

# Our Punch Promise

Dedicated to  
'Doing Well  
*by*  
Doing Good'

**PUNCH**  
PUBS & CO



# Dedicated to 'Doing Well, By Doing Good'

Punch's 'Doing Well, By Doing Good' programme underpins the way we do business. It's at the core of our strategy and proudly represents our positioning as a modern, progressive pub company.

ESG (Environmental, Social & Governance) principles are embedded across many elements of our business, and we continue to involve our employees, Management Partners, Publicans and suppliers to collaborate in making our business and, in turn, their businesses, more ethical and environmentally friendly for the benefit of our guests.

## Our Punch Promise



### HEART OF COMMUNITIES

The public house has always been a great British institution, the heart and soul of our nation, it is a place where everyone is welcome. Punch promises to create hubs of the community that are the crossroads of connection (well-being, community cohesion, community services).



### PEOPLE AND CULTURE

Punch promises to play an instrumental role in the economic recovery through job creation and progression, attracting and retaining a truly diverse workforce, achieving equality, diversity, and inclusion at its purest form.



### PATRONS OF THE LOCAL

Punch promises to ensure that the Great British pub remains an attractive proposition at the centre of the UK hospitality consumer offer through investment and industry-leading support and innovation.



### MODERN, PROGRESSIVE PUB COMPANY

As a sustainable company, Punch promises to work with diverse communities to build an inclusive, resourceful, responsible and environmentally friendly business, enriched by local identities.



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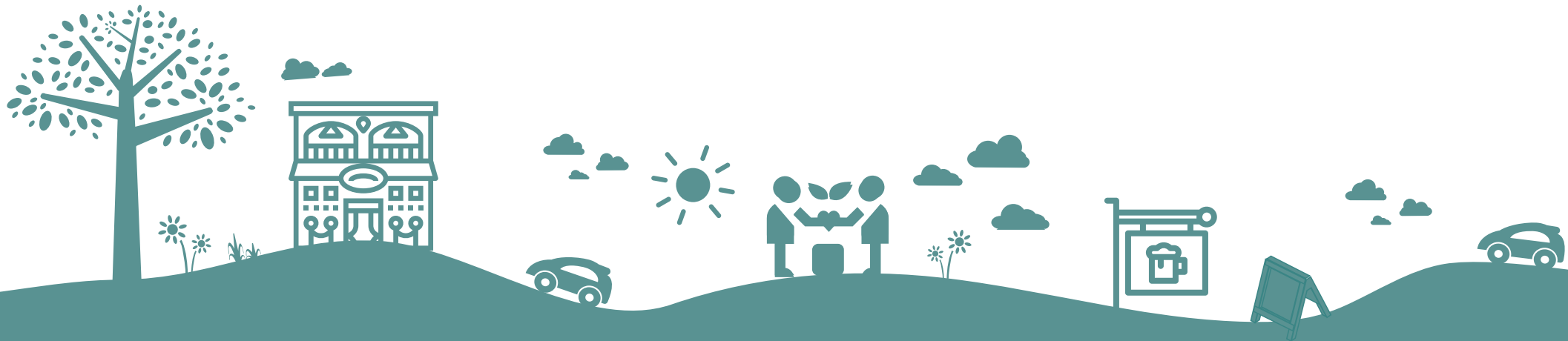
- **Community Engagement:** Partner with charities and educational institutions to provide coaching, mentoring, and work placement support in local schools with specific mentoring for students nationally in areas of social deprivation.
- **Industry Partnerships:** Encourage our Publicans to consider the role their pub businesses can play in the local community. We partner with Pub is the Hub which inspires Publicans and local communities to work together to support, retain and locate services within the pub as well as PubAid, a working party dedicated to promoting pubs as a force for good in their local communities.
- **Diversification:** Deployment of the right service offer within our pubs to help provide a wider community service, i.e. hosting the post office or shop, for local clubs and societies.





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- **Embracing Diversity & Inclusion:** By 2023, our workforce will reflect the communities we serve.
- **A Winning Team:** Continue to craft a culture that will continue to inspire and motivate with an 85% plus team engagement score.
- **Investing in Others:** Offer bespoke role specific development programmes across all of our teams including our Strive Academy in our Business Support Centre and specialist development for our Operations Managers.

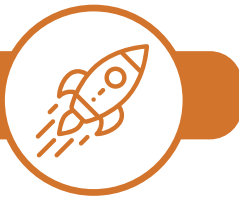




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- **Investments that Inspire:** A commitment to wise and sustainable investment, in the region of £100m over the next three years, making sure that we give our guests a better experience, generate better returns for our Publicans and ensuring our pubs continue to flourish in their communities.
- **Bold Acquisitions:** Brilliantly effective at integrating pubs into the Punch family, whilst ensuring that our pubs remain a cornerstone of their respective communities for many years to come.
- **Digital Transformation:** Collaborations and partnerships, coupled with strong internal development skills, leading the way in innovation within the pub sector.
- **Reducing Local Environmental Emissions:** Install 100 Self Service Parcel Lockers across our estate by the end of 2021.





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- **Electric Adoption:** Install a minimum of 10 electric charge points into the Punch estate (including at Jubilee House) by the end of the year and ensure all new orders for company cars by the end of 2023 are for electric cars.
- **Environmental Responsibility:** Ensure a minimum of 50 pubs across our estate have Green Mark Accreditation by the end of August 2022. Green Mark Accreditation at Jubilee House achieved in March 2021.
- **Waste Not:** Roll out a food waste reduction programme across targeted pubs by the end of 2021.
- **Carbon Footprint:** Recycle a minimum of 75% of all waste across our Management Partnerships business and continue to work with waste management providers to reduce, to zero where possible, waste to landfill.
- **Energy Efficiency:** Conduct a review across our Management Partnerships estate of our utilities usage as well as securing favourable energy rates and sharing best practice with Publicans (over 600 agreed to date).
- **Sustainable Sourcing:** Supply chain prioritisation based on ESG credentials.
- **Living with Less Plastic:** After the removal of plastic straws across our estate, we will continue to look for ways to reduce plastic usage in other areas i.e. Ocean Rescue Beach Clean Programme with Sky.





# PUNCH

PUBS & CO

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