



IMPACT REPORT

SUSTAINABILITY OUR APPROACH

“Providing successful and sustainable dining experiences is not only about financial success but also about our legacy as a responsible business.

By supporting local charities, championing eco-friendly initiatives, and promoting diversity and inclusion, we aim to create a legacy that extends far beyond our restaurant's doors.”.

Richard Colclough

Managing Director
Parogon Group



OUR COMMITMENT

P A R O G O N
GROUP

To make our business sustainable, our commitment is going to be ongoing and one of continuous improvement.

This report outlines three things;

1. What we currently do.
2. How we performed in targets we set ahead of July 2024
3. Targets we have set to achieve ahead of July 2025

This report will be looked at annually to realign our 12-month targets and ensure it contains our latest actions/policies.

IMPACT AREAS

DEVELOPMENT

TEAM CULTURE

COMMUNITY

POLICIES

SURVEYS

MEASURED IMPROVEMENT

SUPPORTING

ANNUAL TARGETS

DEVELOPMENT

OUR COMMITMENT TO TRAINING

We have a Learning & Development department whose focus is on our core value of **Develop**

As soon as a team member joins us, they are on a journey to develop themselves and others.

A Personal Develop Plan is put into action immediately.

TRANSFERABLE SKILLS

We don't just train on skills unique to Paragon Group. We also train skills that can be used in any industry. Such as;

Ability to work efficiently under pressure.

Customer service skills.

Multitasking capabilities.

Effective communication.

Labour controls.

Finance controls.

People management.

Leadership skills.

PROMOTING FROM WITHIN

Many of our managers including general managers have been promoted from within, some of whom began life as a 'runner' the starting point in our development plans for Front of House team members.

Our Executive team in the business includes several individuals who joined the company when we only had one restaurant.



TEAM CULTURE



24/7 EMPLOYEE ASSISTANCE PROGRAM

Hospitality Action's EAP supports over 180,000 industry professionals it provides specialist, independent and confidential advice.

Its range of benefits includes personal counselling, legal guidance, addiction support, debt and money advice, parenting helpline, elder care helpline and a whistle-blowing service

EMPLOYEE OF THE MONTH COMPETITIONS

Our venues choose a team member from the Back of House, Front of House and management team that deserves recognition for their impact on the restaurant/others.

These are given a 'shout out' on our companywide social media platform.

ANNUAL AWARDS NIGHT

This special event is organised to recognise and celebrate excellence within our team.

The team get together, dress up and celebrate all that is special about Parogon.

The awards are themed around our core values and sites are recognised for outstanding contributions to charity or team development.

TEAM CULTURE

FLEXIBLE WORKING

The hospitality industry is notorious for long hours and poor rewards.

Our team benefit from flexible working so they can earn around their responsibilities and interests.

TEAM DISCOUNTS

All our team members are entitled to at least 30% off their food and soft drinks bill.

£50 BIRTHDAY GIFT CARD

This is given to team members for their Birthday to use in our restaurants

This allows them to celebrate their special occasion with friends or loved ones.



COMMUNITY

THE POTTERIES

Stoke-on-Trent has a strong connection to the world of ceramics and pottery.

Having this on our doorstep has ensured a very strong relationship with leading international ceramic suppliers.

For many years we have used **Steelite international** and **Churchills** for the majority of tableware, having had long established relationships with both businesses.

We are proud to be associated with both local businesses and ensuring that the cultural identity of our region is showcased within our restaurants.

LOCAL HUB

The Blockhouse at the Sheet Anchor was conceived to allow us to add our Smokehouse restaurant concept to the rear of a local pub called The Sheet Anchor.

Keeping the community spirit alive is important. We host annual events such as pumpkin carving competitions and Christmas carol singing in our bar area, and we show live sports after requests from our local community.

Regardless of location our restaurants maintain a local customer base.

78% of our guests lived within 10 miles of the restaurant they visited.



COMMUNITY



SHARED VALUES

We aim to work with businesses and individuals who share our same values towards sustainability.

Furniture suppliers;

Satelliet

Style matters

B Corp certified communications provider; **Zen**

Sustainable Recycling & Waste management with **Brown Recycling**

Our location means that Seafood cannot be sourced locally, however we use a supplier that champions sustainability.

Kingfisher Midlands

LOCAL COMMITMENT

59%

Of our total expenditure in our last completed financial year was spent with local and independent suppliers.

66%

Of our food spending in 2022 with our **fruit & vegetable supplier** and our **meat supplier** who have been supplying us for almost 15 years.

£2 million

This is what we have invested in our last two restaurant openings led by a Stoke on Trent construction firm.

We also use a local cleaning company who have kept our restaurants looking great for over 10 years whose employees are all local to each one of our restaurants.

POLICIES

TEAM HANDBOOK

This is accessible to everyone and encompasses many aspects of UK employment law as well as our specific requirements towards things such as Diversity, Inclusion & Whistle blowing.

DIRECTOR'S COMMITMENT TO B CORP

Our directors have signed an agreement, often referred to as a Benefit Corporation Directors Agreement.

This legal document outlines their promise to not only generate profit but to also make a positive impact on society and the environment.

DRIVING & MILEAGE POLICY

Some roles within our business work operationally across multiple locations.

Our Driving/Mileage Policy aims to do the following;

- Work towards reducing the time that our team members spend on the road in petrol or diesel cars.
- Find ways to make it more rewarding to use an electric vehicle.
- Utilise technology such as video calls rather than driving for meetings unnecessarily.



POLICIES



ENVIRONMENTAL PREFERABLE PURCHASE

We prioritise buying from local suppliers to support the local economy and help create jobs in the community.

We are committed to ensuring over 50% of purchases is from local suppliers within 10 miles of one of our venues and no further than 50 miles from our central location.

We invest in energy-efficient appliances and lighting to reduce our energy consumption and environmental impact.

We choose seafood that comes from sustainable sources, helping to protect our oceans and fish populations.

We reduce food waste by planning our menus carefully and managing food inventory.

Dealing with local suppliers gives us better visibility into the supply chain, and we can help ensure food safety standards are met via visits to their premises.

We reduce our carbon footprint: due to shorter transportation distances meaning fewer emissions from shipping and transportation.

SURVEYS

GUEST FEEDBACK

ONLINE REVIEWS AND AUTOMATIC GUEST FEEDBACK EMAILS

These provide us with insight into how our guests feel about their experience.

TABLESIDE DEVICES TO GATHER MORE DETAILED FEEDBACK

These allow us to understand differences in sentiment down to dates, times of day and food.

We rotate specific questions to our guests, which gives us an understanding of where our guests may want to see improvement in our sustainability journey.

ORGANIC FEEDBACK

The proximity of our venues to each other and the fact that their locations are situated directly where our Directors and Leadership teams live and the communities that they are involved in, means that feedback, both positive and negative is never far away!

Be that on a school run, popping into a local shop or walking the dog, our leaders are always met with conversations about recent visits.



SURVEYS



WORKPLACE ENGAGEMENT SURVEY

The b-Heard survey allows you to gain honest and insightful feedback by asking our employees to submit their responses both confidentially and securely.

The survey covers wellbeing, pay and benefits, personal growth, team, the leadership and much more on a seven-point scale rather than a simple agree/disagree response.

In 2023 we were recognised as having World class levels of engagement and in the top 5 business within our sector.

DIVERSITY & INCLUSION SURVEYS

In 2023 we conducted our first Diversity & Inclusion survey.

It showed that there is currently a great deal of diversity & inclusion within our workforce.

96% of our team felt like we seriously value diversity & inclusion, this is something that we will be working on to improve.

We have added a process into our on-boarding to ensure that we are constantly informed on the make-up of our teams.

MEASURED IMPROVEMENT

ATTRITION

We review the attrition rates of our team members in a monthly **People** report.

This highlights venues and departments so we can recognise any trends that are outside of our expected levels.

We pay attention to the length of service of these team members to understand where there may be any downfalls. Such as, within recruitment or sentiment of team members.

WORK-LIFE BALANCE

Our monthly **People** report also includes details on the number of hours our team have worked.

We highlight those that have worked over 48 hours per week and categorises them as an 'At Risk' team member.

These team members are then monitored to ensure that the hours are reduced accordingly and/or to ensure that they are comfortable with the hours that they are working.

GENDER PAY GAP

In 2024 we will start reporting and publishing a gender pay gap report. This will allow us to identify areas where there may be gender pay gaps and take action to address them.



MEASURED IMPROVEMENT



FOOD WASTE VOLUMES

We review our food waste volume usage per venue by calculating it against the number of covers that we serve within our restaurants.

We will be monitor this throughout the year and reporting on it quarterly to our whole team, including Directors.

Last year we reduced our Food Waste volumes by over 10%



UTILITY USAGE

We review our utilities usage per venue by calculating it against the number of covers that we serve within our restaurants.

We monitor our usage throughout the year and report on it quarterly to our whole team, including the Directors.

SUPPORTING

LOCAL FUNDRAISING

Our current chosen partnership is with **Dougie Mac** hospice who offer services free of charge to adults, young adults and children living with a life-limiting illness.

We have already met our latest pledge to raise over £50k by the end of 2024.

We have also achieved a lifetime total of over £100K and were recently recognised by their team as their best business partnership for 2024

We also encourage our venues to support their local charities by host fundraising activities such as coffee mornings through to providing vouchers for community raffles.

GUEST ENGAGEMENT via MENU OFFERINGS

We have chosen popular items from our menus that give us the opportunity to raise money for our chosen charity.

For every one of the chosen dishes sold, we donate £1 to Dougie Mac.

This raised over £13K last year.

For the past 4 years we have also raised funds for **Hospitality Action** on the UK's 'National Hospitality Day'. For this weekend we sell 'Invisible Chips' whereby a guest can purchase this product and we will double their donation.



SUPPORTING



LOCAL PARTNERSHIP & SPONSORSHIP

Grassroots sports can be the heartbeat of local communities and our partnerships with various local sports team through sponsorships and donations allows us to support these great clubs that mean so much to the community.

We currently provide sponsorship and support to numerous local benefactors **Newcastle Volleyball Club, Stone Dominoes Football Club** and **Newcastle Water Polo Club.**

VOLUNTEERING HOURS

108 hours

Volunteering time provided to Dougie Mac.

200 hours

This is our target of volunteering hours for next year.

We will monitor and report on our success.

ANNUAL TARGETS

Our performance on annual targets up to July 2024

Area	Focus	Detail	22/23	23/24	Notes
Team	Wellbeing	Wellbeing Survey Delivered	●	●	Ongoing
	Wellbeing	Survey results used to improve & develop	●	●	Ongoing
	DEIB	Gender Pay Gap Reporting published / reviewed internally	●	●	Due August
	DEIB	Gender Pay Gap Reporting published online	●	●	Due August
	DEIB	DEIB Survey Delivered	●	●	Complete
	DEIB	Survey results used to improve & develop	●	●	Ongoing
Environment	Waste	Reduce food waste in grams per cover by 5%	42.08	●	Achieved 39.51
	Legacy Team	Introduce a company team that feeds back and drives improvement	●	●	Launching Summer 24
	Energy	Reduce Electricity KWH per cover by over 5%	2.96	●	2.96 - No reduction
		Reduce Gas KWH per cover by over 5%	3.85	●	3.85 - No reduction
Community	Donations	Reach £50,000 fundraising target for Dougie Mac (Teams Chosen Charity Partner) by end of 2024	£15,963	●	Currently over £55,000
	Donations	Donate the equivalent of at least £1000 per venue to local causes beyond our chosen charity	£12,817	●	£6.25K
	Local Sports Clubs	At least 5 local community clubs sponsored by Paragon	3	●	North Staffs Hockey, Whitmore CC, Rocoeter FC, Newcastle Volleyball, Newcastle Town FC, Himley CC
	Local Businesses	Maintain at least 50% of our Procurement coming from local & independent suppliers	●	●	Needs review when FY finalised
	Volunteering	Increase volunteering hours given back to the community to over 200	108	●	Needs focus to encourage and track
Integrity	Policies/Processes	Implement a process whereby corporate travel is monitored and reported on (allowing targets to be set in the future), including vehicle car emissions and reasons for travel	●	●	Mileage policy adapted and electric vehicles encouraged by the company. Targets can now be set for FY25
		Amend Mission Statement / Core Values to include terminology relating to our next journey for example: 'environment' 'sustainable' 'equality' 'diversity'	●	●	Not completed
		Implement a mechanism for monitoring greenhouse gas emissions for at least Scope 1 and 2	●	●	Begun
	Peers and Industry	Director/Senior Leaders sharing knowledge on industry forums	●	●	Ongoing
Guests	Satisfaction	Survey via multiple platforms to gather feedback from our guests on various topics	●	●	Ongoing

ANNUAL TARGETS



We are working on confirming our targets for July 2025

This process will involve ensuring we are gaining input from all Stakeholders including our newly launched Peoples voice forum, our new quarterly meeting with purpose of bringing together our amazing people with diverse viewpoints to drive collaboration and strategic thinking at Paragon Group.

We will update this report once confirmed



OUR COMMITMENT

During the coming months and years, we will be open and transparent with our teams and guests about our journey to becoming a b-corp certified business and our overall impact on sustainability.

Make sure to follow our journey on our website and socials!

Thank you for taking the time to review our progress to date.

P A R O G O N
GROUP