



SEASALT
CORNWALL

SUSTAINABILITY REPORT 2019/20

A MESSAGE FROM PAUL HAYES, CEO



Seasalt has always been committed to conducting business honestly and authentically. We recognise that the way we do business has a direct impact on our people, planet and profit.

As we head into a new decade, sustainability remains central to our values and key to our long-term business strategy.

In this report, we share the positive steps we've taken towards our sustainability goals over the past year and the progress we are committing to in 2020.

In 2019, we made great strides. We've introduced even **more sustainable fabrics** to our collections and significantly **reduced our consumable waste**. We've worked tirelessly to gain a better understanding of our **environmental and social performance**, so that we can take further action to reduce our footprint.

Through Seasalt Giving, we donated over **£100K to charity** and our teams gave more than 3000 hours of their time and skills, **volunteering for 129 local charities**.

Our journey towards sustainability continues and we know there is much more we can do. We look forward to sharing our 2025 commitments with you soon.

A handwritten signature in blue ink, appearing to read 'Paul Hayes'.

Paul Hayes
Seasalt CEO

SUSTAINABILITY AT SEASALT



MEET THE TEAM

Our growing Sustainability Team is headed up by Deap, who joined Seasalt in 2017, with an MSC in Corporate Social Responsibility & International Business and a wealth of experience working with national and international brands. She's joined by Sustainability Communications Manager Polly and Sustainability Coordinator Hannah. Their passion and expertise inspires all our teams, helping to focus our sustainability efforts in every area of the business.

Formed in 2017, the Seasalt sustainability team is a dedicated crew focused on minimising our impact on the planet and looking after the wellbeing of our community. We're so excited to continue the journey we're on...



Deap Khambay
Head of Seasalt Sustainability



Hannah, Deap & Polly



OUR PRODUCT

Seasalt's design ethos is to create beautiful and useful clothing that our customers can enjoy wearing season after season. It's our attention to detail and enduring quality that have won us such a loyal following. From our roots, selling workwear to the fishermen and artists of Penzance, we have always designed with durability in mind. Our design teams thoroughly test our products to ensure Seasalt garments fit beautifully and are made to last.

SUSTAINABLE FABRICS

The Seasalt design team carefully source fabrics for their quality, aesthetic and hand-feel as well as considering their environmental and social impacts.



Last year, we introduced even more sustainable fabrics throughout our product ranges, including more organic cotton, Tide Cycle™, recycled polyester linings, sustainable cellulose fibres (TENCEL™ and LENZING™ ECOVERO™) and continue to commit to only using non-mulesed merino and lambswool, which can be traced to its country of origin.



ORGANIC COTTON

We've been making some of our bestselling styles from organic cotton for many years and each season, we're increasing the volume of organic cotton we sell. As well as being super-soft, beautiful quality, naturally breathable and biodegradable, organic cotton is better for the environment as well as the workers that grow and process the cotton.

Organic fibres are grown without synthetic pesticides, insecticides and fertilisers, which can poison wildlife and pollute waterways.

Organic cotton growing produces up to 94% less greenhouse gas emissions and helps save precious water.

It also protects the soil, nurturing it for the long term by enhancing soil

fertility, locking CO₂ into the soil and making it more resilient to drought.

For farmers and workers, growing organic cotton has significant health and social benefits. Workers from field to factory avoid the negative health impact of synthetic pesticides and fertilisers. Avoiding pesticides also keeps production costs down for the small-scale farmers who produce most of the world's cotton.

Organic farming gives control back to the farmers because they don't rely on as much external input. Organic farmers work with the environment in a sustainable way, saving seeds, choosing what they grow and working within their limits. Organic cotton can also be grown alongside food, helping farmers to feed their families.



SPOTLIGHT ON: GOTS COTTON



The Global Organic Textile Standard (GOTS) is the worldwide leading textile processing standard for organic fibres.

GOTS is internationally recognised as the gold standard of organic cotton because it audits the entire supply chain, from cotton cultivation to production, at every step. So you won't find harmful chemical residues on GOTS certified clothes.

It also requires compliance with social criteria, insisting the key norms of the **International Labour Organisation (ILO)** are met, protecting workers in the supply chain. This ensures fair pay and safe working conditions as well as freedom of association, which allows workers to join or form organisations that protect and promote workers' interests.



Soil Association

In 2005, Seasalt became the first fashion company to be certified by the Soil Association. Seasalt founders, Neil and Sophie were the first pioneers, visiting small scale cotton farmers around the world and working alongside the Soil Association to develop high standards for organic cotton production. This partnership made a significant contribution to the internationally recognised GOTS certification. GOTS certified organic cotton has been an important part of our collection ever since.

In SS19
20% of our womenswear
was made with fully GOTS
certified organic cotton.

Organic base fabrics made
up **66.9%** of the womenswear
collection in SS19, an increase
of **100%** from SS18.

When we are unable to source fully certified organic supply chains,
we will use organic base fabrics wherever possible.

Seasalt currently works
with the following GOTS
approved suppliers:

- Ekol in Turkey.
- Afflatus in India.
- Comtex (factory TCM)
in Vietnam.

We are working with our supply chain to
**increase the percentage of GOTS certified,
organic cotton in our collections.** Some
of our existing suppliers are in the process
of becoming certified and we are also
**establishing new partnerships with GOTS
certified suppliers.**



ORGANIC COTTON TIN CLOTH



Our trademarked, organic cotton Tin Cloth® is inspired by traditional fishermen's oilskins. At the end of the 19th century, oilskins were made from re-purposed, worn-out sail cloth, painted with linseed oil and wax to offer strong protection from the elements.

We decided to create our own version of this heritage fabric, using organic cotton canvas and a high-tech waterproofing treatment. Our Tin Cloth® has a soft yet durable finish that preserves the beautiful natural textures of the base fabric, while being fully waterproof and windproof.



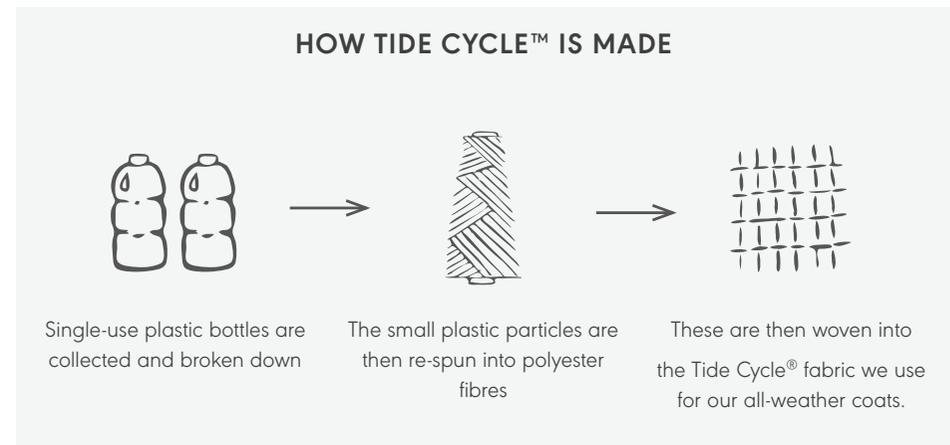


TIDE CYCLE®

Introduced in our RAIN collection in 2019, our specially developed Tide Cycle® fabric is woven from recycled polyester made from plastic bottles. To make it fully waterproof, we use a high-performance, fluorocarbon-free coating, with a bounce out finish, so water runs straight off.

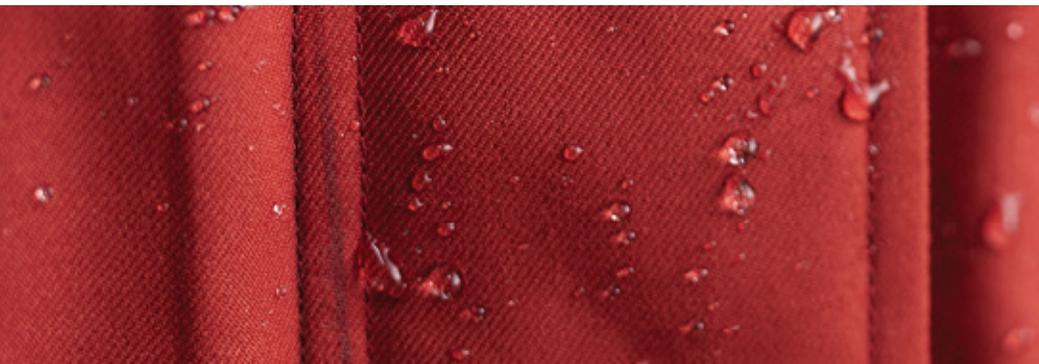
Making our coats with Tide Cycle® helps reduce the amount of plastic flowing into our oceans and takes less raw material, water and energy to produce than conventional polyester.

All our Tide Cycle® yarn is manufactured to the Global Recycled Standard, which verifies the recycled materials in a final product and ensures responsible environmental and chemical practices are used in their production.



RESPONSIBLE CARE

To prevent micro fibres shedding from our Tide Cycle® coats in the wash, we recommend washing them inside a Guppyfriend Bag. Then leave to dry naturally.



LINEN & RAMIE (BAST FIBRES)

Linen and ramie are made using bast fibres, which means the fibres used to make the yarn come from the inner bark of the plant stems. These long inner fibres have to be separated out before being treated for use in weaving or knitting to make fabric.

We make many styles from linen and linen blends in spring and summer because of its beautiful natural quality, breathability and softness. With its flattering drape, it lends itself to uncomplicated and easy-fitting pieces, and gets better with age, becoming softer and silkier with wear.

Ramie, an ancient fabric made from nettles, is a more recent addition to our collection. It shares many of the benefits of linen and blends beautifully with cotton for a fabric with a soft hand feel and appealing natural texture.

The plants used to make bast fibres, such as flax and nettles, need minimal water. They thrive on rainwater alone and boost the quality of the soil, helping to increase the yield for future crops.

Jute

Jute is another bast fibre that we've used in our collections for many years. We make our reusable bags from jute because it is hardwearing, so our bags can be used again and again, and we love its rustic feel, printed with our unique designs.



LENZING™ FIBRES

Over the past year we've introduced more styles made with Lenzing™ fibres. Lenzing™ is one of world's leading manufacturers of sustainable fabrics.

All Lenzing™ fibres are made from natural wood, which is sourced from renewable forests and processed using resource-preserving technologies.

As well as being better for the environment, these fibres have lots of natural qualities our customers love. They are soft to the touch, beautifully drapey and lightweight, and they enhance fabric breathability.



TENCEL™ Lyocell

- Made from wood, from sustainably managed sources
- Processed in an award-winning closed-loop system, which captures and reuses 99% of the water and chemicals again and again, minimising harmful waste
- Compostable and biodegradable



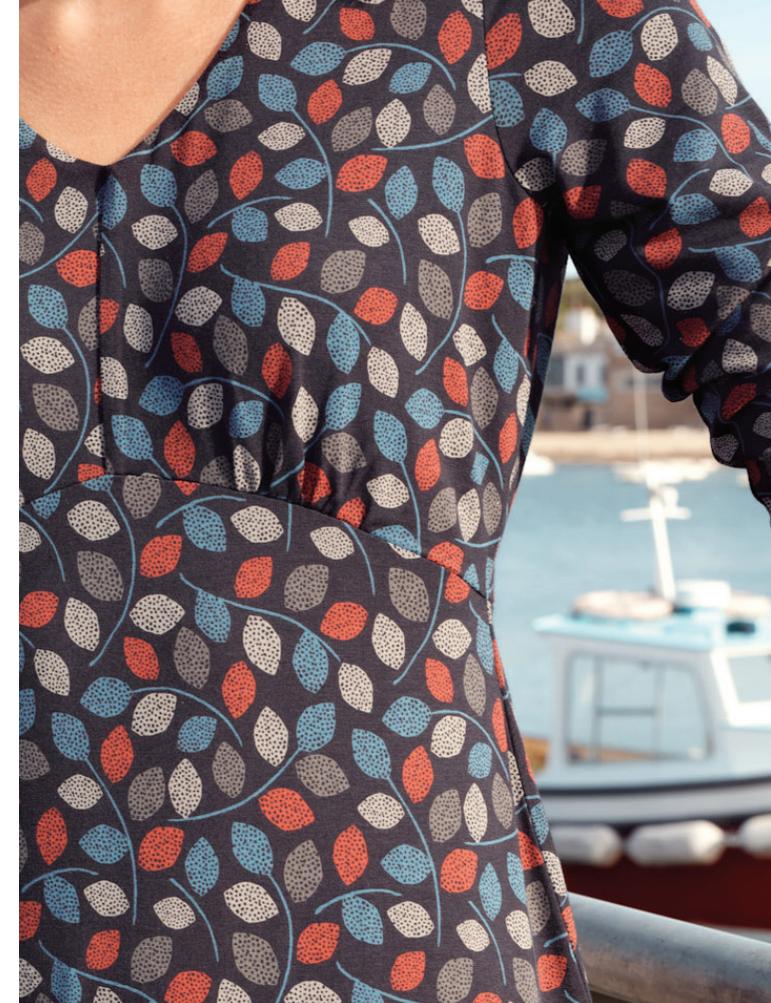
TENCEL™ Modal

- Made from wood (mainly beech), from sustainable forests
- Has a significantly lower environmental impact throughout its life cycle than conventional viscose
- EU Ecolabel certified
- Compostable and biodegradable



LENZING™ ECOVERO™

- The most eco-friendly viscose manufactured today
- Made with FSC and PEFC certified wood pulp, sourced from renewable and sustainable forests
- Manufactured in a closed-loop process that minimises waste, reducing the carbon emissions, water and energy used by up to 50%
- EU Ecolabel certified
- Compostable and biodegradable



ORGANIC, BAMBOO-DERIVED VISCOSE

We've used organic, bamboo-derived viscose in our clothing and socks for many years. Woven and knitted into silky soft jersey dresses or lightweight socks, it is breathable and versatile, keeping you warm in the cold and cooling you down in the heat.

Bamboo is a sustainable plant that grows quickly without the need for harmful pesticides and fertilisers. It thrives on rainwater and in

places that wouldn't suit many other crops. It is also cut when it is harvested, rather than uprooted, which is better for the soil.

**At the end of a product's
life, bamboo fibres will
biodegrade in 45 days**

LEATHER

We insist that all the leather we use must be a by-product of the food industry and come from animals that have been slaughtered in a humane way. We are also working with several Leather Working Group accredited tanneries to ensure environmental and sustainable best practice is followed in the tanning process.

The Leather Working Group carefully audit the tanneries to ensure continual improvement of environmental stewardship as well as traceability of materials. We are working to increase the number of accredited tanneries each season.



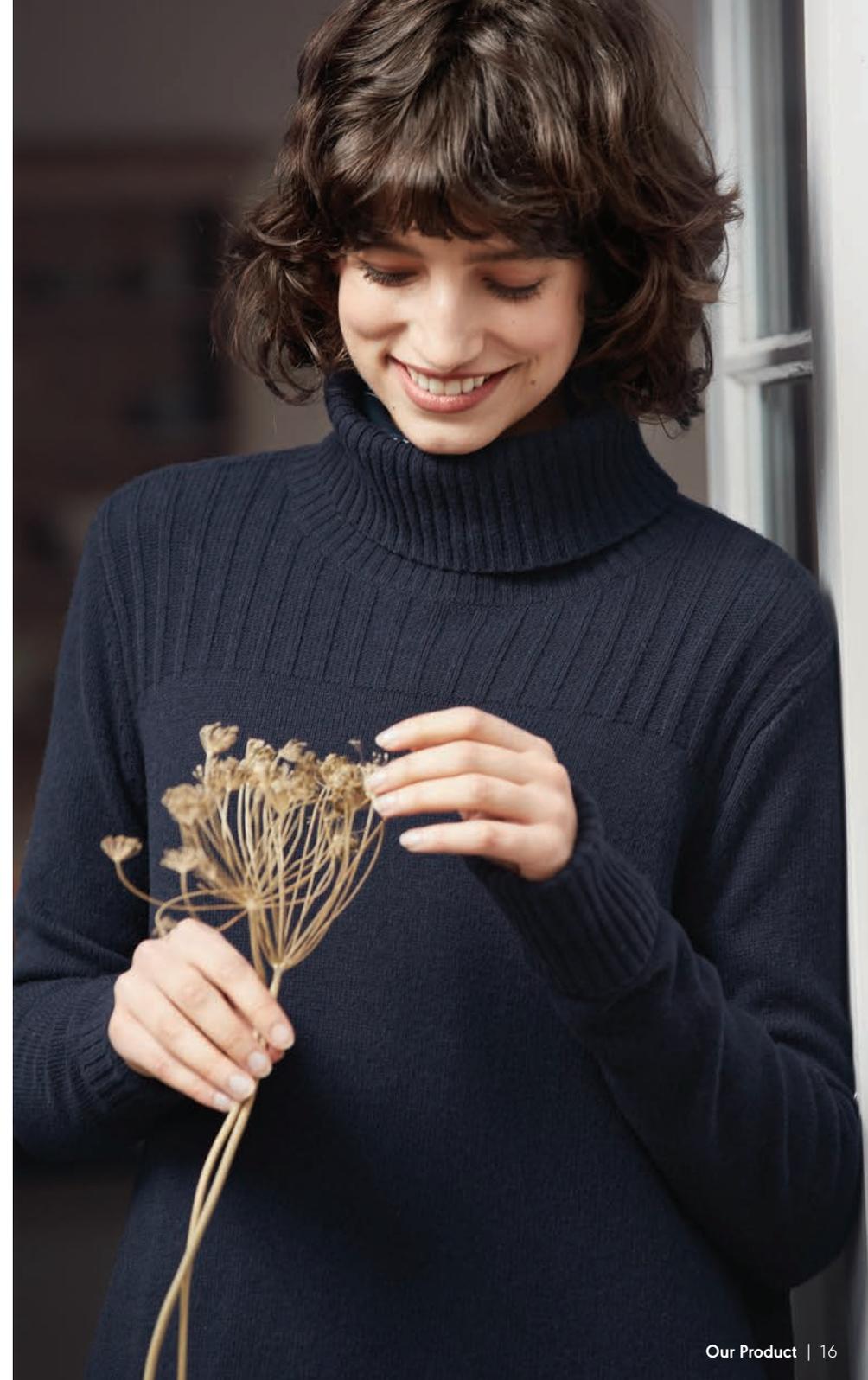
LAMBSWOOL & MERINO

Some of nature's finest yarns, we use lambswool and merino blends in our jumpers and cardigans, as they are beautifully soft and warm yet lightweight and breathable. Natural wool has antibacterial properties, so it doesn't need to be washed as often and is hard-wearing.

We source our wool carefully to ensure that 100% of the lambswool and merino we use is certified 'non-mulesed'. Mulesing is a controversial practice that involves the removal of strips of wool-bearing skin from around the breech of a sheep to prevent flystrike. Being certified as non-mulesed means that our suppliers can prove that they don't use this practice.

Our merino wool is currently sourced from South Africa.

**100% of the lambswool
and merino we use is
certified 'non-mulesed'.**



WHAT'S NEXT: **FABRIC FUTURES**

The product team are continually growing sustainable fabrics across the product portfolio and we will be sharing the business 2025 commitments later in the year.



SUPPLY CHAIN



OUR SUPPLIERS

Our collections begin life in Cornwall. Our in-house team designs every new style, colour and print in our Falmouth studio. Their designs are then brought to life by our trusted manufacturing partners around the world.

Our primary suppliers are based in India, Turkey, China, Vietnam, Spain, Portugal and Bulgaria. You can find out where each individual style is made on our website and garment labels.

We choose our manufacturing partners for their expertise and the quality of the products they make and ensure every supplier we work with upholds our high social and environmental standards.



ETHICAL TRADING INITIATIVE (ETI)

We have always insisted that every supplier we work with commits to the ETI Base Code, an internationally recognised code of labour practice.



In 2018 Seasalt officially became an ETI Foundation Stage member, allowing us to connect with other members, who are leading the way in ethical trade, gaining valuable knowledge and experience. Members work together to tackle complex questions about what steps companies should take to trade ethically and how to make a positive difference to workers' lives.

SUPPLY CHAIN TRANSPARENCY

Our Compliance and Ethics team have a robust system in place to make sure our suppliers comply with the ETI Base Code and identify any potential compliance issues.

Manufacturing Agreement & Ethical Standards Commitment

Every supplier must commit to signing a Manufacturing Agreement and Seasalt's Ethical Standards Commitment Statement, before we start working with them.

Our suppliers promise to work to our Terms of Business and our standards. The ETI Base Code is linked to the ILO (International Labour Organisation) labour standards and it is used as a framework for audits carried out by companies such as SEDEX (Smeta audits) and BSCI (Business Social Compliance Initiative), all of which we use to assess our supply chain. The ETI Base Code covers issues including forced labour, working conditions, living wages, child labour and discrimination.

Regular Supplier Visits

We visit our suppliers regularly and they come to visit us in Cornwall. We have great long-term relationships with our suppliers and consider them our business partners. The visits work on several levels. They strengthen our relationships, help us manage new developments and give us more creative insight. These visits are also a chance to review and inspect the facilities and conditions, to make sure they match the information in supplier assessments and audits. In short, we have complete visibility of our suppliers.

In-Country Seasalt Agents

In addition to our in-house Seasalt teams, we also have Seasalt agents in all the countries we work in. Our agents are paid by Seasalt, local to our suppliers and act as our eyes and ears on the ground. Our agents visit our suppliers regularly (at least once a week and more when we have product being made) and provide us with an honest, open view of the situation locally.

Long-Term Relationships

We believe in working with our supply chain long term, not just changing the supply chain to take advantage of a cheaper deal. This approach secures us the best quality product, an invaluable level of trust, in-depth knowledge of the supplier and the factory environment and a great overall relationship. This enables both us and the supplier to grow our businesses together and develop a mutual respect. Furthermore, if any improvements need to be addressed (regarding the product or the supplier's style of business) they can be resolved together, with a mutually beneficial outcome. A better, happier way to do business all round.

SEDEX MEMBERSHIP

All our direct, or tier one, suppliers are SEDEX (Supplier Ethical Data Exchange) members. SEDEX requires them to complete a Self-Assessment Questionnaire, so we're able to properly appraise them. SEDEX also holds any relevant policies, certificates or audits that our suppliers may have. For example, SMETA audits SA8000, WRAP and BSCI certificates. Our Compliance and Ethics team use this as evidence of compliance with our policies and the ETI Base Code.



SUPPLIER PROFILE: **AFFLATUS**

Seasalt began working with Afflatus in 2013 and together, we've built a strong working relationship. They are based in New Delhi, India and have been in operation since 1975. Today, they have approximately 3000 employees and quality, innovation and sustainability sit at the heart of their business. Here are some of the reasons we love working with them:

GOTS Certified

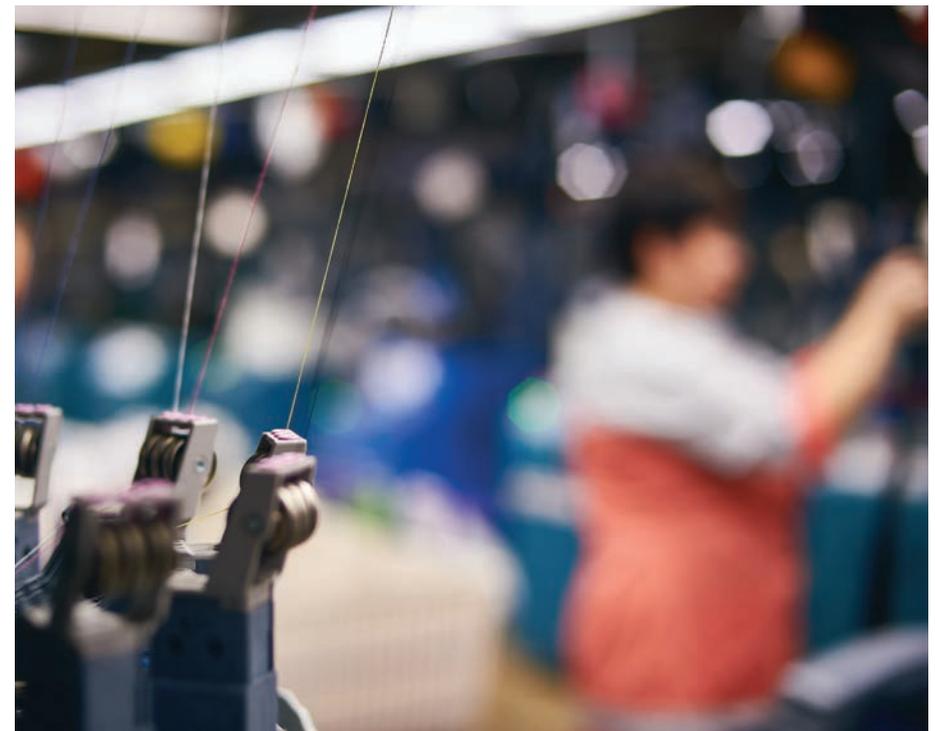
Afflatus is a GOTS certified supplier who believe in working with brands that take sustainability seriously. They chose to be a GOTS certified supplier because they can see the environmental benefits this has on their clients' overall environmental impact. During the processing stage, only GOTS approved chemicals and dyes can be used. These are measured for toxicity and biodegradability, to make sure they are sustainable and minimise waste.

To ensure there's no contamination, Afflatus is required to process GOTS products separately from any conventional cotton. These steps as well as social compliance is independently audited every year and residue testing is carried out on the garments.

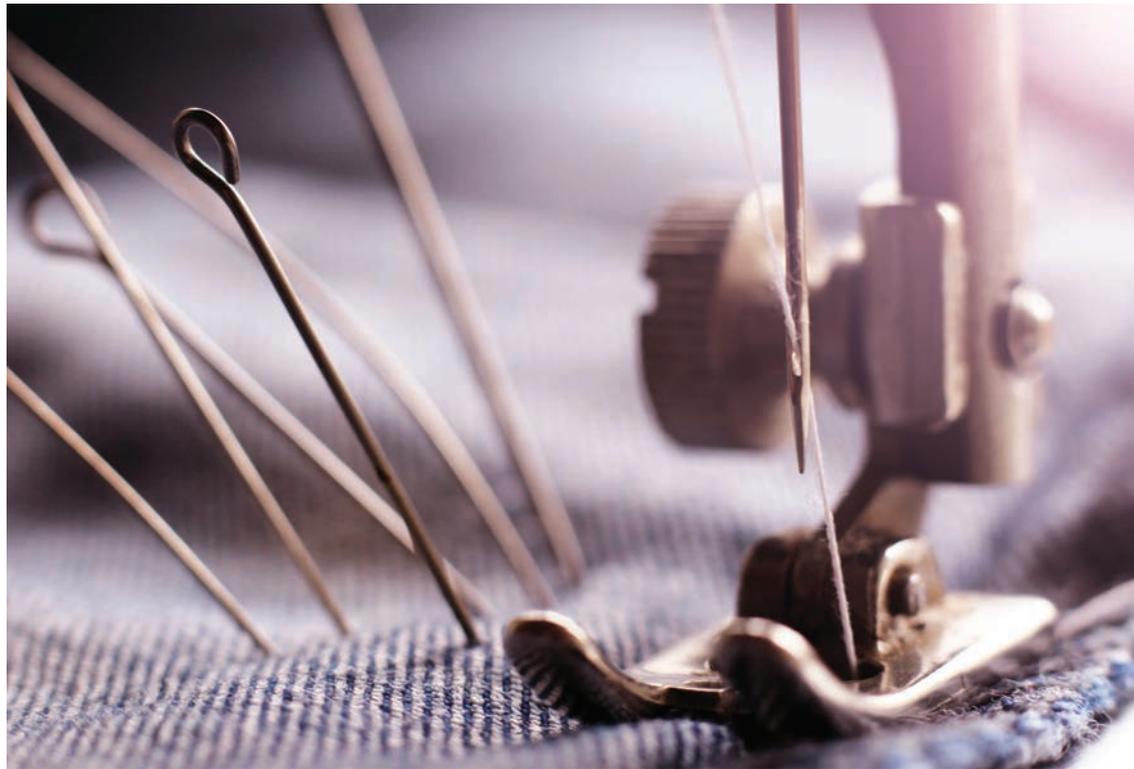
Caring for People

Afflatus look after every member of their workforce and are committed to investing in their development, so they have the relevant skills to adapt to the needs of the industry. These start at operator level and cover all levels of management. This culture of improvement ensures a dynamic, progressive and healthy work environment.

Afflatus aspires to create a culture of welfare and really focuses on providing their workforce with a safe environment, empowering women and promoting health awareness and environmental issues. They run free health check-up camps to protect their employees from seasonal illnesses and distribute free medication, spectacles, hearing aids and cancer awareness training.



SUPPLIER PROFILE: **AFFLATUS**



Environment & Waste

Afflatus has built a strategy to improve their environmental performance across their operations, using green technologies, such as solar panels and Smart LED lighting to help improve energy efficiency. They also recycle all waste materials and are working towards becoming a zero-to-landfill facility. These are some of the steps they've taken:

Conserving water by reusing rinse water, recycling wastewater and harvesting rain water.

Reducing water pollution by treating wastewater before it enters the water system.

Using environmentally friendly dyes and chemicals in the supply chain.

Introducing a three-step waste reduction plan.

Extending sustainable sourcing.

Increasing energy efficiency, through greener AC, lighting and machinery.

Energy awareness training for all staff.

Afflatusgroup.com

WHAT'S NEXT: **SUPPLY CHAIN**

One of our main focuses for 2020 is to achieve greater transparency in our global supply chains. We have trusted relationships with our direct suppliers and are in the process of mapping our tier two suppliers. These are manufacturing partners our suppliers work with for specific tasks, such as fabric mills and print houses.

Our Compliance and Ethics team has identified 160 tier two suppliers and are working towards full tier two visibility. This will enable greater transparency, so we can risk assess and make improvements where required.

**We are on track to complete
Foundation Stage membership
within the Ethical Trading
Initiative by October 2020.**



ENVIRONMENT



OUR ENVIRONMENT

Living and working by the sea in Cornwall is a daily reminder to do better by our planet. Since we began, we've been very mindful of both the positive and negative impact that a business like ours can have on the environment and people around us.

We are working with environmental partners to measure our carbon footprint and are developing performance targets, focusing on CO₂ emissions, water and waste. This has already helped us make improvements and will shape our plans over the next few years.

In the next few pages, we share some of the ways we're already making our business more environmentally sustainable.





FOOTPRINT

To help reduce our environmental footprint, we completed our first round of environmental foot printing for our direct operations in 2018. This led to a series of improvement projects. We are now repeating the process for 2019.

Energy Use & Efficiency

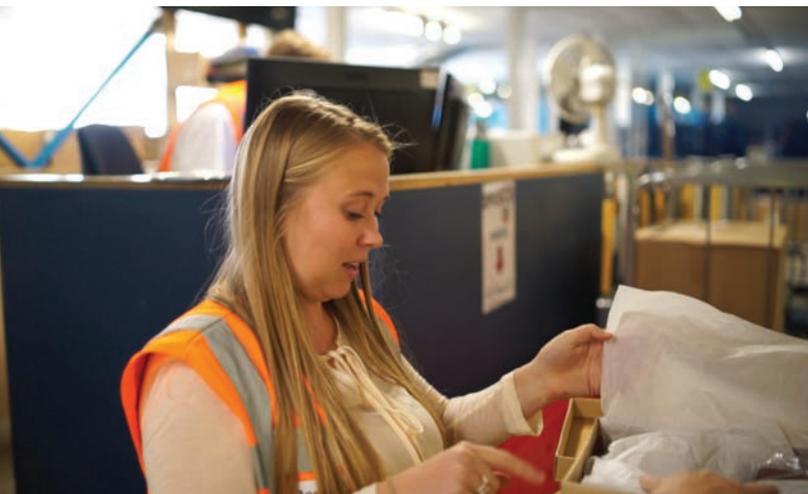
We use renewable energy across our offices, warehouse and retail stores.

To minimise energy use, all our stores have been fitted with LED lighting, smart meters and light sensors.

We also keep all shop doors closed during the winter months. According to a study carried out by Cambridge University, this helps to reduce energy use by up to 50% and each shop's annual CO₂ emissions by up to 10 tonnes.

Environmental Compliance

We comply with all environmental regulations, including those governing UK waste and ESOS.





REDUCING OUR WASTE

The Seasalt Environmental Committee is a cross-departmental team that is working together to reduce our environmental impact across our head offices, warehouse and shops. In 2019 the group collaborated with an MSc student from Exeter University, as part of the Future Focus ERDF programme, to complete a full audit of consumables throughout our business.

The Seasalt Environmental Committee is now focusing on several key priority projects to be worked on in 2020, including the reduction of packing that comes into our business.

Single Use Plastic

Reducing our plastic waste has been a major project and we have removed 18 tonnes of single-use plastic from the business every year. A big part of this was achieved by swapping the plastic in our packaging for more environmentally friendly alternatives. You can read more about this project later in the report.

Managing Old Stock

Any product that can no longer be sold in shops or online is either sold at staff charity events or sent to our partners to be recycled. In 2019, we raised £18.5K at staff charity events, which was donated to our charity partners.

Recycling

Cardboard and plastic from our warehouse is collected by our recycling partners to be given a second life. There are also recycling points in our studios and offices, for everything from cans to crisp packets.

The milk we use at our design studios is delivered by a local dairy in reusable glass bottles.

Any plastic polybags used in our business have been changed to LDPE4 plastic. These bags protect our products as they are shipped between our suppliers, warehouse and shops. They are removed before the products are sent to customers to guarantee that they are properly recycled. The bags are sent to our recycling partners who convert them into plastic pellets, which are sold on to produce new products.





Water Bottle Refills

To help our customers cut down on their single-use plastics, we offer water refills in all our shops and have installed fountains in newer shops.

SUPPLY CHAIN IMPACT

The next step in reducing our impact, is understanding the environmental performance of the suppliers we work with.

In 2019, we worked with our tier one suppliers to understand the efficiency of their environmental management systems.

We asked them about their:

- Carbon emissions
- Water stewardship
- Product waste
- Chemical management

80% of our tier one suppliers responded and we now have a better understanding of their overall environmental performance. We are now developing a strategy to engage and support all our tier one suppliers to work together on targets for improvement.





SPOTLIGHT ON: **BETTER PACKAGING**

One of our key projects over the past two years has been to remove the single-use plastic from our packaging.

We're proud of the results. As well as looking beautiful and getting your new Seasalt things to you in perfect condition, our packaging is now fully recyclable.

By swapping plastic for more environmentally friendly alternatives, we removed an amazing 18 tonnes of single-use plastic from our business per year, since 2018.

Paper Carrier Bags & Jutes

We use recyclable paper carrier bags in our shops and also offer beautiful reusable Jute Shoppers, featuring original designs from our Seasalt artists.

As well as being a really good alternative to disposable carrier bags, our 100% jute bags are a brilliant and reusable way to wrap gifts.

Reusable Gift Cards

Not only are our gift cards reusable, so you can keep topping them up in our shops, the beautifully illustrated card holders are made using carbon balanced paper, as part of the World Land Trust's Carbon Balanced Programme.

This means that the emissions created by the production and distribution of the paper are offset through conservation projects.

How much plastic have we removed?

17.5 tonnes
of plastic mail bags

103 miles
of plastic packing tape

7500 metres
of bubble wrap

18 tonnes
total plastic removed



WHAT'S NEXT: **ENVIRONMENT**

Throughout 2020, we will be developing a roadmap to achieve better environmental management systems across all tier one suppliers.

PEOPLE





OUR PEOPLE

We're proud to be one of Cornwall's largest employers. Seasalt currently employs **over 1100 people across the UK**. We respect the individuality of our people and let their personalities shine through in everything they do. We're open, honest, informal and genuinely care for each other.

In our recent engagement survey, 75% of employees responded in favour of Seasalt as an employer, 6% higher than the UK benchmark. 92% said they are proud to work at Seasalt and **91% would recommend Seasalt as a great place to work**.

Our managers received the highest recognition, with **91% of people saying their manager genuinely cares about their wellbeing**.

HIGHLIGHTS OF 2019

We began a trial flexitime policy for some head office teams.

We increased our employer pension contribution to 4% of salary for the Government Auto-Enrolment Pension, rather than the 3% legal requirement.

We extended our recruitment referral policy to cover more roles.



We created a new graduate programme and welcomed our first recruits.

We introduced a relocation policy to support new joiners, and those moving internally.

We updated our employee policies and made them more easily accessible.

WELLBEING & MENTAL HEALTH

Life is about more than just your job. The benefits we offer at Seasalt are designed to boost our employees' wellbeing at work and beyond.

We continue to offer regular **mindfulness and yoga sessions** at our Falmouth head office and at our new offices and distribution centre at Treleigh in Redruth. Staff can access online meditation and mindfulness sessions, with **free annual Headspace app licenses**.

A 'Wellbeing Reimbursement' was introduced in 2019, which allows all Seasalt employees to claim back 10% of the cost of any physical or mental wellbeing activity they participate in each month. People have claimed money back for everything from piano lessons to sports club memberships.

Last year we held a series of wellbeing activities and events, such as:

- 5 a side football
- Falmouth Dragon Boat racing
- The Great Seasalt Bake Off
- After-hours drawing club
- Arm knitting and quilting workshops

We marked Healthy Eating Week with fruit baskets for teams in our head office, distribution centre and shops. We also promoted Mental Health Awareness Week and World Mental Health Day, discussing issues such as body image, self-esteem, sleep, self-care, suicide and suicide prevention.

We now have **four Mental Health First Aid qualified staff** based in our head office and are looking to upskill our managers to support team members with mental health challenges.

Finally, we **increased the holiday entitlement for every Seasalt employee by an additional two days**.



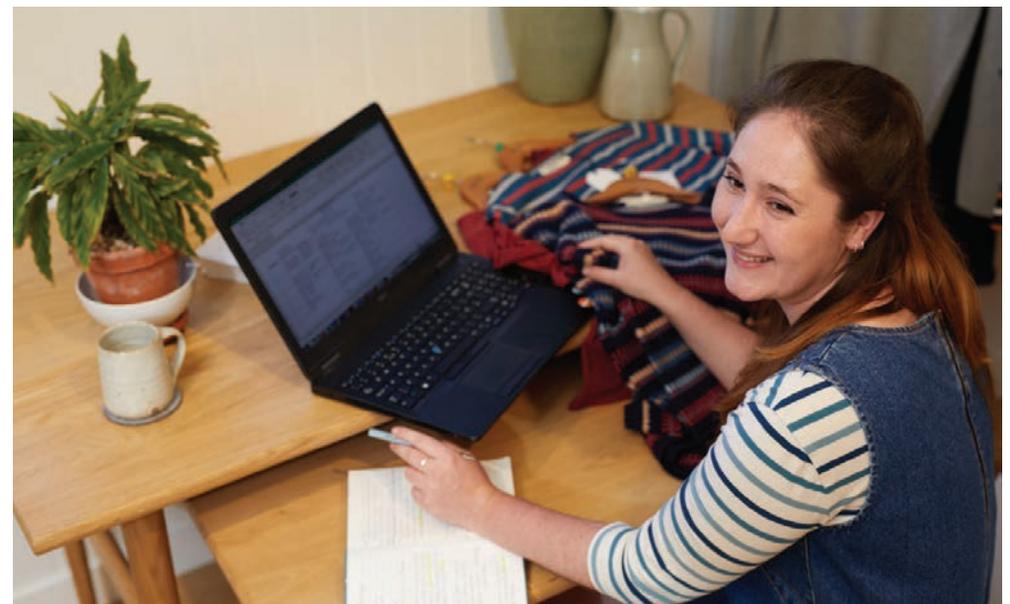
LEARNING & DEVELOPMENT

In 2019 we offered more learning and development opportunities than ever before.

To support growth, we've been working hard to develop our leaders and this year, we delivered a full series of leadership workshops and workplace support, through our 'Leading People' programme.

Partnering with our senior leaders, we've held workshops to support team development through change and we continue to invest in the support of learning in the workplace to enable individuals to progress their careers.

Apprenticeships have been a key focus of this investment and in 2019, **we doubled the number of apprentices from 11 to 22 and recruited our first two graduates.** This furthers our ambition to establish an academy that supports academic education in our workplace.





RETAIL TRUST

In partnership with retailTRUST, we launched a new Employee Assistance Programme. Every Seasalt employee has free and confidential access to the retailTRUST services.

The aim of retailTRUST is to improve the lives of people involved in retail and the supporting service industries.

The retailTRUST platform offers a wide range of support, including financial assistance, face-to-face and telephone counselling, Cognitive Behavioural Therapy (CBT), non-repayable grants, career development, return to work and re-skilling initiatives and legal advice.

retailTRUST[®]



EMPLOYER BRAND VALUES

Growing Creatively, Sustainably, Together

We're proud of the business we've become and all the people who've helped to get us here. In 2019, we launched 'My Seasalt', our employer brand values to define our working culture for staff and potential recruits.

To make sure our values were an honest reflection of how we do things, we invited everyone in the business to get involved in creating them.



Respectful

How we treat each other, our community and our planet matters to us. We never lose sight of the people who wear our clothes.

Adaptable

Our world is fast-paced and constantly changing; we embrace it by being proactive and dynamic.

Hard-Working

We're proud of our achievements and the quality of our work but we're also ambitious, focusing on how we can do better.

Innovative

We love looking at things differently and welcome new ideas, wherever they come from.

APPRENTICE PROFILE: ELLIE GEORGE

What apprenticeship are you working on here at Seasalt?

I'm currently completing the Level 3 Foundation Certificate in Human Resources Practice with Cornwall College.

Why did you choose to do an apprenticeship?

I chose to do an apprenticeship so that I could learn skills that I needed for the job whilst doing the job. My apprenticeship enables me to gain the essential experience that I need to start my professional career. Since being at Seasalt on an apprenticeship I have really improved my interpersonal and communication skills, through a range of media. This is something that I use on a day-to-day basis when I communicate with colleagues from all around the business via phone, face to face and email. Learning this skill on the job has made me much more confident.

What do you enjoy the most about it?

To complete my apprenticeship, I have to work with the different teams within the HR team, so I have really enjoyed learning what the different teams do. This has been really useful as it has allowed me to gain a whole overview of the HR department and fully understand what each teams' level of involvement is in the business.



What do you feel you've gained from the experience?

I have become much more confident as a person and as a professional. I have learnt so many valuable skills that I would have never of gained if I went down the route of full-time study.

Seasalt has been so supportive the whole way through my apprenticeship.

What advice would you give someone interested in an apprenticeship here?

Do it! Seasalt has been so supportive the whole way through my apprenticeship, I would recommend everyone thinking of embarking on an apprenticeship with Seasalt to apply.

What will you be doing next?

I will be staying on in the Learning and Development team at Seasalt, to support continuous learning in the business. Currently I am working on upgrading our internal communications and learning platform.

As part of this project, I have met with managers around the business to get a picture of how the on-boarding process for new starters works in each department. Once I had this information, I was able to set up communities in our learning platform for each team.

This required me to use problem solving skills, which I learnt from completing my apprenticeship. By using questioning and active listening skills, I was able to understand the requirements for each team before deciding on a solution. I also went out to all the area meetings to see our store managers and to give training on the new system.

WHAT'S NEXT: PEOPLE

2020 is another exciting year for the Seasalt People team, with lots of new projects and initiatives planned to make Seasalt an even better place to work. These include:

Develop a roadmap to improve our diversity and barriers to employment.

Implement salary exchange for pension contributions and pass the employer national insurance saving through to the employee's pension fund.

Drive internal mobility and promotion within Seasalt by supporting promotion and development of our staff and encouraging staff to move between departments.

Review our parental leave policies to support a family friendly approach.

Improve attraction and retention of retail staff by offering more regular working patterns.

We launched our employer brand in September 2019. We are now working on how we embed these values by developing a framework of the behaviours, skills and approach we expect in each role. The framework will clarify what we're looking for when recruiting roles at different levels and what is expected from staff when they apply for progression within the business.

Alongside this, we are reviewing the transparency of our remuneration structure, with a view to introducing a banding structure.



SEASALT GIVING



CHARITY PARTNERS

Seasalt has always actively supported charities that make a difference, both nationally and closer to home. Seasalt Giving has grown along with our company and we feel fortunate that we can make a meaningful contribution, both financially and creatively, to the causes we believe in.

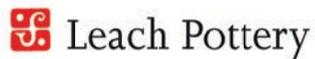
20p from the sale of every pair of single Seasalt socks goes to charity and last year we donated over £100,000 to our charity partners.

Since 2018 we have partnered with three key charity partners: Hospital Rooms, who use art to improve the wellbeing of mental health patients, Mylor Sailability, which runs sailing and powerboat sessions for people with disabilities and the Cornwall Community Foundation's C100 Club, which supports local community projects.

In addition, we fund an apprentice bursary at the world-renowned Leach Pottery in St Ives each year.



Hospital Rooms



VOLUNTEERING

Seasalt Volunteering was created as a way of giving back to the communities where we live and work. Employees across our whole business are given an additional day's paid leave, so they can roll up their sleeves and support a local charity that's important to them.

The initiative began in our head office and warehouse in 2018 and was extended to all our shop staff in 2019.

In 2019, we're proud to have notched up over 3000 hours helping good causes and supported 129 different charities, more than doubling our totals from last year.



LOCAL GIVING

Contributing to the communities where we live and work really matters to us. The teams in each of our shops build relationships with local charities and, as well as volunteering their time, they can now nominate one of these causes to receive funding from Seasalt.

We also help community projects, local schools and hospitals by donating the handmade props from our window displays; a great way to make sure our creativity doesn't go to waste.



CHARITY PROFILE: HOSPITAL ROOMS

2019 was the second year we supported Hospital Rooms, who use art to improve the wellbeing of mental health patients.

Hospital Rooms is an arts and mental health charity co-founded by Cornish curator Niamh White and artist Tim A Shaw. They commission world class artists to work with mental health patients and staff to radically transform locked mental health units with museum quality artwork.

One project we worked with them on this year was with the Devon Partnership Trust, to create a series of 12 art installations for two new-build units - a ten-bed Mother and Baby Unit and an eight bed Psychiatric Intensive Care Unit (PICU) in Exeter.

The Mother and Baby Unit is the first of its kind in the South West and will keep mothers, going through serious mental health episodes, with their babies as they recover. Mums and babies can spend up to several months in the unit, so stimulation is essential at this important stage of the babies' development.

The Psychiatric Intensive Care Unit provides intensive care services for many people who are experiencing mental health difficulties that present a risk to their wellbeing or that of others. Again, it will keep people with serious mental health crises closer to home, family and community.

Seasalt commissioned three Cornish artists, Nina Royle, Lucy Stein and Turner Prize winner Grenville Davey, as part of this project.

The key aims of the project were to:

- Create extraordinary art to radically transform a challenging clinical environment.
- Create inclusive collaborative opportunities for a diverse range of people to participate meaningfully in artistic activities.
- Improve feelings of value and self-worth in mental health patients and staff through artistic practice.
- Improve relationships and social interactions between patients and staff.
- Increase innovation, risk taking and creativity in the mental health sphere.



Hospital Rooms

WHAT'S NEXT: SEASALT GIVING

We will continue to support our main charity partners and our local giving programme throughout 2020 and aim to clock up even more hours, volunteering for good causes.



LOOKING AHEAD



2020 SUSTAINABILITY GOALS

We're proud of all the progress we've made towards our sustainability goals this year. Here's a taste of what we'll be working on in 2020.

Introduce even more sustainable fabrics

The product team will continue to grow the sustainable fabrics across the product portfolio, seeking out eco-friendly fibres and innovations to add to our range.

Achieve greater transparency in our supply chain

We will continue our work to map all our tier two suppliers. 160 tier two suppliers have already been identified and we are working towards full tier two visibility.

We are on track to complete Foundation Stage membership within the Ethical Trading Initiative by October 2020.

Improving environmental performance in our supply chain

Throughout 2020, we will develop a roadmap to achieve better environmental management systems across all our tier one suppliers.

Support our communities & charity partners

We will continue to support our main charity partners and our local giving programme in 2020 and aim to clock up even more hours, volunteering for good causes.

Make Seasalt an even better place to work

This year, we'll be supporting our teams by reviewing issues such as parental leave, diversity and barriers to employment, pay transparency, working patterns and internal mobility.

We will be sharing our environmental and social commitments across all these areas later this year.

