

**BIRD &  
BLEND** TEA CO.



GREEN BUSINESS CHAMPION

**LET'S  
GO!** NET  
ZERO  
West Sussex

Certified



Corporation

**BIRD &  
BLEND** TEA CO.



@birdandblendtea

[www.birdandblendtea.com](http://www.birdandblendtea.com)

**BIRD & BLEND**  
TEA CO.



**BIRD & BLEND**  
TEA CO.



t: @mikeajturner

Co-Founder, Managing Director







BIRD BLEND  
TEA CO.

## SUPER MATCHA

Blueberry & acid green tea powder

The UK's matcha specialists.  
Check out our range of  
over 20 flavours!

1 CUP OF PERFECT MATCHA





FREE DELIVERY ON ALL ORDERS OVER £30

HAND-BLENDED IN THE UK, SHIPPED TO THE WORLD

FREE SAMPLES ON EVERY ORDER

AWARD-WINNING

NEW YEAR



TEA ▾ GIFTS & TOOLS ▾ BLOG

Press F11 for exit full screen

Search



Please note the postal service is experiencing delays, we are working hard to ship your orders.



## Discover teas for wellness

CELEBRATE SELF-CARE YOUR WAY

SHOP NOW



WELLNESS TEAS

MATCHA

LOOSE LEAF TEA

CHRISTMAS TEAS



Introducing Zig-a-Zing Ahh! ...

## Tea Club Subscription

3 new blends through the door every month!

SIGN ME UP

We're proudly supporting...



Manchester

Our CharITEA: Manchester Mind



**'To prove you can build a successful business that bases its decisions on people & planet, as well as profit.'**



**Innovative product range**

**Earth & ethics led**

**Champions of people**

**Experiential retail & digital**

To be known & loved as a great place to work, that empowers our people to:

1. Deliver awesome experiences that make our customers smile
2. Build a community of ambassadors to tell the story and spread the word
3. Develop trailblazing products & experiences in our magical world of tea

**Certified**



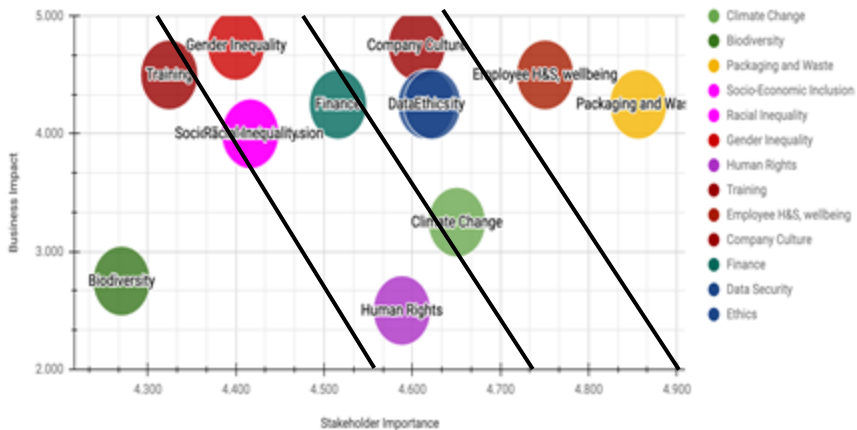
**Corporation**

---



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

## Materiality Assessment (all stakeholders)



*Data is not weighted*

8 DECENT WORK AND ECONOMIC GROWTH



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



10 REDUCED INEQUALITIES

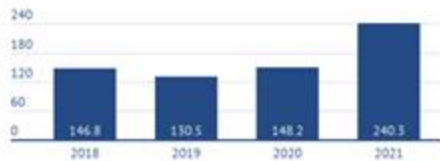


# A snapshot of our climate data

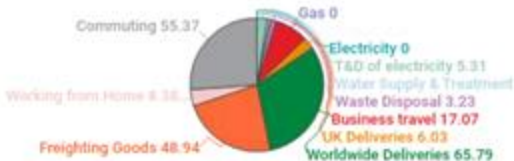
13 CLIMATE ACTION



## Our Carbon Emissions 2018-2021



## Distribution of our Carbon Emissions



## Our carbon offsets

We pay into carbon projects to offset the carbon from our business operation - so far we have offset for years 2020 and 2021



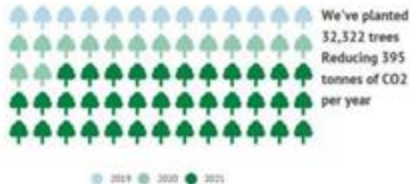
271.9 tCO<sub>2</sub> reduced  
Via funding wind power  
in Vietnam, Mexico  
and Honduras



100.1 tCO<sub>2</sub> reduced  
Via funding the protection  
of the Amazon Rainforest

## Teas for Trees

We also plant a tree for every disposable cup to offset these resources



All data is reported in our [Environmental Statement](#)



# What Decent work looks like to us

From day 1 Bird & Blend Tea Co. was always about creating a work environment that was fun and inclusive for everyone. Mike and Kris were adamant they didn't want to create the generic work offices that they had worked in and been uninspired by. They encourage employees to pursue passions and have side hustles.

We know we have a long way to go and our workplace culture isn't perfect, as we grow it is harder to keep tabs on all the issues that pop up for our team. We also know that a fast paced growing company isn't everyone's cup of tea and we can't be all things to all people. But we're working on getting some initiatives in place to make sure we continue to make Bird & Blend a great place to work for as many people as possible.



# What we measure and our objectives

8 DECENT WORK AND ECONOMIC GROWTH



We have started measuring specific metrics within our workforce. It is important to us that we are completely transparent and share this information publicly. Starting to measure

## Pay Gap

We've just started measuring our gender pay gap. As a female led company we are proud that our current gender pay gap is low.

### Objectives:

- Keep monitoring the gender pay gap throughout the year
- Extend our pay gap analysis to other protected characteristics
- Ensure our promotions and recruitment policy encourage equal pay
- Monitor our pay gap ratio as we grow

## Diversity

We're at the beginning of our journey to create a more diverse workforce. We have a dedicated group of people who are exploring how we make changes to include a diverse range of people within our operation.

### Objectives:

- Design the foundations of our diversity and inclusion programme
- Consult with our BM group on how we can foster diversity in our teams
- Make changes to our recruitment process so that it is more inclusive

## Inclusion

We send an employee-led Promoter Survey out to all staff twice a year. This gives us scores and each staff member provides direct written feedback.

### Objectives:

- Analyse this data alongside a diversity to see how we can create a culture that is inclusive for all
- Utilise this feedback to make changes to the our company benefits
- Consult with our teams before we make any changes

# A snapshot of our diversity and inclusion data

## Gender Identity

## Gender Pay Gap



## A few things we are proud of...

- The majority of our workforce is female and we champion women in leadership roles. This has been reflected in our gender pay gap that reduced from 7% to 1.63%
- We are LGBTQ+ inclusive and are finding ways to be more inclusive to non-binary gender identities

## Sexual Identity

Nearly half of our workforce identify as LGBTQ+

# A few things we think make it nice to work at Bird & Blend...



## Living Wage

This almost seems like a silly thing to brag about because it seems obvious to pay your people well but we are still proud to be a real living wage employer. By meeting living wage standards, we also match wages to inflation.



## Tea Allowances

Spreading happiness via tea isn't just reserved for our customers, we also like to spread this happiness to those who make it happen, our employees. Everyone gets an allowance to have any tea they want, so they always have a cuppa to share.



## Retail Trust

All our employees have access to retail trust, an online platform that provides resources and support for mental health. We recognise that there is a mental health crisis and this is a small way as a business that we can provide support to those who may need it.

## Things we want to improve...

- We are proud to employ people from different ethnic identities but we would like to improve representation across our senior roles and ensure we are inclusive across all locations and departments
- Although our workforce has a reasonable age distribution, there are less opportunities for people aged 40+
- We want to understand how to be more inclusive for people living with a disability

## Ethnic Identity



## Disability



## Age



## Dogs Allowed

Employees are encouraged to bring their dog to work. Having dogs around the workplace is great for stress, a friendly smile, pat or game of fetch, really helps the day go by.





# Our Chari-TEA initiatives

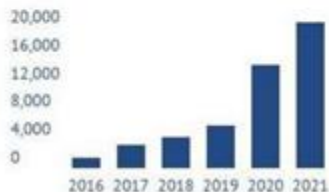
We've donated £50,862 over 5 years to a variety of causes...



We donate time as well as money.

Spending 2% of our working time volunteering for a range of organisations from urban farms, beach cleans and coffee mornings.

£ Donated to charity 2016-2021



## Objectives:

- We want to give more as we grow.
- We will be implementing a company wide volunteer programme, the encourages people to take a paid volunteer day.
- We will be monitoring our charity donations as a percentage of revenue.



# What's next?



@birdandblendtea  
[www.birdandblendtea.com](http://www.birdandblendtea.com)

Come to my  
workshop to ask  
questions



@birdandblendtea  
[www.birdandblendtea.com](http://www.birdandblendtea.com)