

JAMIE OLIVER GROUP

SOCIAL IMPACT REPORT

2020

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A message from Jamie

2020 was a year none of us will ever forget. During some very dark times, we've seen incredible stories of courage and resilience. Of communities coming together to support each other, to raise funds to keep their local businesses going, to cheer on key workers, to support food banks and charities in their thousands – and to remind each other to never lose sight of the light at the end of this very long tunnel.

But the past year has also raised many fundamental questions around the deep inequalities and divisions that run through our society. It served as a stark reminder that we have a collective responsibility to protect the most vulnerable and marginalised in our communities.

And when it comes to food, I don't think there's ever been a time when we've thought more about what we eat, where our food comes from and how it affects our bodies. We know that good food is the backbone of good health.

As someone who has campaigned on child health for the best part of 20 years now, some of the issues that have dominated the public conversation recently are depressingly familiar. We've known for a long time that our food system is fundamentally broken and that food inequality is only getting worse. But the pandemic has really raised the stakes and it was shocking to see that some of our poorest communities – who are already the most affected by diet-related disease – were also disproportionately affected by COVID-19.

“We’ve seen incredible stories of courage and resilience. Of communities coming together to support each other.”

As we now emerge from the pandemic, more families than ever are worried about where the next meal comes from. The reliance on food banks has gone through the roof, and unemployment is a massive concern – many families will find it even more challenging to feed themselves well. The Trussell Trust said in April this year that it had distributed 2.5million emergency food parcels over the past 12 months – that's an increase of 128% over the past five years.

But despite all the challenges we're facing, we are also presented with a unique opportunity to rebuild a stronger and better food system, to address some of these systemic issues, and to make sure everyone has access to good quality, affordable and more sustainable food.

A BUSINESS FOR GOOD

As a business, we will absolutely continue to play our part. We have long believed that commercial success can be combined with having a positive impact – and becoming a certified B Corp in July allowed us to really take stock of our work and identify areas in which we want to do better. I'm incredibly excited and energised about working with a global community of like-minded businesses who want to be a force for good.

We definitely managed to pack a lot in last year. I am immensely proud of how our team pulled together in often difficult circumstances, how we have continued to support each other and our partners, as well as the communities and audiences we have the pleasure of serving.

Keep Cooking and Carry On was the first non-news TV production to respond to the unfolding pandemic in real time. Behind the scenes, the whole production team worked in overdrive to plan, edit and deliver each episode – sometimes getting the show on air in less than 24 hours. An incredible achievement. The reaction from viewers was so overwhelmingly positive that we simply kept going.

We also made some real progress in our campaign work: the government's obesity strategy, published in July, contained many of the big ticket policies the team and I have been pushing for years. And the youth activists at Bite Back 2030 really stepped things up last year to campaign for a better and fairer food system – I can't wait to see what they do next.

Across our commercial partnerships, we trained 1,000 community cooks and sold an extra 2 million pieces of veg together with Tesco. Our partner Shell gave away more than 200,000 free sandwiches to key workers, as well as serving well over 1 million portions of veg through our healthier on-the-go range.

Our brilliant Ministry of Food partners provided groceries, meal kits and cooked meals for their local communities throughout successive lockdowns, our restaurant partners in Ireland prepared over 1,000 delicious meals for the staff at their local hospital in Dublin, and in India our restaurant partners Dolomite fed 1,000 people daily from the restaurant kitchens.

2021: A CHANCE FOR A STEP-CHANGE

So where do we go from here? A huge amount of work is already well underway as we push towards our goal of halving child obesity by 2030, but there are a few areas we're especially focused on.

Inspiring kids to cook is one of them. We want to turn *Cooking Buddies* into the best kids' cookery club in the world, a safe space for kids from every corner of the globe to discover and share recipes and their love of all things food.

We all know that we need to consume less meat and dairy in order to look after the planet, so through our content, our products, our cookery school classes and restaurants we will continue to make it super easy for people to eat delicious and nutritious food that just happens to be meat free.

We will also ramp things up when it comes to diversity and inclusion in our teams and our content. We have made some great progress over the past couple of years, but 2020 was a stark reminder that there's so much more we can and must do.

“Right now, more than ever, we need our kids to grow up strong and healthy, ready to face whatever life throws at them.”

We remain totally committed to further reducing the environmental impact of our HQ, our products and our output. Our TV shows already meet the highest industry standards for sustainability, and we're exploring how we can build on this to go even further across the business as a whole.

And of course, we'll continue to campaign hard for a better food system. As we emerge from the pandemic, it is vital that the UK government gets on with things and quickly implements its obesity strategy. For things to meaningfully improve, we need a real step-change.

Right now, more than ever, we need our kids to grow up strong and healthy, ready to face whatever life throws at them. And if the government and businesses step up and put children's health first, it's absolutely within our grasp to make that happen in their lifetime.

A MASSIVE THANK YOU

I'd like to end by thanking the thousands of people who have kept the nation going through a year like no other – the NHS, key workers, and the many food heroes, our farmers, supermarket staff, corner shop owners, delivery drivers, community helpers, food bank volunteers and everyone who's ensured we were able to put a meal on our tables throughout this crisis. We owe each and every one of them a debt of gratitude.

Maybe it's now time to repay them in some small way by stepping up to support our communities where it really matters: by creating a more balanced and fairer food system, by implementing policies that better protect the vulnerable, and by ensuring everyone has access to good and healthy food, no matter where they live.

We've all had to change and adapt rapidly – and perhaps we will see some positives coming out of the past year. We may not quite know what that looks like yet, but if it leads to more awareness around finding local food solutions, to a more sustainable approach, and if it amplifies citizenship – then those who are agile and tap into their communities' needs

could play a key part in shaping our food environment for the future, as we know that our high streets are changing forever.

Good things and good people will prevail. New businesses and concepts will flourish. True talent in our food industry will always find a way to rise to the top. My hope is that we'll all be surprised by the beautiful things to come out of the challenging experiences of this past year.



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“Good things and good people will prevail. New businesses and concepts will flourish. True talent in our food industry will always find a way to rise to the top.”  
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About this report

Our 2020 Social Impact Report provides our stakeholders with a summary of our 2020 performance and impact.

Reporting period scope and boundaries

This report covers our global activities and impact for the calendar year ending 31 December 2020. While our business is based in the UK, we have a global reach through our content and network of partnerships and licensees.

Here we'll focus on the topics that are most important to our business – areas where we have the greatest social impact and those that are of most interest to our stakeholders.

Social impact frameworks and standards

We have designed the report to meet our B-Corporation impact disclosure requirements. We continue to develop our reporting in line with best practice standards.

2020 HIGHLIGHTS

KEEP COOKING & CARRY ON
SOLD INTO 105 TERRITORIES

WINNER OF
TV TIMES'
BEST LOCKDOWN SHOW
AWARD

1,000

COMMUNITY COOKS
TRAINED THROUGH

THE
TESCO COMMUNITY
COOKERY SCHOOL

BORIS'

OBESITY STRATEGY
— ANNOUNCED —

AFTER MONTHS
OF CAMPAIGNING

JAMIE OLIVER GROUP

ACHIEVES



Corporation

CERTIFICATION

2.65M PEOPLE SIGNED PETITIONS

— TO PROTECT —
UK FOOD & ENVIRONMENTAL

STANDARDS

430,000
SIGNATURES FOR
BITE BACK 2030'S
FREE SCHOOL MEALS
CAMPAIGN

25 HOURS
OF TV CONTENT
PRODUCED

SHELL KEY WORKER GIVEAWAY:

205,331

FREE SANDWICHES FROM
JAMIE OLIVER DELI BY SHELL
RANGE

3,800

HOUSEHOLDS REACHED

WITH

JAMIE OLIVER COOKERY SCHOOL

ONLINE CLASSES

640 STAFF

IN TOTAL

ATTENDED CREATIVE
VIRTUAL WORKSHOPS

THROUGHOUT

THE PANDEMIC

A man with short brown hair and a slight smile, wearing a dark blue long-sleeved shirt, stands in a lush garden. He is holding a wooden crate filled with fresh vegetables, including red and yellow cherry tomatoes, green and purple basil, and other leafy greens. The background is filled with various potted plants and greenery, creating a vibrant and natural setting.

The Jamie Oliver Group is a commercial business with a social purpose – our aim is to create a happier, healthier world through the joy of food.

About our business

We are organised into three commercial functions: media; products & licensing; and restaurants – as well as an in-house campaigns team.

Media

Jamie's cookbooks, TV, digital content and recipes

Products & licensing

Jamie's range of food and cooking products

Restaurants

Jamie's international franchised restaurants

2030 campaigns

Our goal is to halve childhood obesity in the UK by 2030

All underpinned by our social purpose to build a healthier future for our kids.

B-CORP CERTIFICATION

We have always believed that doing good is also good business, and that commercial success can be combined with having a meaningful and positive impact on our communities and the planet. We are incredibly proud that in July 2020 we became a Certified B Corp, and joined the global community of businesses working hard to be a force for good.

Becoming a B Corp means making sure that you are applying the highest standards for environmental and social performance. Businesses must complete a rigorous assessment and have that assessment score independently verified by the B Corp team.

The B Corp pass mark is 80, and we were proud to score **92.4** in our first assessment. We are committed to improving our score as we go on.

One specific area we are targeting for improvement is the measurement of our social impact. We are busy putting in place a way of tracking our impact more effectively and in an ongoing basis, and will report against these new measures in our next social impact report.

Certified



Corporation

92.4

SCORE IN OUR FIRST ASSESSMENT

HOW WE MANAGE OUR SOCIAL IMPACT

Managing our social impact and supporting our work to create better food environments and a healthier future for our kids is something we're all committed to at the Jamie Oliver Group. Jamie and the Senior Management Team are ultimately responsible for our performance, and are supported by our talented specialists – creative professionals, nutritionists, the campaigns team and more – to ensure we are developing and applying best practices across everything we do.

The Jamie Oliver Holdings Board oversees our social impact activities and overall business performance.

OUR SOCIAL IMPACT STRATEGY

Everyone at the Jamie Oliver Group contributes to delivering our social impact, and our mission is to create a happier, healthier world through the joy of food. We focus our social impact on five key areas:



OUR POLICIES

Our approach is shaped by our policies and standards, which underpin our teams' performance across all areas of the business, as well as our commercial partnerships.



Food standards

We apply high standards for all food across our products and restaurants, which ensure we meet strict animal welfare, nutrition and food sustainability requirements.



People policies

We set standards for how we support and manage our teams and our expectations of employees in areas including mental health and flexible working.



Sustainability policies

We aim to improve sustainability outcomes in all that we do. The environmental management system for our head office supports our work towards zero carbon and zero waste. We promote sustainability through the goods and services we procure.

Everyone in our business is engaged in and committed to the work to improve our social impact. It is both at the heart of our annual company goals and reflected in individual objectives.

We track our progress against these goals, and use Town Halls and regular meetings to keep everyone updated on our progress. Our culture and working environment champion open communication, and our people are encouraged to experiment and take action to improve our impact.

MODERN SLAVERY

Modern slavery is unacceptable, undermines our fundamental values and everything we stand for as a company. We are committed to every aspect of the Modern Slavery Act 2015, and recognise our responsibility to uphold

best practice in all our business dealings. This includes only working with franchisees, suppliers, and business partners that demonstrate the same respect and commitment we do.

OUR FOOD STANDARDS

Making sure our food is sourced ethically and made responsibly is a top priority. Jamie has campaigned for a more sustainable food system for many years, and as a business we strive to always apply best practice in this area. This commitment is upheld by our Food Standards – the minimum acceptable standards applied to everything we do, including our books and recipes, TV shows, digital platforms, products and international restaurants, as well as our partnerships with other organisations.



These include:

Higher-welfare meat

We place animal welfare at the heart of all we do, working with our partners to apply the highest possible measures both in the UK and internationally.

Cage-free eggs

We don't believe it's ever right for hens to be kept in cages. We only use higher-welfare barn, free-range or organic eggs in all our products and menus. This is also our stance for eggs used within other foods, such as mayonnaise.

Sustainable seafood

Jamie is passionate about using a variety of seasonal, locally sourced seafood wherever possible. We do not use seafood from unsustainable sources, and we look for certified sustainable seafood wherever possible.

Sustainable palm oil

Any palm oil in our products is from a sustainable source that can prove zero conversion of high-value forests, no burning and no exploitation of people or the environment. It should be certified by the Roundtable on Sustainable Palm Oil. We don't permit the use of Green Palm certificates as an alternative.

EATING FOR THE PLANET

Vegetables are an essential part of a healthy, balanced and sustainable diet. They contain fibre, vitamins and minerals, each of which play a part in keeping our bodies healthy. We should all be eating at least five portions of different vegetables and fruit every day, but **research tells us less than a third of us actually do.**

Not only is eating more veg and cutting down on meat good for us, it's also good for the planet. We know that we need to significantly reduce our consumption of meat and dairy products to reduce greenhouse gas emissions and combat the climate emergency. In the UK we know that to meet the government's own net-zero emissions target by 2050 we all need to reduce our meat and dairy consumption by at least 20%.

That's why across our work – from our cookery school classes and books to our restaurant menus and products – we aim to make it easier for people to eat delicious, nutritious food that happens to be meat free. We offer lots of recipe inspiration, easy hacks and swaps to help home cooks go veggie for some days or meals throughout the week. And because plant-based proteins are often more affordable than meat, this also means shoppers are more able to buy higher-welfare produce for those occasions when meat is on the menu.

Our content

“Jamie is uniquely placed to influence change in the UK and around the world. As an author he offers us so much – incredible creativity, delicious recipes, and phenomenal drive to seek out culinary solutions to make all our lives easier. But at the heart of Jamie is a strong social conscience, a campaigner who wants to help us as a nation to be healthier and to learn to feed ourselves better. It is what gives him great authenticity and makes him a truly inspiring partner to work with.”

TOM WELDON, CEO, PENGUIN RANDOM HOUSE





Really enjoyed keep cooking and carry on. Picked up some good tips, and possibly the most reassuring bit of TV I've seen in 10 days

On Keep Cooking and Carry On



Thank you for stepping up from the very first moment and helping us to do so much with so little in our cupboards. It is a weird and difficult time and your suggestions and tips have been a great help.

On Keep Cooking and Carry On



Well done Jamie, great work for us and our kids for the future. Such a passionate person, admire you so much. Thank you for all you do for us all. Done and sent to my MP. Good luck xxx

On #SaveOurStandards



@Jamieoliver just a big thanks for the keep cooking and carry on cookery programme. Your enthusiasm has always been infectious but at uncertain times like these, showing how to use humble everyday ingredients and introducing the concept of flexibility to make amazing tasty food.

On Keep Cooking and Carry On



Signed & shared on twitter, this is so important for this country's future food standards and our farmer's livelihoods. Thank you for raising awareness 🙏

On #SaveOurStandards



Thank you for how much your posts helped me feed my family during lockdown, love your work Jamie, your family is beautiful too❤️

On Keep Cooking Family Favourites



Thank you Jamie Oliver for bringing this to the nation's attention and keeping the momentum going with the campaign. Together we are stronger and we will be heard.

On #SaveOurStandards



Who else finds joy in watching cooking shows? Me and my 7yr old are binge watching @jamieoliver #KeepCookingAtChristmas! Made the pie last night with my lil helper and it turned out pretty good!

On Keep Cooking at Christmas

BOOKS

2019

429,000

COPIES OF *VEG* SOLD IN THE UK

2020

60,000

FURTHER COPIES OF *VEG* SOLD IN THE UK

287,000

COPIES OF *7 WAYS* SOLD IN THE UK

TV

2019

JAMIE'S MEAT-FREE MEALS
SOLD INTO

87

TERRITORIES

Note: this figure is amended from the 34 territories listed last year

2020

KEEP COOKING AND CARRY ON
SOLD INTO

105

TERRITORIES

JAMIE'S EASY MEALS FOR EVERY DAY
SOLD INTO

96

TERRITORIES

ONLINE

2019

41%

UPLIFT IN SEARCHES FOR VEGETABLE RECIPES YEAR ON YEAR

160

NEW RECIPES ON JO.COM

Note: the figure in last year's report was higher and we have since adjusted the methodology for collecting this data

2020

17%

INCREASE IN SEARCHES FOR VEGETABLE RECIPES YEAR ON YEAR

170

NEW RECIPES ON JO.COM

JO.COM TRAFFIC UP

150%

YEAR ON YEAR



We produce content to inspire our audiences to enjoy all that food has to offer, and to get cooking. We do this by making cookbooks, producing TV shows, and publishing digital content and recipes that help people to eat a more balanced diet, wherever they are on their food journey.

In 2020 our content evolved rapidly as we responded to the challenges of the global pandemic. We focused on being useful to people as they grappled with the pandemic by providing timely, easy, flexible and healthy recipes designed to help people eat well and find joy and comfort in food.

KEEP COOKING AND CARRY ON

Jamie: Keep Cooking and Carry On was an incredible achievement, and the first non-news TV production to respond to the unfolding Coronavirus pandemic in real time. With helpful and flexible recipes, cooking tips, and a very unpolished insight into Jamie's home life, the show felt like a kind of public service.

For viewers, Jamie's wild hair, limited ingredients and make-shift home studio provided a reassuring and never-seen-before insight into a well-known family that was also trying to manage the pressures and difficulties of an unprecedented situation. As the country was running out of ingredients, Jamie wanted to help viewers find simple alternatives and give home cooks the confidence to keep cooking.

When Jamie shared a pasta recipe using just two ingredients – flour and water – our social channels and media coverage erupted, with *The Telegraph* lauding Jamie as “the national treasure we all need” (Michael Hogan, *The Telegraph*, 24 March 2020). Viewer feedback was equally positive as many people felt compelled to write in about the show...

WHAT VIEWERS SAID...

“I have just watched your programme...Thank you for this. I am at home with my 80yr dad and want to keep him as well as I can... it's been a hard few weeks... now in the house following all advice and I can honestly say from not sleeping and tears last nite you have now inspired me, and the fish pie is just amazing. So again I say Thank you and look after yourself.”

“Just wanted to say a massive thank you to Jamie Oliver for his new cookery programme. My daughter has autism and trying to educate her at home is hard. The recipes are so easy and fun to follow and we have used it as part of our daily routine so far so please please please Jamie keep them coming. I'm a single parent with one child so finding it very hard to leave her at home to go shopping and use fresh produce so the choice of ingredients is amazing.”

“Thank you so much for the keep cooking programme last night. I've been so worried about the pasta shortage as my autistic daughter will eat little else. We have some but it won't last forever, but tonight I made the pasta from last night's show, she ate it!!!!!! Even though it wasn't the normal shape! Thank you so much, I feel like a weight has been lifted from me!”

“I am partially sighted and my husband has cancer, so we have been self isolating now, only for a week but it seems like forever. This idea you have had to provide people with easy-to-make recipes is a great one, I want to thank you personally for thinking of everyone who is finding life difficult at this time.”

“Thank you. As an infection control nurse on the front line. You have calmed my fears and shown me I can make a hearty balanced meal in minutes focusing on what I have, rather [than] what I haven't got. Just what I need when I think I'm too tired to cook. Thanks to Jamie and the whole team.”



Originally planned to be just five episodes, the reaction from viewers was so overwhelmingly positive that the team felt they had to keep going. In the end, the team delivered four weeks of daily cooking shows, all filmed on an iPhone in Jamie's home kitchen, with Jools appointed lead camera woman and content edited remotely by the team.

Behind the scenes, the production team worked in overdrive to plan, edit and deliver each episode – sometimes getting the show on air in less than 24 hours. Beyond TV production, Jamie's Food and Editorial teams were constantly on hand to adjust and tweak the recipes featured in the show based on what Jamie genuinely had in his fridge and in response to what home cooks were struggling to get hold of.

Across the four weeks the show aired, the audience steadily built as word of mouth drove viewers to the show, smashing all expectations for the time slot. Despite the whole team working remotely, never before have they pulled together as tightly as they did to make *Jamie: Keep Cooking and Carry On* the success it was – a truly Herculean team effort. Despite the hard work, the team felt it was an honour and a privilege to support the nation in the only way we know how – through the power of food.

KEEP COOKING IN NUMBERS

717,000

AVERAGE LIVE AUDIENCE ON CHANNEL 4
UP 30% ON SLOT AVERAGE

1.8 MILLION

ENGAGEMENTS ACROSS
FACEBOOK AND INSTAGRAM

600,000 USERS

AND

1.7 MILLION
PAGE VIEWS

ON DEDICATED *KEEP COOKING* WEBPAGES

KEEP COOKING FAMILY FAVOURITES

On the back of the success of *Keep Cooking*, we launched the follow-up show, *Jamie: Keep Cooking Family Favourites* in August 2020 with eight episodes featuring recipes from the new *7 Ways* book. The show received an extremely positive audience response: it averaged a live audience of 1.14m and a 6.40% share across the run, with an average 20% uplift via catch-up each week. As a result, Channel 4 commissioned 10 more episodes to air in 2021.

The international version of the show, *Jamie's Easy Meals For Every Day*, was sold into 96 territories around the world.



KEEP COOKING AT CHRISTMAS

With the festive season approaching, people turned to Jamie for even more advice and inspiration. We listened to what people needed and heard how Christmas in 2020 was going to be so different for so many, with celebrations pared back, and with many people spending the holidays without seeing loved ones.

We delivered this beautiful series with a big focus on leftovers, knowing that so many people had catered for large family gatherings and saw their plans change at short notice as the government imposed further restrictions.

The first episode was not only our highest-rated Christmas special since 2011– with a live audience of 1.8 million and a share of 9.5%, consolidating with a further 14% uplift at 1.93million – it was also our highest rating TV episode overall since 2013.

“Few people read the national mood as well, and responded to it with such alacrity, as Jamie last year. As the country was catapulted into the fear and uncertainty of lockdown, Jamie was right there to offer reassurance, diversion and genuinely useful advice. By making the show from his own kitchen, he forged an even more intimate relationship with the audience, reminding us all of the power of food and family to get through the most challenging of times. He has never felt more relevant or well loved.”

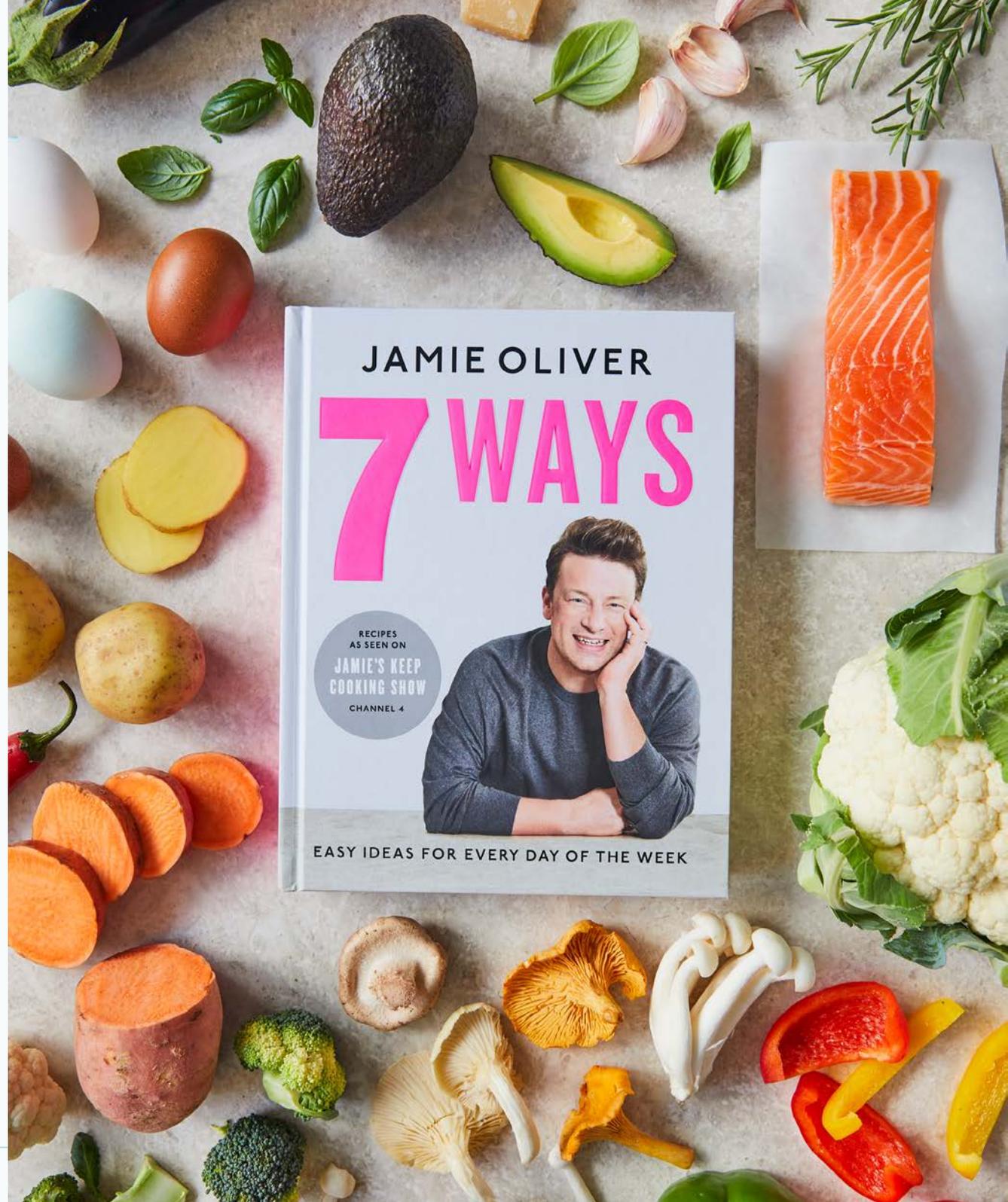
IAN KATZ, CHIEF CONTENT OFFICER, CHANNEL 4

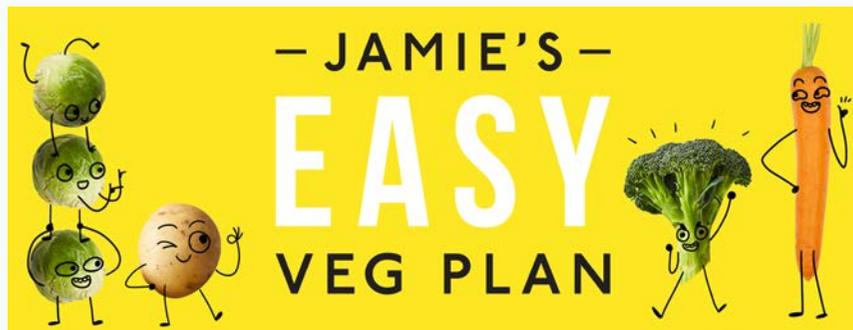
7 WAYS

Jamie's latest book, *7 Ways*, was published in August 2020 and aimed to give people new ideas for the ingredients they already know and love. For the first time, Jamie used real data on what people already buy, taking the most popular supermarket staples and helping readers reinvigorate their repertoires through accessible and exciting recipes. The book was designed to be Jamie's most user-friendly yet, with simple recipes requiring just a handful of ingredients to create delicious and nutritious meals.

Despite tough trading conditions, with book retailers around the world unable to open their doors, the book received a tremendous response and was the best-selling cookbook in the UK last year. By the end of 2020, 287,000 copies had been sold in the UK, landing *7 Ways* the number one spot in the book charts, and a further 183,000 internationally. In the UK, we achieved our best ever pre-order numbers ahead of publication: 19.6k copies, compared to 15k for *Veg* the previous year.

7 Ways also achieved the Top 10 on the overall book charts in Australia, Germany and Canada; and has been published in 14 territories to date.

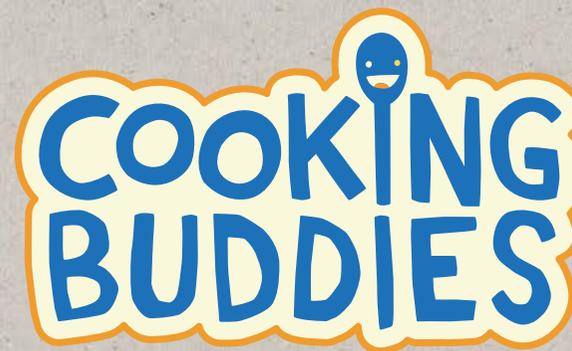




HELPING PEOPLE EAT MORE VEG

We all know that we need to eat more veg and cut down on meat consumption, not only for our health, but also the health of our planet – and we want to make that as easy as possible for our audience. In 2020, we continued to see very strong interest in Jamie's Veg book, and launched Jamie's Easy Veg Plan in January. For subscribers to JamieOliver.com we provided recipes for delicious veggie dinners every weeknight in January. This email service, supported by a dedicated website, provided inspiration, weekly food-waste reducing tips, and healthy-living advice to help people enjoy eating more veg.

The plan led to approximately 30,000 new sign-ups on the Jamie Oliver website and accounted for 10% of overall traffic to the website in January. Excitingly, 75% of plan users returned to our site, a significant increase in the numbers of return users we normally see. Over the course of the year, we saw an 8% increase in vegetarian recipe landing-page traffic, highlighting the growing interest in cooking more meat-free meals.



COOKING BUDDIES

We want everyone to love food, and inspiring kids to cook and understand where food comes from is absolutely key to that ambition. To that end, we started trialling some content featuring Jamie's son Buddy across Jamie's social channels in 2019 – showing other kids how to make simple recipes such as pancakes, frozen yoghurt and crunchy fish fingers. The audience engagement and feedback was overwhelmingly positive, and *Cooking Buddies* was officially born in July 2020.

Our ambition is to make this the best kids' cookery club in the world: a safe space for kids from every corner of the globe to discover and share recipes and their love of all things food. To date, thousands of children, in collaboration with their parents, have taken part and posted content, and we will build on that success in 2021 and beyond to reach even more kids.



MAKING SUSTAINABLE TV

We are committed to reducing the environmental impact of producing our TV shows. To ensure we are meeting the highest industry standards, we have committed to certify all our shows in line with Albert (wearealbert.org) – an industry body that recognises productions that apply a sustainable approach.

For each production, we appoint a senior member of the team who is responsible for implementing and delivering our sustainability goals across all aspects of the show. We use an Albert carbon footprint prediction to inform our decisions and understand how we can reduce our environmental impact. We ensure that everyone on the production team is aware of our goals and what they can do to support them, from minimising the use of single-use plastics to choosing mains power over generators.

All of our shows in 2020 were Albert certified except *Keep Cooking and Carry On*. We are very proud that *Jamie and Jimmy's Festive Feast*, *Jamie: Keep Cooking at Christmas*, and *Jamie: Keep Cooking Family Favourites* all received a 3-Star Albert Certificate rating, the highest possible sustainability rating.

The first *Keep Cooking* series was turned around extremely quickly in response to the urgent need for practical food advice and support. And while the quick turnaround didn't allow time for official certification, we applied the same standards to reducing our environmental footprint throughout this production.

The steps we took to reduce our environmental impact across our productions included:

Reducing food impacts

We source our food responsibly in line with our food standards. We seek to source only the volume of food we need to reduce waste and ensure we recycle all possible packaging. We seek to avoid the use of single-use packaging, including water bottles. We donate any leftover food to charities or local businesses. Our catering is completely meat free at least one day a week.

Reducing consumption of materials

We seek to dress sets with existing materials where possible. Any materials or costumes that can't be retained and reused are given to crew or to charities. We use rechargeable batteries wherever possible. We use innovative materials to reduce waste and material consumption in other areas, for example using biodegradable paper snow for our Christmas productions.

Reducing use of generators

Using generators means using diesel fuel as opposed to cleaner electricity, so we consider the availability of mains power as a key criteria when choosing locations.

Reducing paper

We operate an 'opt-in' paperwork policy, so only those that need printed copies receive one.

Reducing travel impacts

Where possible, we ask our crew to use public transport, cycle or walk.



Our campaigns

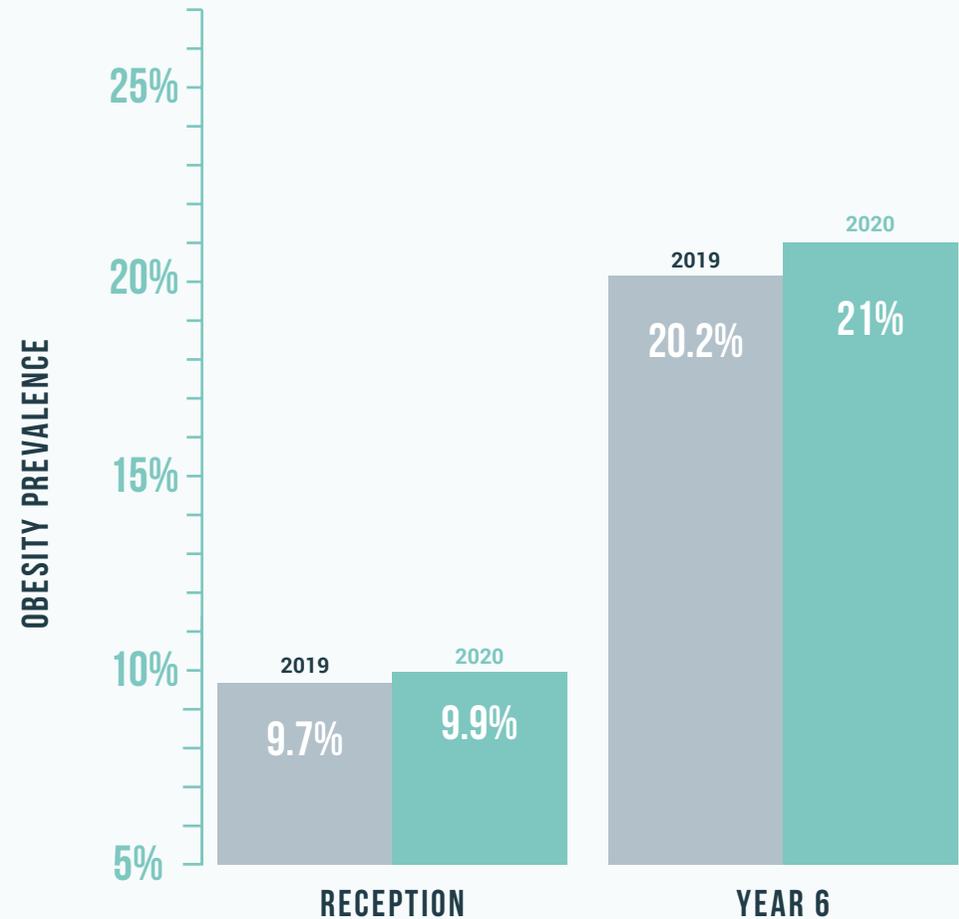
“2020 was in many ways a pivotal year for all of us working to improve children’s health. After a few false starts, the government firmly committed to a range of evidence-based measures to restrict marketing online and on TV, taking relentless junk food adverts out of the spotlight. There’s still a very long way to go to meet the target of halving childhood obesity by 2030, but it feels like we are on the right track now.”

CAROLINE CERNY, ALLIANCE LEAD AT THE OBESITY HEALTH ALLIANCE

WHAT'S OUR 2030 GOAL AND HOW DO WE MEASURE IT?

The Jamie Oliver Group's ambition is to halve UK childhood obesity by 2030, and reduce the increasing gap in obesity levels between children from the most and least deprived areas across the UK. To achieve this hugely ambitious goal and find new solutions, we need a real step-change from businesses, the government and the public.

In 2020, the proportion of children with obesity went up. In reception-age children (4-5 years old), obesity prevalence **increased** from **9.7% in 2018-19** to **9.9% in 2019-20**. Similarly, obesity prevalence among children in year 6 (10-11 years of age) **increased** from **20.2% in 2018-19** to **21.0% in 2019-20**. The deprivation gap remains stark: obesity prevalence was **more than twice as high** for children living in the most deprived areas (**13.3%**) than for children living in the least deprived areas (**6.0%**) in 2019-20.



Many experts are concerned that successive lockdowns, with children spending more time at home and in front of screens – where they are often targeted by junk food marketing – and less time outside to play and exercise, will have led to a further increase in obesity prevalence. We will be paying close attention to the impact of successive lockdowns on children’s health as more data emerges.

The absence of an effective government obesity strategy and the continued delay in implementing previously announced initiatives and policies also plays a major part in shaping outcomes. Recent research into England’s obesity strategy¹ over three decades found that successive governments have proposed nearly 700 policy measures and 14 obesity strategies, all with limited impact. Too many of these policies were found to put the onus on individuals to change, rather than making healthier options easier to access. And many proposed policies were simply not implemented effectively.

As we emerge from the pandemic, it is therefore vital that the UK government acts decisively and quickly to implement its obesity strategy, announced in July 2020.

¹. [Theis and White, 2020](#)

OUR CAMPAIGNING IN NUMBERS

2.65 MILLION

PEOPLE SIGNED PETITIONS TO PROTECT
UK FOOD & ENVIRONMENTAL STANDARDS

260,000

PEOPLE SENT EMAILS TO THEIR MPS
URGING THEM TO #SAVEOURSTANDARDS

431,000

PEOPLE SIGNED BITE BACK 2030'S
FREE SCHOOL MEALS PETITION

OUR 2020 CAMPAIGNING ACTIVITIES

To meet our goal to halve childhood obesity by 2030 we need to inspire positive changes in the home, on the high street, in the workplace, in hospitals and in schools. We believe this goal is a movement for everyone – the government, business sector and the public need to think holistically about how we make our country a healthier place for our kids to learn, grow and flourish.

While the issues around the food system and child obesity are incredibly complex, we target our campaigns at areas that research shows are key to achieving significant change and driving long-term improvements. We work with governments, NGOs, the media, civil society and businesses to build a movement for change.

In 2020 we focused on three key areas: improving the **UK government's obesity strategy, protecting food standards** in future trade deals, and supporting the **free school meals campaign**.

Improving the government's obesity strategy

We see the government's obesity strategy as a vital framework for driving positive change in our food system. Our objective was to ensure the strategy was ambitious and effectively addressed key drivers of obesity. We met with key decision-makers to discuss emerging plans, and engaged with both the media and politicians to get some of the policies under consideration over the line.

The outcome: We welcomed the government's obesity strategy published in July 2020. It contained many of the big ticket policies that Jamie has been campaigning for alongside other health experts and charities for many years, including a 9pm TV watershed on junk food adverts; strong restrictions on junk food adverts online; ensuring that healthier products are promoted more often (by location in store and by price); and a commitment to clear front-of-pack labels. If the UK government delivers on all of these points, its obesity strategy will be world-leading. So far, the government is on track with rolling out the announced consultations and policy commitments that are required. Progress could be faster, though, and as we've seen repeatedly in the past, there is always a chance that the government could be knocked off course. We will hold their feet to the fire all the way.

Protecting food standards

We embarked on a campaign to #SaveOurStandards, championing a framework that would protect both food standards and child health in future trade deals. Our aims:

- **Protecting standards:** maintaining UK food standards post-Brexit to prevent the floodgates opening to harmful pesticides, and meat produced to lower hygiene standards.
- **Ensuring child health is a priority:** studies have shown that when a trade deal opens the floodgates to high-sugar and ultra-processed foods – often backed by big marketing spends – the health of people really suffers².
- **Increase scrutiny over trade deals:** with public health at stake, we wanted to ensure that trade deals are scrutinised by parliament, as well as experts in child health, the environment and animal welfare.

To harness the public's support for maintaining our food standards and protecting child health, we embarked on a big campaign to #SaveOurStandards across both our social channels and key media. We launched a video with a host of chefs and campaigners, including Jamie, Joe Wicks, Hugh Fearnley-Whittingstall and Chetna Makan. Jamie was on the cover of *The Mail on Sunday* with an open letter to Boris Johnson and *The Times' T2*, talking about

why it's crucial we protect our standards in all upcoming trade deals. He also appeared on BBC News, Channel 4 News and LBC's James O'Brien Show.



The outcome: The public really got behind this campaign. Petitions calling on the government to uphold environmental, animal welfare and health standards ended up being signed an incredible 2.65 million times. Meanwhile, 260,000 people sent emails to their MPs urging them to #SaveOurStandards.

And the government took notice. While they didn't regulate to #SaveOurStandards, Trade Secretary Liz Truss ended up going on the record saying that she wouldn't agree to deals that would undermine food standards after we left the EU. She also set up a Trade and Agriculture Commission to increase scrutiny and give environmental and animal welfare experts a voice in those discussions.

This issue won't go away anytime soon, and we will continue to ensure that any significant impact on child health is a consideration in future trade deals, and that the government keeps its promise to protect our food standards going forward.

Supporting the Free School Meals campaign

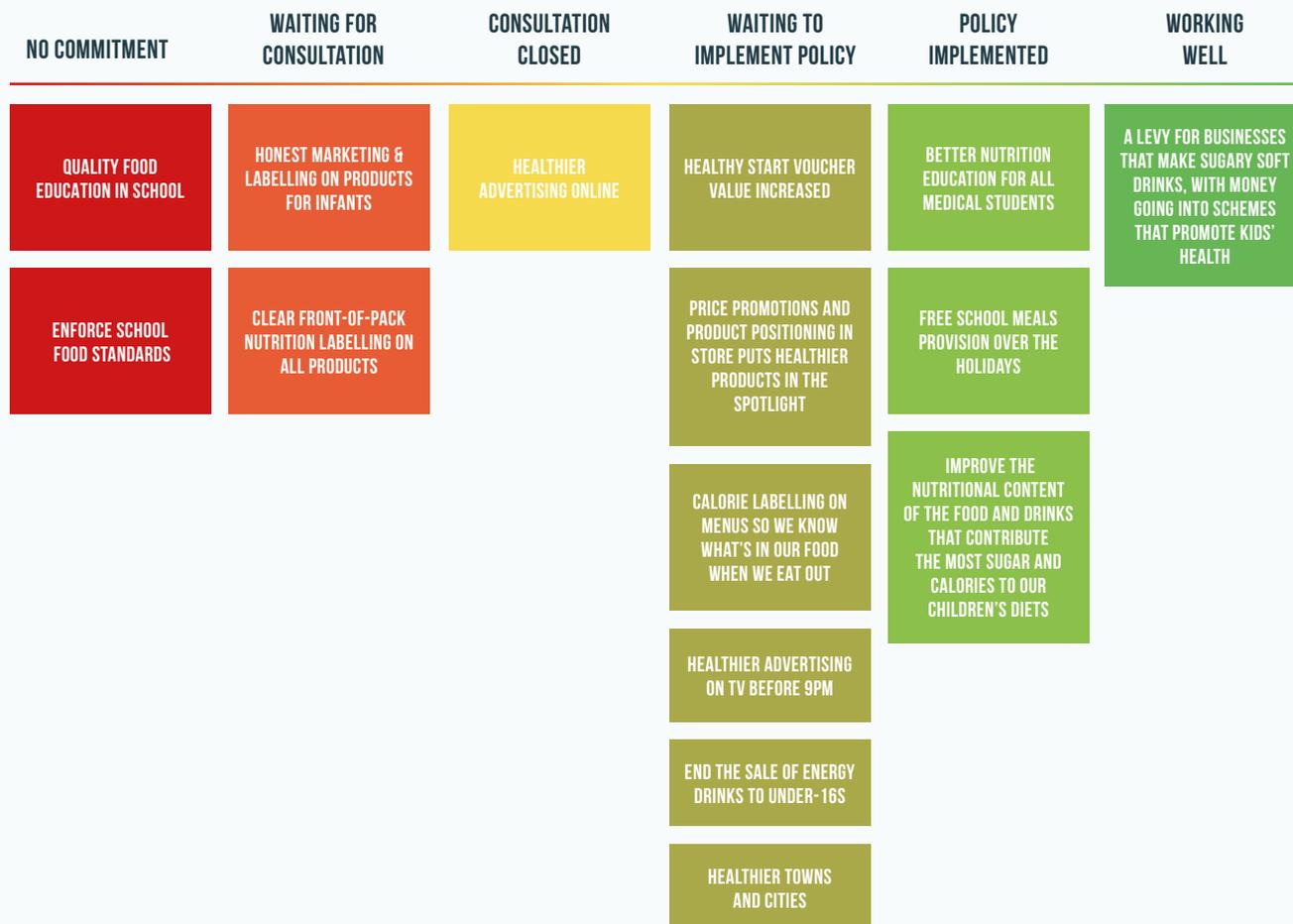
We helped amplify Bite Back 2030's [petition](#) on Jamie's channels, and collaborated with the Bite Back team on the [Cook with Jack](#) series to offer recipe inspiration for families in receipt of the vouchers.

The outcome: It worked. The Free School Meals petition was signed by more than 431,000 people, vouchers were extended over both the Easter and May half-term holidays, and Cook with Jack ended up receiving over 40,000 views.



Policy progress at a glance

We carefully monitor progress across the policy framework needed to support child health. The traffic light system shows where we made progress in 2020.





Bite Back 2030

In order to meet our hugely ambitious 2030 goal of halving childhood obesity in the UK, we need to reshape our food system. We know we can't deliver this by ourselves and believe it's absolutely critical young people are at the heart of the change.

That's why in October 2019 we co-founded Bite Back 2030, a youth-led movement working to achieve a world where all young people have the opportunity to be healthy, no matter where they live.

In 2020 we helped Bite Back 2030 to build and execute its ambitious plans, providing expertise on food systems and support on campaigning. We continue to provide office space for the team, together with back-office support, including legal and communications advice.

BITE BACK 2030'S KEY ACHIEVEMENTS IN 2020

TWO SUCCESSFUL CAMPAIGNS

for a 9pm watershed on junk food ads and for free school meals provision over the holidays

1 MILLION VIEWS

of the Bite Back 2030 launch film looking at how the food industry influences our eating choices³

430,000 PETITION SIGNATURES

for free school meals provision led to government policy changes benefiting 1.4 million children

150 FOOD AND POLICY LEADERS

at the Feed Britain Better Summit

16,000 SOCIAL MEDIA FOLLOWERS

across Instagram, Facebook, Twitter, LinkedIn, YouTube and TikTok

The pandemic catapulted children's wellbeing into the spotlight in 2020, accelerating the challenges that many children face. Bite Back 2030 responded quickly, giving young people a voice. Key achievements included:

Cook with Jack

In May, Bite Back 2030 launched **Cook with Jack**, a live YouTube cook along that encouraged primary school children to get involved in the kitchen under the expert live guidance of the Jamie Oliver Cookery School Head Chef, Jack Deane. And it soon took off. Thanks to promotion by Tesco and sponsorship from the Laidlaw Foundation, thousands of children learned lifelong kitchen skills and ate healthy, affordable lunches. The lunches were designed to be accessible to everyone, but most importantly those receiving free school meal vouchers. The content received over 40,000 views with over 1,700 hours watched in total.

Free School Meals

In May youth board member Christina, then aged 16, put the issue of free school meal provisions on the map with her petition calling for an extension of the scheme throughout the holidays. It landed over 430,000 signatures. Four campaign wins followed, with the government extending free school meals provision over the Easter, May half-term and, finally, the summer holidays too when Marcus Rashford got involved. In November, the government announced measures to provide meals to young people who receive free school meals over the holidays until the end of 2021.

³ <https://www.biteback2030.com/news/watch-video-fast-food-industry-dont-want-you-see>

Report: Hungry for Change

June saw Bite Back publish a new report highlighting significant changes in young people's eating habits and attitudes to food since the start of lockdown. It revealed the starkly different experiences of teens based on socio-economic background and set out five key recommendations to Number 10 ahead of the announcement on new measures to tackle obesity. Hungry for Change was picked up by the national press, and Bite Back's spokespeople stepped up to the plate, taking the attention in their stride.

9pm Watershed win

July arrived, and with it the publication of the highly anticipated government obesity strategy. Tasha from the Youth Board made a video that set out six priorities for the Prime Minister. It was viewed 41,000 times on Twitter and many of the 'asks' were answered, including our campaign for a 9pm watershed on TV junk food advertising. Once again, our young people found themselves under the media spotlight appearing in front of a national audience of millions and landing a powerful message centred around the need for change.

#SaveOurStandards Campaign

September came around, and the next target was the Agriculture Bill, which our young activists saw as an opportunity to protect food standards, especially in public institutions like schools. Bite Back's Rebecca and Tasha starred alongside Jamie, Hugh Fearnley-Whittingstall, Joe Wicks and many more in September's #SaveOurStandards film.

Feed Britain Better

Alongside all this activity, Bite Back 2030 had been working with a new youth-led coalition called Feed Britain Better, set up to generate bold new solutions for a fairer, healthier food system during the COVID-19 pandemic and beyond. By October they were ready to share their work and findings. **The Feed Britain Better Report**⁴ was launched by an inspiring panel of young people at a virtual summit attended by over 150 industry and political leaders.

Empowering our Youth Leaders

In parallel with these major moments, Bite Back has been working hard to grow its influence. They have recruited 70 new Youth Leaders from up and down the country; the next generation of campaigners who are committed to driving change. Their Youth Board has been inundated with requests to contribute and has spoken on virtual stages including the Youth Changemakers Convention, EAT @home, the Business of Fashion's Voices and the Fair Education Alliance Summit.

Christina – our own Greta?

Christina was featured in the **BBC's 100 Women of 2020** list for her Free School Meals campaign, which is a huge honour.



4. <https://www.biteback2030.com/real-story/feed-britain-better-report>



Our communities

“Despite the challenges of the COVID-19 pandemic, we succeeded in reaching more people than ever last year. Shifting to online classes allowed us to teach people in their own homes, which in turn helped lift people’s spirits and so many have rediscovered the joy of cooking nutritious, healthy meals from scratch.”

NEIL GORTON, COOKERY TRAINER AT JAMIE’S MINISTRY OF FOOD, LEEDS

Our food education programme supports our work to halve childhood obesity by educating and inspiring individuals about food, the link between food and health, and by improving cooking skills. We provide support in schools, communities, homes and to businesses.

The pandemic had a dramatic impact on people's lives all around the world. In the UK we've seen how successive lockdowns have caused significant hardship for people across the country and the number of people relying on food-related support has sky-rocketed.

Throughout 2020, we worked alongside both our commercial and our Ministry of Food partners to support our communities and provide vital support to those who were left especially vulnerable.

We were proud to see our partners change their services to provide food to people in need, and adapt the ways in which they provided training and support. Over the course of the year, many of our partners were able to either shift their provision online, or to resume in-person teaching as permitted by government guidelines.

HIGHLIGHTS OF OUR WORK IN 2020 INCLUDE:

- Despite COVID restrictions, our partners in Leeds, Barnsley and Newcastle were able to deliver our Ministry of Food programme with a combination of in-person and online learning.
- Although class suspensions significantly impacted overall numbers, we were able to reach 1,439 people with our food education programme (compared to 16,071 in 2019), and provided 193 cookery lessons (compared to 2,614 in 2019).
- As our partners rapidly had to adapt to the changing circumstances, we helped facilitate connections between different Ministry of Food partners to share best practices on online provision of services.
- Our recipes were used by our partners as part of food parcels and recipe kits provided to vulnerable people.
- We celebrated 10 years of partnership with three Ministry of Food partners: Leeds, the North East and Australia.

DELIVERING EDUCATION

While working throughout the pandemic was challenging, many of our partners were able to continue to deliver food education training based on our Ministry of Food programme, including the full eight-week course. Alongside the full programme, our partners also delivered a range of taster sessions and classes, making use of our Ministry of Food resources. Our Australian partners, for example, were able to deliver 35 face-to-face courses in their Ipswich centre, and the mobile kitchen in and around Queensland. They also moved very quickly into delivering online classes of both the Ministry of Food and the Learn Your Fruit and Veg programmes, delivering 43 online courses in total.

PROVIDING FOOD AND COOKED MEALS

Many of our Ministry of Food (MoF) partners reacted to the pandemic by focusing their efforts on providing food, meal kits and cooked meals for their local communities. Some set up new initiatives to do this, such as the Palace for Life Foundation in Crystal Palace, which has provided healthy and nutritious meals to thousands of families.

Other partners considerably extended their existing provisions of emergency food through their social supermarkets and food redistribution schemes. Inn Churches in Bradford, for example, became a key venue for food redistribution across the city. They also provided freshly cooked food for the winter shelter guests and the homeless, who were rehoused in hotels across the city.

Many of our partners included MoF recipe cards in food parcels for local families, matching the recipes to ingredients in the bag. For example, the Parent and Families Team at Tower Hamlets Council included the MoF Mexican breakfast recipe in food bags containing eggs for inspiration.

CASE STUDY: FOOD NATION RECIPE KITS

Our partner Food Nation, which is based in the North East, started running a weekly doorstep delivery of recipe kits in April 2020. These came complete with all the necessary ingredients, recipe cards and links to an online recipe tutorial from its team.

The team provided a wide range of recipes with a focus on flexibility, so people could easily adapt depending on the food they had access to. Jamie recipes included in the kits ranged from Chilli con carne and Chicken fajitas to Veg korma, Tuna pasta salad, Veggie enchiladas and Pasta carbonara.

Between May 2020 and the end of February 2021, the team delivered over 4,000 recipe kits – equivalent to 16,000 meals – to households in Newcastle upon Tyne. These covered individual households as well as partnerships with local groups including the Byker Community Partnership's Summer Holiday Project, the Wor Hoose Community Project, a school trust and two local food banks.

THE FOOD NATION TEAM DELIVERED OVER
16,000 MEALS
BETWEEN MAY 2020 AND FEBRUARY 2021

HOURS OF TEACHING

1,102

IN-PERSON AND ONLINE (2019 – 355)

NUMBER OF CLASSES

246

IN-PERSON (JANUARY TO MARCH)

287

ONLINE (FROM AUGUST)

NUMBER OF GUESTS

2,583

GUESTS IN-PERSON

3,755

HOUSEHOLDS ONLINE
(2019 – 1,125 GUESTS IN PERSON)



THE JAMIE OLIVER COOKERY SCHOOL

The national lockdown forced our cookery school to get creative, making the ambitious decision to move all lessons online, with our team of chefs reaching students in a whole new way. By adapting the existing classes, running a programme of kids' classes, and organising special guest hosts including chefs Gennaro Contaldo and Chetna Makan, the cookery school had reached almost 3,800 households with their live and interactive lessons by the end of 2020.

Moving the classes online not only allowed the school to reach people in their own kitchens, but it also opened the classes to new audiences beyond London and the UK. More than 30% of participants are now international, with the USA, Canada, Germany and The Netherlands being the most represented territories.

With so many people working from home in 2020, the cookery school's corporate offering also saw impressive growth, as businesses looked for creative ways to get together as a team while offices remained closed.

Customer feedback for the online classes has been phenomenal, and the success of these classes means they will remain a key element of the cookery school's offering in 2021 and beyond. Alongside expanding our online offer, we're also planning to open further sites outside the UK, following the successful launch of our first international cookery school with our partners Ginza in Moscow in November 2020.

For 2021, we're aiming to build on the work we've done in 2020 and expand our range of classes, reach more children and international participants, and expand our guest chef roster.

INTERNATIONAL RESTAURANTS – SUPPORTING COMMUNITIES

While many of our international restaurants had to close temporarily due to the pandemic, 2020 was still a busy year for the team. We worked closely with our international franchise restaurant partners to create virtual brands and focused on new and innovative delivery options. And as more and more countries went into lockdown, many of our restaurant partners stepped up to support their communities:



In Ireland, the team at Dundrum Jamie’s Italian prepared over 1,000 delicious meals for the doctors, nurses and cleaners at St James’s Hospital in Dublin throughout April and May. Their efforts were commended by the DLR Chamber County Business Awards, and also featured on Channel 4 News.

In India, the pandemic and the subsequent lockdowns caused significant hardship for many, and our partners Dolomite provided support to vulnerable families and communities. Quickly recognising the scale of the problem, they started a crowdfunding campaign and raised 17 billion Rupees (roughly £170,000). This allowed the restaurants to support more than 8,000 families with food supplies and feed 1,000 people daily from the restaurant kitchens with a cooked meal programme.

And in the UK, our HQ and development chefs supported the North Kensington Community Kitchen to serve hundreds of nutritious meals, while we teamed up with Charlton Manor Primary School in Greenwich, London, for the October half term, with our chefs preparing approximately 400 nutritious meals for students reliant on free school lunches.

IN IRELAND

OVER
1,000

MEALS FOR STAFF AT ST JAMES’S HOSPITAL IN DUBLIN
PREPARED BY OUR RESTAURANT PARTNER

IN INDIA

OUR PARTNER DOLOMITE SUPPORTED

8,000+

FAMILIES WITH FOOD SUPPLIES



Our partnerships

“Our partnership with Jamie is a really important part of our commitment to help make healthier food choices easier for our customers. We are delighted to be working together to support our customers – through creating and sharing recipe ideas, encouraging our customers to make ‘healthy little swaps’, and continuing our Community Cooks programme. Together we are committed to providing delicious, affordable and healthier food.”

ALESSANDRA BELLINI, CHIEF CUSTOMER OFFICER FOR TESCO

2020 AT A GLANCE

44

NEW FOOD PRODUCTS LAUNCHED
(2019 – 116)

30 MILLION

FOOD PRODUCTS SOLD
(2019 – 15 MILLION)

9 MILLION

NON-FOOD PRODUCTS SOLD
INCLUDING 2.5 MILLION
TEFAL POTS & PANS
(2019 – 3 MILLION)

OUR PRODUCTS WERE STOCKED IN

58

COUNTRIES
(2019 – 43)

We believe that meaningful, positive change has to come from within the food industry, and work with partners to inspire people to make healthier food choices. By working together we can support change at a pace and scale that we couldn't achieve on our own.

We believe healthier food options should be affordable and accessible to everyone, no matter where they are on their food journey: whether that's preferring convenient and quick food choices, or enjoying cooking meals from scratch.



PARTNERSHIP WITH TESCO

We joined forces with Tesco in 2018 to help customers and colleagues to break down some of the barriers they face in feeding themselves and their families affordable, healthy and delicious meals.

As Tesco's Health Ambassador, Jamie is focused on helping shoppers make healthier choices, eat more veg, and make little swaps that can make a big difference, with the ultimate aim of improving the health score of customers' shopping. Tesco is the largest food retailer in the UK, and together we believe we can have a hugely positive impact.

In 2020 our focus was to help people find easy ways to eat more veg via always-on inspirational content delivered through Tesco's and Jamie's respective social media platforms, the Tesco monthly magazine and the Tesco website. Key moments throughout the year also saw that message amplified through TV and in-store activations.

Some of the highlights included:

- In February, our partnership celebrated 1,000 cooks passing through the **Tesco Community Cookery School** programme, which launched in 2019. Developed in partnership with FareShare, the course teaches community cooks everything from knife skills and nutrition to recipes for versatile base sauces, so they learn how best to use surplus food donations to create tasty and nutritious dishes. Jamie paid a surprise visit to a class of community cooks to mark the occasion.
- **Tesco Health Month:** during Tesco Health Month in May we focused on veg, providing simple recipes and tips for tasty, nourishing meals. We shared content in store and through Tesco and Jamie Oliver channels. The campaign delivered tangible results, driving sales of 2 million additional pieces of veg during the period and driving the highest ever awareness of the partnership, reaching 71% of Tesco customers. The campaign also resulted in a 3% increase in customers agreeing with the sentiment that Tesco helps customers to live more healthily – a key metric for the retailer.

- **Tesco Food Love Stories:** Food Love Stories is a long-running campaign strand that highlights food quality and provides inspiring meal ideas to shoppers. In 2020, Jamie was invited to participate in the campaign to help address people's changing needs in light of the pandemic. One of the biggest challenges parents were facing while home-schooling their kids was lunch: they needed inspiration for tasty, simple, healthy and affordable meals to fit into everyone's busy schedules. The content ran across all Tesco channels including TV and online, and post-campaign analysis showed the content really resonated with families.

Across the rest of the year we also supported Tesco with materials to help customers with the return to school, providing easy lunch and healthy snack ideas, as well as providing a series of Christmas recipes focused on making the most of leftover veg, including Smoky veggie enchiladas and a Spiced filo pie.

2 MILLION

EXTRA PIECES OF VEG SOLD

1,000

COMMUNITY COOKS TRAINED VIA
TESCO COMMUNITY COOKERY SCHOOL

84

PIECES OF CONTENT
HELPING PEOPLE EAT MORE VEG

71%

AWARENESS OF JAMIE'S ROLE
AS TESCO HEALTH AMBASSADOR
AMONG CUSTOMERS

JAMIE OLIVER DELI BY SHELL

The Jamie Oliver Deli by Shell range offers Britain's drivers healthier options on-the-go. It features more than 80 products to suit customer tastes; from classic sandwiches and wraps to delicious salads and healthy snacks.

The partnership focuses on delicious, nutritious food: we significantly reduced the fat, sugar and salt content across the range, introduced higher-welfare ingredients such as chicken and free-range eggs, and added best-in-class nutritional labelling so people know exactly what's in every product.

Throughout 2020 sales were significantly impacted by the pandemic, with the UK lockdown dramatically reducing traffic and footfall at Shell service stations. But we continued to improve the range. To meet the growing demand for vegetarian food and plant-based eating we trialled a Christmas Very Veggie Festive Lunch on malted brown bread across 60 of the top-selling forecourts in the UK in November and December. This delivered over 15,000 vegan sandwiches into stores over the Christmas period, accounting for 9% of the total sandwich volume.

Shell also wanted to find ways to support keyworkers through this partnership, offering free sandwiches during the first lockdown from 20 March to 10 May. In total, we gave away 205,331 sandwiches, accounting for more than 30% of the volume of our range during that period. From 10 May onwards, the scheme was replaced with a £1-off voucher for key workers, redeemable against all food in store, with 8,248 vouchers redeemed up until 14 June.



1.14 MILLION

PORTIONS OF VEG SERVED IN SANDWICHES
AND SALADS (2019 – 1.96 MILLION)

205,331

SANDWICHES GIVEN AWAY TO KEY WORKERS

15,000+

VEGAN SANDWICHES INTO STORES
OVER CHRISTMAS PERIOD

FIDDES PAYNE

With our innovative partners Fiddes Payne we offer a range of food products for consumers, from Italian-inspired bread kits and grind mills to condiments and ready-to-eat pulses and grains that can transform quick and easy meals into something amazing. The unique blend of herbs and spices in the mills are flavour bombs for meat and fish; the condiments add extraordinary flavour to almost anything, and the pulses and grains are super-tasty in salads, or great as a speedy side.

The grain pouches hero wholegrain carbohydrates, veg and plant-based proteins, which are underrepresented in most UK diets. The whole range is classified as non-HFSS (high in fat, salt and sugar) and has no red traffic lights in the nutrition rating. Each product is high in fibre and/or high in protein, and most also contain a portion of your 5-a-day. All products across the range are in line with Public Health England's reformulation targets.

In 2020 we added two new grain pouches to our range: Squash Orzotto and Indian-Spiced Quinoa, with both seeing strong sales. We also provided a number of recipes for quick and easy ideas, including 3 ways with roasted cauliflower and a Prawn poke bowl using our Sweet Chilli Spelt product.

Across the range, we saw a 7% increase in sales in 2020 as people shifted to cooking more from home and were looking for super-convenient, but nutritious and delicious options.



Our team

“Our business is nothing without the people who show up to do their best work every day. Creating a happy, creative and inclusive environment is hugely important to us – and while 2020 challenged us all in so many ways, I think it has also brought us closer together as a team. We all got to know each other that little bit better, and have learned to be more open in our conversations. We pulled together as a business and delivered work we can truly be proud of.”

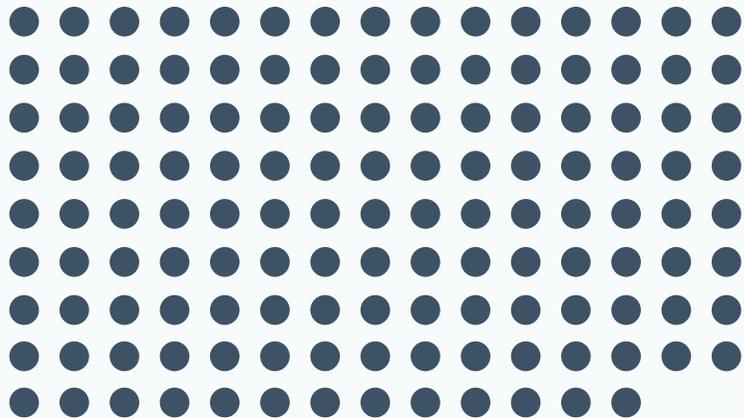
SUSAN COOPER, GROUP HR DIRECTOR, JAMIE OLIVER GROUP



We strive to provide a happy, healthy workplace, and believe it's important that our employees are able to enjoy a great work-life balance and active lifestyles.

Our team is drawn together by a belief in our social purpose – to create a happier, healthier world through the joy of food – and our shared drive to find new ways to improve our food system.

Like all businesses, our plans in 2020 changed massively as we adapted to the pandemic. Putting our teams' needs at the heart of all of our decision making was key as we navigated the ups and downs of a year like no other.



133 HQ employees



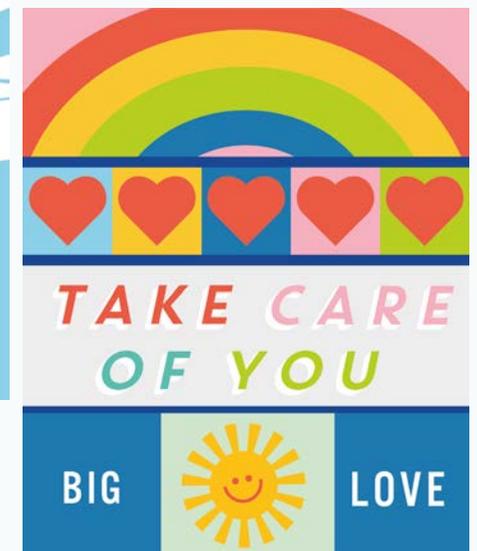
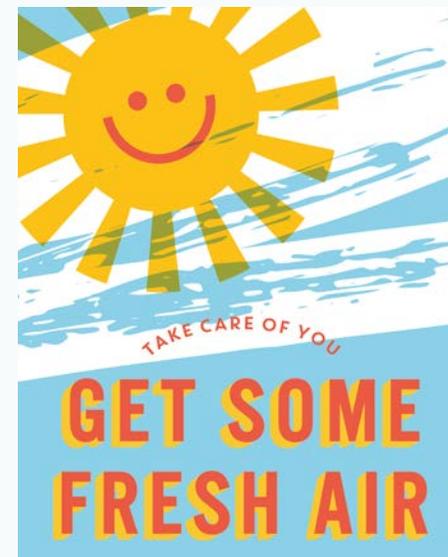
67:33 women to men

Ensuring the safety of our operations: Like all businesses we made significant changes to our facilities and working practices to ensure that we are COVID-secure. While this introduced many changes to our office, we were careful to do this in a way that protects our unique culture and office environment.

Transitioning to home working: How to support and nurture our unique team and culture as we shifted to working remotely was a major focus for everyone in 2020. We ensured that everyone remained connected and had opportunities to talk and collaborate with their colleagues, and encouraged regular check-ins with managers.

Supporting mental health: We put significant emphasis on supporting our teams' mental health throughout the year. We'd completed a company-wide mental health training programme in 2019 and early 2020, which meant that our team was already better equipped to talk more openly and proactively about mental health issues. We built on this in 2020 and put structures in place to ensure everyone was given the space to have these conversations as part of their regular manager check-ins.

Our staff were also given access to a wide range of resources, including our employee assistance programme and independent and confidential counselling. We ran several workshops on resilience, and ensured mental health support was baked into key staff activities and internal communications every month.



Understanding team wellbeing: To build our understanding of how the team was dealing with the many challenges of last year, we undertook a specific wellbeing survey in May 2020. The survey explored our staff's feelings about remote working, the potential return to the office, the ways that home working had improved some things and made others more challenging. We used these insights to provide more tailored support, and inform some of our decision making.

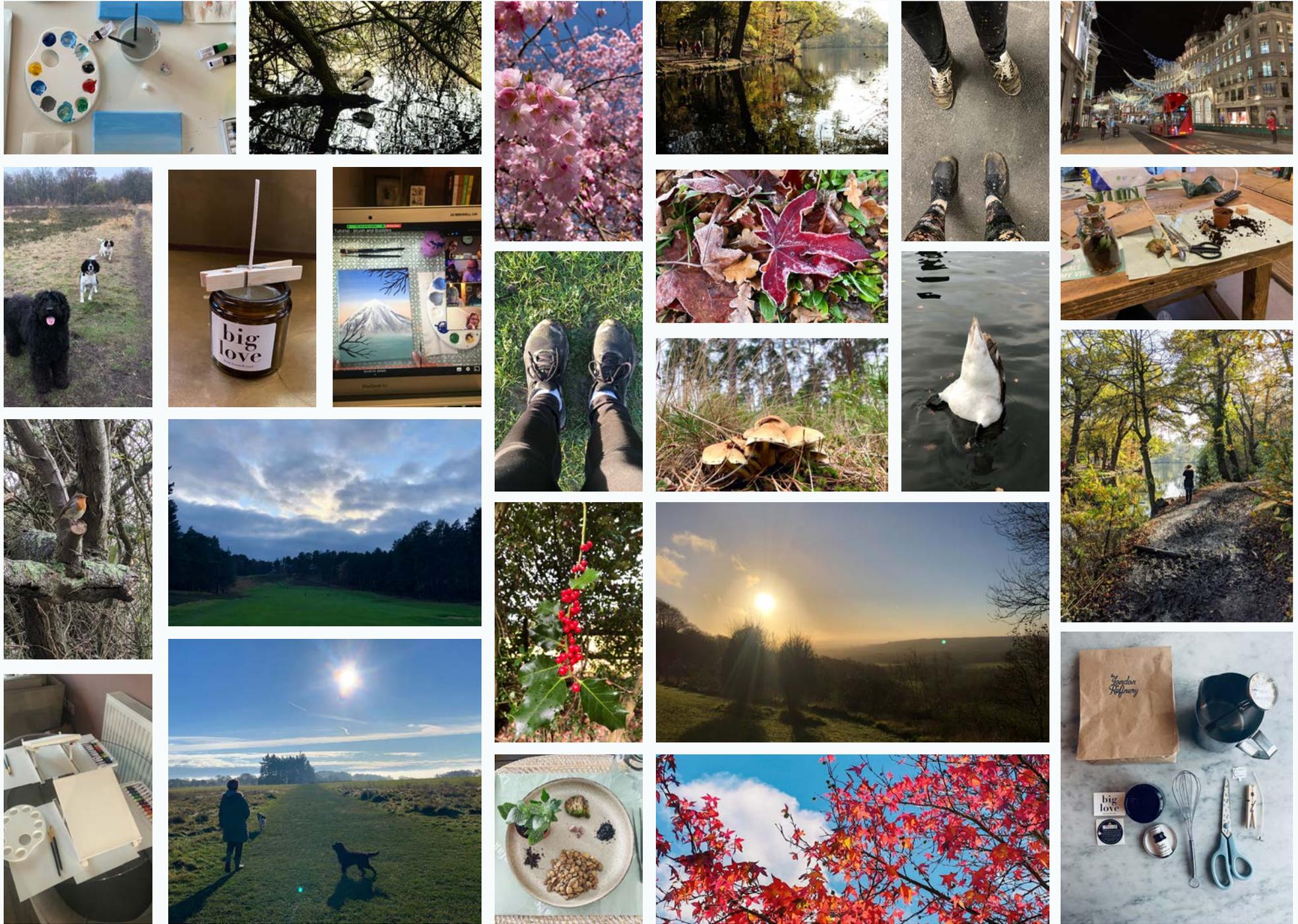
Engaging as a team: One of the biggest things we all missed while working remotely was our unique office working environment and the creative collaboration it allows. So we wanted to find other ways to nurture our people, and find ways of connecting that weren't all about immediate work priorities.

We found putting on virtual workshops a particularly good way for people to catch up and enjoy doing something completely different. The workshops were centred around a fun new skill or creative challenge, and the team were provided with any materials they needed and encouraged to participate as part of their normal working hours.

Over the course of the year we hosted these workshops every two weeks on topics spanning creative writing and calligraphy, pottery, wreath and cocktail making. The sessions were immensely popular – we had 640 attendees in total. Our Christmas quiz was a particular highlight with 140 team members joining virtually. We also opened up some special events – such as our super-popular mince pie making session – to family and friends.

In addition to our popular virtual workshops we also organised weekly yoga sessions, PE sessions, and a 30-day walking challenge, which saw 40 team members join up as a great incentive to get out of the house and enjoy fresh air and exercise.





SUPPORTING DIVERSITY AND INCLUSION

The Jamie Oliver Group is committed to promoting equality and preventing any kind of discrimination. We champion inclusivity and diversity in our team, and through all of our work, including our content and campaigning.

We strive to create an open and welcoming environment, where everyone can contribute their best work and develop to their full potential. We celebrate the fact that everyone is different and treat every colleague with dignity and respect. We believe every single person in our business has an active role to play in making our workplace inclusive.

2020 brought many issues around diversity and inclusion to the fore – not least through the Black Lives Matter movement – and has led us to reflect on our own approach. We've done some fantastic work since the inception of our Diversity & Inclusion Group in 2018, but the pandemic meant we had to hit the pause button on some of our plans, so we really want to ramp things up in 2021 and beyond.

Over the past couple of years, we have been expanding the pool of recruitment agencies and partnerships we work with in order to attract candidates from a more diverse talent pool.

We partnered with the Media Trust to attract young people from a wide range of backgrounds to the business and wider industry, and we also collaborated with the Creative Mentor Network (CMN), an organisation focused on making the creative industries more diverse and inclusive. In 2020 we provided three mentors to the network, supporting young people from lower socio-economic backgrounds in pursuing a career in the creative industries.

Supporting our local community in North London is important to the business, and we have been running an internship programme with the Arsenal Foundation since 2018 – a six-month placement specifically designed to provide young people from disadvantaged and underrepresented backgrounds with work experience and a way into our industry.

We also run an Inspo Session programme and have welcomed a number of speakers from diverse backgrounds to inspire and educate our staff through talks. Topics have ranged from the experiences of the community affected by the Grenfell Tower fire to exploring barriers to entry in the creative industry.

And we love inviting cooks from a range of diverse backgrounds to introduce us to their culture and cuisines, although we weren't able to do that as much as we would have liked in 2020.

Diversity across our content

- Our channels reach a global audience and we are committed to reflecting the diversity of that audience on screen and across all of our content, wherever possible.
- When it comes to our TV shows, diversity is a key consideration both on and off screen. Our aim is always to ensure a range of diversity across the casting of our contributors and diners, and we always try to ensure that we are working with a diverse range of freelance staff.
- We log diversity information of our content through the Diamond system, which enables broadcasters to collect and report on the diversity of TV production.
- Across our social channels, we regularly feature a wide range of chefs from diverse backgrounds and cuisines, which last year included Big Has showing our audience how to make his Cacio e pepe recipe, and Chetna Makan talking about her plans to celebrate Diwali. Jamie also championed Nikki Lilly's award-winning content and campaign work across his channels, and to mark Pride we heroed talent from across the LGBTQ+ community, including **@theboywhobakes** Edd Kimber, chef and author Zoe Adjonyoh **@zoeadjonyoh**, food writer Nik Sharma **@abrowntable** and community canteen team **@mothercanteen**.

REDUCING OUR ENVIRONMENTAL FOOTPRINT

Reducing our impact on the environment and promoting sustainability has long been a focus for us, including how we run our North London head office.

While the pandemic led to a dramatic drop in the numbers of our team using our Benwell Road facilities, we continued our efforts to reduce our environmental impact.

Reducing our carbon emissions is a key priority. We measure our carbon footprint annually to target our emission reduction actions. Prior to the pandemic, we had identified reducing our business travel as a key action area. In 2020 business travel dropped dramatically, and we will continue to monitor this as we emerge from government restrictions to ensure we continue to reduce travel-related emissions.

Due to the changes in our activities caused by the pandemic our carbon footprint in 2020 is significantly below our 2019 figures. We will report our carbon footprint annually in future years.

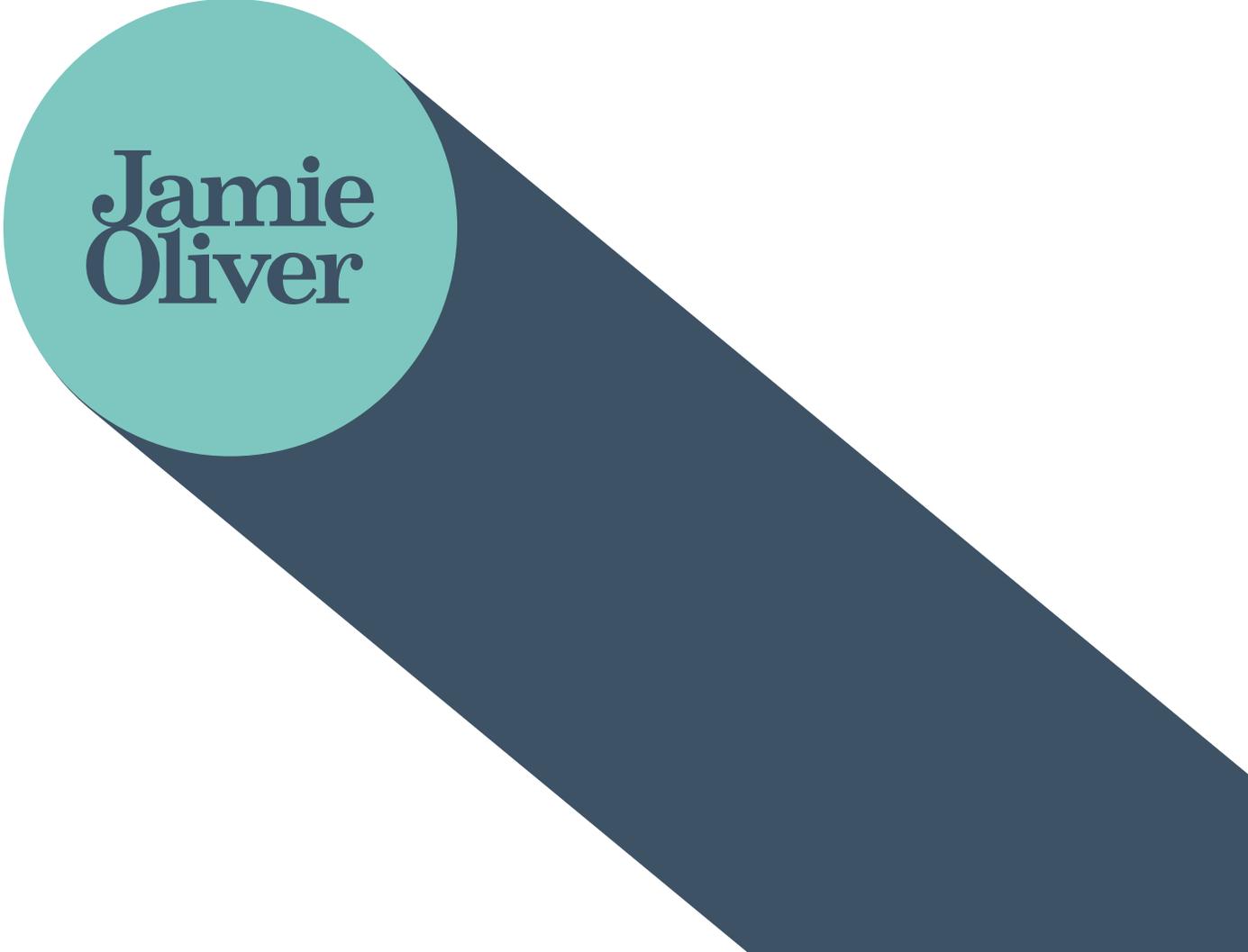
In 2020 at our Benwell Road office 66% of our waste was recycled (2019 60%).

This report has been printed on FSC certified paper.



BIG

LOVE

The logo features a teal circle containing the text 'Jamie Oliver' in a dark blue serif font. A dark blue diagonal bar extends from the bottom right of the circle across the page.

Jamie
Oliver