warehouse with electric heaters to reduce our carbon footprint and lower direct greenhouse gas emissions, a benefit further supported by our solar panels.



Supplier engagement

Our Far East team completed additional workplace health and safety training during the year. As a result, improvements have been implemented across multiple sites, including better lighting for worker welfare and product quality, and improved PPE provision.



Policy and documentation

Following the results of the Human Rights Impact Assessment (HRIA) conducted in late 2024, we made a number of initial changes to policy and paperwork to aid practical supply chain improvements including a new home working policy and in-house reporting template.

“Gadsby’s commitment to work with suppliers to maintain regular orders is exemplary, as is the remediation focus... It is great to see a company tackle homeworking issues in such a positive way.”
- Homeworkers Worldwide



Extra charity donations

During our office renovations, we donated our old technology and furniture to a local charity. We also partner with Donate IT, acting as a public drop-off point for unwanted technology, including laptops and mobile phones, helping extend digital access to those in need.

UK updates in 2025

Spaces designed for collaboration, creativity and wellbeing

We invested in our UK office with a new design studio and wellbeing spaces, supporting innovation and team health.

Our design studio

A space where ideas take shape

Our design studio provides an engaging space for our team and clients to explore bespoke products. It showcases a curated selection of custom pieces crafted from materials including wicker, wood, tin, and ceramics, reflecting the breadth of our expertise.

Designed for collaboration

A large meeting area sits at the heart of the studio, supporting workshops, co-creation sessions, and client discussions. By bringing people together in one purpose-built space, the studio strengthens partnerships, accelerated product development, and drives innovation.



Wellbeing spaces

Supporting our team's wellbeing

Alongside the design studio, 2025 also saw the creation of two new spaces dedicated to team wellbeing: a fully equipped gym and larger, modern break room. These changes give our team opportunities to recharge, stay active, and take important breaks during the day.

Investing in our people

These spaces demonstrate our commitment to continuous improvement, creating a working environment that grows with our business while supporting both innovation and team wellbeing.



What our team says

Our annual anonymous team feedback questionnaire offers a clear picture of how our people experience working at Gadsby

Our team gave us an average score of 4.42, reflecting strong engagement and satisfaction. By reviewing feedback on wellbeing, communication, and professional development, we can identify opportunities to improve and ensure that our workplace continues to be supportive, empowering, and motivating for everyone.



Our promises for 2026

Driving progress through innovation, people and communication

We will focus on innovation, developing our people practices, and enhancing communication across the business.



3D sampling to reduce impact

Introduction of 3D printed sampling to reduce reliance on physical sample shipment. This will help minimise air freight, shorten development timelines, and lower the environmental impact of product development.

Collect broader data on overseas weaver wages and piece rates

We have set a long-term plan to drive further improvements across weaving sites and remuneration. Priorities for 2026 include collecting more detailed wage and piece-rate data, increasing site support such as PPE, and developing Health & Safety toolkit training for weaver heads.

Increase the team feedback score

We aim to improve our average score in the annual team feedback questionnaire, reflecting our commitment to listening to our team and continuously enhancing their experience at work.

Clearer communication across the team

Some of our lower scores within the survey were around communication. We will introduce an internal newsletter to improve team communication, sharing updates on client activity, new product launches, individual/ team achievements and wider company developments.

What our customers say

Trusted by leading brands, backed by experience

We're proud to work with brands and to have built a strong track record of 5-star feedback, reflecting long-term trust, quality, and service.



Some of our 5* customer reviews



Fast dispatch. A super useful website that provides suggestions on what you need. Lovely customer service.

I highly recommend Gadsby, it's an excellent company. The products are great, delivery is reliable and very fast, and the customer service team is knowledgeable, friendly, and helpful.

I found the service absolutely first class. I needed a basket for a client gift urgently and the delivery was super quick. I will be using again and recommending to others in my team.

Excellent service. My delivery came the very next day. A good place to shop for all your business needs. I am extremely satisfied.

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.

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

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.

Lovely company to work with, excellent customer service and great products!

We are proud to be trusted by

FORTNUM & MASON
EST 1707

M&S

AVOCA

 **dobbies**
garden centres

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SELFRIDGES & CO

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Est. 1919

LUSH

BISCUITTEERS

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