

# WHITEMEADOW

DRIVEN TO LEAD. PROUD TO IMPRESS.

STRATEGIC REPORT 2021





WHITEMEADOW

# COMPANY VISION

DRIVEN TO LEAD. PROUD  
TO IMPRESS.

Our mission at Whitemeadow is beyond just making money. We're constantly striving to lead in our industry, both in terms of product, service and innovation.

We're proud of the work we do and the people we work alongside. Most companies exist to simply make and sell product. We're different. We exist because we believe in inspiring, impressing and innovating.

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# OUR VISION AND VALUES

## CRAFTED

Everything we do we do with care and accuracy. Crafting British-made upholstery using skills that have taken years to master.

## VIBRANT

Our vibrant workplace culture helps inspire creativity and craftsmanship.

## PROUD

We're proud of what we do. We're proud of who we are. We're proud of how far we've come and where we're going.

## DYNAMIC

Dynamic working is instrumental to our everyday operations. Instilling a high-trust, high-performance culture within our business.

## DEPENDABLE

Constantly delivering on our designs, quality and service.

## BEST IN CLASS

We aspire to be the best we can by crafting innovative products that people are proud to own, taking the lead in our industry.





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# COMMUNITY AND INDUSTRY COMMITMENT

Whitemeadow continues to lead the charge on educating and inspiring the next generation of skilled furniture makers. By sharing our knowledge and skills with local students, we hope to show them that there are some fantastic career opportunities right on their doorstep in the future. Local residents were also offered the opportunity to come along and find out more about career opportunities in the furniture industry. Whitemeadow also work with partners such as job centres, parole services and the Armed Forces Community to provide pathways into work.

We also sponsor the Furniture Makers' School Design Prize and Young Furniture Makers Exhibition to encourage talent into the industry.





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# EMPLOYEE ENGAGEMENT

Our vision takes a multi-disciplined workforce, each with skills that contribute to pushing us ahead of our competition and impressing our loyal customer base. We encourage engagement from everyone in the business and truly believe by doing this our vision and values will become the unifying components of our company culture and in time this will ultimately lead to a better workplace for all, and a company that has a strong and bright future.

We offer a competitive salary, generous holiday allowance, formal and informal training opportunities, good welfare facilities and a wide range of employee benefits and opportunities to enable our employees to fulfil their

potential.

Our Joint Consultative Committee enables all employees to feel involved and have a voice. We are working hard to create an environment where employees feel valued and are recognised for their hard work and successful demonstration of our company values. We hold monthly and annual employee recognition awards and are proud to be an Investors in People accredited employer.

We take our commitment to the development of our employees very seriously and invest in their future by offering apprenticeship schemes and accessible routes to career progression.

Our industry leading in-house Sewing Academy has now

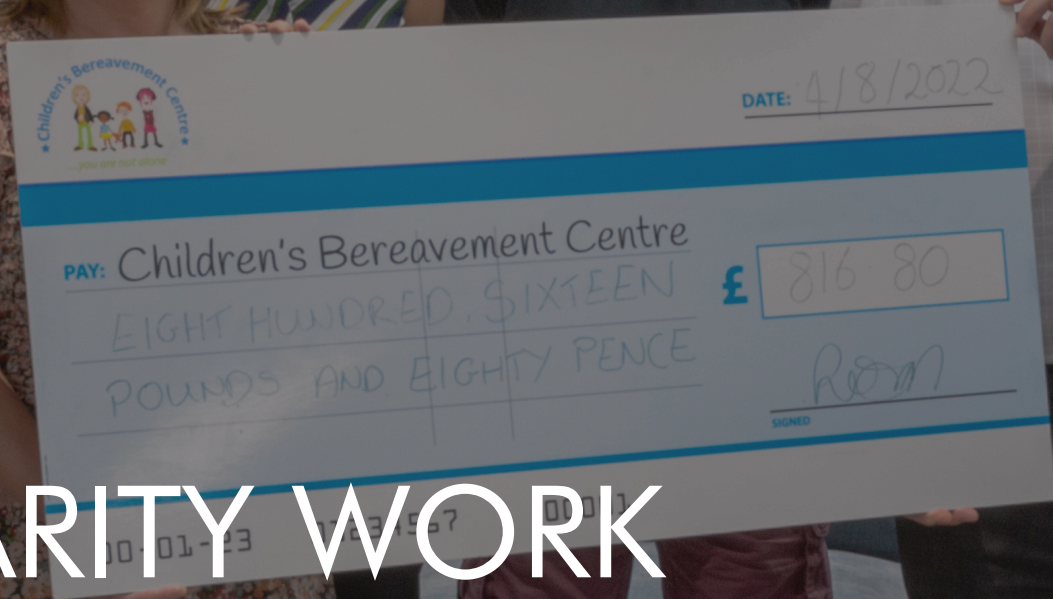
trained a number of fully qualified Sewing Machinists who have earned a Modern Upholster Qualification and now work full time in our factories. Due to this success, we are proud to be launching our Upholstery Academy later in 2021.

Whitemeadow are also working very hard to abolish gender stereotypes in the industry by encouraging men and women into roles they wouldn't normally be associated with. We now have a number of women working in driving and production roles such as Upholstering, and a number of men in our Sewing Rooms as fully qualified Sewing Machinists.





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# CHARITY WORK

Whitemeadow are active members of the Furniture Makers' Company charity, who support the furniture industry by helping those who work or have worked in the sector; ensure its long-term success by developing the future generations; and inspire excellence in design and manufacture. We are involved in several fund-raising initiatives every year. Our employees are also raising money through regular fund-raising events for the Nottinghamshire and Lincolnshire Air Ambulance.





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# ENVIRONMENTAL RESPONSIBILITIES

Our commitment to the environment and sustainability is at the heart of the future for Whitemeadow.

**FSC-** In 2020 we became one of the first upholstery manufacturers to achieve FSC accreditation. All the timber we use is sourced legally, ethically and sustainably, from plantations or Forestry commissions that replant and replace to ensure that species continue to thrive and provide a sustainable source of timber for generations to come. We do not purchase any materials that do not come with FSC (Forestry Stewardship Commission) accreditation.

**Recycling-** We recycle all forms of paper and card. All confidential waste is shredded and recycled, and all other

paper waste goes directly to recycling plants across the UK, with zero to landfill. In partnership with Biffa, all our sites now divert over 94% of wastage away from landfills and 100% of our plastic packaging is recyclable. Our plastic packaging is made from 30% recycled plastic.

**Energy-** We have started a trial of HVO to fuel our fleet. HVO (hydro-treated vegetable oil) is a premium, high quality diesel fuel, made from renewable, sustainable, raw materials and can reduce our net CO2 greenhouse gas emissions by up to 90%.

75% of our factory lighting is energy efficient LED and our Biomass units are powered by recycled wood, providing 100% of the heating at our Orchard

Way, Design, Export Drive and Stores sites.

**Product innovation-**

Whitemeadow are early adopters of innovation and sustainability practices in the upholstery industry. We were the first in the sector to invest in sustainable components such as interiors made of recycled bottles and fabrics made from recycled yarns. We currently work with like-minded organisations such as Plastic Bank, which is a social enterprise that builds recycling ecosystems in under-developed communities in an effort to fight both plastic pollution in oceans, as well as high poverty levels in developing countries.



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# SECURING THE FUTURE OF WHITEMEADOW

We know our people are our biggest strength, and we're determined to improve the way we manage, develop, and lead. We are currently undergoing our 24-month review of our Investor in People accreditation, which will help us focus on the right areas and make positive changes for all those that choose to work at Whitemeadow.

We will continue to expand the number of ethical suppliers we work with to ensure our supply chains are as committed to positive change as we are, making a substantial effort to reduce harmful impact on the planet.

Our aim is to be recognised as a company known for its integrity and creativity, that paves the way for the future of upholstery making.