



Sustainability report 2024



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What's planned for 2025?

An introduction from our MDs



L-R: Antony Prentice - Managing Director, Elisabeth Ortiz Kuefler - ESG Lead, Angus Brydon - Managing Director and Cathy Hutcheson - Sustainability Champion

Aligning purpose with performance, working to ensure a future where people, planet and partnerships can thrive.

After a year of exceptional growth for the BM Family, we are proud to present our 2024 ESG Report, a reflection of the commitments and initiatives that have shaped our company over the past year.

Grounded in the Second Nature ESG framework of our parent company, WSH, and complemented by our Community Support pillar, this report offers a comprehensive outline of how we continue to align purpose with performance, working to ensure a future where people, planet and partnerships can thrive.

Our report is structured to reflect five core areas of focus. In **Inclusion by Design**, we outline how we've built a more equitable and supportive workplace through enhanced benefits for our teams, the introduction of our Inclusion Passport, and meaningful steps toward race equity. In **Nurturing and Growing Talent**, we share our investment in our teams' development, from our 21st Century Manager Programme and rollout of DISC profiling to our expanding apprenticeship opportunities.

Our **Progressive Partnerships** pillar demonstrates the strength of our supplier relationships and our shared values, with case studies highlighting responsible sourcing and community-driven collaborations. In **Step Up**, we report on our climate strategy, including our recalibrated emissions data, ESG client engagement, and site-level sustainability certifications. Finally, **Community Support** showcases the heart of our business – supporting the causes that matter most to our teams and communities.

We are excited about what lies ahead and continuing to make an impact

ANTONY PRENTICE



ANGUS BRYDON



OUR VISION

We love what we do, serving our customers fresh, seasonal and local food prepared by our exceptional people every day. Our businesses are hungry for change in our industry, and we are uniting to take positive action on sustainability

OUR PILLARS	OUR OBJECTIVES	TOPICS COVERED
INCLUSION BY DESIGN	We create inclusive workplaces where everyone can thrive	Equity, diversity and inclusion
NURTURING & GROWING TALENT	We help our people grow and succeed	Training and development Fair and decent work Employee wellbeing
PROGRESSIVE PARTNERSHIPS	We choose responsible partners and work closely to drive innovation	Responsible sourcing Sustainable supply chain
STEP UP	We act to reduce our impact on climate and nature	Reducing our emissions Designing out waste Nature positive

In addition to the four main pillars of our ESG framework, we are featuring some charitable initiatives carried out by the BM Family as part of our efforts towards supporting the community

COMMUNITY SUPPORT	Support local communities through charitable efforts	Fundraising events Partnerships with charities
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inclusion
by design

Launching inclusive benefits to support every stage of life

In 2024, BM Caterers proudly launched a bold and inclusive benefits package designed to reflect the real lives of our people – inside and outside of work. Shaped by direct team feedback and guided by our ED&I priorities, these enhanced benefits are already making a meaningful impact.

The new offering includes 24 weeks' full maternity or adoption leave with two years' service, four weeks' paid secondary carer leave, fertility treatment leave, and grandparent leave – ensuring support for every kind of family, including LGBTQ+ and surrogacy pathways. We also increased compassionate leave, introduced wedding/commitment day leave, and rolled out “Fulfilling Fridays” to support volunteering.

In addition, every team member now has access to the Aviva DigiCare+ app, offering digital GP appointments, mental health consultations, nutritional advice, and second medical opinions – for employees and their immediate families.

“Looking ahead, we remain committed to listening, evolving, and leading with care”

We've made these enhancements with inclusivity at their core – ensuring our benefits reflect the diverse realities of our team. Whether welcoming a new child, navigating health needs, or celebrating life milestones, BM's message is simple: we've got you.

Looking ahead, we remain committed to listening, evolving, and leading with care – making BM not just a great place to work, but a place where everyone can truly belong.



Celebrating inclusive progress: The launch of the BM inclusion passport in 2024

In 2024, BM Caterers proudly launched the BM Inclusion Passport – a key step forward in our mission to create a workplace where everyone feels supported to thrive.

Recognising that no two people are the same, the Inclusion Passport provides a framework for team members to share what they need to feel supported and thrive at work. Whether it's for disability, long-term health conditions, caring responsibilities, gender identity, religious practices, or other personal needs, the passport ensures adjustments are clearly documented and carried forward – even when roles or managers change.

It's part of our culture of care

Developed using guidance from Inclusive Employers, this simple tool puts the individual in control of what they choose to share. It helps line managers respond consistently and confidently, backed by user-friendly guides and resources housed on BM's training platform.

This initiative reinforces that workplace adjustments are for everyone – from flexible hours to quiet spaces, from menopause support to allergy awareness. It's not just a legal responsibility – it's part of our culture of care.

Looking ahead, the Inclusion Passport will help us build a workplace where authenticity and belonging are the norm. At BM, it's not just about inclusion – it's about ensuring every person has the tools to succeed.

Advancing race equity through action and insight

At BM Caterers, our ED&I Steering Committee has placed race equity at the forefront of our diversity agenda. In 2024, we partnered with renowned consultant Natasha Landers to conduct a comprehensive race equity diagnostic, assessing the maturity of our approach and identifying areas for improvement across our policies, practices, and culture.

Natasha's work included reviewing key documents, holding confidential listening groups with team members, and interviewing our executive board. These insights have been vital in shaping a data-driven action plan to embed race equity into everything we do – from career pathways to internal promotions.

Genuine inclusivity requires transparency, external expertise, and long-term commitment.

This initiative builds on our belief that genuine inclusivity requires transparency, external expertise, and long-term commitment. In line with our strategy, we have also supported future talent by enrolling colleagues onto the WiHTL Ethnic Future Leaders Programme, with sponsorship from our senior leadership.

The diagnostic confirmed that BM is in the early stages of this work, but by acting on the recommendations, we're poised to make meaningful progress. With a highly diverse workforce, this is both an opportunity and responsibility. Our next step is ensuring that findings are shared widely, so our actions are informed, inclusive, and impactful – laying the groundwork for a more equitable future.

nurturing & **growing talent**



Building brilliant managers with people-focused training

At BM Caterers, we believe that great managers don't just deliver results – they build strong, motivated teams. That's why we launched the 21st Century Manager (21CM) Programme, a targeted learning initiative designed to develop the skills every manager needs to lead people effectively.

Managing people can be one of the most rewarding – but also most challenging parts of any leadership role. The 21CM Programme gives our managers the tools, confidence, and insight to lead with empathy, build trust, hold meaningful conversations, and create inclusive, high-performing teams.

Delivered through interactive modules, the programme covers core areas such as coaching skills, courageous conversations, giving feedback, managing performance, and setting clear expectations. It blends practical frameworks with real-world application – ensuring our managers are equipped to handle the complex people challenges they face every day.

So far, 38 managers have completed the programme, with overwhelmingly positive feedback. Participants report feeling more confident, supported, and better prepared to bring out the best in their teams.

Our goal is clear: by the end of 2025, every BM manager will complete this training. Going forward, the 21CM Programme will become a mandatory part of the first-year pathway for all new managers - because people leadership matters at BM.



Unlocking team potential through DISC profiling

In 2024, BM Caterers proudly launched DISC personality profiling across the business – an initiative led by our Learning & Development Manager, Dorriane, who is an accredited DISC Practitioner. This tool has quickly become a key part of our personal development approach, benefiting both our teams and clients.

Managers and teams are now better equipped to work together, communicate clearly, and play to one another's strengths.

DISC profiling helps individuals understand their behavioural style – whether they are more Dominant (D), Influential (I), Steady (S) or Compliant (C) – and how that impacts communication, collaboration, and leadership. It's a powerful, easy-to-use framework that builds stronger, more empathetic teams.

So far, 226 team members have received individual DISC profiles, supported by coaching sessions to help them explore their strengths, motivations, and opportunities for growth. Managers and teams are now better equipped to work together, communicate clearly, and play to one another's strengths.

The impact is already visible, from improved internal collaboration to more tailored service delivery for clients. By understanding ourselves and each other more deeply, we continue to build high-performing, emotionally intelligent teams.

As we embed DISC further into our learning offer, we're excited to see how it continues to enhance the BM experience – for our people, our clients, and our culture of continuous development.

Disclaimer: data is correct as of 16/07/2025

Growing talent through apprenticeships

Apprenticeships are a cornerstone of how we grow, develop, and retain exceptional people. With over 54 team members currently on apprenticeship pathways – from kitchen porters to operations directors – we proudly support career development at every level, from Level 2 to Level 7.

Our apprenticeships span a wide range of disciplines including culinary, hospitality operations, business administration, finance, IT & digital, marketing, and HR. Delivered in partnership with respected providers such as HIT Training, Arden University, Babington, RHG Consult and Inspiro Learning, our programmes are high-quality and flexible.

All BM apprentices are in paid employment, earning at least the Real Living Wage. Where permanent roles aren't available post-completion, our connection to the wider WSH Group ensures apprentices can access live vacancies across the group, supporting long-term employment.

Inspiring stories include a Marketing Professional who began their journey as a barista, and three team members who transitioned from catering roles into People & Talent Professionals via levy-funded qualifications.

As a proud levy-paying employer, our apprenticeship programmes come at no cost to individuals or clients. With a 2025 goal to exceed 5% of our workforce in apprenticeships, we remain committed to helping people thrive and grow within the business and beyond.

progressive partnerships



St. Ewe – supporting our farmers

We are constantly striving towards higher welfare standards for our animal-based products. We understand that as a contract caterer, the majority of our environmental, social and ethical impact comes from our supply chain. For our animal-based products, we want to ensure that our products are sourced in ways that support local farmers while minimising animal suffering and environmental impact. We are proud to strive to the highest animal welfare standards across the country, aiming for 100% RSPCA-assured shell eggs and liquid milk.

Through our partnership with St. Ewe, we can be confident that our eggs come from hens treated with dignity. Not only are their flocks all British Lion certified and RSPCA assured, ensuring the highest hygiene and animal welfare standards, but St. Ewe are also passionate about doing the right thing for the planet, harnessing renewable energy, participating in reforestation projects and opting for sustainable packaging. A family run business, St. Ewe also make sure to support local communities in Cornwall and national causes, strengthening the resilience of the local farming and hospitality industries and promoting food security across the country. We are delighted to say that we have grown our relationship with St. Ewe in 2024, increasing our spend by 188% compared to 2023. We are aiming to further this relationship in 2025 as we continue to pursue our hen welfare targets.



Empowering Women - Luminary

In 2024, we launched our partnership with Luminary Bakery and its sister charity Luminary Limited. Luminary is a social enterprise empowering women who have experienced multiple disadvantages, often including domestic abuse, sexual exploitation and homelessness. Through a two-year employability programme, trainees are able to gain the skills, confidence, and employment experience to regain their independence. Some go on to become bakers themselves, but the main goal is for them to acquire transferable skills so they can pursue their own career goals.

We are proud to support Luminary through work placements and training opportunities through our Perkee Coffee Academy, and feature Luminary Bakery products at several sites across London.

In 2025, we aim to deepen this relationship by launching a collaborative project together. Nova café and bakery is the result of the joint efforts of Luminary, BM and Hogan Lovells, set at 49 Farringdon Street. **We are excited to see this venture flourish, supporting women from Luminary's charity through Luminary Bakery sales and an in-house training academy.**



step **up**

Creating lower impact catering together – ESG roundtables

In September 2024, we held our first ESG Roundtable for our clients. Hosted by Mike Hanson, Director of Sustainable Business, and Annelie Selander, our Chief Sustainability Officer, the session served as an introduction between the worlds of sustainability and contract catering.

In 2025, these roundtables will be held on a quarterly basis, exploring all the different ways we and our clients can work towards lower impact catering, from transitioning to sustainable diets to supporting neurodiverse teams, our ESG roundtables are all about exploring possibilities over a curated lunch. We will cover what comprises a sustainable diet, how to source responsibly as a contract caterer, how to empower our neurodiverse team members, and more.



Our climate progress

2024 saw some important changes to our climate action. The increase in turnover and the availability of a cutting edge SaaS platform known as Watershed led us to update our carbon emissions accounting methodology and establish 2023 as the new baseline for our targets.

Under the new methodology, we can see that our carbon footprint decreased in absolute terms by 6.17% in 2024 compared to our 2023 baseline.

Our restated carbon footprint now includes Land Use Change (LUC), which is one of the largest emission factors of the food industry. Account for LUC means we have a much better understanding of the extent of our scope 3 emissions. With our SBTi targets under review for approval once again, we are more determined than ever to reach that net zero by 2040.

Under the new methodology, we can see that our carbon footprint decreased in absolute terms by 6.17% in 2024 compared to our 2023 baseline. When accounting for the 17.27% increase in turnover during the period, we can actually see that our economic intensity (tonnes of CO₂ equivalent per million pounds) decreased by 19.99%, meaning we are generating nearly 20% less of emissions per million pound turnover.

This is news worth celebrating, as it means that our efforts towards becoming more efficient are achieving positive results. However, there is still much to do if we want to reach net zero, and it all starts with our chefs and customers opting for more sustainable diets.



Towards environmental sustainable catering – Green Kitchen Standard

As part of our commitment to improve our environmental performance within our catering space, two of our sites underwent the Green Kitchen Standard accreditation in 2024, achieving remarkable scores of 79%.

The Green Kitchen Standard, certified by the Soil Association, recognises kitchens that follow best environmental practices. It evaluates contract caterers across seven key pillars: management and policy, communication, monitoring and measuring, plans and targets, operating procedures, training, and procurement. These pillars are evaluated in relation to water, waste and energy management, and recommendations are provided to improve inefficiencies. To earn the certification, each site must go through an independent audit and score at least 60%.

Achieving the Green Kitchen Standard not only highlights our dedication to sustainability but also shows our clients and teams that we are committed to continuous improvement and adopting leading environmental practices.

We are working towards having more of our sites meet this standard in the coming years. By the end of 2025, we hope to have extended the Green Kitchen Standard at BM to encompass five sites, and begin to pursue its sister accreditation, Food for Life, which is all about healthy and sustainable eating.



community **support**



Fundraising

Following on from our previous years' charitable efforts to aid Ukraine, in 2024 we were able to successfully fundraise nearly £50,000 through the Golden Hearts dinner. Subsequently, a van loaded with medical supplies and teddy bears completed a 4,700-mile round trip to Ukraine.

Led by Richard Yates of Ellis Wines, the mission spanned seven countries and delivered ECG machines, medical equipment, and teddy bears to hospitals and the wider community. In addition to distributing aid, Richard and his team provided vital first aid training to Ukrainian soldiers, focusing on bleed control techniques and casualty care using the delivered kits. In total, 80 individuals were trained. The team also visited a town hosting large numbers of displaced people, where many of the teddy bears were given to children.

We are very grateful for our supplier relationship with Ellis Wines that allows for us to continue supporting the war effort in Ukraine, and hope to develop similar relationship with other suppliers in the future to maximise our charitable efforts.



BM team members who volunteered to work at the Ukraine fundraising dinner

Christmas hampers

We are proud to have continued our support for South London families in need during the winter festive months. This year, with support from our suppliers, our teams were able to prepare Community Christmas Hampers for 50 families, equipped with everything they could possibly want for a Christmas dinner – turkey, vegetables, sweet treats and more!

Our teams are incredibly proud to continue to participate in this initiative, and put a lot of care into making sure each hamper contains a lovely, festive surprise. Of course, we could not do it without our generous suppliers, who are always happy to support a good cause.

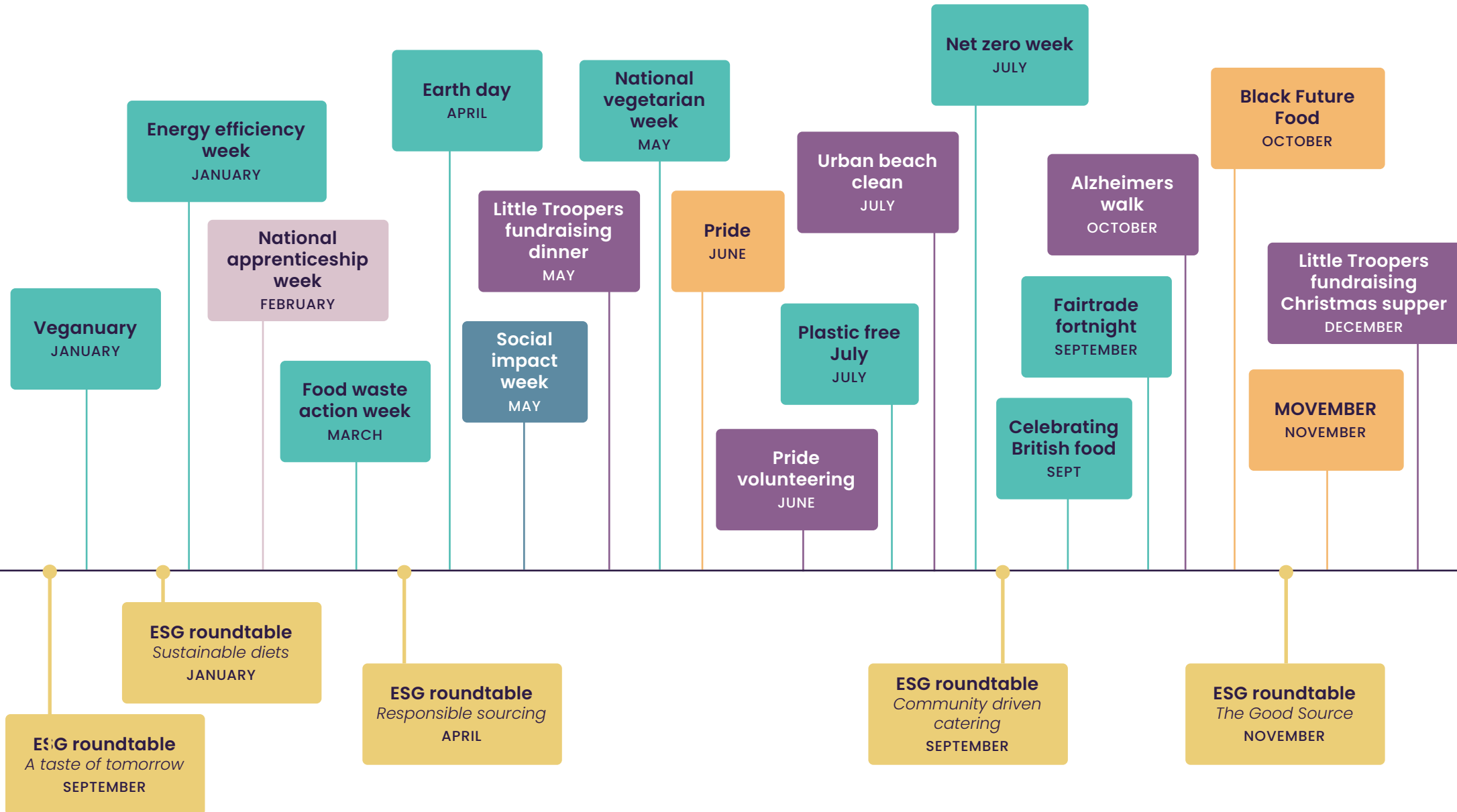
Little Troopers

In 2024 we continued our long-standing support for Little Troopers, raising £10,000 for this UK charity aimed at helping children with parents serving in the British Armed Forces. The funds were raised during a ticketed meet-and-greet auction event in London, during which suppliers and BM operations teams came together to enjoy a three-course meal put together by our Chef Director, Pete Redman.

Our support for this charity dates back to 2011, when Founder Wendy Bartlett became its patron. The charity works to provide essential resources, events, and programmes for the 100,000 British children with parents serving in the military, recognising their need for extra support as they face frequent relocation and separation periods from their parents.



What's planned for 2025?



INCLUSION & DIVERSITY

NUTURING & GROWING
TALENT

PROGRESSIVE PARTNERSHIPS

STEP UP

SUPPORTING COMMUNITY



Scan or click the QR code to find out more
about our sustainability journey through our
Second Nature 2024 Sustainability Report

bmcaterers.co.uk

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