

A lush garden scene featuring a variety of flowers. In the foreground, there are numerous purple and red flowers, some in full bloom and others as buds. A central focus is a tall, conical structure made of thin, dark twigs, with a small bird perched near the top. The background is filled with more greenery and flowers, creating a vibrant and natural setting.

sarah* raven

Impact report 2024

“ Our mission is to empower our community to make informed choices. To create innovative gardens and growing schemes that are a sanctuary for wildlife. To feel confident that as a brand we cultivate with the upmost care ”

– Sarah Raven

sarah*
raven



We are a values-driven business



 **CURATED**
exclusively
by Sarah



 **TOP QUALITY**
plants cared
for by experts



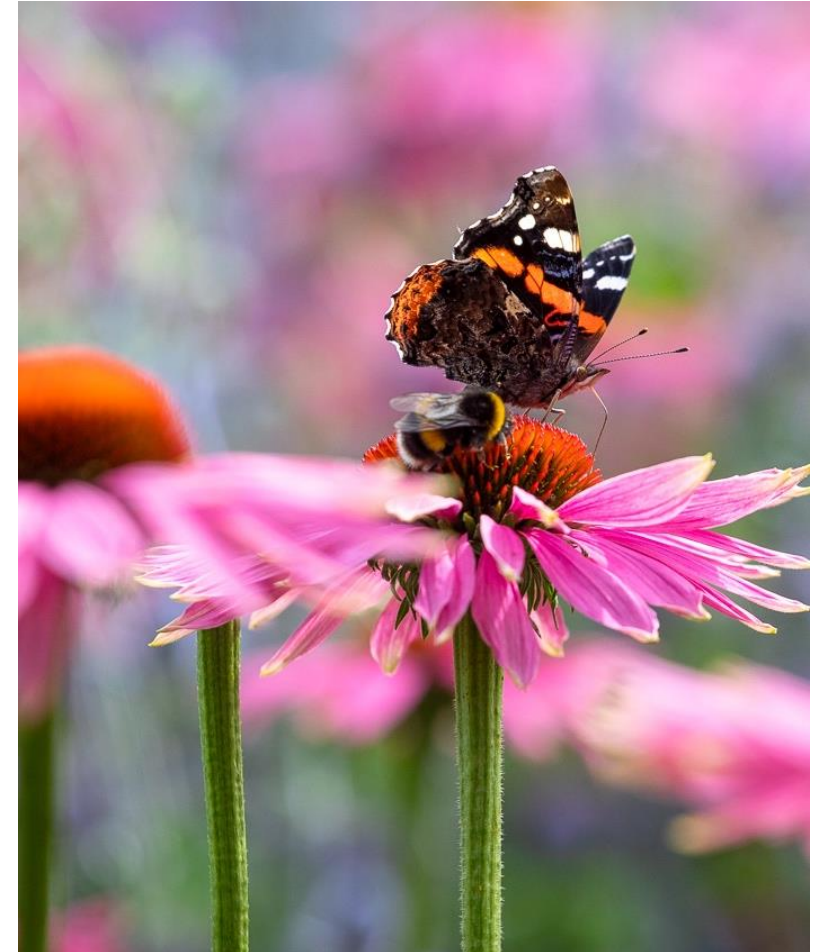
 **ADVICE**
guiding you
to success



 **SUSTAINABILITY**
is in our
nature

Embracing biodiversity

- All fertilizers and pesticides sold by are bio-based, made from natural ingredients, are peat free, and harmless to pollinators, garden birds, children and pets
- 100% non-GMO ingredients policy
- An integrated pest management system is followed at our nursery to maintain healthier ecosystems and for crop protection. The weekly report records water usages, operators, quantity, crop protection and equipment used
- We prioritise biological controls over chemical interventions
- All our plants, bulbs and seeds adhere to phytosanitary legislation
- 98% of our parcels are plastic free, and our packaging is designed to be reusable, recyclable or compostable. The remaining 2% plastic is bubble wrap used to protect fragile items in transit



Powering our nursery with nature

Our nursery is fully self-sufficient in energy and water

We are committed to reducing our carbon Emissions by 5% annually with Planet mark

Our commitments are aligned to the UN Sustainable Development Goals (SDGs)

- We've saved 6 million litres of water by harvesting rainwater
- A network of pipes across our 20-acre site directs 20 million litres of rainwater into reservoirs
- Our computer-controlled irrigation system uses harvested rainwater to water all our plants
- We've cut mains water usage by 97%, preserving natural water sources for local wildlife
- All nursery heating comes from four biomass boilers, fuelled by locally sourced straw, waste wood, and cardboard, reducing environmental waste
- Our 30KW solar array powers the pack house, reducing our reliance on non-renewable energy and supporting a cleaner, greener environment

People-centered impact

WORKPLACE DIVERSITY

- Female led & founded
 - Age diverse
- Employer in low-income community

COMMUNITY SUPPORT

- Donated £11.5k to local charities in 2023
- Contributed end of season stock to the local community and charities

EMPLOYEE WELLBEING

- Living wage employer
- Wellbeing initiatives

EMPLOYEE VOLUNTEERING

- Staff contribute 1 day a year to community projects

Enduring & responsible partnerships

- We have built long-lasting relationships with suppliers and partners, many have been working with us since we started in 2011
- We operate with high levels of transparency with our suppliers
- Working with industry to raise sustainability standards in order to protect our planet:
 - Growing medium would be soil, perlite, rockwool - not the container.
 - Researching plastic-free plant packaging alternatives, and introducing compostable bionets for wallflowers
 - Working with partners to develop the first peat-free plant plugs
 - Producing compostable seedling trays
 - Developing peat-free compost
- Published Modern slavery statement
- We're committed to UK grown and sourced plants and products wherever possible, now 95% of plants are grown in the UK



Delivering exceptional customer service

- Our aim is that all our products will deliver a positive outcome
- We measure the performance of our customer service operations and engage with customers through surveys and via Trustpilot
- All tools and garden kit are trialled and tested and selected because they are robust, repairable and responsibly sourced from managed and maintained forests
- We offer a lifetime guarantee on all full hardy plants

