



ESG Impact Report

1st February 2022 - 31st January 2023



contents

A message from our CEO	3
About us	4
Sustainability : a core strategic pillar	7
Sustainability highlights of 2022	9
Contributing to the United Nations SDGs	10
Protecting the planet	12
Building trust	21
Shaping the industry and leading the way	23
People and communities	26
Looking ahead	32



a message from our CEO

Silentnight is not just a company; we are a community of dedicated people with passion and purpose, and as the new CEO of Silentnight, I am honoured to be introducing our second Impact report.

I am delighted at the progress that has been made in all areas of the business to improve our environmental, social and governance practices since our last report. Our genuine approach to sustainability is embedded throughout our business; when we make decisions, we consider not just the economic elements, but how both people and the planet will be impacted. As the biggest UK manufacturer in our sector, we recognise our responsibility to lead the way and are committed to being a responsible steward of the earth and strive to use our brand and profile to positively influence our customers, supply chain partners, as well as the entire industry. We recognise that the only way we are going to achieve a truly sustainable world is by working together as a community, being transparent, and sharing best practices.

Our employees are our greatest asset and are the reason we are able to boast such impressive credentials such as signing up to the Science Based Targets initiative, achieving Carbon Neutral Plus status and having a world-class, SATRA accredited laboratory.

I am so proud of the fact that we are the only sleep brand to have an in-house, world-class team of experts across sleep science, flame retardant chemistry as well as compliance testing. These colleagues are carrying out daily research and laboratory tests, seeking to develop safe, natural, and sustainable products that not only meet our consumers need for sublime comfort, but also meet outstanding standards of quality and safety. An exciting project is the pioneering research our laboratory teams are

carrying out on fire-retardant substances. As a result of endless hours of testing, they have discovered safer and more natural alternatives to replace the toxic chemicals that have for decades been used by furniture manufacturers. Whilst there is still some work to be done, this research is likely to play a crucial role in changing UK furniture regulation, positively affecting countless materials and products produced by businesses across the country.

Another year has gone by since we set our Net Zero target of 2040 and we have taken another leap forward in reducing our carbon emissions. A crucial part of this is our ongoing quest to increase both the recycled and recyclable content of our products. This wouldn't be possible without the shared collaborative spirit of our supply chain partners whom we have worked with to innovate on some brilliant solutions.

While we are immensely proud of what has been achieved, our plans for the coming year continue to be ambitious, including the introduction of product passports and the integration of climate change risks into business practices. We are dedicated to delivering the very best to our customers and believe that our commitment to transform into an increasingly sustainable business will only augment our position as the UK's most trusted sleep brand.

With so much remaining to share with you, I invite you to read on and enjoy Silentnight's 2022 Impact report.

Tracey Bamber, CEO



about us

Officially born in 1946, Silentnight has been on a mission for 78 years to inspire a nation of unique sleepers.

With over 12,000 mattresses, beds and headboards being produced every week and a workforce of around 750, we are a company with a big purpose and mission.

We are based in Barnoldswick in Lancashire which is where our talented colleagues use their passion, experience, and vast sleep expertise to produce the quality and innovation that our customers have come to know and trust. We are a key supplier to leading UK retail and hospitality brands and have long-standing relationships with our suppliers that have been built over decades. It is through these committed partnerships that we are able to remain at the peak of the market, pioneering new products and designs to suit every type of sleeper.

Our family of brands:

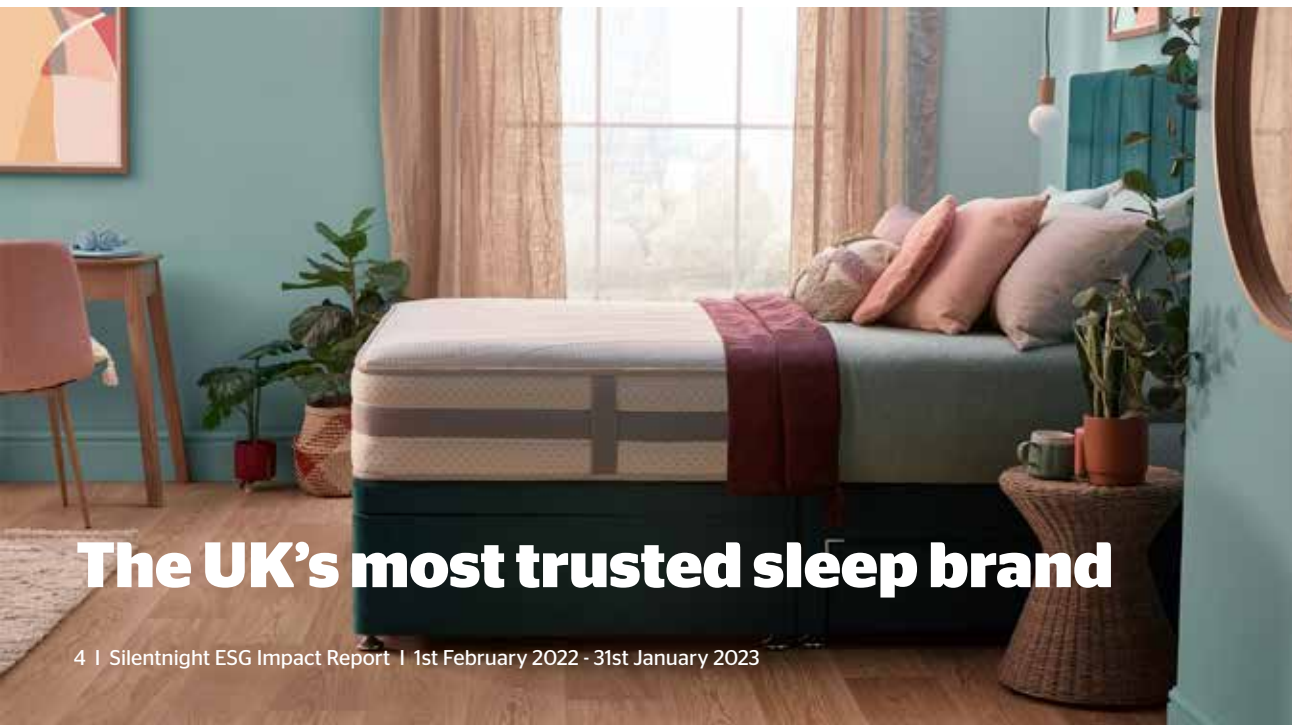


Silentnight
just sleep

REST
ASSURED
BEAUTIFUL BEDS SINCE 1898

Our plans for the future focus around building resilience by achieving Net Zero Carbon, moving to a Circular Economy and Improving Social Impact for all stakeholders. Key objectives are to:

- 1** Further grow our **Sleep Academy** by promoting sleep awareness and education around the importance of sleep, especially to children as sleep facilitates better learning
- 2** Roll out **Carbon Literacy Training** across the workforce to gain a solid awareness of climate change and the motivation to reduce personal and work-place emissions.
- 3** Introduce **Digital Product Passports** for greater transparency and to aid post-consumer recycling, keeping materials in circulation at the highest value for longer
- 4** Continue to **Lobby the Government** for a mandatory, industry led EPR scheme and to support a 'systems approach' to recyclability and the waste hierarchy
- 5** Further develop our unique **'Beyond Compliance'** test lab so all new products are scientifically tested to deliver premium comfort and enhanced durability and are made sustainably
- 6** Map our **Interactions with Nature** to assess and disclose dependencies, vulnerabilities and impacts following the TNFD (Taskforce on Nature-Related Financial Disclosures) framework



The UK's most trusted sleep brand

“1 in 3 households own our products, so when Britain thinks sleep, it thinks one name, Silentnight”



Our excellence is recognised by the array of awards, accreditations and certifications we received in 2022.



(eco comfort product)



The mark of responsible forestry



signed up to:





**behind every good night is a
plan for tomorrow**

**Discover more at
[Silentnight.co.uk/sustainability](https://www.silentnight.co.uk/sustainability)**



sustainability - a core strategic pillar

As the UK's most trusted sleep brand, people and the planet are deeply embedded into our business and integrated throughout company-wide decision-making processes.

Sustainability is a continuous improvement journey for us, and we are regularly evaluating what we are doing and looking at ways to improve practices and products. Our strategic sustainability ambitions focus on three clear objectives:

- 1 Protecting the planet**
- 2 Building trust**
- 3 People and communities**

Key principles we are using to guide us on this journey are as follows:



transparency

We will ensure that we remain accountable to all our stakeholders, sharing progress and challenges in reaching our targets.



competency

By investing in training and education and conducting research that supports evidence-based marketing, we will ensure that knowledge and understanding drives competent decision-making.



resilience

By listening to our stakeholders and keeping at the forefront of ESG trends and regulations, we will remain resilient and future-proof our business for a low-carbon economy.



innovation

Sustainability is an ongoing journey for Silentnight and through commitment and collaboration, we will continue to innovate and drive positive change both within our company and in the wider industry.

“We are thrilled with our score of 80%, achieving ‘ESG Excellence’ status”



We are accountable to all of our stakeholders - our customers, employees, suppliers, investors, and the communities in which we operate. Maintaining and further enhancing the trust we have built is key. We will ensure we measure and accurately report on all our activities. We will share our successes, and equally, we will report when we have setbacks for the benefit of others to learn and to remain transparent.

We have recently undergone our second ESG review, carried out by specialist sustainability consultancy, Sustainable Advantage, who assessed our environmental, social and governance performance against 75 topics. We are thrilled with our score of 80%, achieving ‘ESG Excellence’ status - something only a handful of organisations can boast.



sustainability highlights of 2022



Silentnight is a Carbon Neutral+ organisation, offsetting 10% more carbon than we produce



Climate Pledge signatory



Total energy consumption reduced by over 220,000 kWh during 2022

80% of all of our waste is either reused or recycled



70% of our materials are purchased locally



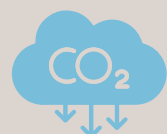
Each year we use the equivalent of 105 million recycled plastic bottles to manufacture The EcoComfort Fibre™ - which is used in 85% of all Silentnight mattresses



Committed to being a Net Zero business by 2040



A ZERO to landfill business



Achieved a 36.3% reduction across Scope 1 and 2 and a 8.1% reduction across Scope 3 emissions targets

Total direct carbon emissions decreased by 18% in just one year



20% of steel used for mattress spring units is recycled



99% of electricity is backed by Renewable Energy Certificates

Carbon reduction targets are SBTi validated



contributing to the United Nations SDGs

The United Nations Sustainable Development Goals (SDGs) are our global shared blueprint for peace and prosperity for people and the planet. Every country, business and person has a role to play, and at Silentnight we are committed to playing our part to bring the UN SDGs into fruition.



We have identified seven goals that as a business we are contributing to:





No Poverty

End poverty in all its forms everywhere

- Our strategic charitable partnerships support children and families living in sleep poverty who are without proper beds and mattresses



Good Health and Well-being

Ensure healthy lives and promote well-being for all at all ages

- Promoting sleep as a core foundation of good health and wellbeing
- Designing beds and mattresses for every type of sleeper so that everyone who has a Silentnight bed rests well
- Working to provide allergen information and expand anti-allergen products



Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

- Educating people, especially children, on the importance of sleep, and how sleep facilitates better learning
- Offering learning opportunities to employees including an extensive apprenticeship programme



Industry, Innovation and Infrastructure

Build resilient infrastructure, promote inclusive and sustainable industrialisation, and foster innovation

- Using research and product testing to develop mattresses that have sustainable design factors
- Carrying out research to understand the mechanisms behind good sleep, in order to innovate and design new products and ways of working



Responsible consumption and production

Ensure sustainable consumption and production patterns

- Considering the full life cycle of products and identifying opportunities to reduce the environmental impact of products in sourcing, production and end of life
- Extensive testing of non-toxic fire retardants substances and
- working with government and industry bodies to drive change in the industry towards more sustainable furniture production



Climate Action

Take urgent action to combat climate change and its impacts

- Committing to The Climate Pledge and achieving Net Zero status by 2040
- Being the world's first sleep brand to have validated Science Based Targets to keep global warming below 1.5°C as per the Paris agreement



Life on land

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

- Working with suppliers to understand the ecological footprint of the materials we use and looking to improve biodiversity in our supply chain and at our manufacturing site



protecting the planet

At Silentnight our focus has moved to considering our carbon handprint as well as footprint and how we can push for change by influencing others to commit to Net Zero. We are supporters of the Carbon Literacy programme and are developing a programme to educate all our employees.

The only way we can preserve our precious earth and tackle climate change is to come together as a global community and take ambitious action. As a national business, we recognise the role we need to play and are striving to not only change how we do things, but to work collaboratively with our suppliers, customers, and local communities to support the transformation of the entire industry.



net zero by 2040



Silentnight is proud to be the first and only sleep brand to commit to The Climate Pledge and to be signed up to the Science Based Targets.

In 2021, we signed up to the Climate Pledge, committing to reach Net Zero by 2040. We are the first sleep brand in the UK to make this commitment which demonstrates our dedication to limit the effects of global warming and prevent the worst effects of climate change.

In 2022, we took another significant step and signed up to the Science-Based Targets initiative (SBTi). This marked a profound moment in Silentnight's Net Zero journey, cementing our alignment with the most ambitious target of the Paris Agreement: To limit global temperature increases to 1.5°C above pre-industrial levels.

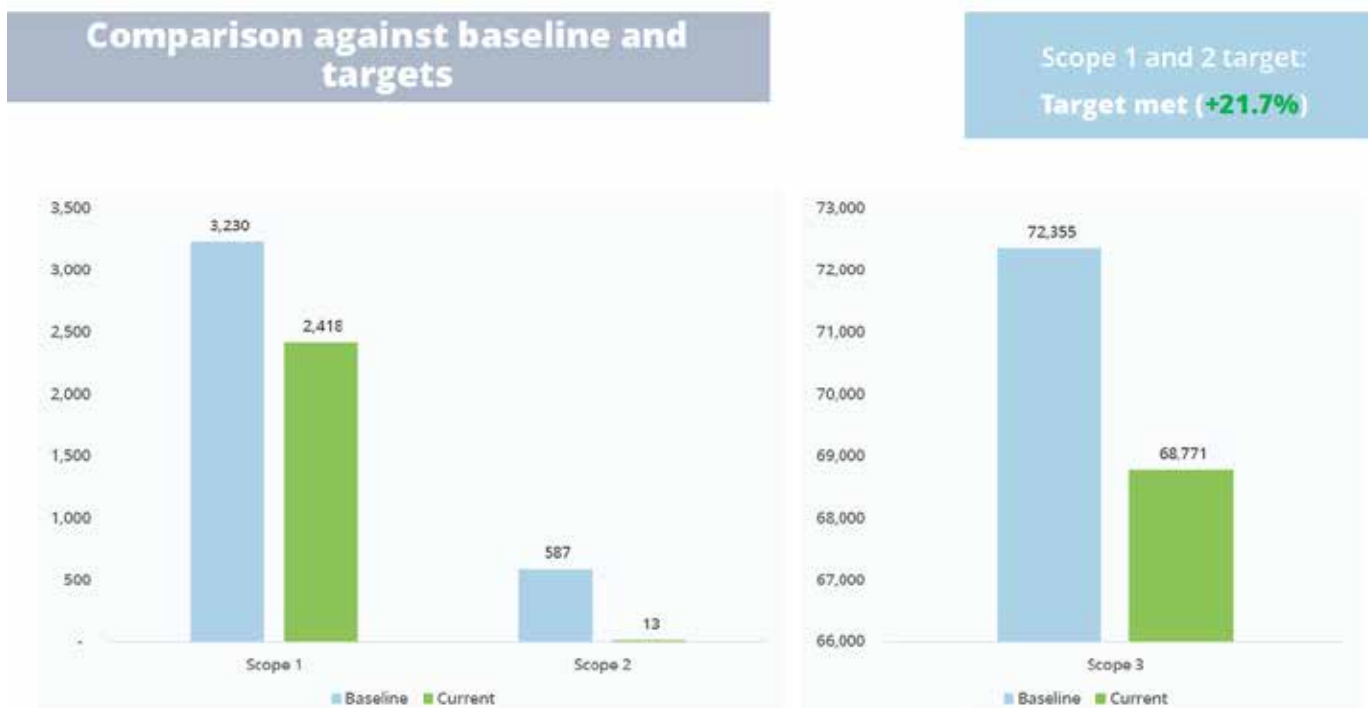
Through this process, our carbon calculations and reduction strategy have been scrutinised against a rigorous set of criteria before being approved by SBTi.

SBTi targets are only reviewed every five years, but in 2023 we will publically disclose our progress.



reducing carbon emissions

In pursuit of our goal to reach Net Zero status by 2040, we have set off on an ambitious and exciting journey. Through making changes across multiple areas of the business such as increasing the recycled and recyclable content of products, reducing waste, upgrading our fleet, and transforming the composition of products, we have significantly reduced our environmental impact.



For the second year we have carried out a full Scope 1, 2 and 3 carbon calculation, measuring our progress against SBTi targets. We are thrilled with the results of our most recent analysis which evidences a reduction of 1384 tCO₂e across Scope 1 and 2 emissions and 3573 tCO₂e reduction of Scope 3 emissions.

During our 2022/23 financial year, we achieved a **36.3 % reduction across Scope 1 and 2** emissions and a **8.1% reduction** on our **Scope 3 emissions** target

We are proud to now be a Carbon Neutral Plus business, contributing 10% in negative emissions over and above Carbon Neutral status



reducing energy and fuel consumption

Conscious of our energy use, we are constantly looking at how we can improve efficiencies. Over 99% of electricity consumed is via renewable contracts and we have embarked on a number of CapEx projects to increase the efficiency of our buildings.

Through metering and data tracking, we have for years had a sound understanding of our consumption patterns and have used this to refine processes and optimise usage.

At the beginning of the energy crisis in 2022, things stepped up a level. We scrutinised consumption habits and launched a company-wide energy awareness campaign. This led to key operational changes that saved hundreds of kilowatts of energy.

A changed process that saved energy and had a social impact

We identified that the electrified process in the factory for bailing waste was demanding a large amount of energy and that this process could be done manually instead. Two colleagues who were on long-term sick leave at the time, and only able to perform light duties, were brought back into the workforce to carry out this new job. This innovative solution not only reduced energy use, emissions, and costs for Silentnight, but also had a significant social impact as these workers were re-introduced to meaningful work.



Despite an increase in production, we saved over 220,000 kWh in energy during 2022, and over the last 10 years we have reduced our overall energy usage by over 30%

As a result of more fuel-efficient driving and an upgraded fleet, in the last two years we have used 36,000 fewer litres of fuel, saving 22 Tonnes of CO₂e



Our fleet is growing ever more efficient

We are regularly reviewing our company fleet and exploring ways to reduce fuel consumption as much as we can.

We have 44 company cars used by employees and are rapidly transitioning this fleet; now well over 70% of these cars are either fully electric or hybrid. We have invited colleagues who are still using petrol and diesel vehicles to replace these and within the next 12 months we expect the proportion of electric / hybrid vehicles to be over 90%

It is still not feasible for our distribution fleet to be electric as the infrastructure around the UK does not yet support this. However, we have already replaced a number of

our large vans with more fuel-efficient models, and by mid-2023 over 80% of our distribution fleet will be new, enhanced-performing vans. The new vehicles we are purchasing get considerably more miles per gallon compared to previous models, which not only saves petrol costs but is much better for the environment.

Telematics in our HGVs gives us enormously valuable data and allows us to keep track of fuel consumption and carbon emissions. In addition, the system monitors safe and eco-friendly driving behaviours and drivers can qualify for a bonus every 6 months if they achieve a weekly score of over 9.5.

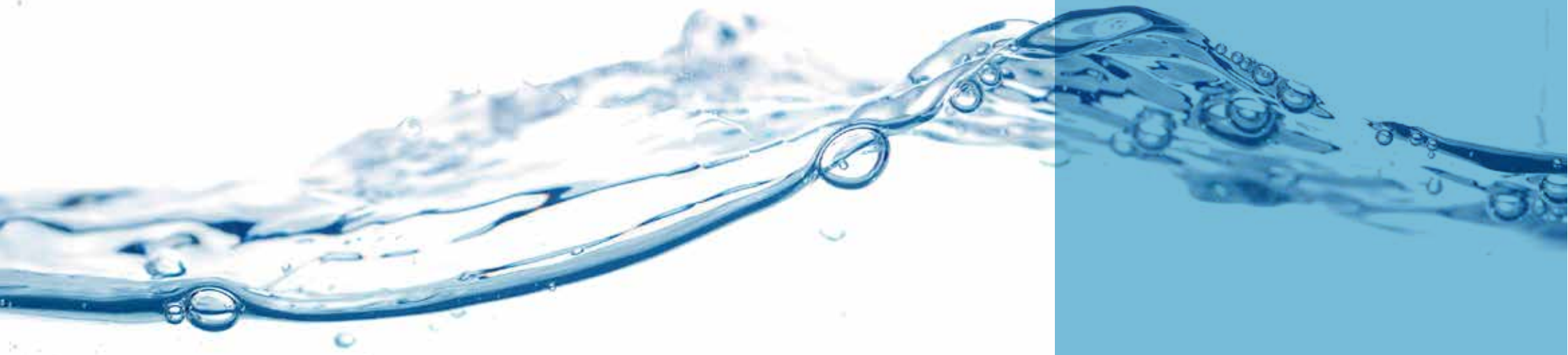
saving water

Whilst the business does not use huge volumes of water, what we do use, we use sparingly. When washing vehicles, recycled water is used for the initial wash, and clean water is only used for the second wash which is then stored and used for the next vehicle.

Our newly refurbished bathrooms have low-flush toilets and push taps – both of which use significantly less water than their conventional counterparts. Low-flush toilets use at least 30% less water, and push taps reduce water usage by up to 50%.

We closely monitor our water usage with regular tracking and reporting which allows us to identify and act quickly if and when leaks occur.

**Low-flush toilets
use at least 30% less
water, and push taps
reduce water usage
by up to 50%**



reducing, reusing and recycling

Reducing waste is a key focus area for us and, wherever possible, waste is repurposed and recycled. All wood, foam quilt, foam-free quilt, paper and card, polythene film, and metal waste goes to recycling facilities and we have asked all suppliers to ensure that packaging is colour and logo-free in order to optimise its recycling potential.

Waste statistics in 2021 and 2022

2021			2022	
Waste Stream	Weight Tonnes	%	Weight Tonnes	%
Sawdust	566	Reuse 36%	570	Reuse 40%
Wood offcuts	235		263	
Scrap metal	30.18		19	
Polythene	185	Recycle 42%	147	Recycle 39%
Quilt (foam free)	288		267	
Paper and Card	479		415	
General waste	392	Recovery 22%	330	Recovery 21%
(skip and compactor)	123		129	
Disposal/landfill	0		0	
Total	2,298		2,140	



Great progress has been made to support the recycling of products once they reach end-of-life. In conjunction with our partners, we launched the Mattress Disposal Service. All mattresses collected through this service are stripped back, the metal is melted to be used again, foam is crumbled and re-used into kid's play mats, and comfort fillings are repurposed for protective clothing.

We actively encourage consumers to purchase from retailers that are responsible recycling partners and have worked closely with the National Bed Federation (the industry body) to set up a register of approved mattress recyclers.



A key way to reduce waste is to extend the overall life of products and as such, we educate and encourage our customers to extend the life of their mattresses through mattress care.

Nearly **80%** of all of our waste is either reused or recycled

Silentnight is a zero to landfill business

Despite an increase in production, we have reduced total waste quantities by **158 tonnes**

responsible sourcing

Promoting a circular economy

1 With over **90% of our carbon emissions** lying in our supply chain, reducing emissions associated with the production and transportation of materials is a strategic focus for us.

2 **70% of Silentnight's domestic range is made from materials which are inherently low in flammability**, eliminating the need for additional flame retardant chemicals and significantly improving recyclability options post-consumer use.

3 Every mattress from our **Eco Comfort range** contains Eco Comfort Fibres™ which are made from **recycled plastic bottles** and are fully recyclable at end of life. Due to the nature of their composition, Eco Comfort mattresses do not have to have any chemical flame treatments as they are inherently flame retardant. Each year our Eco Comfort range **prevents the equivalent of over 100 million plastic bottles from entering waste streams**

Some of our key sustainable sourcing highlights...

100% of plastic trim packaging waste is sent back to our supplier which is recycled into new packaging

30% of processed polyester waste goes back to our key supplier, John Cotton, to be recycled into new mattress fibres.



20% of steel used for mattress spring units is recycled

95% of cardboard packaging is made from 100% recycled board



100% of timber used is de-forestation-free

Up to 15 billion trees are now being cut down every year across the world¹ which is devastating for eco-systems, habitats, and species, not to mention the colossal loss of natural carbon sinks. All timber that Silentnight procures is Forest Stewardship Council Certified (FSC® Certified FSC® C104461) which guarantees that it comes from forests that are being managed in a way that preserves biological diversity and benefits the lives of local people and workers.

¹<https://www.wwf.org.uk/learn/effects-of/deforestation>

a carbon-saving triumph

"Moving to a modular mattress is a big step in moving to a circular economy for mattresses"



A recent collaboration between Silentnight and Premier Inn has led to the design of a new mattress that saves 23% of carbon emissions. The composition of this mattress includes two major elements: the topper and the spring unit. However, the lifespan of the materials used are very different -the topper wears out a lot quicker than the springs. The new design splits the topper and spring unit so that the springs can be easily removed and used again. To determine the carbon emissions saved as result of this new design, an independent Life Cycle Assessment was carried out by world expert, Dr Hüdai Kara. Having carried out the assessment, Dr Kara said "Moving to a modular mattress is a big step in moving to a circular economy for mattresses"



Premier Inn

building trust

As the UK's most trusted sleep brand, we know we need to keep ourselves accountable to the very highest standards of safety, quality and business ethics. We voluntarily put ourselves through multiple audits and checks every year to ensure that our core value of 'Trust' is maintained and at the heart of everything we do.

Business ethics

Responsible and ethical business conduct is a non-negotiable for Silentnight and underpins our ethos. Our annual SMETA audit scrutinises our business practices and looks at everything from working conditions to contracts and employee wellbeing. It is an intense three-day process but gives us, our customers, suppliers, investors and local communities the assurance that in every way possible we are operating responsibly.



Silentnight is a proud member of the Ethical Trading Initiative, which demonstrates our commitment to complying with and promoting workers' rights such as free employment, hygienic and safe working conditions, the living wage, and indiscriminate in the workplace.



Ethical Trading Initiative

Safety and quality - our number #1 priority

Keeping our employees and customers safe is paramount. All laboratory tests are carried out in accordance with both British and European safety standards. SATRA is an independent research and testing organisation and the global gold standard when it comes to ensuring the safety of products. Our SATRA accredited lab is the only one accredited to test to British Standards and not just SATRA methods.



To keep ourselves accountable for delivering exceptional quality, our test lab has an annual ISO 9001 audit - the world's most recognised quality management system.



We are proud supporters of our trade organisations which include the National Bed Federation, the British Furniture Manufacturers and the Furniture Makers Charity, who have awarded us a coveted Manufacturing Guild Mark. Working together we're actively lobbying government for changes which will help our industry move to a circular economy and deliver our Net Zero plans. This includes updating legislation around fire safety and the implementation of a mandatory, industry led Extended Producer Responsibility scheme.



For the 13th year running, we are a certified Superbrand, being recognised for our "passion, product knowledge, exceptional quality and sleep expertise to provide sleep solutions for all the family."



Zero-tolerance to modern slavery and human trafficking

Silentnight operates a zero-tolerance policy in respect to modern slavery and human trafficking and is fully committed to acting ethically and with integrity in all our business dealings and relationships. During 2022, we brought in an external trainer to deliver modern slavery training for all managers across the business. Awareness of how modern slavery has evolved to take advantage of vulnerable members of the UK and international workforces, and how pervasive modern slavery is in mainstream industries, is an important first step to ensuring it is identified and rooted out.

Ensuring a responsible supply chain

90% of a business's impact on the environment (air, land, water, biodiversity, and geological resources) originates in its supply chain², and therefore careful monitoring and collaboration with supply chain organisations on sustainability matters is crucial.

All suppliers are expected to abide by our Supplier Code of Conduct and confirm their position on the international Ethical Trading Code and their adherence to the conventions of the International Labour Organisation. We also ask partners to confirm that their own suppliers abide by these codes and standards.

We require all partners to confirm their up-to-date compliance with REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals) regulation and POPs (Persistent Organic Pollutants Stockholm Convention) which gives us the assurance that all substances and chemicals used in products are compliant with European safety standards.

Silentnight is a member of FISP (Furniture Industry Sustainability Programme), an independently certified sustainability programme of the furniture industry. FISP membership gives companies and their stakeholders the confidence that they are driving continual improvement in relation to social, economic and environmental impacts throughout their business operations and supply chain.



² <https://www.mckinsey.com/capabilities/sustainability/our-insights/starting-at-the-source-sustainability-in-supply-chains>



shaping the industry and leading the way

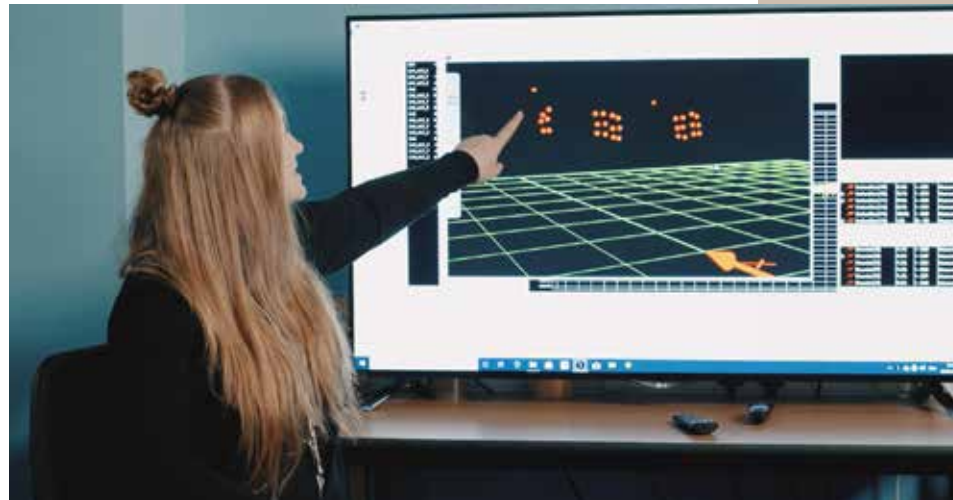
We strive to be a role model in the industry by sharing good practices and leading in sustainable innovations and discoveries.

One of our key agendas is to spread knowledge and understanding around sleep and we do this through multiple channels such as research studies, participating in industry bodies, blogs and publications, partnerships with influencers, and working with charities.

When others follow our way, we are thrilled. An example of this is the fact that we were one of the first in the industry to begin using recycled polyester in our mattresses, a practice now widely demonstrated by our industry peers.

Sleep research

We are the only sleep brand to have a full-time Sleep Knowledge and Research Manager, and have a 'beyond compliance test lab' where we undertake ongoing research and discovery. We are developing an increasingly intricate understanding of how our human bodies respond to real-life sleep environments and as a result, are constantly pushing boundaries and pioneering bespoke sleep solutions and designs.



“Being the UK’s most trusted sleep brand, transparency is crucial. As a brand we wanted to have evidence-based marketing in order to be fully transparent about our claims”

Angela, ESG Director, Silentnight

Silentnight's participation in the knowledge transfer partnerships

Better Sleep Backed by Science

Our mantra that 'everyone deserves a good night's sleep' drives our quest to find solutions for every type of sleeper. Our involvement in the Knowledge Transfer Partnerships (KTPs) has played a large role in pursuing this goal and has led to several fruitful collaborations. The KTP's agenda is to bring together businesses and university experts to improve productivity and performance; it's all about exploration and innovation, and the first two projects have been great successes.

Our first KTP with the University of Central Lancashire (UCLan) in Biomechanics was motivated by our desire to bring evidence based research to our marketing claims. It proved to have a significant impact on the business and has underpinned our position as the UK's most trusted sleep brand.

An unintended but hugely beneficial outcome of this research project was the discovery that 70% of people are not sleeping on the right mattress for their body type. The collection of data and research led to the development of our 'Sleep Unique' online tool that allows consumers to make smarter decisions when purchasing a mattress.

Pioneering the use of more natural, toxic-free substances

The second KTP, also with UCLan, arose out of a concern with the chemicals being used in mattress as fire retardants. Multiple tests led to the discovery that these chemicals, when set alight, are highly toxic. Silentnight then fed this crucial information back to suppliers and together worked with them to create new materials that were free from these substances.



Jake our Materials and Research manager presenting at a world conference on flame retardants

This pioneering and enormously important work is now being used to reform the UK government's strategy on fire retardant chemicals and fire safety in the home.

"As a company, we have had a complete mind shift towards more sustainable processes and materials. We are moving away from traditional chemicals and towards more natural substances, and as part of this we are helping other organisations (in particular our suppliers) to use less toxic materials"

Tracy Fortune, Silentnight Laboratory Manager

70% of people are not sleeping on the right mattress for their body type



Positively affecting UK furniture regulations

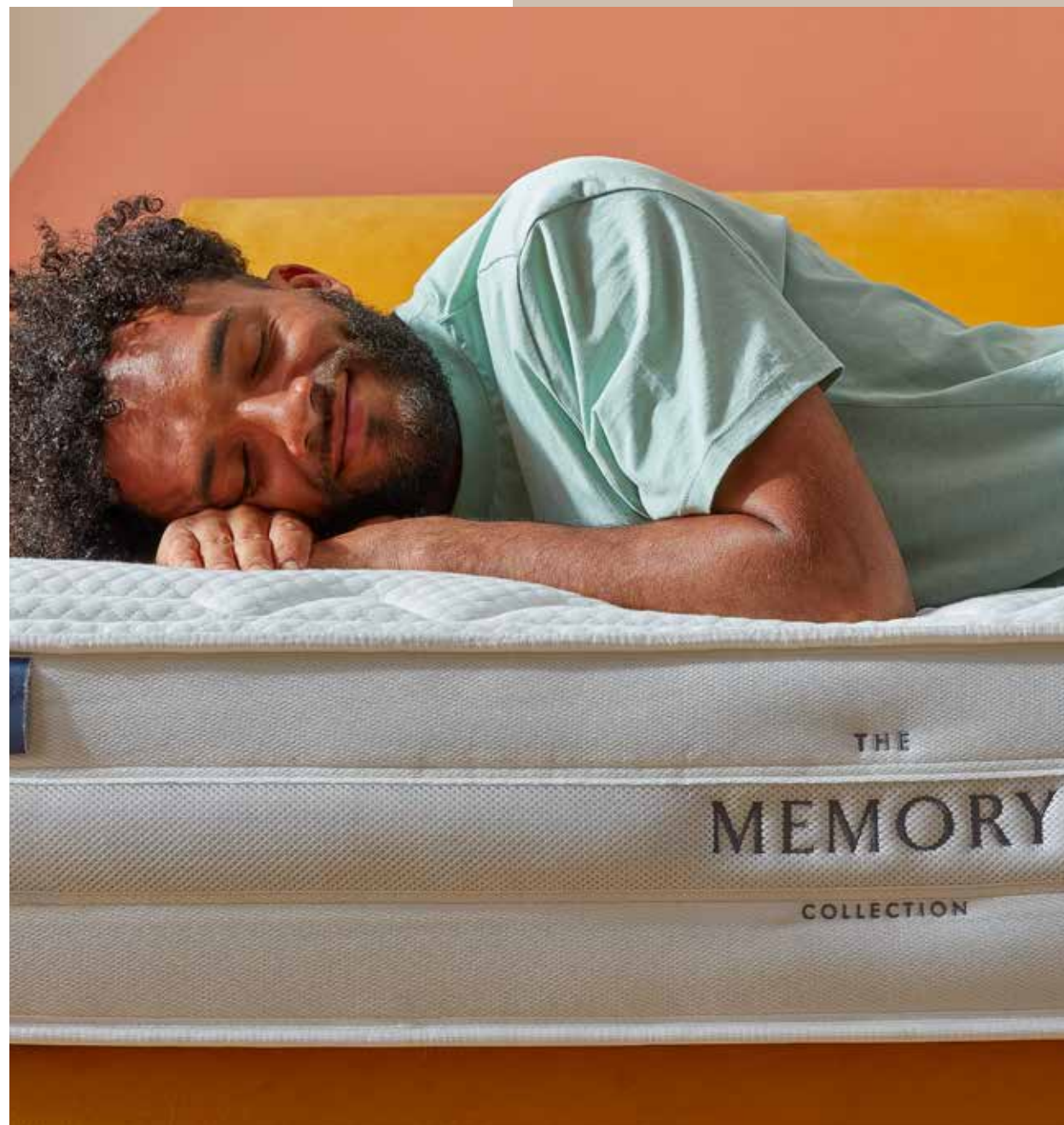
The pioneering work of our research experts has the potential to change UK furniture regulations, and we are working closely with the government and others in the sector to push this forward. We are in fact a key stakeholder involved in the Department of Business and Trade's review of fire-retardant substances. If the changes go ahead, this will be a breakthrough for the industry, as furniture will not only contain less harmful substances but will be much more readily recyclable.

Working with the National Bed Federation

Silentnight has worked for years with the National Bed Federation (NBF), which is the standard-setting industry body for ethics, transparency, and responsibility in the bed industry. In and amongst a number of collaborative activities we have been involved in, we have most recently been co-authors of the NBF Ecodesign Principles guide. The guide describes 10 key principles and also presents a 'Red List' of practices to avoid. It is a free resource, supporting organisations to embrace opportunities to produce greener products.

EPR work and lobbying to government

We're a passionate believer in the need for a mandatory, industry-led, EPR scheme for bulky household waste items such as mattresses. 6-7 million mattresses each year reach the end of their useable life and currently, despite the offer from many retailers working with responsible recyclers, over 70% of mattresses in the UK still end up being handled by local authorities. This means mattresses get left out for collection and get wet and dirty or end up being fly-tipped. An EPR scheme, as already proven in other countries such as France, would bring about the necessary systems change and investment in an infrastructure to enable better recovery of valuable materials while also driving the required innovation to help facilitate the move towards a circular economy. As part of the NBF's circular economy committee, we're working to lobby government to move both EPR and an overdue update of the Fire Safety regulations up their agenda.



people and communities

Creating a happy, healthy and inclusive place of work

At Silentnight we see ourselves as a family; we want every individual to feel that they belong.

Diversity and inclusion sits at the heart of our Wellbeing Strategy which is anchored in the principle that all our colleagues should be feel safe, valued, and heard.

We have carefully analysed our company's demographic data and used the results to inform the introduction of numerous People activities. As an example, we identified that we have a significant proportion of Eastern European and Asian employees, for whom English is not their first language. With this insight we took the decision to redesign our new starter documentation and ensure it is user-friendly for everyone; we are also looking into translating contracts and learning videos.

We celebrate national and international days and months such as Pride, and regularly run awareness events, often bringing in external parties to share their knowledge and experience with our Silentnight colleagues.

The health and wellbeing of our colleagues is a central focus for the company, and we have recently introduced weekly Wellbeing days, offering health checks, lifestyle coaching and wellbeing classes. These are open to everyone at Silentnight and have proved to be very popular, as evidenced by excellent attendance numbers.

There are 17 trained Mental Health First Aiders who are there as a support and first-port-of-call for any colleagues feeling overwhelmed and need to talk.

'Having experienced mental health problems both personally and in my family, I was keen to become a Mental Health First Aider and gain new skills in recognising warning signs and at the same time building confidence to approach and support other work colleagues who may be struggling. It's great to be working in a business looking to identify and support people at vulnerable times in their life '

Ian Twist, Product Development Technician

Alongside this suite of events, programmes and benefits, we have a company Wellbeing hub which houses useful trainings and information on themes such as Stress Management and Nutrition.



We celebrate national and international days and months such as Pride, and regularly run awareness events

Valuing and listening to our colleagues

Our newly introduced staff awards programme, 'Silentnight Spotlight', recognises employees who have gone above and beyond. We also award colleagues who have shown long-term loyalty to Silentnight; long service awards are given out monthly and presented by the CEO.

As a company with hundreds of employees, we have paid particular attention to employee engagement. We value the voice of our colleagues and want to be a supportive and responsive employer. This year, a full staff survey covering a holistic set of topics from training to leadership styles will be run by an external consultancy. The results will be shared transparently and used to identify gaps and support action planning, informing our continuously evolving People Strategy.

Our employee council (the JCC) has been a vital communication channel for the business and continues to function well. Our People Director works closely with this group and together they collaborate on ideas, discuss issues and agree on what actions are fair and best for all parties.

As a company with hundreds of employees, we have paid particular attention to employee engagement.



Supporting our colleagues to thrive

We want everyone to have a happy and prosperous career at Silentnight and are committed to supporting every colleague on their own career pathway.

Performance reviews are carried out twice a year and a key element of these is to identify opportunities for growth and opportunity. Our specialised learning platform, the 'Sleep Academy', contains a wealth of learning content created by Silentnight. Other learning opportunities for

employees include coaching, apprenticeships, professional qualifications, and leadership training. We have a dedicated Head of Talent Development and three production trainers who lead this vital area of the business.

All managers have the opportunity to take part in our specialised leadership development programme covering a range of subjects from mental health awareness to having difficult conversations.

Our **apprenticeship programme** continues to be successful, with 25 colleagues currently in programmes. Here are some of our amazing apprentices and their stories:

Jordan Hargadon



'Currently I'm the New Product Development Team Leader, I started my Apprenticeship completing a Level 2 Furniture manufacturing qualification and then onto a Level 3 bed manufacturing course. Without my apprenticeship I wouldn't have had the knowledge and experience within the business to understand the different departments and how they all work together to ensure we keep innovating and moving forward'.



Pete Beresford



"The apprenticeship I have done is the LGV driver apprenticeship. With this apprenticeship I have completely changed careers... I am very happy in this role now, so my career aspirations are to continue to do this job to the best of my ability."



Steven Burke



"Until late 2019 I was a professional cyclist and had competed at 3 Olympic Games. During my sporting career, at the time I did not have a plan because of the focus on racing at the highest level, so when I retired, I had to then plan for my future. I have started a completely different type of career at Silentnight at the age of 32 and as well as being a new father, this shows it is never too late to start an apprenticeship to build a new career. Although accounting produces very different challenges compared to being an athlete, I am embracing them and willing



to learn more to progress further in the business. I fully recommend starting an apprenticeship because they offer a wide range of opportunities when learning on the job."

Community partnerships

Supporting communities has always been important to us, whether it be through financial contributions, in-kind donations, volunteering time, or using our profile to elevate important causes.

Our community engagement approach is twofold; we support local organisations situated in and around our factory site in Barnoldswick and national organisations which share our mission to get the nation sleeping.

For several years we have sponsored the Barnoldswick Town Football Club as well as other grassroots sporting programmes local to us.



Pendleside Hospice is another local charity close to our hearts; our donations are helping to fund specialist palliative and end-of-life care for patients and their families.

On a more national level, we work closely with the Furniture Makers' Company, the industry charity supporting people in the sector in a variety of ways whether it be through apprenticeship training or helping those who have served the industry in the past and have since fallen on hard times.

Our two main charity partners are Zarach and The Sleep Charity, both of which do invaluable work with communities across the UK.



For several years we have sponsored the Barnoldswick Town Football Club

‘Every Head a Bed’ campaign

Sleep is critical for children to learn, grow and be happy, and yet thousands of children in the UK are going to sleep at night without a proper bed of their own. 30% of UK families are impacted by bed poverty, and the cost-of-living crisis is making this worse, causing the nation to lose sleep.

Zarach was founded by a Deputy Head Teacher in 2017 after learning that one of the boys she was teaching was living in poverty and not sleeping properly due to not having a bed. Silentnight is a key partner involved in Zarach’s campaign to give ‘Every Head a Bed’, and already has donated over 1000 beds, mattresses, pillows and duvets. We have also collaborated with Zarach on a sleep guide which has been written for parents and teachers and shares useful tips on making the most of bedtime and how to spot signs of sleep deprivation.



30% of UK families are impacted by bed poverty, and the cost-of-living crisis is making this worse, causing the nation to lose sleep.



“Good sleep is a crucial component to overall health, yet knowledge and awareness of it in comparison to diet and fitness is lesser known. We’ve all had those days where we feel groggy after a bad night’s sleep – for children, that is even more pronounced, and can have long-term, lasting effects on their education and academic performance.”

Hannah Shore, Sleep Expert at Silentnight



“We are thrilled to receive such a large, generous donation of high-quality, brand-new items. We feel privileged to be working with such a giant of the sleep industry.”

Bex Wilson, Founder of Zarach



Our partnership with The Sleep Charity

Sleep, its importance and its effect on the body is often poorly understood and according to research, almost one in five people in the UK aren't getting enough sleep. The Sleep Charity has responded to this critical need and offers a wealth of advice and educational resources on sleep-related issues to both individuals and businesses.

In November 2022, Silentnight were the first brand to sign up to support The Sleep Charity's pilot programme to tackle sleep poverty in South Yorkshire. After a series of initial donations, we have now broadened our partnership and are using our brand platform and reach to amplify the organisation's purpose and mission. As part of this, we have recently collaborated with The Sleep Charity on the production of three training modules which will be launched through our Sleep Academy platform and made available to all our employees and customers across the country.



A community on a green mission

Planting trees has, for a number of years, been part of our carbon-offsetting strategy, and we have recently teamed up with pupils from West Craven High School and Eco Barnoldswick to plant 700 new trees and bushes on the West Craven High School's site.

"We can't wait to see the new area of trees grow and develop and be there for future generations of West Craven students to enjoy."

Dean Wilson, Head of PE at West Craven High School





looking ahead

ESG is still in its infancy and evolving, but what's becoming clear is how it's really starting to change the competitive landscape. At Silentnight we see ESG in our strategy house as part of the foundation that underpins our vision to be the UK's most trusted sleep brand. And when you think about trust, what we're really talking about is a promise; a promise to be open and honest (transparent), competent and resilient. It's also about innovation and the actions we take as a business to drive that innovation.

ESG is also bringing longer-term thinking into business planning, meaning we now start with our Net Zero plan and work backwards. This is why we believe it's essential that we move to a circular economy as fast as possible. To help us on this journey we have invested in a full-time Materials and Research Manager who has a PhD in chemistry to work with our R&D, purchasing and marketing teams, so that we can better

understand the implications of our raw material choices from sourcing through to post-consumer recycling. We also consider all new products from an eco-design perspective and our bills of materials now include not just carbon emission data, but flame retardant chemical use and recyclability ratings. This is partly to future-proof the business for when product passports become mandatory, but also because we believe we need more transparency in our supply chain to enable the transition towards a circular economy.

Our ESG journey is evolving fast, and is no longer focused just on compliance and due diligence, or as a driver of resource efficiency, but as a powerful tool for driving innovation and growth that respects both people and planet.

Angela Moran, ESG Director



Working in partnership with



Sustainable Advantage
 Hersham Place Technology Park
 Molesey Road
 Hersham
 Walton-on-Thames
 Surrey
 KT12 4RS

info@sustainable-advantage.com
 sustainable-advantage.com
 0203 544 2030