



# Sustainability & Social Value Report 2024



# Enabling Brilliant Outcomes Since 2012

Established in 2012, Bloom has become the UK’s leading marketplace for the public sector to buy and manage services. We exist to help public sector buyers deliver brilliant outcomes that align with strategic priorities, demonstrate value for money, and create measurable impact for communities.

Our marketplace brings together over 6,000 accredited suppliers, 92% of which are SMEs, spanning 20 categories and 380 subcategories of spend. We simplify access to public sector contracts, reduce risk and complexity, so more of every pound goes directly into service delivery.

What makes Bloom different is our outcomes-based model. Instead of paying for time or activity, public sector clients pay only for what has been delivered, ensuring accountability, transparency, and efficiency. Every contract is linked to clear milestones, giving clients greater control and confidence throughout the lifecycle.

We support the entire public sector, acting as a compliant, agile route to market that enables clients to align with the latest procurement policy.

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# About This Report

Contained in this report is the detail of how Bloom helps the public sector get more from every pound spent.

Covering the period from 1st January to 31st December 2024, it highlights how we support organisations to deliver greater value, support local economies, and create opportunities for a broader range of suppliers and communities, in line with the National Procurement Policy Statement (NPPS).

Inside, you'll find practical examples of:

- Reducing barriers to entry for SMEs and VCSEs
- Enabling faster, fairer, and more transparent procurement
- Embedding social value from day one
- Supporting employees and communities

This year's report reflects not just what we do, but the difference it makes.

**Please note that we have calculated all social value figures using the National TOMs Framework.**

# Procurement with Purpose:

## A Message from the Founder



I'm delighted to introduce this year's Sustainability & Social Value Report, which comes at a pivotal moment for public sector procurement. The National Procurement Policy Statement (NPPS) is reshaping the expectations placed on procurement professionals, placing social value, transparency, and outcomes at the heart of public spending.

At Bloom, we welcome this evolution. We've always believed that procurement should do more than deliver services - it should deliver impact. This belief is embedded in everything we do: opening access for SMEs, supporting innovation, and ensuring that public funds generate measurable benefits for communities.

Over the past year, that belief has turned into tangible progress. In 2024, over £200 million worth of contracts were awarded to SMEs, and we helped our clients generate over £6m in savings via mini-competition processes.

We've continued to champion smaller suppliers, removing barriers to entry and ensuring fast, fair, and transparent access to public sector opportunities. Whether it's helping a council deliver Net Zero goals or enabling a local organisation to expand its reach, our model aligns procurement with purpose, without compromising on speed, compliance, or commercial rigour.

This year also marked the launch of the Bloom Catalyst Fund, offering over £5,000 in targeted grants to support schools, charities, and grassroots initiatives across the North East region. It's one more way we're helping to deliver impact.

This report brings together the stories, data, and delivery that demonstrate how mission-driven procurement is helping achieve the Government's five Missions - from supporting economic growth to investing in communities.

But more than that, it reflects our commitment to building a procurement ecosystem rooted in ethics, inclusion, and sustainability. That means being accountable - not just for what we deliver, but how we deliver it. It means using data to prove impact, not just report activity. And it means evolving with our clients and suppliers to meet changing needs, challenges, and expectations.

As we look ahead, I remain incredibly proud of the role Bloom plays in shaping a procurement solution that delivers real, lasting outcomes for people and places. I'm grateful to our clients, our supplier community, and our team, each of whom plays a vital part in creating a solution that works for society as a whole.

**Adam Jacobs**



# 2024 Highlights

This year’s report reflects how Bloom is enabling the public sector to deliver more through smarter procurement, better access for SME suppliers, and measurable results that align with national priorities.

We’ve continued to support buyers in:

**Driving value** for money through outcome-based delivery

**Unlocking access** for SMEs and VCSEs

Maximising **social value**

Aligning procurement with the ambitions of the **National Procurement Policy Statement (NPPS)**



# Key Achievements in 2024

**80%** of contracts awarded to SMEs, with a total value of **£212 million**

Over **£6 million** in public sector savings via mini-competition processes

Over **£58 million** in social value created, tracked using the National TOMs Framework

A **22%** reduction in our business greenhouse gas emissions compared to our **2021** baseline year

Launch of the **Bloom Catalyst Fund**, funding **12 grassroots projects** across the North East

Signatory of the **County Durham Pound Supporters' Charter**, backing collaborative place-based delivery

**ISO 9001, ISO 27001 & Cyber Essentials Plus Certified**, reflecting our commitment to quality and information security

**Bronze Social Value Quality Mark and Better Health at Work Award** earned for **2024**

**Ecovadis Silver Rating** retained for the second year, and awarded **Gold at the Ecologi For Our Planet Awards**

Recognised as a Supporter of the **Greater Manchester Good Employment Charter**



# Delivering Social Value Through People, Planet, and Purpose

Social value has always been central to how we work. Here you will find the principles that guide our approach, starting with our commitment to impact, and how we bring it to life through People, Planet, and Purpose.

## Social Value Commitment



To all of us at Bloom, social value is never an add-on; it's why we do what we do.

We believe procurement should improve lives, strengthen communities, and support the long-term health of the economy and the environment. That means opening access to opportunity, prioritising local impact, and ensuring that every pound spent delivers broader public benefit.

Our outcomes-based model ensures public money is directed where it matters most - supporting SMEs, creating jobs, fostering innovation, and delivering social value and community benefit.

To deliver on that commitment, we ground our work in three core principles: People, Planet, and Purpose. These values are the lens through which we operate, and the framework through which we help the public sector drive real, lasting change.

# Our Strategic Foundations



## PURPOSE

We elevate procurement as a tool for economic growth, innovation, and sustainability. By removing barriers and expanding access, enabling SMEs to compete and succeed, driving better outcomes and building resilient communities. Our marketplace supports a more inclusive economy, ensuring public sector investment delivers long-term value for society.



## PEOPLE

We build a culture where our people are informed, accountable, and empowered to make a difference. Internally, we embed sustainability and social value into everything we do, from learning and development to our day-to-day operations. Externally, we invest directly in communities, helping drive grassroots change and extend our impact beyond contracts.



## PLANET

We're committed to achieving Net Zero by 2045, with a 50% emissions reduction by 2030. Beyond our own footprint, we support public sector clients to deliver on their environmental commitments by offering a trusted route to market for Net Zero projects. Our supply chain is ready to meet the challenge - connecting buyers to innovative, sustainability-focused suppliers.

We set ourselves a higher standard, where ethics, transparency, and accountability aren't optional, but the foundation of every decision, every partnership, and every outcome we deliver.



# Purpose

Purpose explores how Bloom is using procurement to open access, support SMEs, and deliver real-world impact. From enabling SME suppliers to succeed, to investing directly in communities through the Bloom Catalyst Fund, it shows how we turn strategy into action and purpose into outcomes.



# Outcomes-Based Procurement

Because we believe that what we do should be a driver of real-world results, we focus on outcomes-based procurement, a model that links funding to delivery, supports innovation, and ensures that public spending generates measurable public value.

Our delivery model directly supports the priorities outlined in the National Procurement Policy Statement (NPPS) - including economic growth, SME access, sustainability, and transparency.

**WE HELP CLIENTS:**

- Unlock economic growth by supporting SME participation
- Drive innovation through access to a national network of pre-accredited suppliers, including SMEs and VCSEs
- Achieve measurable cost savings through competitive tension via mini competitions
- Outline social value goals and embed these into contracts

Traditional procurement often focuses on compliance and input-checking boxes, not delivering change. We champion a different approach, where contracts are designed to deliver measurable results, not just meeting minimum requirements.

It's a simple shift in mindset - but one with transformative power. It ensures public funds drive the greatest possible value for communities, customers, and taxpayers.

**OUR MODEL HELPS CLIENTS:**

- Define success through outcomes, not inputs
- Engage early with the market to identify capable, values-aligned suppliers
- Maintain accountability through outcome-based pricing and transparent reporting

*“Procurement shouldn’t be the end - it should be the enabler. It should help public bodies achieve better outcomes, faster and with greater impact.”*

**THE BENEFITS ARE TANGIBLE.  
TO DATE, BLOOM HAS:**

- Delivered £210+ million in cost savings for the public sector
- Achieved an average 14% saving per project, without compromising quality or compliance

Whilst the NEPRO3 framework is governed by Public Contracts Regulations 2015 (PCR15), our approach aligns with the Procurement Act’s shift toward efficiency, transparency, and strategic delivery, and reflects the wider movement toward value-driven commissioning.

By focusing on outcomes from the start, we help buyers move beyond process and deliver real, lasting change.



# The Bloom Model: Enabling Better Public Outcomes Through Smarter Procurement

## 1. Buyer Need Identified

A public sector organisation defines a challenge, service requirement, or strategic goal.

## 2. Access to a Diverse Marketplace

Through mini-competitions and direct awards, buyers can access over 6,000 pre-accredited suppliers, 92% of which are SMEs - offering local expertise, innovation, and niche capabilities.

## 3. Streamlined Procurement Process

Bloom handles end-to-end compliance, commercial oversight, and risk management, reducing admin, accelerating timelines, and enabling compliant awards in as little as 13 days.

## 4. Outcomes-Based Delivery

Contracts focus on delivering defined outcomes aligned with payment milestones - not just ticking boxes - ensuring the public sector only pays for work that has been delivered.

## 5. Measurable Impact

Social value and cost savings are tracked and reported - demonstrating how public funds deliver tangible benefits to communities.

## The Result?

Smarter procurement, stronger suppliers, better public outcomes



# NEPRO<sup>3</sup> Framework Impact



The NEPRO<sup>3</sup> Framework is a nationally accessible procurement solution developed and owned by the North East Procurement Organisation (NEPO) - a public buying organisation based in Gateshead.

**ORIGINALLY LAUNCHED IN 2012, THE NEPRO MODEL WAS DESIGNED TO PROVIDE:**

- Faster, more compliant access to market
- Better control and visibility over spend
- Reduced risk and increased accountability
- More opportunities for local and specialist suppliers

The current and third iteration, NEPRO<sup>3</sup>, was launched in 2019. Since the inception of the NEPRO model in 2012, Bloom has proudly served as the exclusive delivery partner.



Since the launch of NEPRO<sup>3</sup> in September 2019:



In the North East region:



*“Throughout the lifetime of NEPRO3, we’ve been immensely proud of the Solution’s positive impact both in our region and nationally. Bloom has worked hand-in-hand with NEPO and our Associates to deliver impactful framework-level and project-level Social Value. Bloom’s ability to adapt its processes to suit Contracting Authorities’ bespoke social value approach means the Solution delivers positive outcomes that work across the whole public sector.*

*The importance of this type of collaboration is recognised in the National Procurement Policy Statement (NPPS) which emphasises the value of working in partnership across organisational boundaries to deliver social value. We’re really proud that Bloom’s delivery of the NEPRO3 Solution aligns with the priorities and expectations set out in the NPPS.”*

Ruth Long  
NEPRO Lead





# Empowering SMEs: Levelling the Playing Field

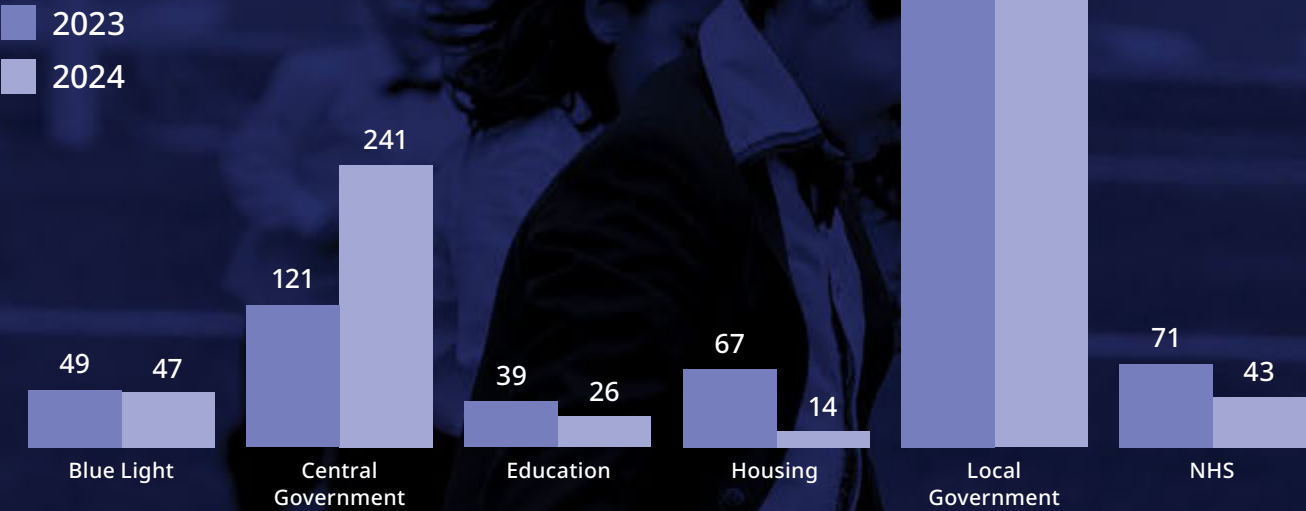
As the exclusive delivery partner to the NEPRO<sup>3</sup> Framework, Bloom plays a pivotal role in fulfilling one of its core ambitions: to open up access and level the playing field for SMEs.

SMEs are the backbone of the UK economy, yet they continue to face structural barriers in accessing public sector contracts, from complex procurement processes to delayed payments and opaque competition. At Bloom, enabling SMEs is the foundation of our business. We offer a solution that removes friction, simplifies compliance, and gives SMEs the confidence to deliver at pace and scale.

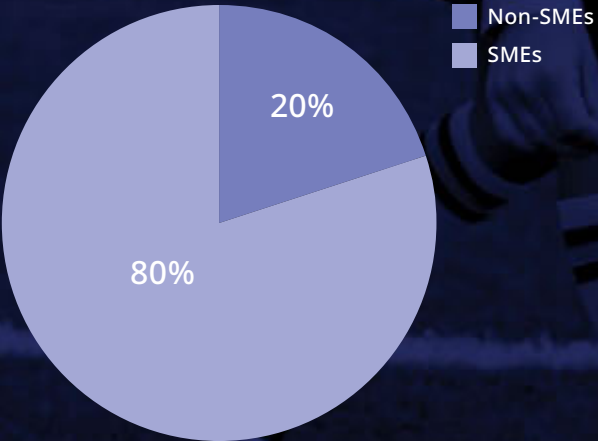
£

£212m awarded to SMEs in 2024

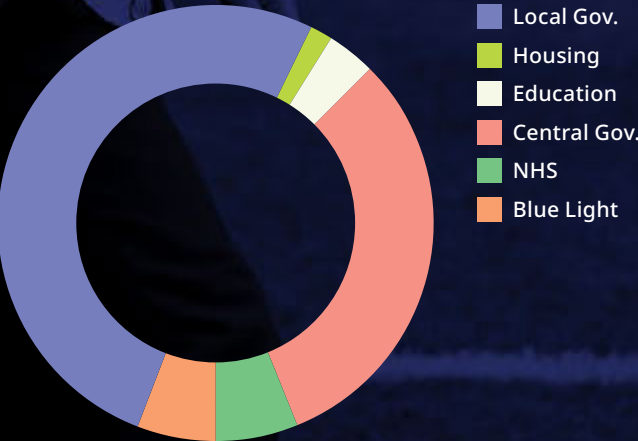
NUMBER OF PROJECTS AWARDED TO SMEs BY SECTOR



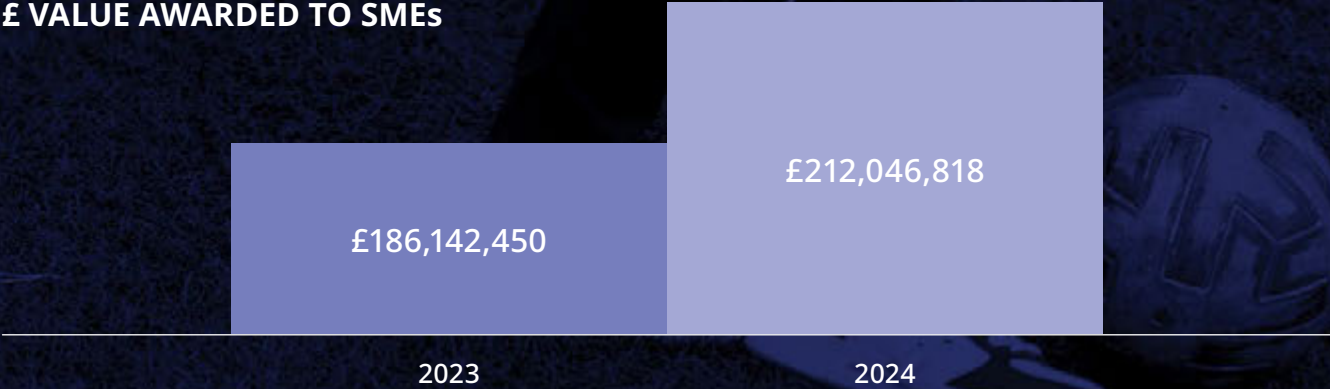
% OF PROJECTS AWARDED TO SMEs 2024



PROJECTS AWARDED TO SMEs BY SECTOR 2024



£ VALUE AWARDED TO SMEs





In **2024** alone:

**£212 million** was awarded to SMEs through Bloom

SMEs accounted for **80%** of all projects delivered

This includes **392 projects** in local government, **241** in central government, and **71** in the NHS

We've seen year-on-year increases across **key sectors** like education, housing, and blue light services

Our SME supplier base spans over **5,500 accredited** businesses, offering everything from strategic consultancy to specialist technical services

This **scale** and **consistency** show that SMEs aren't just included, they're **central to delivery**.



*“By connecting buyers to suppliers they didn’t know existed, we deliver outcomes they didn’t think were possible.”*

We manage the complexity that often excludes SMEs - handling compliance, contracts, and risk so suppliers can focus on delivering outcomes. This approach doesn’t just benefit suppliers. It gives buyers access to agile, values-led partners with deep local knowledge, driving better value, fresh thinking, and accountability.

With the Procurement Act 23 and NPPS now in effect, the focus is firmly on inclusive, transparent, and outcomes-led procurement. Bloom is already delivering on that vision, with a proven approach that puts SMEs at the centre of public sector success.



# How SMEs Are Driving Better Outcomes

Having demonstrated the scale and breadth of SME engagement across public sector projects, it's important to highlight how smaller suppliers are delivering real impact on the ground.

From housing retrofits and net zero consultancy to education support and digital inclusion programmes, SMEs are bringing fresh ideas, deep local knowledge, and specialist expertise to challenges traditionally dominated by large frameworks or consultancy firms. These suppliers are closer to communities, more responsive to change, and often deeply values-led, making them ideal partners for outcomes-driven delivery.

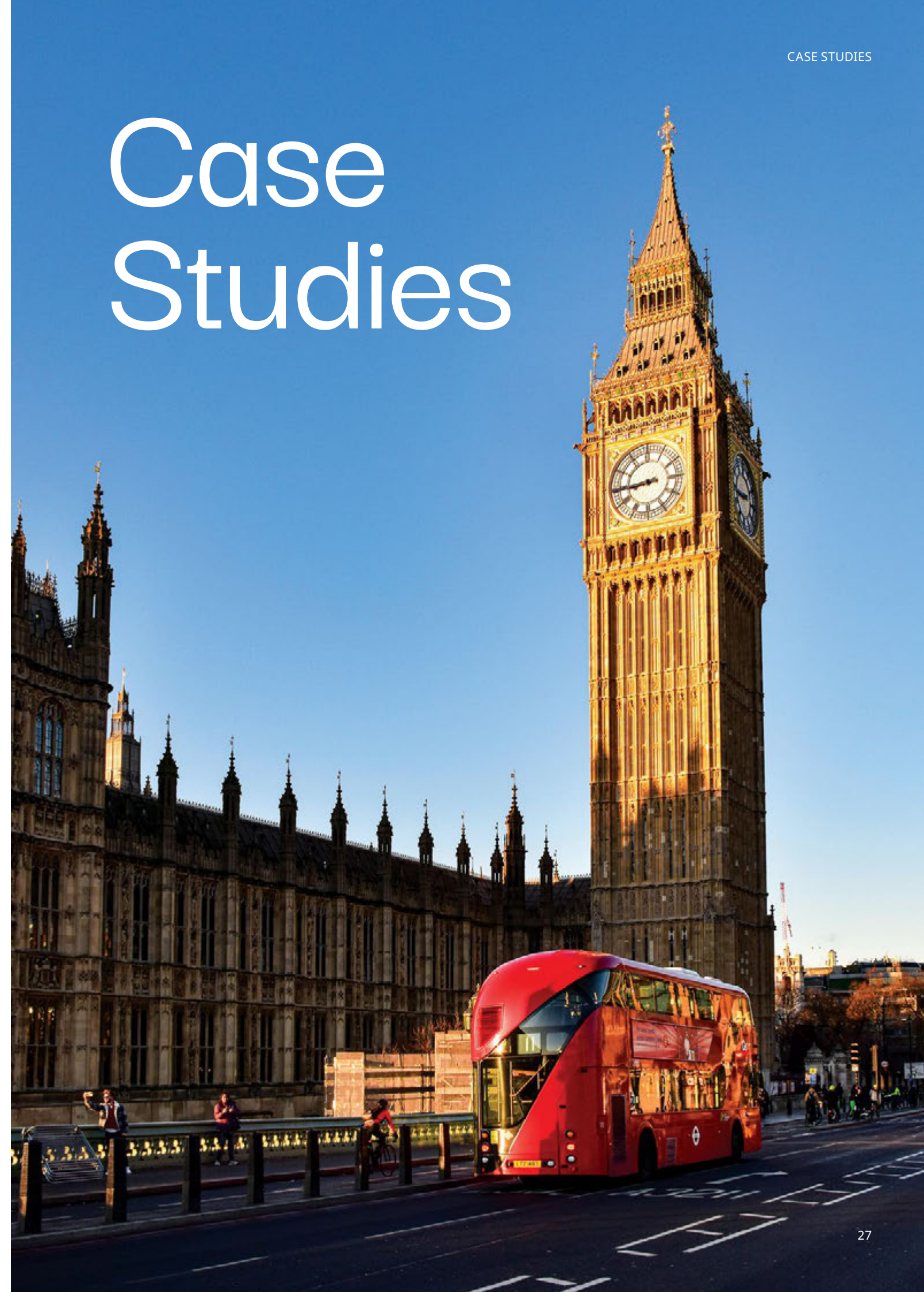
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*“We don’t just make it easier for SMES to win work, we help them deliver impact where it’s needed most.”*

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The following pages highlight just a few of the ways SMEs, working through Bloom, are helping public sector buyers deliver better, faster, and fairer services.

# Case Studies







# Embedding social value into internal systems & processes

Knowsley Disability Concern (KDC) is a Merseyside charity focused on helping disabled people and those with long term conditions gain further independence in their everyday lives. KDC works to ensure people have choice and control, supporting individuals on societal issues and its projects equip people with skills for employment and money management, amongst others.

KDC identified a need to diversify their funding sources from conventional means such as charitable grants and donations. In order to do so, the charity established the Your Payroll solution, building on the excellent reputation and experience supporting businesses for over a decade.

All profits generated are re-invested into the charity's social mission.

*“Working with Bloom has allowed us to further roll out the Your Payroll solution. Since establishing our relationship we have now become an accredited supplier and are seeking new business opportunities within the public sector.”*

**Joyce Greaves**  
CEO, Knowsley Disability Concern



## The Challenge

As a socially responsible business, Bloom is seeking to maximise the social value created throughout its operations. To this end, Bloom is forming partnerships with organisations who have a social mission at their heart, most typically, voluntary and community organisations and social enterprises (VCSEs).

Alongside, financial and non-financial donations, Bloom is supporting VCSEs, to become more sustainable by increasing their financial stability through commercial ac-

tivity. This is via incorporation into Bloom's Supply Chain and Resource Pool, alongside the provision of free training, networking events and on-boarding support.

Bloom were introduced to KDC at a Social Value UK networking event. Having had the opportunity to discuss the Your Payroll solution it became evident this was a chance to further embed social value into Bloom's internal operations, as well as contributing to an organisation with a valuable social mission.

## The Solution

KDC is committed to delivering consistently high standards from sign up, to delivery. The experienced payroll team has built a up a reputation for excellence within the sector.

KDC worked to create a bespoke package that meets Bloom's need to be flexible as staff numbers and turnover continue to grow. Understanding the importance of speed and accuracy, KDC ensured Bloom received a smooth transfer to the Your Payroll solution.

## The Outcome

Bloom has now appointed KDC as their exclusive payroll provider via the Your Payroll solution, allowing further social value to be fully embedded into Bloom's internal systems and processes.

Further to this, both organisations have continued to collaborate to bring new business opportunities to KDC. This development is in accord with Bloom's social value mission: which is to create 'Growth Beyond Giving' through access to sustainable revenue streams via commercial activity.

KDC has since become a Bloom accredited supplier. This has provided them with a OJEU compliant route to market to win public sector business opportunities, allowing them to bid for live tender opportunities within the public sector. KDC has identified schools and education as an area of interest for new business opportunities for the Your Payroll solution.

Bringing the third sector into Bloom's Resource Pool also provides public sector organisations access to a wider variety of expert suppliers such as KDC. Bloom are committed to enabling third sector organisations to grow through compliantly winning public sector contracts.

Both Bloom's CEO and sector lead for education volunteered with KDC to provide business advice to develop the commercial capabilities of the charity.

As a further result of this collaboration, the Bloom representative (an independent consultant who was first introduced to KDC at Social Value UK's networking event) has been so impressed by the work of KDC, that they now also volunteer there, having been appointed as a trustee of the charity.





# Supporting supply chain growth

London Borough of Newham (LBN) had implemented a new social care system and needed further work undertaken to evaluate and expand the DataMart for Adult Social Care and Children Services. Working with oneSource, a specialist procurement support service for LBN, they turned to Bloom and NEPRO for help to find the right supplier to achieve the desired outcomes.

LBN needed a new supplier with niche capabilities and a proven track record. Through a Bloom mini-competition, LBN were able to choose from a wider supplier base and compliantly appoint the right supplier for the project.

*“Bloom helped us find suppliers in a rather niche market with the skills and expertise we required, which we would have otherwise found very difficult to source.”*

**Richard Howroyd**  
Head of Strategic Procurement & Commissioning,  
Bath & North East Somerset Council



## The Challenge

LBN needed fast and compliant access to a specialist supplier with the right knowledge and experience to deliver the desired outcomes.

LBN was aware of only one suitable supplier so was looking to expand their supplier base to include more niche SME suppliers.

In particular LBN required a specialist supplier to re-view the current DataMart system, extend the data held within the Mart and then write additional management reports for the services, including the delivery of management and user dashboards.

The DataMart is used to provide information for efficient reporting throughout LBN from local KPIs to Statutory Return preparation.

## The Solution

The Bloom Client Services Manager first worked with LBN to review the project requirement and determine the best route to market. It was then recommended that the procurement be run as a mini-competition to encourage competition and expand LBN’s supplier base.

Bloom invited a pre-qualified shortlist of 11 suppliers with proven capabilities to bid for the requirement. This shortlist included local SMEs as well as larger corporations.

The successful supplier, Key Intelligence, is a UK-based SME that was introduced to LBN as a direct result of the mini-competition.

Bloom went from receipt of project requirement to service delivery by Key Intelligence in just 34 days.

## The Outcome

Key Intelligence’s wealth of experience and knowledge in Health and Social Care, meant they have been able to successfully deliver LBN’s projected outcomes within budget and the required timeframe.

Through NEPRO, Bloom has helped LBN achieve an average of 14% savings for mini-competitions and has significantly expanded LBN’s supplier base, with more than 80% of all projects being completed by SME suppliers to date.





# Delivering sustainable solutions for adult social care

Throughout the UK, increasing demographic pressures are leading to higher demand for both acute and community care services. This increase is resulting in a need to reduce pressures on the acute and shift the delivery of care in the community, to manage future demand through preventative techniques and to ensure that people can be cared for closer to home.

Integrated care is now a key focus for Health and Social Care throughout the UK. The undertaking of this is often hindered by isolated working practices. When in fact there is a need to collaborate between pathways of ‘acute’, ‘primary’ and ‘social’ care.

Peopletoo were compliantly procured through Bloom and NEPRO to address this and implement innovative changes to health and social care integration projects for our customer.

*“Peopletoo were proud to have collaborated with various stakeholders to implement these innovative solutions that are delivering tangible benefits across health care systems.”*

**Kirsty Jordan**  
Services Director  
Peopletoo



## The Challenge

Peopletoo worked with a local authority, health board, the third sector and other partners on innovative health and social care integration projects. Including the Older Persons Integrated Care Pathway and the Care Closer to Home Plan.

The primary objectives of these projects included:

- To keep people living safely and independently in their own homes.
- To reduce non-elective hospital admissions and A&E attendances.
- To avoid unnecessary admission into institutionalised care.
- To develop effective anticipatory care planning.
- To develop a continuum of multi-agency provision, deploying the right resources at the right time.
- To develop capacity for effective early prevention.
- To develop outcome focused service provision within a community setting as an alternative to primary care.

## The Solution

Through Bloom and NEPRO, Peopletoo were compliantly procured to design and support the delivery of an integrated pathway for the older people that reside in the area. The Pathway is a move away from a ‘demand’ to an ‘intelligence’ based model.

A locally developed risk stratification tool was used in GP practices to identify individuals with a risk score of 3-7% who, if they were to endure a crisis, would be forced over the ‘tipping point’ into the category of high needs service users requiring long-term care and support (top 1-3%).

By proactively engaging this group and providing low- or no-cost support costly and frequent use of more expensive services can be prevented.

This differs from the majority of risk stratification tools used elsewhere, which identify and proactively manage the care needs of those individuals with high needs.

Care Facilitators are based in GP practices and visit eligible patients to create a ‘Stay Well Plan’ (SWP). SWP’s are created with individuals and their families utilising motivational techniques to create positive behavioural change.

## The Outcome

These projects built upon significant work undertaken by both the health board and the Local Authority, supported by Peopletoo and resulted in savings in excess of £12m per annum.

These projects have contributed towards improving performance across the system. Reducing the DToc rates by 63% and the rate of older people supported in care homes by 21%.

- A significant reduction in attendances at A&E (22 out of 100 attendances prevented) and in emergency admissions (15 out of 100 attendances prevented).
- A significant reduction in Frailty (CRT) episodes (10 out of 100 episodes prevented).
- Fewer people that participated in the Older Persons Integrated Care Pathway programme received Social Care packages and for those that did access, a reduction in the length of package.





# Quick access to appropriate suppliers

Invest South Tyneside is a South Tyneside Council business facing brand that supports the implementation of all business-related activity delivered by the Council across the borough.

South Tyneside Council identified a need to work with an independent organisation to further enhance their reputation as a region that is clearly 'open for business'.

South Tyneside Council were keen to work with organisations that could leverage local networks to develop the Invest South Tyneside brand. Through Bloom's large supplier community, South Tyneside Council were able to specifically select local and regional organisations that accurately understood local sensitivities, ensuring their objectives were met.

*"Bloom offers access to a large community of SMEs including local and regional suppliers. Being able to easily identify appropriate suppliers available from Bloom is hugely valuable to us."*

**South Tyneside Council**



## The Challenge

South Tyneside Council were seeking to appoint a PR agency to raise awareness of business success both locally and further afield. A core priority was to promote South Tyneside as 'open for business'.

## The Solution

Bloom worked with South Tyneside Council to finalise procurement documentation and were quickly able to go out to market for proposals. Bloom offer a consistent, simple and competitive process with the flexibility to ensure that the competition is proportionate to the opportunity.

Bloom delivered a strong selection of local SME suppliers for South Tyneside Council's appraisal. The prompt turnaround meant that work could begin quickly; an on-site meeting was arranged within just 14 days of the project being identified.

## The Outcome

The successful supplier, Gardiner Richardson Ltd, was able to demonstrate excellent knowledge of the region and provided competitive pricing, enabling South Tyneside Council to make substantial savings. Gardiner Richardson also offered a clear and concise plan, ensuring that South Tyneside Council's deliverables were met.

*"Being a Bloom accredited supplier offers us appropriate opportunities and improves our chances of being successful. The competition process for the Invest South Tyneside project was robust, yet quick and straightforward and Gardiner Richardson is delighted to have been selected. We've hit the ground running and have quickly been able to begin delivering impact and results for Invest South Tyneside."*

**Rachel McBryde**  
Head of PR & Content  
Gardner Richardson

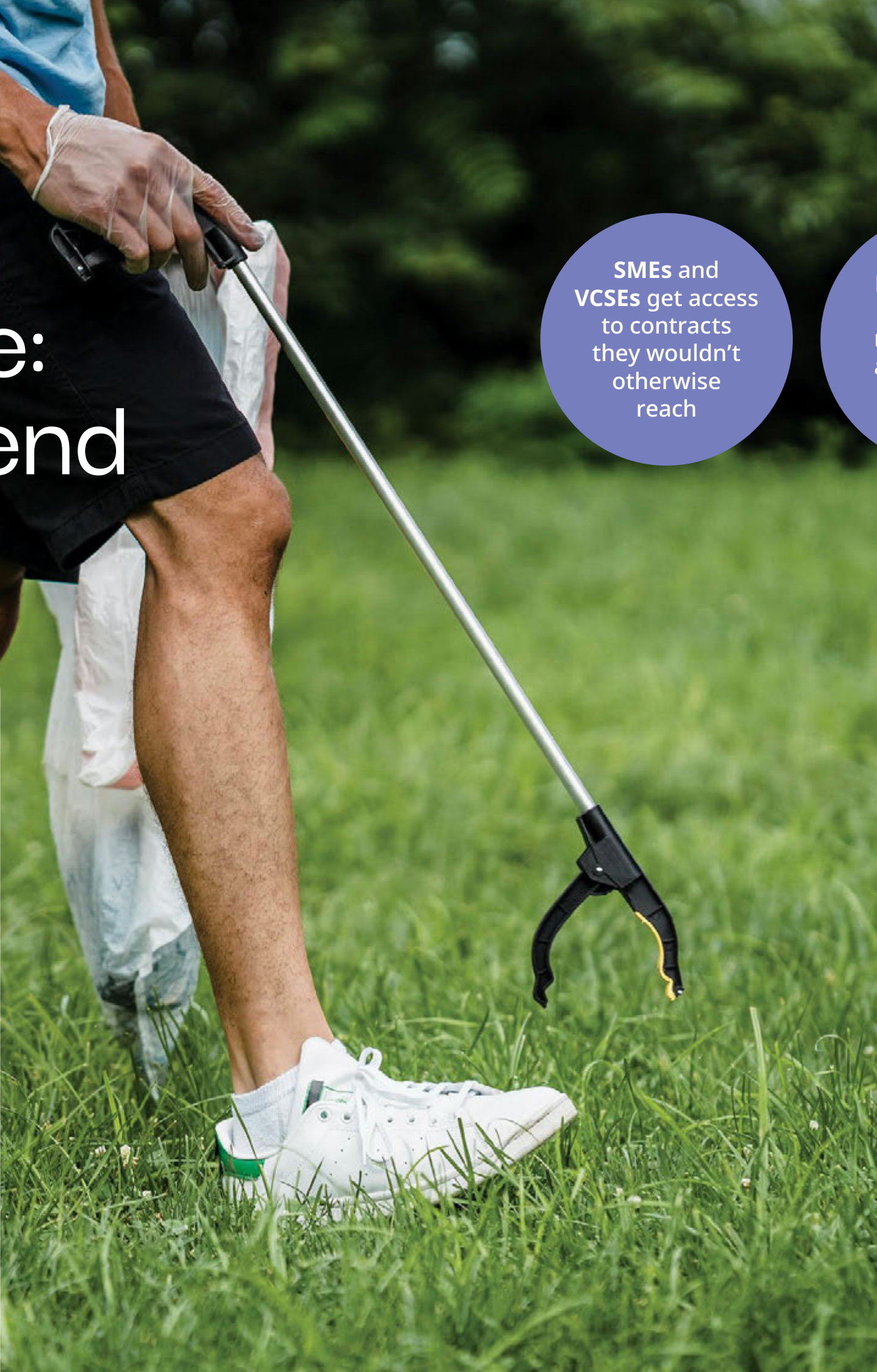


# Delivering Social Value: Turning Spend into Impact

The stories we have just shared show what happens when SMEs are given the opportunity to deliver. **But the impact doesn't stop with a completed contract. What really matters is what those projects make possible - the jobs they support, the skills they develop, and the communities they strengthen.**

Our goal is to ensure social value is something that runs through every engagement. It starts by awarding contracts to smaller, locally rooted suppliers, and grows through the way those suppliers deliver: hiring locally, investing in skills, and supporting wider community goals.

We help public sector organisations go beyond compliance and into delivery, translating priorities like inclusion, local growth, and climate action into tangible outcomes.



SMEs and VCSEs get access to contracts they wouldn't otherwise reach

Employment, training, and reinvestment are built into delivery

We support with capturing and report on social value generated

Here's how that happens in practice:

*"Procurement should be judged not just by what it buys, but by what it builds."*

This approach supports the direction of current government thinking, placing social value at the heart of procurement policy, and using public spending to support stronger, fairer local economies.

Whilst we work in partnership with customers across the UK, our commitment to place-first delivery remains. It's part of who we are, and it's a key reason why clients trust us to deliver outcomes that matter.

In 2024, we launched the Bloom Catalyst Fund, our own grant scheme aimed at supporting grassroots projects across the North East. It's one of the ways we invest directly in the communities where we live and work.

You can read more about the Catalyst Fund and the impact it's having later in the report.



# Local Impact, Nationwide Reach

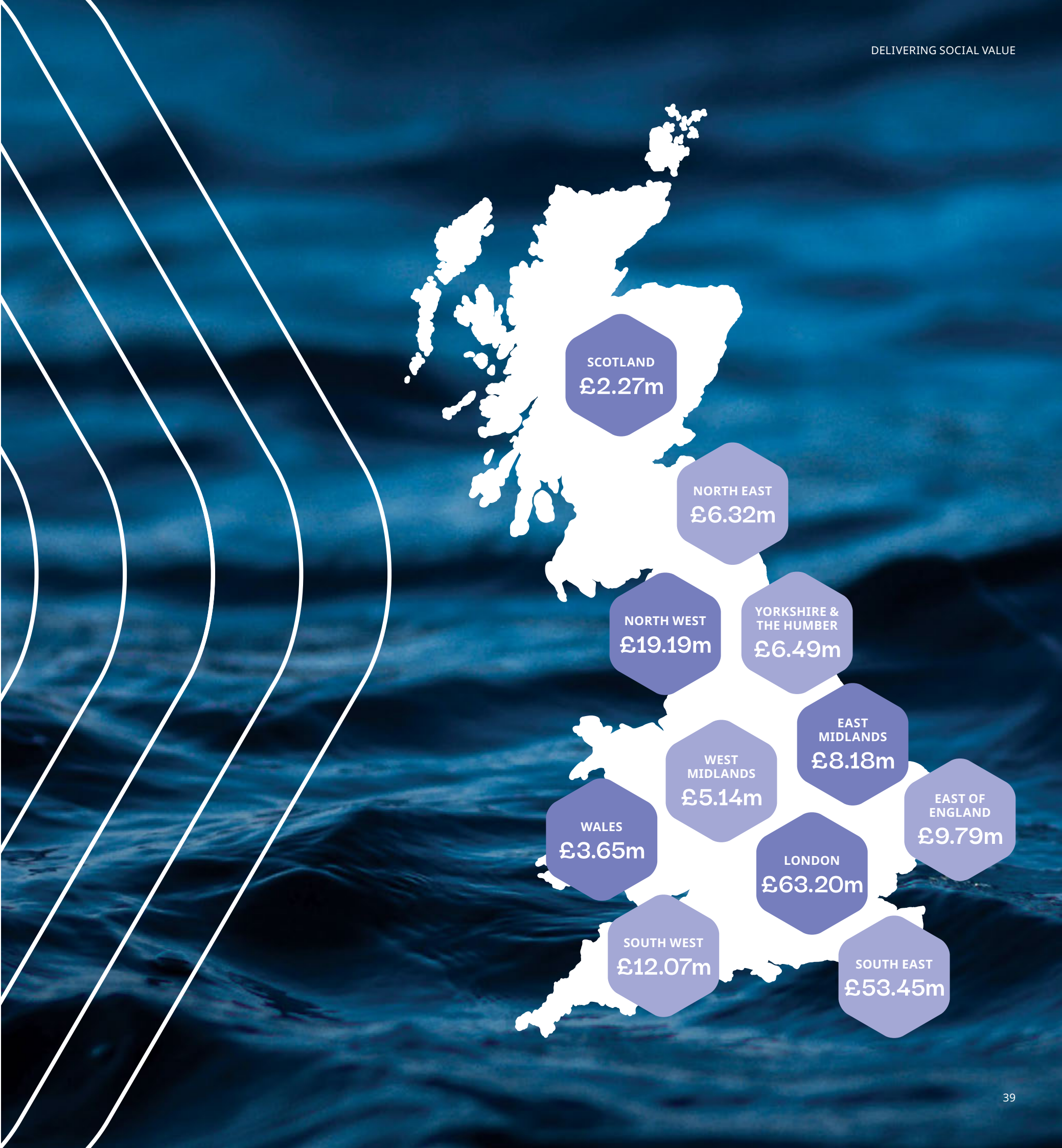
Between January and December 2024, SME spend through Bloom reached every region in the UK.

This spread reflects the reach of Bloom’s marketplace - one that enables social value to be generated not just in urban centres, but in towns, regions, and communities across the UK.

By supporting SME access and making procurement more agile and transparent, Bloom empowers buyers to invest more directly in local delivery partners - often those with the most insight into community needs.

The result? A decentralised, demand-led system where spend creates value where it’s needed most, rather than being concentrated in a few dominant frameworks or suppliers.

Whether it’s a small borough council in the Midlands or a health trust in the South West, Bloom helps make procurement work harder for communities everywhere.







# Beyond Project Outcomes: Social Value Embedded Within Projects

The ethos of “making procurement work harder for communities” applies equally to suppliers and public sector clients. More and more, we’re seeing suppliers go further by building social value into how they work, not just what they deliver.

Here, we spotlight suppliers who’ve made a wider contribution. From mentoring and charity support to sustainable delivery and inclusive working, these projects show how good procurement can lead to even better outcomes.

Each example reflects the kind of impact that matters - not just to clients, but to communities across the UK.

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While many of the outcomes delivered through Bloom are led by our customers, we also invest directly in the communities we serve. One of the ways we’ve done that is through the launch of the **Bloom Catalyst Fund**.

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# PK

## Implementation & Embedding of OKRs in Central Digital Team

SME Supplier: **PK**  
Client: **Central Government Client**

This project supported the implementation of OKRs across a distributed digital function. The supplier, a UK-based employee-owned microbusiness, delivered added social value by:

- Offering discounted services to a medical research non-profit, making critical information more accessible to clinicians and patients
- Continuing leadership in volunteer-run technical support networks and international mentoring groups
- Reducing carbon impact through remote-first, paperless operations
- Supporting local businesses and maintaining a personal commitment to health and wellbeing through flexible working



## Call-Off Capability for Urgent Digital and Data Requirements

SME Supplier: **Finyx**  
Client: **Central Government Client**

Finyx delivered a wide-ranging programme of social value throughout the contract, including:

- Ongoing engagement with charity partners and mentoring through local youth programmes
- Volunteering days across their UK offices, including with York Community Consulting
- Launching a local internship scheme for young people in York, London, and Belfast—providing paid roles for 4–6 interns annually
- Spotlighting gender inclusion in tech through speaker events and support initiatives
- Support for existing apprentices, with plans for future roles tied to CDDO project outcomes
- Internal wellbeing, sustainability, and flexible working policies maintained across the team



# The Bloom Catalyst Fund: Investing in Local Impact

Launched in 2024 as part of our NEPRO<sup>3</sup> social value commitments, the Bloom Catalyst Fund is a small grant scheme designed to support community-led initiatives across the North East. Grants of up to £500 per project are available to organisations operating within the 12 NEPO member authority areas.

The fund backs local organisations that understand their communities, know what works, and have the drive to make a difference. These grants support grassroots, community-led initiatives, led by the people who know their local challenges best.

It's one way we turn our values into action: by backing the people and ideas that can deliver impact where it's needed most.

## Focus Areas of the Catalyst Fund

Projects supported by the fund focused on:



**COMMUNITY SAFETY AND COHESION**



**HEALTH AND WELLBEING**



**SUPPORT FOR VULNERABLE PEOPLE**





**ENVIRONMENTAL IMPROVEMENT AND CLIMATE ACTION**



**SKILLS AND CAREER SUPPORT**

## What We Funded in 2024

In its first year, the Catalyst Fund awarded **£6,000** in total funding across **12 local projects** in the North East:

	<b>GATESHEAD COUNCIL – £1,000</b> <ul style="list-style-type: none"><li>• Embells CIC – Community Support Project</li><li>• The Felling Food Network</li></ul>
	<b>MIDDLESBROUGH COUNCIL – £500</b> <ul style="list-style-type: none"><li>• Hope Foundation – Warm Space Project</li></ul>
	<b>SOUTH TYNESIDE COUNCIL – £500</b> <ul style="list-style-type: none"><li>• Escape Intervention – Resilience Course</li></ul>
	<b>HARTLEPOOL BOROUGH COUNCIL – £1,000</b> <ul style="list-style-type: none"><li>• Festive Cheer Project</li><li>• Fibromyalgia Hydrotherapy Sessions</li></ul>
	<b>REDCAR &amp; CLEVELAND BOROUGH COUNCIL – £1,000</b> <ul style="list-style-type: none"><li>• Saltburn Sustainable Community Garden (Youth and Retired Group)</li><li>• Wellbeing Plus Programme</li></ul>
	<b>NORTH TYNESIDE COUNCIL – £1,000</b> <ul style="list-style-type: none"><li>• Great North Tyneside Learning Trust – Litter Pick</li><li>• Whitley Bay Street Pastors – Severe Weather Emergency Protocol</li></ul>
	<b>DURHAM COUNTY COUNCIL – £1,000</b> <ul style="list-style-type: none"><li>• Croft Community School – Outdoor Play Equipment</li><li>• Westlea Primary School – Eco Warriors of Westlea</li></ul>



# Why Supporting Grassroots Community Projects Matters

We see the Catalyst Fund as an extension of our mission to help the public sector deliver social value that sticks. It's a way for Bloom to lead by example - using our own resources to invest in the communities where we work.

Whether it's a litter pick in North Tyneside, a resilience workshop in South Tyneside, or a hydrotherapy group in Hartlepool, these are the kinds of projects that create lasting value.

*"It's not just about funding projects, it's about helping good ideas grow."*

**Keith Lamb**  
Social Value & Supplier Coordinator  
NEPO



*"It has been fantastic working with Bloom in support of its commitment to and delivery of impactful social value under NEPRO3. From the jobs created and sustained to the economic benefit of its local supply chain spend with SMEs to the many different ways it has helped local communities and charities. NEPO was especially happy to support Bloom during a day of volunteering at the Veterans at Ease charity in Gateshead."*

*This good work has continued with the introduction of the Bloom Catalyst Fund which has been built on a strong collaborative approach working with NEPO's Member Authorities. Through this small grassroots organisations and community driven projects who would otherwise struggle to get the support they need have benefited since the initiative was introduced. I look forward to this continuing and to further working with the Bloom Social Value Team."*



## Bloom Catalyst Fund Impact Stories

The best way to understand the Catalyst Fund's impact is through the stories of the people and places it's helped, each one offering a snapshot of how a small grant can unlock real, lasting value.



# Hartlepool Borough Council Festive Cheer Project

Funding: **£500 (Bloom Catalyst Fund)**  
Delivered by: **Meals on Wheels Hartlepool**

**THE NEED:**  
Many elderly and vulnerable residents in Hartlepool face isolation and food insecurity during the festive period, particularly those without family nearby or the means to prepare a hot meal.

**WHAT WAS DELIVERED:**  
With support from the Bloom Catalyst Fund, Meals on Wheels Hartlepool delivered a freshly prepared Christmas Day meal, including a full roast and Christmas pudding, to over 100 residents. Meals were served on real plates and hand-delivered by a team of 30+ local volunteers, many of whom gave up part of their Christmas Day to support the effort.

**THE IMPACT:**  
The project provided not just food, but warmth, dignity, and human connection. For many recipients, this was their only social interaction of the day, and for volunteers, a chance to give back to their community in a tangible, compassionate way.



# Redcar & Cleveland Borough Council Saltburn Sustainable Community Garden

Funding: **£500 (Bloom Catalyst Fund)**  
Delivered by: **Strhive Community Group**

**THE NEED:**  
Saltburn's new community garden project was developed to bring together residents of all ages, primary school children, teenagers, and retired people, around shared goals of growing food, building community, and learning in nature. Funding was needed for landscaping, tools, gravel, topsoil, and planting supplies.

**WHAT WAS DELIVERED:**  
The grant enabled the group to begin transforming a donated plot into a safe and accessible space. The garden will grow food for local care home residents (prepared in partnership with a local hotel), while also hosting creative, social, and wellbeing activities such as poetry readings, art, and forest school-style sessions.

**THE IMPACT:**  
The project is already making a difference—particularly for young people with additional needs or social anxiety. One parent described the programme as *“a complete lifeline... a safe space to be herself and make friends”*, while another shared that their child with Asperger's *“feels safe and comfortable... it's been invaluable for him.”*

Another participant said: *“It gets him out in the fresh air doing fun stuff like building dens and toasting marshmallows, things we never thought we'd see him do. It's opened him up to new people and experiences.”*

One family reflected on the inclusive nature of the group: *“What I love most is the inclusivity, it's something valuable that's often missing at paid-for activities that attract a narrow demographic.”*

This is social value at its most tangible, **inclusive, intergenerational, and rooted in local connection.**



# Gateshead Council Embells CIC Community Support Project

Funding: **£500 (Bloom Catalyst Fund)**  
Delivered by: **Embells CIC**

**THE NEED:**  
Many older residents in Gateshead experience isolation, food insecurity, and a lack of access to regular hot meals. Embells CIC runs a weekly community lunch offering food, companionship, and emergency support, particularly during the colder winter months.

**WHAT WAS DELIVERED:**  
The Catalyst Fund helped keep the lunch service running through winter and funded the 2024 Community Christmas Lunch, which brought together over 60 older residents for a free three-course meal, refreshments, and festive activities. The event also provided emergency food parcels and signposting to local support services, in partnership with Age UK Gateshead.

**THE IMPACT:**  
The project supported both physical and emotional wellbeing, tackling loneliness, hunger, and social exclusion. For many attendees, this was their only opportunity to enjoy a hot meal in company over the holidays.

*“Over 60 Christmas Lunches and desserts were provided... a huge impact for the residents of Gateshead.”*

**Zoe Bell**  
Social Value Coordinator  
Gateshead Council



# Gateshead Council The Felling Food Network

Funding: **£500 (Bloom Catalyst Fund)**  
Delivered by: **The Felling Food Network**

**THE NEED:**  
While food donations remain vital, many people using the foodbank were also requesting essential hygiene and household products that are often overlooked, items like soap, shampoo, and cleaning products.

**WHAT WAS DELIVERED:**  
The grant enabled The Felling Food Network to run a focused hygiene donation drive, filling critical gaps in supplies and ensuring a wider range of essential items were available to people in crisis.

**THE IMPACT:**  
With the fund, the foodbank was able to increase the volume and variety of hygiene products distributed, directly supporting some of Gateshead's most vulnerable residents. Cleanliness, dignity, and wellbeing were restored for many people facing difficult circumstances.

*“It’s already made a huge impact for the residents of Gateshead.”*

**Zoe Bell**  
Social Value Coordinator  
Gateshead Council





# South Tyneside Council Youth Resilience Programme

Funding: **£500 (Bloom Catalyst Fund)**  
Delivered by: **Escape Intervention Services**

**THE NEED:**  
Many young people in South Tyneside face challenges related to mental health, family conflict, and social isolation. This programme was created to help them develop the resilience, emotional awareness, and life skills needed to navigate these pressures with confidence.

**WHAT WAS DELIVERED:**  
The Catalyst Fund supported a 10-week resilience course at the Youth Hub in South Shields. The sessions, based on the evidence-led Penn Resilience Programme, focused on self-care, peer mentoring, and problem-solving, with participants learning tools for emotional regulation, healthy relationships, and personal goal-setting.

**THE IMPACT:**  
One participant, a 15-year-old who had recently moved to the area, was initially struggling with loneliness and low confidence. Over the 10 weeks, he made friends, discovered a love of climbing, and began volunteering at a local climbing wall. His confidence grew, and he took on leadership roles in group activities, transforming from a quiet newcomer to a role model for his peers.

Programme staff described the experience as transformative:  
*“He built a new friendship group, discovered a real passion for climbing, and started volunteering to help others. His confidence, outlook, and engagement have changed significantly, he’s now mentoring others and continues to grow.”*

The course helped him, and others like him, to develop **lasting social connections, build self-belief, and gain the tools to navigate life’s challenges with greater resilience.**



# North Tyneside Council Trust-Wide School Litter Pick

Funding: **£490 (Bloom Catalyst Fund)**  
Delivered by: **North Tyneside Learning Trust**

**THE NEED:**  
In memory of former High Sheriff of Tyne and Wear, David Bavaird, NTLT launched a large-scale school litter pick to engage young people in environmental action and community pride. Funding was needed to provide equipment and refreshments for participating schools.

**WHAT WAS DELIVERED:**  
In 2024, the first trust-wide litter pick brought together over 1,200 pupils from 17 schools across North Tyneside. The Catalyst Fund supported essential items, gloves, litter pickers, bags, and refreshments, making it easier for schools to participate. Each school received a recognition certificate to mark their contribution.

**THE IMPACT:**  
The project promoted teamwork, environmental awareness, and civic pride among students of all ages. Plans are already in place to grow the initiative in 2025, with a goal of 1,500 participants and greater involvement from local communities near each school.



# Durham County Council Croft Community School Play Equipment

Funding: **£500 (Bloom Catalyst Fund)**  
Delivered by: **Croft Community School**

**THE NEED:**  
Croft Community School supports children with moderate learning difficulties and/or Autism Spectrum Conditions, with pupils attending from across North Durham. Play and role-play activities form a vital part of the school's approach to developing life skills, wellbeing, and confidence, yet age-appropriate equipment for their 9-11 year olds was out of reach due to funding pressures.

**WHAT WAS DELIVERED:**  
The grant helped purchase sturdy, sensory-friendly play and role-play equipment, such as interactive kitchen sets, balance tools, and garden items, designed to be accessible, durable, and developmentally appropriate. These additions enhanced both indoor and outdoor learning spaces, helping children to engage more meaningfully with their environment.

**THE IMPACT:**  
The new resources are already helping pupils build social interaction, motor skills, and confidence through inclusive, hands-on play. The equipment supports sensory regulation and active learning, particularly for neurodiverse children. It's a lasting investment in creating spaces that are supportive, inclusive, and tailored to pupil needs.





# Scaling Impact Through Partnership: Supporting the County Durham Pound



While the Bloom Catalyst Fund was created to support grassroots initiatives, it also plays a role in scaling place-based impact through strategic partnerships.

In 2024, Bloom proudly became an early signatory of the County Durham Pound Supporters’ Charter - a regional initiative that brings together anchor institutions and committed partners to maximise social, economic, and environmental value for County Durham.

Through the Catalyst Fund, we’ve been able to directly support several community projects delivered via the County Durham Pound, providing flexible, accessible funding to local schools and charities that would otherwise face barriers to accessing traditional grants.

This partnership demonstrates how the Catalyst Fund can be a tool for both local empowerment and systemic collaboration, helping drive long-term, measurable outcomes in communities we care about.

**Debbie Howe**  
Social Value Officer  
Durham County Council



The County Durham Pound is an innovative Social Value Partnership Project set up in 2021. The collective includes 10 organisations anchored in Durham, committed to working together to maximise social, economic and environmental value. It soon apparent that the ‘power of the collective’ could only have long-lasting meaningful impact if it was nurtured and scaled; therefore the project team looked at how to extend the reach of the project and it’s aims to:

- Create more jobs for local people
- Reduce our impact on the environment
- Support with meaningful training and upskilling
- Help community groups and charities
- Prioritise better health and wellbeing
- Focus on equality, diversity and inclusion

In order to do this, the County Durham Pound Supporters’ Charter was launched in January 2024 where thirty-two organisations, identified by the founding partners as key advocates in driving Social Value delivery, were invited to be part of the first tranche of County Durham Pound Supporters. One of which is Bloom Procurement Services.

**THEY PLEDGED TO:**

1. Be based and/or carrying out business operations in County Durham
2. Support and strive to deliver the Project’s aims and objectives
3. Actively demonstrate their impact in County Durham
4. Increase stakeholders’ and customers’ understanding of Social Value
5. Collaborate with the founding partners to maximise Social Value in County Durham
6. Produce an annual report on their Social Value achievements aligned to the TOMs

*“We have worked alongside Bloom for a number of years and it was obvious that they would be an ideal candidate to sign up to our Supporters’ Charter due to their commitment to Social Value delivery. The Catalyst Fund has enabled us to direct funds and volunteering to three local schools since its launch in 2024 to provide much needed equipment and enhance outdoor space. It’s well-documented that school funding is extremely tight, giving school leaders increasingly difficult decisions about the activities and resources they can provide to young people in our communities.*

*“The funding is well structured to ensure there is meaningful impact that can be monitored and evidenced but is also very flexible and easy to apply for. This is such a plus for schools and for grass roots community projects who simply don’t always have the capacity to navigate complex funding applications. It’s been fantastic getting feedback from schools who’ve been able to invest in their outdoor spaces to provide enrichment for their pupils that otherwise may not have been possible. We look forward to putting forward more great projects for the funding and thank Bloom for their continued support.”*

Whether it’s through our customers or our own actions, we know that creating impact starts with people. That’s where we turn next.



# People

At Bloom, we know that social value starts from within. Our culture is built on inclusion, wellbeing, and continuous development, so that our people can thrive, contribute to their communities, and grow their careers with confidence. Here we bring together some of the ways we've supported our team and given back to the communities we're part of in 2024.



# Community Engagement & Volunteering



## Volunteering through OnHand

In 2024, Bloom joined forces with OnHand, a B Corp Certified platform that makes doing good easier, faster, and more flexible than ever. OnHand is built for modern, remote-first teams, connecting people to hyperlocal volunteering opportunities and climate-positive actions that can be completed in under 30 minutes, no matter where they are.

The app offers access to thousands of real-time missions, from making phone calls to isolated individuals, delivering household essentials, to climate pledges like reducing plastic, switching to green energy, or donating unwanted items. Every action is logged and impact-tracked, including the environmental benefit of climate actions through CO<sub>2</sub>e saved.



Bloom rolled the app out across the business as a core part of our approach to social value and employee engagement. The results speak for themselves:

**89 colleagues** actively used the platform in 2024

Together, they completed **1,871 volunteering** hours in their own communities

Their efforts contributed to a **reduction of 11.98 metric tonnes** of CO<sub>2</sub>e

**486 trees** were planted in Bloom's name—adding to our growing company forest

One of the app's biggest strengths is accessibility. People can give back in a way that fits their schedule and values. For many of our people, it's the first time they've been able to volunteer regularly without barriers like time, travel, or formality.

This is social value built into daily life - low effort, high impact, and completely aligned with Bloom's culture of purpose.

*"OnHand fits all needs, whether it's helping the community or helping the environment, they have us covered. It was a brilliant way to get everyone together on a meaningful task, big or small, which gave back to the world by planting trees, and reducing the impacts of CO<sub>2</sub> emissions."*



**Emily Broxson**  
Application Support Analyst



# Charity of the Year: Supporting Daft as a Brush

Alongside our OnHand missions, we continued to show up for our community in other meaningful ways. One of those was through our support for Daft as a Brush Cancer Patient Care, selected as Bloom’s Charity of the Year.

A North East-based charity, they provide free, non-emergency transport for cancer patients undergoing chemotherapy and radiotherapy, offering not just a lift, but reassurance, companionship, and dignity at a difficult time.

Bloom colleagues organised a range of fundraising activities across the year, raising £354 in total. Whether it was from charity football cars as our annual Summer BBQ in Newcastle, or entering our spooky pumpkin carving competition in November, every pound contributed helped fuel the journeys of people who rely on Daft as a Brush’s incredible volunteers.

Supporting a locally rooted charity doing such vital, human work reflects the heart of Bloom’s purpose: helping communities thrive, through small actions and shared commitment.



# Backing Local Pride, Grassroots Impact

Beyond fundraising, we’ve also supported a range of local initiatives that reflect our values - from grassroots sport to recognising the people who go above and beyond in their communities.

## Whitley Bay Sporting Club Sponsorship

We were proud to sponsor Whitley Bay Sporting Club’s under-9s girls’ football team, contributing £520 towards their home shirts and drill tops - complete with Bloom branding. It’s a small gesture that made a big impact, helping the team feel part of something, show up with pride, and play with confidence.

Investing in grassroots sport is incredibly important as it creates a sense of belonging, confidence, and opportunity, and we were proud to play a part in supporting the next generation of local talent.



## Celebrating Local Heroes: Gateshead Awards

We also had the honour of supporting the annual Gateshead Awards, sponsoring the ‘Volunteer of the Year’ category with a £600 donation.

The event celebrated individuals whose selfless efforts have uplifted others and strengthened their communities via actions such as neighbourly care and long-term charitable leadership. Attending the awards was a reminder to our team that social value is sometimes simply about showing up and giving back.







## Bringing Business to the Classroom: Live Case Study with the University of Leeds

In February, our Founder, Adam Jacobs, was invited to deliver a live case study session with a group of Master's students at the University of Leeds. The session, themed around people and business growth, gave students the opportunity to explore a real-world business challenge faced by Bloom, work through potential solutions in groups, and then compare their thinking with the actual approach Bloom took.

Adam spent the session listening to ideas, offering feedback, and discussing the realities of purpose-led leadership with the next generation of professionals. The format encouraged open dialogue, critical thinking, and a practical connection between classroom learning and real business decision-making.

This kind of engagement reflects our broader commitment to sharing what we've learned, opening access to opportunity, and helping young people develop the skills and confidence to thrive in their careers.

*"Adam Jacobs gave an excellent masterclass and live case study of Bloom's growth journey on 8th February 2024 for master's students studying Enterprise and Entrepreneurship at Leeds University Business School."*

*"Adam shared his entrepreneurial journey and detailed the trajectory of Bloom from its inception to its growth. AS part of the theme for the day on entrepreneurial finance, the students were challenged to consider business growth challenges and financing implications and pitched their ideas to Adam as part of a live case study. Adam spent time working with each of the student groups to talk about the case and their entrepreneurial aspirations. Students came away inspired about growth business opportunities in the UK and how they could turn their ideas into reality."*

**Dr Richard Tunstall**  
Associate Professor of Enterprise  
University of Leeds



EMPLOYER  
RECOGNITION  
SCHEME

GOLD AWARD



## Supporting the Armed Forces Community

Since 2022, we have been proud to support the Armed Forces Covenant Employer Recognition Scheme (ERS). In August, Bloom was proud to receive the Gold Award, the highest level of recognition for organisations that demonstrate exceptional support for the Armed Forces community.

The ERS recognises employers who go above and beyond in aligning their values and practices with the Armed Forces Covenant, pledging to ensure fair treatment for those who serve, or have served, and their families. Having progressed from Bronze to Silver in previous years, this Gold Award represents a fantastic new milestone and a sustained and proactive commitment to doing the right thing.

As a result of this work, we were also delighted to win the 'Excellence in Supporting Armed Forces Talent' category at the North East HR&D Awards - a clear local acknowledgement of the practical steps we've taken to champion inclusion, advocacy, and opportunity for service leavers and their families.





# What Gold Looks Like in Practice

## RECRUITMENT AND INCLUSION

- We guarantee interviews to Armed Forces personnel who demonstrate the right behaviours and competencies on their CVs.
- This approach led to our first veteran hire in February 2024 - a former Royal Navy servicemember.
- We also interviewed another ex-service candidate for a Commercial Analyst role, supporting them through their civilian transition.

## OUTREACH AND COACHING

- Attended the Career Transition Partnership (CTP) employment fair in Newcastle, offering CV and interview coaching for Forces leavers.
- Partnered with Spouse Force to provide tailored career advice to the partners of serving personnel.
- Ran a CV and interview skills workshop in February for cadets and reservists.

## EVENTS AND ADVOCACY

- Hosted the North East Armed Forces Business Forum (NE AFBF) at our Gateshead HQ, bringing together ten regional employers and MOD representatives.
- Ran an online Armed Forces Covenant sign-up event for Bloom suppliers.



## DONATIONS

- Donated 17 laptops to the Durham Army Cadet Force, supporting GCSE-level students with limited IT access.



# Veterans at Ease Volunteering with Purpose

Colleagues from Bloom and NEPO also utilised their annual volunteer day to spend the day with Veterans at Ease, a North East mental health charity dedicated to supporting veterans, reservists, and serving military personnel, along with their families, through post-traumatic stress and combat-related challenges.

The charity delivers free specialist therapy using NLP techniques and is led entirely by individuals with lived experience: former service members who have been through treatment themselves and now support others on the same path.

Volunteers spent a day volunteering at the Veterans at Ease charity shop in Gateshead, sorting donations, preparing items for sale, and supporting the day-to-day of the shop. It was a hands-on way to show our commitment to veterans' wellbeing, and to contribute to a space that serves as both a support hub and community anchor.

The experience also deepened our appreciation for the challenges veterans face, and reaffirmed our belief that business has a role to play in their recovery and reintegration.



Receiving the Gold Award was a significant milestone, but more importantly, it reflects the everyday efforts of our people to create and offer an inclusive, supportive culture for those with military backgrounds. Their skills, leadership, and resilience make them an asset to any organisation, and we're proud to play a role in supporting their transition to civilian life in any way we can.



# Culture and Life at Bloom

## Our Culture, Our Commitments

At the heart of life at Bloom are our Trademark Behaviours - these guide how we show up for each other, our customers, and our communities:



### WE ARE REAL AND TRUE

We welcome difference, support one another, do what we say we'll do, and treat people with respect.



### WE WORK TOGETHER

We take responsibility, consider our impact on others, share knowledge, and bring people with us.



### WE ARE CURIOUS

We take initiative, ask, "Is there a better way?" and learn from every experience.

These behaviours set out how we make decisions, solve problems, and grow together.

*"At Bloom, we've always believed that how we treat our people defines who we are as a business. Across our diverse national team, we're united by a shared purpose and a commitment to doing the right thing for each other, our customers, and the communities we serve. In 2024, the strength of our culture came through - from the way our managers support their teams, to the sense of welcome and togetherness new starters experience. When people feel connected, supported, and heard, they do their best work - and that's what drives brilliant outcomes for everyone."*



**Ben Stevenson**  
Chief of Staff &  
Head of Sustainability





## Listening, Responding, and Making It Count

We wholeheartedly believe a culture only works if people feel like their voice matters. That's why we use Hive, an all-in-one employee voice and recognition platform, not just to take an annual temperature check, but to listen properly every day of the year.

Through Hive, our people share what's working and where we could do better, whether that's through anonymous comments, regular pulse surveys, or in-the-moment feedback. It also gives everyone the chance to send Hive Fives, recognising one another for the small everyday things that make a big difference, especially when they reflect our trademark behaviours.

In 2024, that feedback shaped everything from how we talk about wellbeing to how we onboard new starters. It's helped managers adjust how they check in with the team and how we improve cross-team collaboration. Above all, it's helped us keep sight of the things that matter most: trust, connection, and being able to do our best work.



**Between January  
and December 2024,  
our people awarded:**

**63%** linked directly to one or more  
trademark behaviours

General Hive Five - **213**

We are curious – **80**

We are real and true – **50**

We work together - **241**

**584**  
Hive Fives

36 Culture Award Nominations

**In the same period, via Hive Open Door, our people submitted:**

**28**

General Feedback  
Submissions

**21**

Idea Propositions

**17**

Questions

**In April, we also ran our full  
Annual Employee Engagement  
Survey, which gave us a clear  
picture of how people were  
feeling across the business.**

These aren't numbers we take for  
granted. They're things we'll keep  
building on, and one way we do  
that is via colleague wellbeing.

**eNPS: +50** – a strong sign that people feel  
positive about working here

**Engagement Score: 7.9** – showing that most  
people feel connected to their work, their  
teams, and the direction we're heading in





## Wellbeing & Belonging

We were over the moon when last year, we were awarded the Bronze Better Health at Work Award, recognising our commitment to embedding health and wellbeing into how we work, listen, and support our people.

The award is part of a regional programme designed to improve workplace wellbeing across the North East and Cumbria, coordinated by the Northern TUC and supported by local authorities. For us, it offered a framework to formalise and strengthen the work we were already doing, and to challenge ourselves to go further.

## Listening First: A Needs-Led Approach

Rather than guessing what people needed, we started with a Health Needs Assessment, which was completed by 61% of colleagues across the business. The results shaped everything that followed, highlighting priorities like healthy eating, stress and mental health, work-life balance, and sleep.

With that insight, we built a 12-month wellbeing programme, backed by trained Health Advocates, supported by leadership, and delivered in a way that worked for both remote and office-based teams.



# Campaigns That Delivered Impact

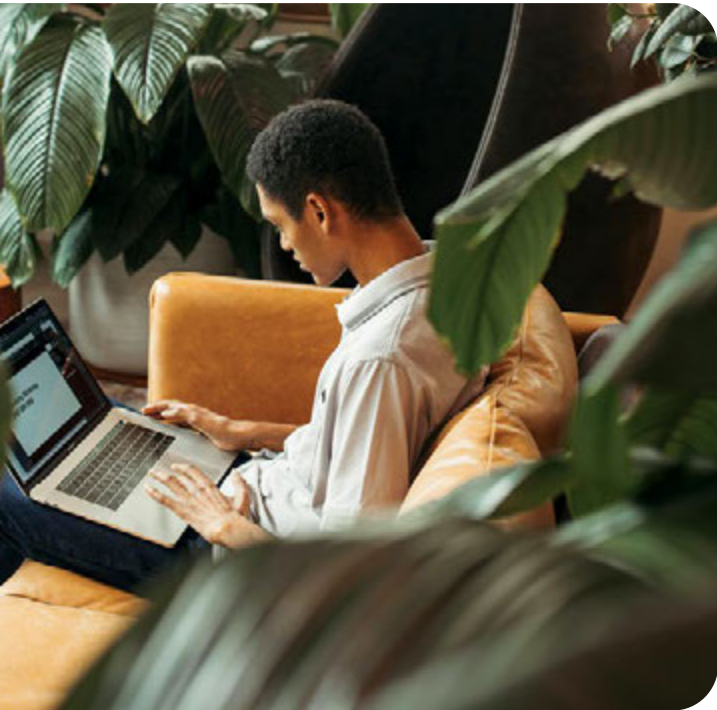
Across the year, our wellbeing activity spanned multiple focus areas, including:

- MENTAL HEALTH AND RESILIENCE**  
L3-accredited mental health awareness training for managers, awareness sessions for staff, suicide prevention support, and access to mental health first aiders
- SLEEP**  
Expert-led webinars and resources, including a sleep workbook with meditations, checklists, and self-assessments
- NUTRITION AND HEALTHY**  
Eating Themed days, fruit giveaways, and a virtual cook-a-long session with a professional chef
- ALCOHOL AND SUBSTANCE**  
Awareness Interactive sessions and signposting to resources for support and information
- FINANCIAL WELLBEING**  
Budgeting tools, a podcast series, and live sessions on money habits and planning for the future
- INCLUSIVITY AND BELONGING**  
A Bloom-led panel discussion during Pride Month, where colleagues shared their lived experiences

These campaigns were backed by regular internal comms, session feedback, team-level conversations, and proactive follow-up. We adapted plans based on what colleagues responded to, including adding new topics, activities, and guest speakers throughout the year.



# Embedding Wellbeing into the Everyday



*“Bloom started the award full of motivations, ideas and enthusiasm to finding out what was important to staff for their health and wellbeing at work through communications from the HNA and considering ways to bring as many staff as possible onboard. They have been realistic on what they could achieve whilst learning how to deliver the BHAWA and link it into existing work and systems. They have far outweighed my expectations of what they would incorporate for a bronze level of award. The format of the evidence has made it an easy process to follow their HNA journey and prioritisation.”*

Award Assessor, 2024

Wellbeing at Bloom is about making support easy to access and part of our everyday culture, that is why:

- Every new starter is introduced to our Wellbeing @ Bloom hub on Teams
- Colleagues can access 24/7 support via our Employee Assistance Programme
- Managers are trained and equipped to have wellbeing conversations as part of everyday line management
- Our eLearning platform includes wellbeing training, reflective exercises, and self-paced development tools
- Policies like hybrid working, enhanced family leave, and flexible volunteering reflect our people-first approach

*“Bloom Procurement Services have delivered an excellent Bronze submission, with detailed campaign & activity log entry, strong award introduction and HNA results. Main campaign activity is extensive, particularly impressive for a hybrid working environment and excellent narrative formatting. Strong mental health commitment demonstrated, interactive drug & alcohol awareness, innovative healthy eating activities – loved the ‘virtual cook-along’, free breakfasts, fruit & snacks. Overall, the submission was a pleasure to read and demonstrated great feedback from the first Assessor’s onsite visit. I share their hopes that the organisation will continue on the award in light of their office changes. Well done to all involved.”*

Award Verifier, 2024



## Looking Ahead

We’ll keep building on what’s working and make sure wellbeing remains part of everyday life at Bloom. The focus will stay on listening to our people and doing the things that make a real difference.





# Greater Manchester Good Employment Charter

In 2024, Bloom became a Supporter of the Greater Manchester Good Employment Charter, a voluntary membership scheme that promotes high employment standards across the region.

As a Supporter, we’ve committed to making progress across seven key areas of good employment, including:

- Offering secure and flexible work
- Working toward paying a real living wage
- Encouraging employee voice and engagement
- Developing inclusive recruitment and strong people management practices
- Fostering health and wellbeing at work

This commitment reflects the way we want to grow, as a business that supports fair, respectful, and inclusive work for everyone in our team.

# Supporting Growth Through Jobs and Opportunity

Job creation remains a key part of our contribution to economic and community growth. Last year, we continued to create new opportunities across the business, bringing in new skills, perspectives, and energy.

Throughout 2024, 17 new colleagues joined the Bloom team across a range of functions, building on the 37 roles created the previous year and creating £452,254 of social value. These roles reflect our ongoing focus on building capacity where it’s needed most and ensuring we have the right people in place to deliver impact for our clients and partners.

Alongside this, we also saw 23 promotions with our team, recognising the contribution and potential of our existing talent and supporting their continued growth within the business.

Our people continue to be our strongest asset, and the work we do is shaped every day by their ideas, ambition, and drive to make a difference.



**Learning and Development**

As Bloom continues to grow and evolve, so does our focus on developing our people. We know that giving people space to learn and improve isn't just good for individuals, it's essential for our business.

Every colleague at Bloom has access to our eLearning platform, where they complete required mandatory awareness compliance training and can choose from over 100 personal development courses aligned to their goals.

# Mandatory Awareness Training Modules

Workplace Safety

Manual Handling

Slips, Trips & Falls

First Aid Awareness

Electrical Safety Awareness

General Data Protection Regulation (GDPR)

Preventing Money Laundering

Whistleblowing

Bullying & Harassment

Information Security

Preventing Bribery in Business

Criminal Finances Act

Fire Safety

Health and Safety in the Office

Equity, Diversity & Inclusion

Cyber Security & Phishing

Modern Slavery

Workstation Health and Safety

We also offer an annual training budget, and all colleagues are encouraged to submit development requests for support, whether that's formal qualifications, specialist skills, or leadership coaching.



# Examples of Learning in Action

As part of this wider development offer, team members across Bloom are currently working through a range of professional programmes and qualifications:



**LINE MANAGER DEVELOPMENT TRAINING**  
Delivered internally to build confident, capable leaders



**SOCIAL VALUE & SROI PRACTITIONER TRAINING**  
Our Head of Social Value, Sarah MacNab, completed an accredited practitioner course, delivered over five group sessions



**SENIOR LEADERSHIP APPRENTICESHIP (LEVEL 7)**  
James Hull (Director of Data & Technology) completed his programme in August, after dedicating ~6 hours/week since January 2023



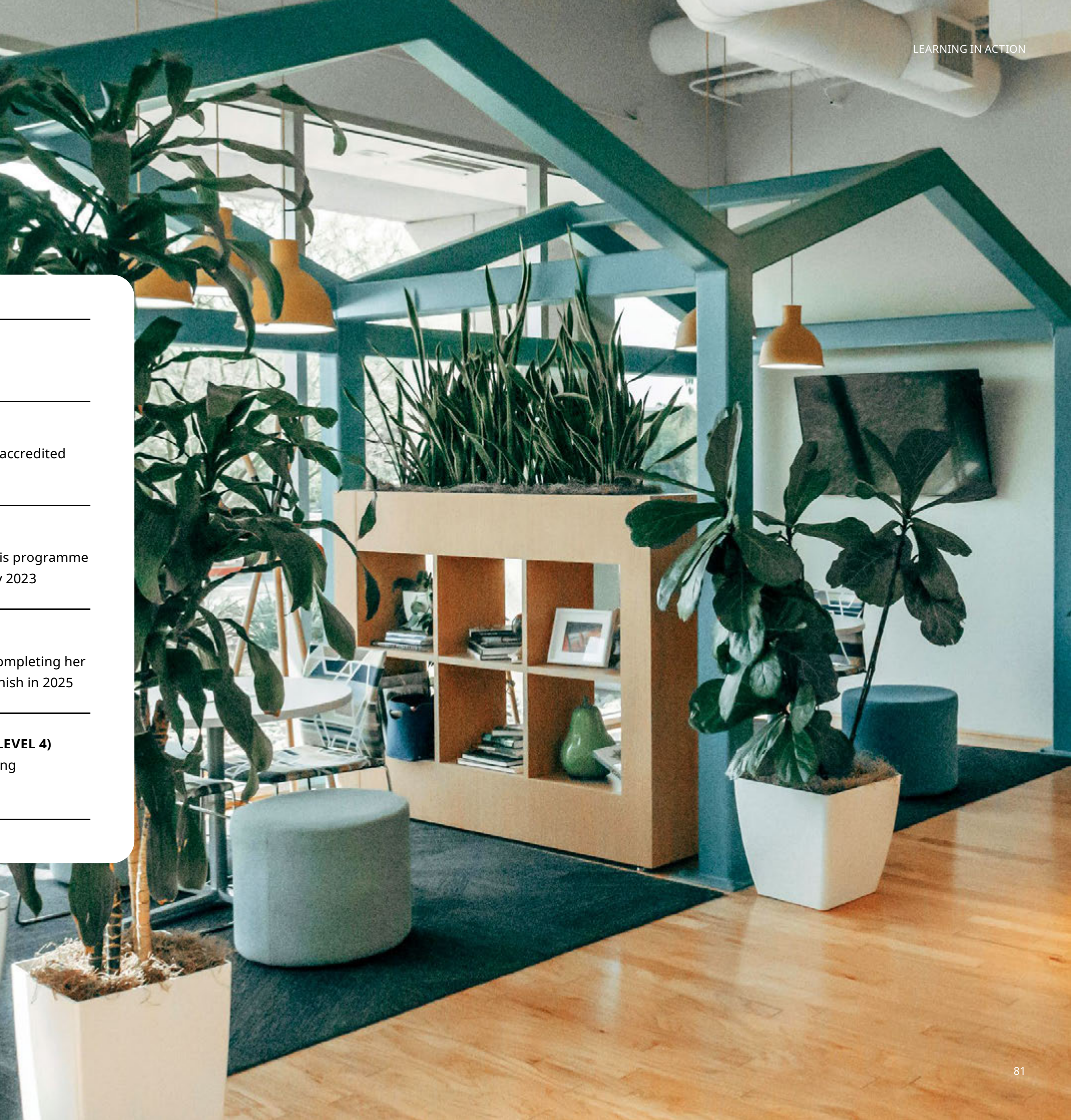
**AAT LEVEL 3 IN ACCOUNTANCY**  
Laura Scudder (Management Accountant) is currently completing her AAT qualification as part of her CIMA pathway, due to finish in 2025



**INTERNAL AUDIT PRACTITIONER APPRENTICESHIP (LEVEL 4)**  
Rachel Roberts (Quality & Compliance Officer) is balancing ~10 hours of study and 5 hours of mentoring per week

We know that when we invest in our people, we strengthen our impact. The skills they build, the ideas they bring, and the care they show, for each other, our customers, and their communities, are what drive real change.

And just as we're committed to creating a positive impact through people, we're equally focused on the impact we have on the planet. That's where we turn next.





# Planet

This is the latest update on our journey toward Net Zero - our Net Zero Progress Report 2025. It outlines the steps we've taken to reduce emissions, promote sustainable practices across the business, and build momentum through practical action, from tech recycling to tree planting.





# Our 2024 Footprint

## Net Zero Commitment

We recognise the importance of making a full and lasting commitment to reducing the greenhouse gas emissions from its activities, in support of the wider commitment of the world to limit global temperature increases and the impact on the planet.

We commit to the following:

1.  
To achieve Net Zero in line with the Science Based targets set out by the UNFCCC, i.e., to achieve Net Zero no later than 2050 and target a 50% reduction in emissions by 2030.
2.  
To set realistic short- and long-term targets that are designed to achieve Net Zero commitments.
3.  
To report the total Greenhouse Gas emissions of our business, at a minimum, on an annual basis.

	YEAR	Earlier YEAR if Possible
Commitment to be Net Zero	2050	2045
50% Emissions Reduction	2030	



## General Data

Reporting Period*	BENCHMARK PERIOD January 2021 - December 2021	CURRENT PERIOD January 2024 - December 2024
Industry	Procurement Services	Procurement Services
No. of Staff	87	100
No. of Offices Owned	0	0
No. of Offices Leased	1	1
No. of Company Vehicles - Owned	0	0
No. of Company Vehicles - Leased	0	0


\* Data taken from the end of the reporting year.

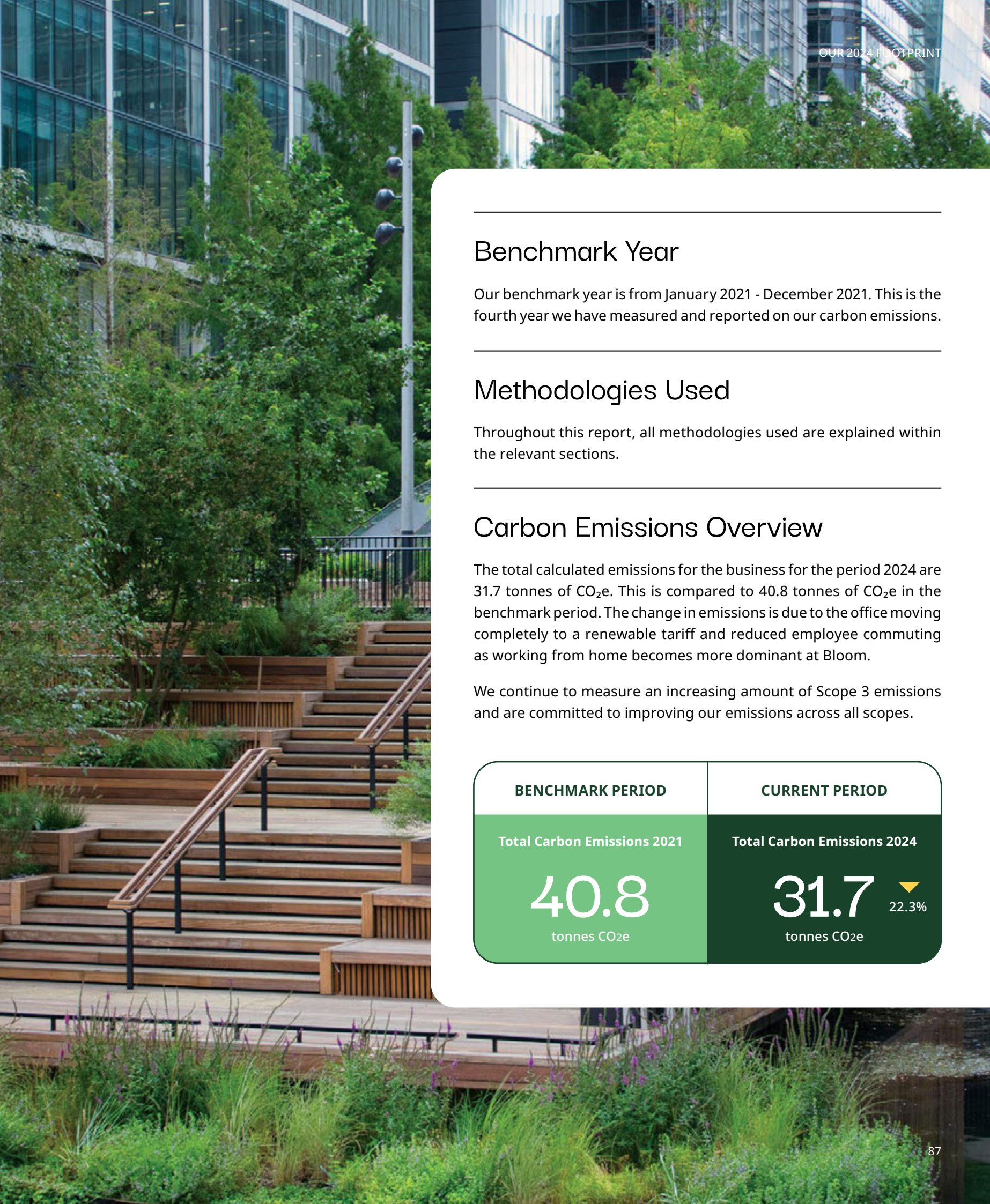
## Current Reporting Period

January 2024 – December 2024

## Organisational Boundary

There are 3 different approaches to measuring emissions, as defined by the GHG Protocol. This progress report has been constructed using the Operational Control Approach, considering the requirements of each potential approach.

APPROACH	DESCRIPTION	APPROACH TAKEN
Operational Control	The organisation has operational control over an operation if it or one of its subsidiaries has the full authority to introduce and implement its operating policies at the operation.	
Financial Control	The organisation has financial control over the operation if it has the ability to direct the financial and operating policies of the organisation with a view to gaining economic benefits from its activities.	
Equity Share	The organisation accounts for GHG emissions from operations according to its share of equity in the operation.	



## Benchmark Year

Our benchmark year is from January 2021 - December 2021. This is the fourth year we have measured and reported on our carbon emissions.


## Methodologies Used

Throughout this report, all methodologies used are explained within the relevant sections.

## Carbon Emissions Overview

The total calculated emissions for the business for the period 2024 are 31.7 tonnes of CO<sub>2</sub>e. This is compared to 40.8 tonnes of CO<sub>2</sub>e in the benchmark period. The change in emissions is due to the office moving completely to a renewable tariff and reduced employee commuting as working from home becomes more dominant at Bloom.

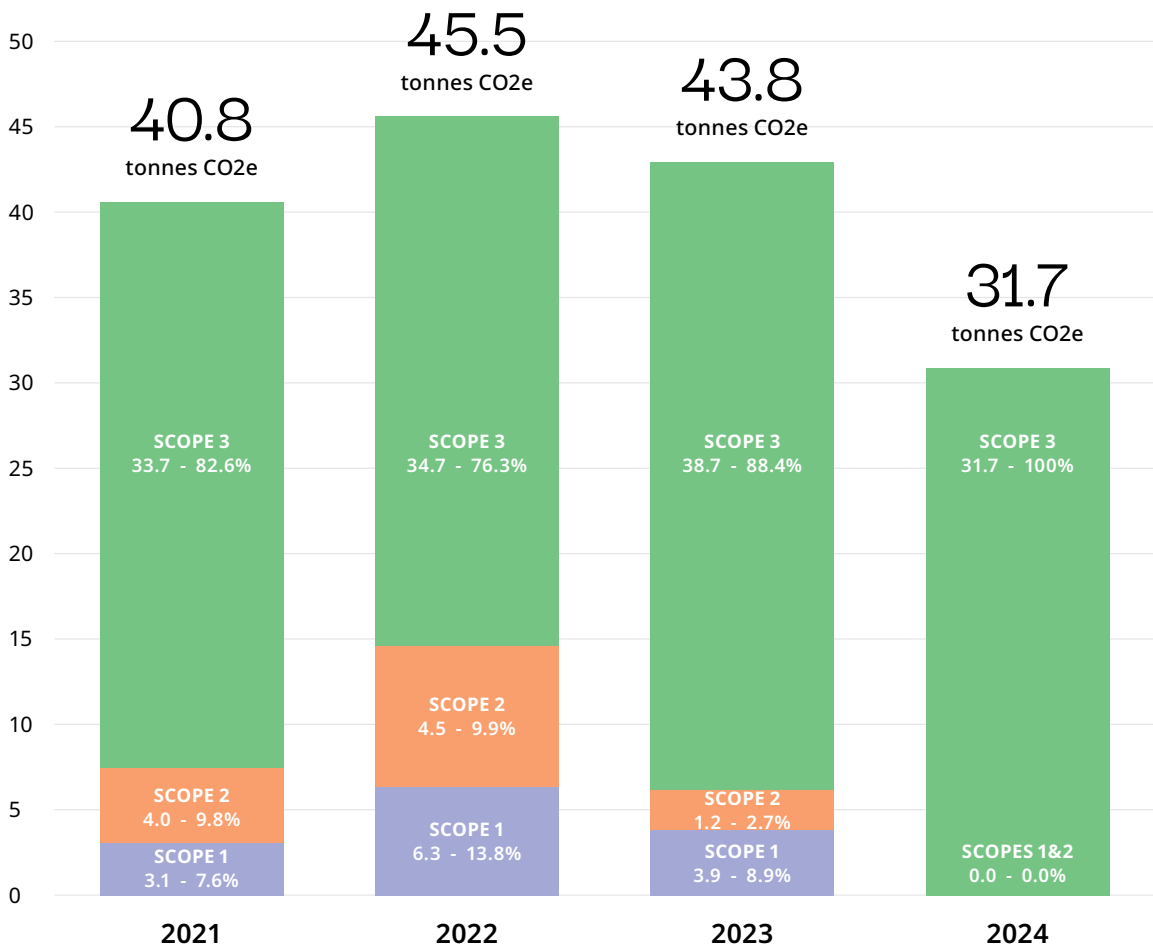
We continue to measure an increasing amount of Scope 3 emissions and are committed to improving our emissions across all scopes.

BENCHMARK PERIOD	CURRENT PERIOD
Total Carbon Emissions 2021	Total Carbon Emissions 2024
40.8 tonnes CO <sub>2</sub> e	31.7 tonnes CO <sub>2</sub> e
	22.3% 



# Analysis by Scope

EMISSIONS BY SCOPES (tCO2e) . 2021 - 2024



SCOPE	DESCRIPTION	tCO2e	%
Scope 1	Scope 1 emissions includes fuel from company vehicles and fuels used in the office.	0.0	0.0%
Scope 2	Emissions in scope 2 includes electricity used at our office.	0.0	0.0%
Scope 3	Scope 3 emissions includes: <ul style="list-style-type: none"><li>• Waste</li><li>• Employee Commuting</li><li>• Waste</li><li>• Business Travel</li><li>• Home working Electricity</li><li>• Transmission and Distribution of electricity</li><li>• Hotel Stays</li></ul>	31.7	100%
TOTAL		31.7	100%

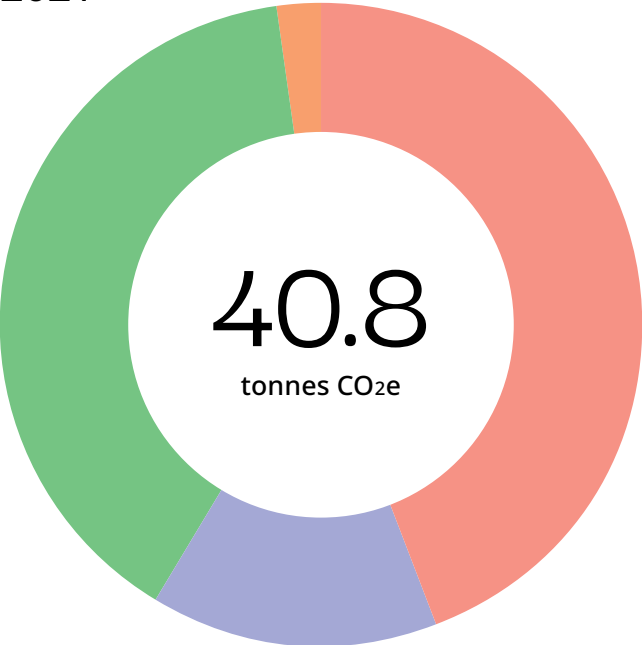
Reported Scope 3 emissions will increase in future years as data and information becomes available.



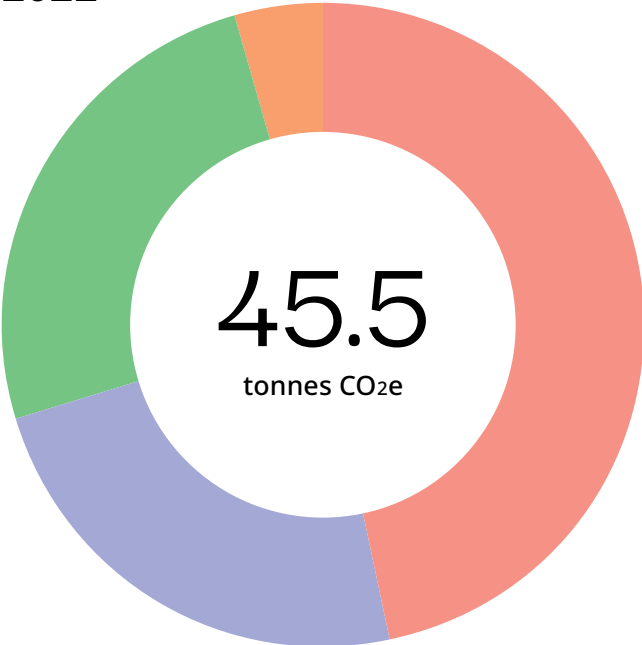
Emissions by Activity

- Energy
- Business Travel
- Employee Commuting
- Other Emissions Calculated

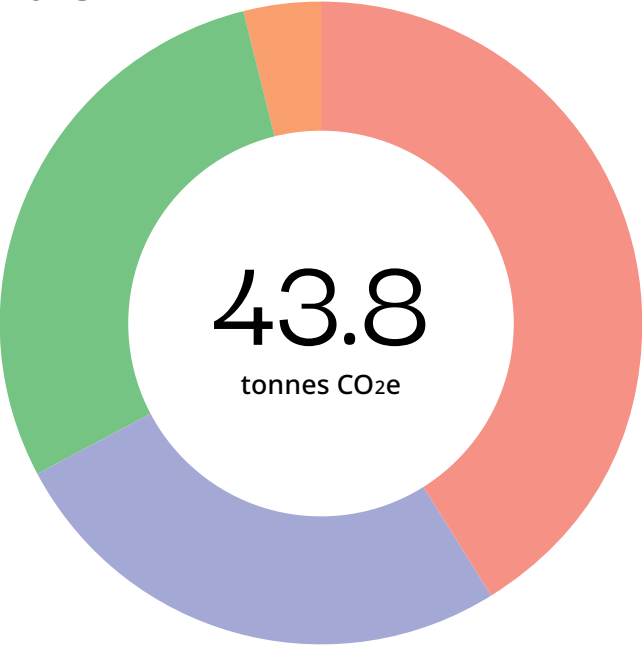
2021



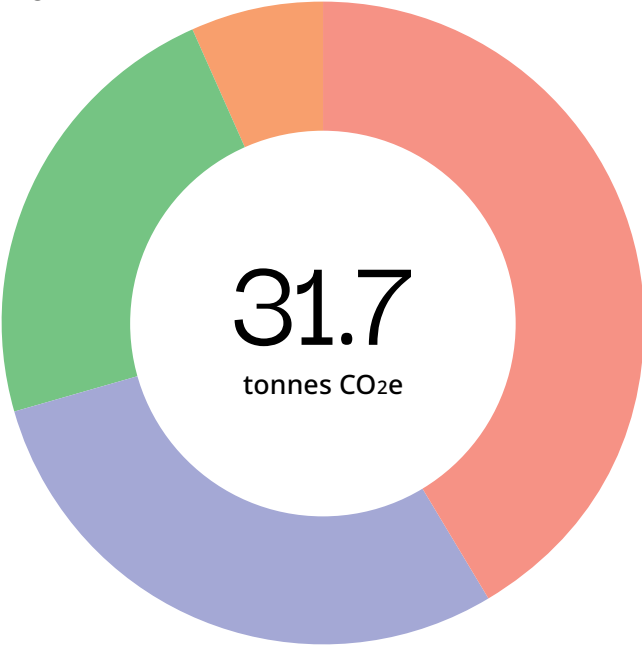
2022



2023



2024



DATA DETAILS		2021	2022	2023	2024		
EMISSION TYPE	SCOPE	tCO2e	tCO2e	tCO2e	tCO2e	Data Source	Confidence
ENERGY							
Gas	1	3.1	6.3	3.9	-	Gas Bills	High
Electricity	2	4.0	4.5	1.2	-	Electricity Bills	High
Electricity - Working from Home	3	10.6	10.1	12.7	12.8	Employee Survey	Medium
Transmission & Distribution	3	0.4	0.4	0.3	0.4	Electricity Bills	High
Total	-	18.1	21.3	18.1	13.2		
BUSINESS TRAVEL							
Car - Petrol	3	3.3	4.3	3.4	0.9	Business Travel System	High
Car - Electric	3	-	-	0.1	-	Business Travel System	High
Rail Travel	3	2.0	4.8	4.3	5.8	Business Travel System	High
Taxis	3	0.2	-	1.8	0.5	Business Travel System	High
Planes Travel	3	0.4	1.7	1.8	2.0	Business Travel System	High
Total	-	5.9	10.8	11.4	9.2		
EMPLOYEE COMMUTING							
Car - Petrol	3	9.8	7.5	7.6	4.1	Employee Survey	Medium
Car - Electric	3	-	0.8	1.5	-	Employee Survey	Medium
Car - Diesel	3	5.2	2.2	2.4	2.0	Employee Survey	Medium
Rail Travel	3	0.3	0.3	0.2	-	Employee Survey	Medium
Bus Travel	3	0.6	0.7	0.9	1.1	Employee Survey	Medium
Total	-	15.9	11.5	12.6	7.2		
OTHER EMISSIONS CALCULATED							
Waste and Water	3	0.1	0.1	0.1	0.4	Water Bills	High
Hotel Stays (London)	3	0.2	0.6	0.5	0.6	Business Travel System	High
Hotel Stays (UK)	3	0.6	1.2	1.1	1.1	Business Travel System	High
Total	-	0.9	1.9	1.7	2.1		
TOTAL	-	40.8	45.5	43.8	31.7		

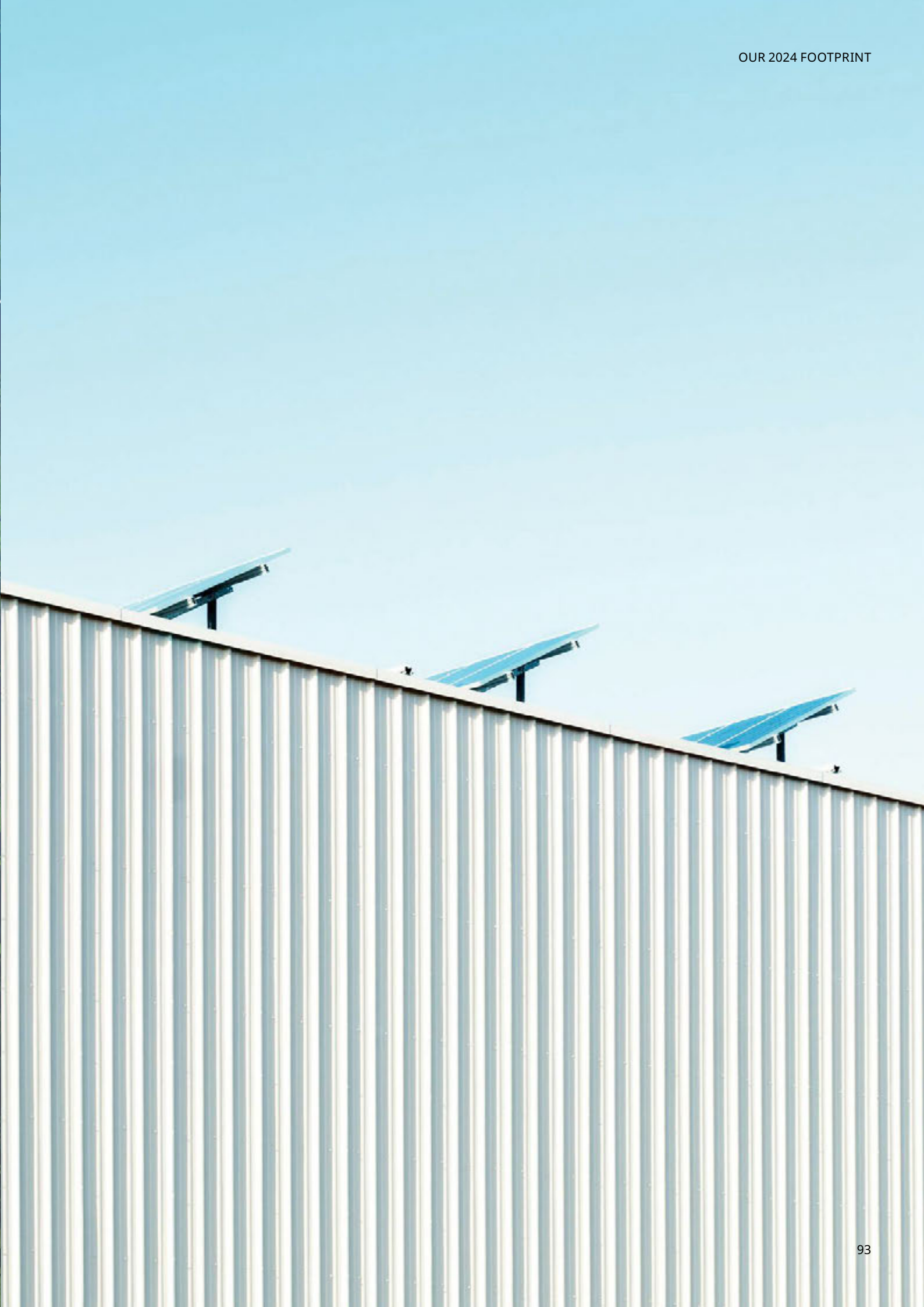


# Intensity Metric Analysis



PER EMPLOYEE	SCOPE 1, 2 & 3
BENCHMARK YEAR 2021	0.5
CURRENT YEAR 2024	0.3
CHANGE	0.2
DECREASE	40%

The chosen intensity metrics show a carbon emissions value of 0.3 tonnes of CO<sub>2</sub>e per employee. The business headcount averaged 107 people during the benchmark period.

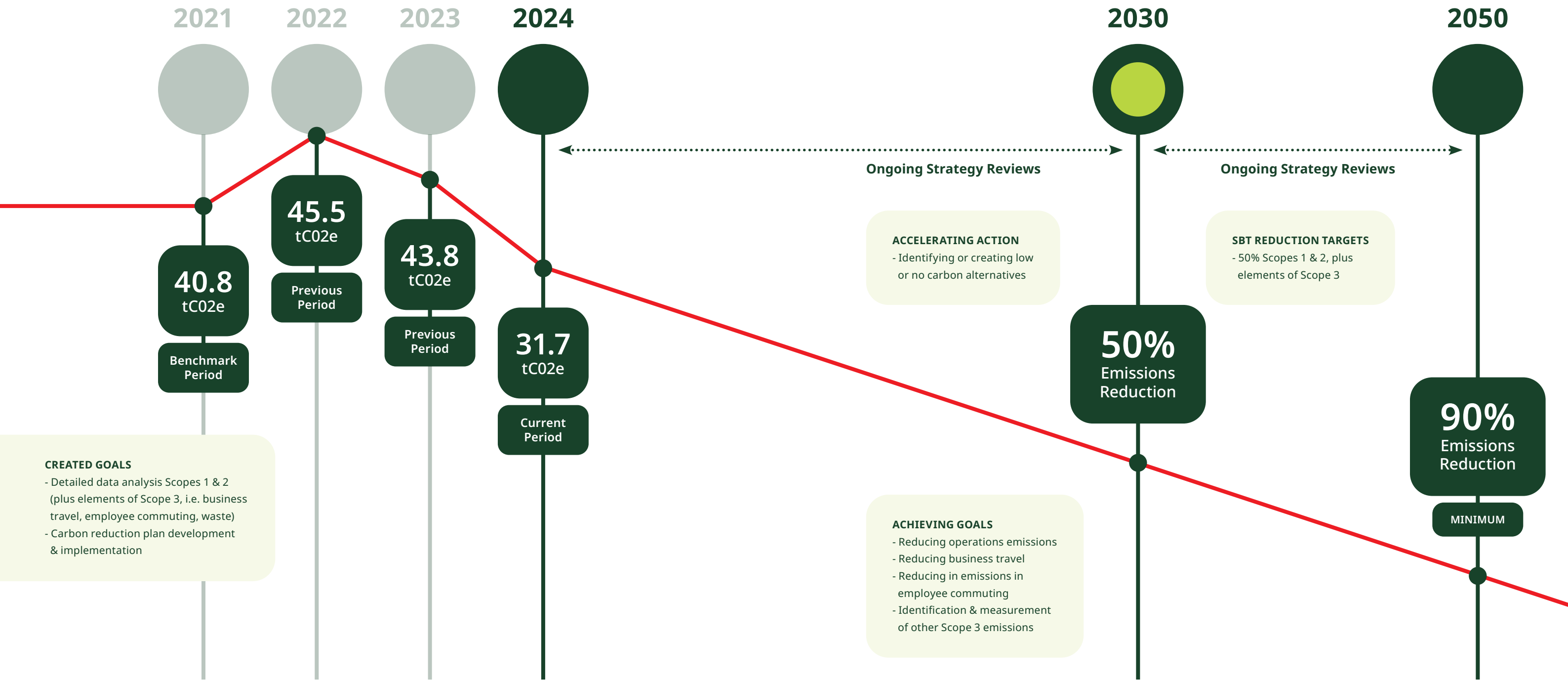




# Emissions Reductions Targets

The following graph summarises the carbon emissions reduction targets.

## BLOOM PROCUREMENT SERVICES CARBON REDUCTION PLAN



**GOAL:**  
To become a Net Zero organisation in line with Science Based Targets

- Cut emissions by minimum 90%
- Balance any remaining emissions that cannot be eliminated with technology or other solutions through offsets

Based on Science Based Targets (SBTs), organisations need to reduce emissions by 50% by 2030 and 90% by 2050. As such, the following chart provides a forecasted view of the emissions targets for the organisation. These targets will be mapped against actual emissions year by year to support ongoing strategies and decision-making to achieve the SBTs.



# Our 2024 Reduction Activity

We have completed our fourth-year review using data from 01 January – 31 December 2024 and we continue to measure and monitor our progress monthly. In 2024 we outlined our Net Zero Roadmap that we are committed to delivering to reduce our carbon emissions and impact, continuing our journey towards achieving our 2045 Net Zero target. We continue to take positive steps along our journey, delivering key initiatives and partnering with innovative organisations to aid and support the achievement of our goals. Here are some of the initiatives that we have delivered in 2024:

## Electric Vehicle Salary Sacrifice Scheme:

Our electric vehicle salary sacrifice scheme, provided by Octopus, saw 3 new cars on the road; however, due to lease expiry and early terminations, the total number of cars on the road remained at 8. To date, our total estimated emissions savings via the scheme are 42.37 tonnes of CO<sub>2</sub>e\* (CO<sub>2</sub>e savings information is provided by Octopus Electric Vehicles).

### \* CO<sub>2</sub>e SAVINGS ARE AN ESTIMATION BASED ON THE FOLLOWING ASSUMPTIONS:

- All drivers switched from an average petrol car to an EV.
- EV usage is based on a driver's contract mileage.
- Drivers start saving from the delivery date of their EV.
- Manufacturing-related emissions are not included in the calculation.
- All EVs are charged with the standard energy mix on the UK grid. This means that if users are charging their car with fully renewable energy (e.g. by using their own solar panels), the tonnes of CO<sub>2</sub>e savings could be higher.

Octopus Electric Vehicles uses the greenhouse gas reporting data from gov.uk for emission data.



**octopus**  
electric vehicles



**GAS REDUCTION**

Our scope 1 gas emissions saw a reduction of 3.9 tonnes of CO<sub>2</sub>e compared with 2023. This was due to our boiler being out of action for several months awaiting repairs. As a result, our measured scope 1 emissions were zero for 2024.

**RENEWABLE ENERGY SCHEME**

100% of the energy used within the Gateshead office was renewable, and as a result, we've realised cost savings and emissions reductions. As a result, our measured scope 2 emissions were zero for 2024.

**LAPTOP RECYCLING PROGRAMME**

As a part of our sustainability initiatives, we strive to avoid waste by recycling or donating technology that's no longer required by the business. In addition to recycling 43 laptops last year via Stone Group, we also donated 18 to the Durham Army Cadets and one to Creative Minds, a CIC that aims to improve the mental health and well-being of children and adults. The laptops will help their team with day-to-day admin, as they deal with a growing number of referrals.

Creative Minds are a small team of experienced and junior counsellors, neurodiverse counsellors, student counsellors, and wellbeing assistants. They're proud to have developed a creative service which combines talking therapies, creativity, and holistic techniques to ensure each session is unique to each person and tailored to everyone's individual needs.

# Ecologi: Gold Award for Climate Action

Championing climate action continues to be a key priority for us in 2024. This year, we've proudly continued our collaboration with Ecologi, the UK's leading all-in-one climate platform, to deepen awareness around the climate crisis and demonstrate how purpose-led businesses like ours can make a tangible difference.

To date, we've funded the planting of 5,390 trees through certified reforestation initiatives around the world, supported the prevention of 47 tCO<sub>2</sub>e from being emitted through 8 verified carbon avoidance projects, and funded 12m<sup>2</sup> of habitat restoration across 1 project.

As part of our ongoing commitment to climate-conscious recognition, we plant 20 trees for every monthly culture award winner, and 25 trees for each new client we welcome into our community. In 2024 alone, this has enabled us to fund the planting of 1,885 trees. We've also marked each new team member's arrival at Bloom by contributing to verified carbon removal projects, supporting the removal of 10 tonnes of CO<sub>2</sub>e across four high-impact initiatives.

This commitment was recognised through Ecologi's For Our Planet Gold Award 2024, which celebrates organisations leading the way in reducing emissions, funding climate action, and setting the standard for transparency and impact.

Every project we support through Ecologi reflects our broader mission to act responsibly, reduce our climate footprint, and involve both our people and clients in creating a more sustainable future.





# Net Zero Roadmap

Net Zero means equilibrium, a delicate balance between carbon emissions generated and those removed from the atmosphere. We will reach net zero when the emissions we add are no more than those we take away. In our ongoing mission to achieve Net Zero, we are steadfast in our dedication to implementing measures designed to reduce our emissions by 95%, aligning with our 2045 target. What residual emissions remain will be offset via high-quality and verified carbon removal.

As good corporate citizens, we are driven to repair and restore our natural world in any way we can. To this end, alongside our efforts to reduce our emissions across all scopes, we will continue to fund high-quality tree-planting projects worldwide, a testament to our commitment to new clients and our colleague culture award winners. We will also support a range of verified carbon avoidance and removal projects alongside UK-based habitat restoration projects, celebrating each new colleague who works with us and the positive change they bring.

Our marketplace of over 6,000 accredited suppliers presents an invaluable opportunity to work together and make a difference. We will take steps to actively collaborate with them, sharing knowledge, raising awareness of climate change, and providing resources and tools to support their net-zero journey. Their partnership is not just crucial but integral in our collective sustainability efforts.

## Where we can make a difference

We have set clear objectives and targets, outlining what we want to achieve and how to get there. Our actions will be focused on the following key pillars:

### TRAVEL & COMMUTING

Promote low-carbon and active travel options for commuter colleagues and encourage carbon-conscious business travel, supported by improved business-wide visibility of emissions data and travel governance.

### WORKING FROM HOME

Encourage the adoption of energy-saving measures for company equipment used at home, including renewable tariffs, whilst raising awareness of how our team can reduce their overall home energy consumption and costs.

### ENERGY

We will investigate ways to reduce energy consumption at our Newcastle office.

### WASTE & WATER

We will promote the reuse and recycling of waste and equipment to limit what we send to landfills and implement measures to control or recycle the water used in our office.

### PEOPLE ENGAGEMENT

We will inspire our people to consciously support our net-zero journey and achieve our 2045 target.

### SUPPLIERS AND CUSTOMERS

Work with suppliers and customers to educate, raise awareness and encourage action in the fight against climate change. We will also ensure sustainability and net zero are central to any purchases made.

### FINANCIAL BACKING

Develop strategies to fund future carbon offsetting of residual emissions.

### GOVERNANCE

We will provide open and transparent reporting inside and outside our business, promoting accessibility and visibility. We will continually seek to improve the efficiency and quality of our data collection and adhere to all legislation and guidance.



# Travel & Commuting

**OUR AIM:**  
Promote low-carbon and active travel options for commuter colleagues and encourage carbon-conscious business travel, supported by improved business-wide visibility of emissions data and travel governance.

**HOW WE WILL REALISE IT:**

- Improve facilities for colleagues who commute via active travel and encourage the use of public transport for both commuting and business travel.
- Provide salary sacrifice options, such as season tickets and cycle-to-work schemes, to make low-carbon transport affordable and accessible.
- Implement guidelines for taxi use, promoting electric taxis as a preferred option.
- Partner with sustainability-focused travel platforms to manage business travel and inform better decision-making, including corporate taxi accounts, to improve the visibility of taxi usage within finance and expense processes.
- Provide conscious travel advice and training to help our people understand the carbon cost of their journeys.
- Ban all domestic air travel by 2030 (unless no other viable option is available) and investigate internal carbon levies for air and rail travel with high emissions, investing funds back into sustainable initiatives.
- Encourage video conferencing in place of face-to-face meetings unless there is a business need to do so.
- Ban all petrol/diesel car hire by 2030 (unless no other viable option is available)

**MEASURES:**

- Surveying of team on travel methods
- Annual report detailing travel and methods.
- Reporting on scope 3 travel and commuting emissions
- Number of colleagues utilising salary sacrifice schemes.





# Working from Home

**OUR AIM:**

Encourage the adoption of energy-saving measures for company equipment used at home whilst raising awareness of how our team can reduce their overall home energy consumption and costs.

**HOW WE WILL REALISE IT:**

- Supply our people with energy-efficient technology for use when working at home.
- Offer guidance and advice on how to reduce energy consumption of company equipment in the home.
- Work with partners to provide preferential energy tariffs, including renewable options, for home workers.
- Provide sustainable hints and tips for homes to empower employees to make environmentally friendly choices beyond the workplace.

**MEASURES:**

- Monitor working from home emissions.



# Energy

**OUR AIM:**  
We will investigate ways to reduce energy consumption at our Newcastle office.

**HOW WE WILL REALISE IT:**

- Encourage our landlord to make a permanent commitment to sourcing 100% renewable electricity
- Encourage our landlord to make a permanent commitment to sourcing 100% certified green gas
- When not actively needed, introduce guidelines or automated timing systems to power down electronic devices like IT equipment and air conditioners.
- Prioritise the purchase of energy-efficient IT equipment.
- Take proactive measures to decrease emissions associated with our cloud-based servers.

**MEASURES:**

- Monitor utility usage.
- Report carbon emissions performance.

# Waste & Water

**OUR AIM:**  
We will promote the reuse and recycling of waste and equipment to limit what we send to landfills and implement measures to control the water used in our office.

**HOW WE WILL REALISE IT:**

- Educate our team on waste, water use and recycling.
- Partner with approved providers to recycle all technology equipment and devices for onward donation to charitable causes.
- Become a zero waste-to-landfill organisation.

**MEASURES:**

- Monitor emissions data from waste and water.
- Volume of waste recycled.
- Volume of technology equipment recycled.



# People Engagement

**OUR AIM:**  
We will inspire our people to consciously support our net zero journey and achieve our 2045 target.

**HOW WE WILL REALISE IT:**

- Initiate a Green Hive Five program, encouraging collective action and collaboration on sustainability initiatives across departments.
- Roll out Carbon Literacy Training to equip employees with the knowledge and skills to understand and address carbon emissions effectively.
- Enhance communication by delivering relevant, bite-sized information to support understanding of sustainability initiatives and their impact.
- Prominently feature our commitment to sustainability in our Employer Brand and incorporate it into recruitment conversations to attract candidates who align with our values and goals.

**MEASURES:**

- Annual Sustainability & Social Value survey
- Volume of Green Hive Fives
- Monitoring of new colleagues citing sustainability as a driver for choosing Bloom as an employer
- Training delivered

# Supply Chain

**OUR AIM:**  
We will work with our NEPRO3 suppliers to educate, raise awareness, and encourage action in the fight against climate change. We will also ensure that sustainability and net zero are central to all of Bloom’s own purchases.

**HOW WE WILL REALISE IT:**

- Provide guidance documents with a net zero focus to support our NEPRO3 suppliers in adopting sustainable practices.
- Implement a NEPRO3 Supplier Net Zero Charter and embed net-zero criteria within our supplier’s registration process to ensure alignment with our sustainability goals.
- Investigate ways to support our NEPRO3 suppliers in completing PPN 06/21-compliant carbon reduction plans to facilitate their journey towards net zero and allow them to do business with the public sector.
- Hold training events and webinars to guide and support our NEPRO3 suppliers as they navigate their net zero journey.
- Roll out a Supplier Code of Conduct for our own business suppliers, emphasising sustainable sourcing and reducing the use of harmful chemicals.
- We will encourage our own business suppliers to implement carbon reduction plans and prioritise sustainable practices within their operations.

**MEASURES:**

- Carry out a full review of the business supply chain, developing a full plan in 2025, followed by the introduction of a sustainable supply chain policy in 2026.
- Report on the number of NEPRO3 suppliers signed up to our Net Zero Charter



# Financial Backing

**OUR AIM:**  
Develop strategies to fund future carbon offsetting of residual emissions.

- HOW WE WILL REALISE IT:**
- Develop a strategy to fund carbon offsetting initiatives, directing resources towards verified projects that effectively remove or reduce carbon emissions to compensate for any residual emissions generated by our operations.

**MEASURES:**

- Value of offsetting funded and source of funding.

# Governance

**OUR AIM:**  
We will provide open and transparent reporting inside and outside our business, promoting accessibility and visibility. We will continually seek to improve the efficiency and quality of our data collection and adhere to all legislation and guidance.

- HOW WE WILL REALISE IT:**
- Provide monthly business-wide reporting at both business and board levels to track our progress towards net-zero emissions.
  - Commit to completing our carbon emissions dashboard on a regular basis. This will be overseen by a member of the Senior Management Team and shared with the wider team on a quarterly basis.
  - Investigate ways to automate the reporting and data capture processes to streamline data collection and ensure accuracy in our net-zero reporting efforts.
  - Incorporate net-zero reporting into our data strategy to prioritise and feature emissions data as a critical component of our sustainability efforts.
  - Ensure compliance with all relevant legislation and carbon emissions regulations to uphold our commitment to environmental responsibility.

**MEASURES:**

- Annual review and reporting of net-zero activity and targets.
- Case studies and success stories demonstrating progress.



# Governance

## Emissions Data

The data contained in the table below represents total emissions calculated and is consistent with SECR requirements. All sources of emissions that have been measured are included in the totals below. Emissions from key activities are summarised in the previous sections.

	BENCHMARK REPORTING YEAR Jan 21 - Dec 21	REPORTING YEAR 2 Jan 22 - Dec 22	REPORTING YEAR 3 Jan 23 - Dec 23	CURRENT REPORTING YEAR Jan 24 - Dec 24
Energy consumption used to calculate emissions Electricity Scope 2 - UK and Offshore (kWh)	18,977	23,037	14,686	20,834
Energy consumption used to calculate emissions – Global, excluding UK and Offshore (kWh)	N/A	N/A	N/A	N/A
Basis of Energy reporting (Location or Market)	Location	Market	Market	Market*
% of total energy sourced from certified renewable sources	0%	0%	613%	100%
Emissions associated with energy consumption - UK, Offshore and Global (tCO2e)	4.0	4.5	1.2	0
Emissions from activities for which the company is responsible including combustion of fuel and operation of facilities - <b>Scope 1</b> (tCO2e)	3.1	6.3	3.9	0
Emissions from purchase of electricity, heat, steam and cooling purchased for own use - <b>Scope 2</b> (tCO2e)	4.0	4.5	1.2	0
<b>Total Scope 1 and 2 Emissions (tCO2e)</b>	<b>7.1</b>	<b>10.8</b>	<b>5.1</b>	<b>0</b>
<b>Emissions from upstream activities out of operational control - Scope 3 (tCO2e)</b>	<b>33.7</b>	<b>0</b>	<b>26.0</b>	<b>31.7</b>
Emissions from use of sold products and services out of operational control - <b>Scope 3</b> (tCO2e)	None Included	None Included	None Included	None Included
<b>Total Gross Scope 3 Emissions (tCO2e)</b>	<b>33.7</b>	<b>34.6</b>	<b>38.7</b>	<b>31.7</b>
<b>Total Scope 1, 2 and 3 Emissions (tCO2e)</b>	<b>40.8</b>	<b>45.4</b>	<b>43.8</b>	<b>31.7</b>
Intensity ratio tCO2e (gross Scope 1, 2 and 3) per employee	0.5	0.5	0.4	0.3
Carbon offsets (tCO2e)	<b>10.0</b>	<b>10.0</b>	<b>37.0</b>	<b>10.0</b>
<b>Total Annual Net Emissions (tCO2e)</b>	<b>30.8</b>	<b>24.6</b>	<b>6.8</b>	<b>21.7</b>

\*We partner with Ecologi to fund carbon removal credits and use this as a CSR activity when welcoming new team members to Bloom. Carbon removal credits are carbon credits issued to projects which remove CO2e from the atmosphere. Ecologi select carbon removal projects which have the best chance of permanent carbon removal and storage and are accredited to leading standards. Ecologi supports carbon removal through select methodologies administered by the Gold Standard, Verified Carbon Standard, and Puro Standard. The Ecologi team works hard to select projects which also have additional co-benefits, like benefits to local communities and to biodiversity.



# Standard and Methodology Used

Bloom Procurement Services categorises its Greenhouse Gas (GHG) Emissions as Scope 1, 2 or 3 as referred to in the WBCSD – WRI Greenhouse Gas Protocol (revised edition, dated March 2014). Emissions in Carbon Dioxide equivalent (CO2e) for all scopes are calculated using the conversion factors listed in DESNZ Greenhouse Gas Conversion Factors for the relevant 12-month period over which the Carbon emissions are calculated. Procured renewable electricity and gas are calculated in accordance with the WBCSD – WSI Scope 2 Guidance on procured renewable energy (2015).



# Data Quality / Confidence

The data used to generate this report has been collected from various sources from both within the company and using assumptions gathered by Net Zero International. These emissions have been converted to CO2e using GHG Protocol and DESNZ frameworks and conversion factors for the relevant period.

# Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with SECR, PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard and uses the appropriate Government emission conversion factors for greenhouse gas company reporting.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard.

This Carbon Reduction Plan has been reviewed and agreed by the board of directors (or equivalent management body).



Signed on behalf of  
NET ZERO INTERNATIONAL

Name: **David Hawes**  
Position: **Co-Founder**

Date: 24/5/2025



Signed on behalf of  
BLOOM PROCUREMENT SERVICES

Name: **Amabel Grant**  
Position: **Chief Executive Officer**

Date: 24/4/2025



# Glossary

BENCHMARK DATA	The chosen 12-month period that sets the calculated emissions that need to be mitigated and/or offset.
CARBON REDUCTION	Reduction in measured CO2e emissions
CARBON REDUCTION PLAN	Plan to reduce CO2e emissions over a period of time, updated annually
CARBON EMISSIONS (GROSS)	CO2e emissions from Company activities
CARBON EMISSIONS (NET)	CO2e emissions from Company activities minus verified carbon offsets the Company purchases
CARBON NEUTRAL	When emissions are fully offset including those emissions that could be mitigated.
CARBON OFFSETS	A removal or reduction of carbon emissions through a verified scheme.
CO2e	All greenhouse gases expressed in terms of Carbon Dioxide equivalent (CO2e) for consistency of reporting.
DESNZ	Department of Energy Security and Net Zero ( <a href="https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting">https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting</a> )
EEIO	Environmentally Extended Input Output – Emissions estimated on spend <a href="https://ghgprotocol.org/">https://ghgprotocol.org/</a>

ORGANISATIONAL BOUNDARIES	GHG Protocol Organisational Boundaries ( <a href="https://ghgprotocol.org/sites/default/files/standards/ghg-protocol-revised.pdf">https://ghgprotocol.org/sites/default/files/standards/ghg-protocol-revised.pdf</a> )
GHG PROTOCOL	Greenhouse Gas Protocol ( <a href="https://ghgprotocol.org/">https://ghgprotocol.org/</a> )
GREENHOUSE GASES	Carbon Dioxide (CO2), Methane (CH4), Nitrous Oxide (N2O), Chlorofluorocarbons (CFCs and HCFCs), Hydrofluorocarbons (HFCs), Perfluorocarbons (PFCs), Sulphur Hexafluoride (SF6)
GREENHOUSE GAS CONVERSION FACTORS	Annually published conversion factors normally published by relevant government departments. Converts activity into CO2e emissions.
GREENHOUSE GAS EMISSIONS (GHG)	Gases in the atmosphere that absorb and radiate heat
INTENSITY METRIC/RATIO	A metric that measures carbon emissions per relevant unit of activity in a business.
MARKET REPORTING v LOCATION REPORTING	Market is based on specific tariffs. Location is based on the country from which you are reporting.
NET ZERO	GHG emissions are mitigated and those that cannot are offset
RENEWABLE TARIFF	An energy tariff that is 100% powered by renewable energy and is certified.
SBT	Science Based Targets – reducing emissions by 50% by 2030 and by 90% by 2050 and offsetting the remaining amount.
SCOPE 1	The fuels that are burnt (gas, transport the company owns, refrigerant gases)
SCOPE 2	The energy that is bought (electricity from the grid, purchased heat)
SCOPE 3	Emissions embedded in everything a company buys and emitted as a consequence of everything a company sells.
SECR	Streamlined Energy and Carbon Reporting
tCO2e	Metric tonnes of CO2 equivalent emitted.
WBCSD	World Business Council for Sustainable Development ( <a href="https://www.wbcsd.org/">https://www.wbcsd.org/</a> )
WRI	World Resource Institute ( <a href="https://www.wri.org/">https://www.wri.org/</a> )



# Ethics

This section highlights the accreditations and recognitions that reflect our commitment to operating ethically, responsibly, and transparently. From external certifications to industry awards, we're continuing to build trust with our clients, suppliers, and communities by holding ourselves to high standards and working to go beyond them.





# Operating with Integrity

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## Ethical Code of Practice

We hold ourselves to high standards in how we work with colleagues, clients, and suppliers. Our Ethical Code of Practice sets out clear expectations around fairness, transparency, responsibility, and respect, ensuring we act with integrity in every part of the business. It applies to everyone at Bloom and is regularly reviewed to keep it relevant and aligned with our values.

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## Modern Slavery Statement

We take a firm stance against modern slavery and human trafficking across our operations and supply chain. Through robust policies, supplier checks, and training, we work to identify and reduce risk, ensuring all partners meet our standards around fair pay, safe working conditions, and human rights.

Our Supplier Code of Conduct sets clear expectations, and our internal processes help us stay accountable. We review our practices regularly and continue to build awareness across the business, in line with our responsibilities under the Modern Slavery Act 2015.

Our full Modern Slavery Statement can be found on our website.

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## Supplier Code of Conduct

Our Supplier Code of Conduct outlines the standards we expect from all suppliers, contractors, and partners working with us. It covers a wide range of areas, from human rights and diversity to data protection, health and safety, environmental responsibility, and ethical business conduct.

We ask all suppliers to commit to fair, inclusive, and transparent practices and to reflect the same high standards we set for ourselves. The Code supports responsible procurement, promotes sustainability, and ensures suppliers help us deliver social value and positive impact through every part of the supply chain.

Our Supplier Code of Conduct can be found on our website.

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## Diversity, Equity, and Inclusion

Creating the right culture is central to how we work. We are committed to eliminating discrimination, promoting equal opportunities, and building a diverse, respectful workplace where everyone can thrive. We treat inclusion as a shared responsibility, from how we recruit and promote to how we communicate and lead.

Our Equality, Diversity and Inclusion Policy sets clear expectations across all areas of employment. We advertise widely, base decisions on merit, and regularly review our policies, pay structures, and working conditions to ensure fairness. We also provide training, gather feedback, and monitor progress so we can continue to build a workplace that’s welcoming, supportive, and free from bias.

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## Privacy and Data Protection

We take our responsibility to protect personal data seriously. Every colleague plays a role in keeping information safe and handling it with care, whether it’s data from our clients, suppliers, or our people.

We make sure everyone understands their responsibilities under UK data protection laws and Bloom’s internal policies via mandatory awareness training. Our Information Security team work’s closely together to ensure we have the right systems, processes, and controls in place to manage data securely and deliver services our clients can trust.



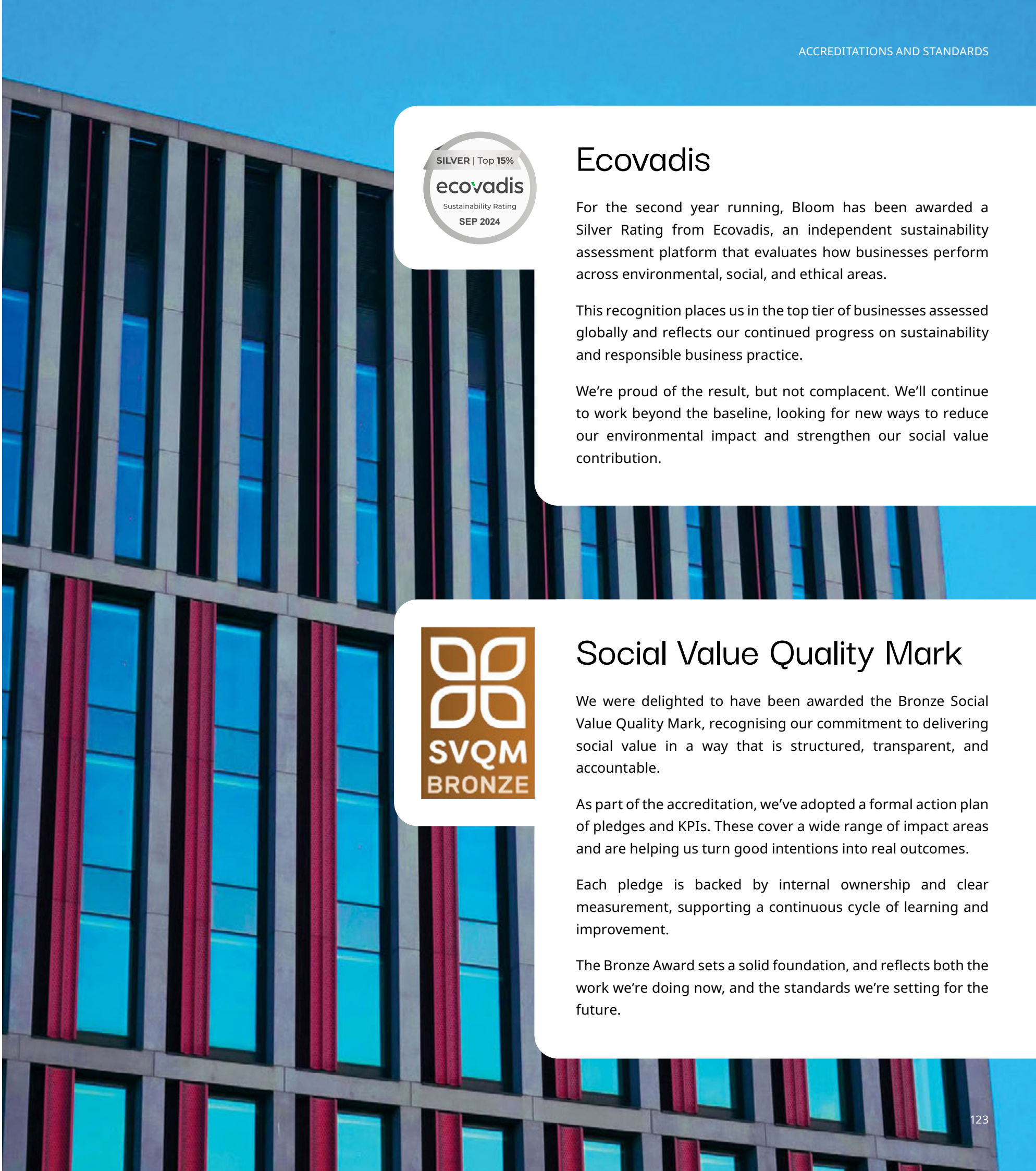
# Accreditations and Standards

## ISO 27001, ISO 9001 & Cyber Essentials Plus

To strengthen our approach to privacy, data protection, and quality further, we achieved certification in ISO 27001, ISO 9001, and Cyber Essentials Plus in 2024. These internationally recognised standards and government-backed accreditations demonstrate strong, trusted, and reliable ways of working.

- **ISO 27001** focuses on how we manage information security, ensuring we handle data responsibly and reduce risks to our clients and partners.
- **ISO 9001** is all about quality and making sure our services are consistent, well-managed, and continually improving.
- **Cyber Essentials Plus** is a UK government-backed certification that demonstrates our commitment to robust cyber security controls. It includes an independent technical audit to ensure we are protected against common cyber threats.

These accreditations reflect the systems we’ve put in place to run the business well, protect sensitive information, and give customers confidence that we take their trust seriously. They also show our commitment to improving, not just doing things efficiently, but doing them right.



## Ecovadis

For the second year running, Bloom has been awarded a Silver Rating from Ecovadis, an independent sustainability assessment platform that evaluates how businesses perform across environmental, social, and ethical areas.

This recognition places us in the top tier of businesses assessed globally and reflects our continued progress on sustainability and responsible business practice.

We’re proud of the result, but not complacent. We’ll continue to work beyond the baseline, looking for new ways to reduce our environmental impact and strengthen our social value contribution.



## Social Value Quality Mark

We were delighted to have been awarded the Bronze Social Value Quality Mark, recognising our commitment to delivering social value in a way that is structured, transparent, and accountable.

As part of the accreditation, we’ve adopted a formal action plan of pledges and KPIs. These cover a wide range of impact areas and are helping us turn good intentions into real outcomes.

Each pledge is backed by internal ownership and clear measurement, supporting a continuous cycle of learning and improvement.

The Bronze Award sets a solid foundation, and reflects both the work we’re doing now, and the standards we’re setting for the future.



# Approach to Risk Management

We recognise that taking risks is a necessary part of running our business, but they must be considered, measured, and managed. Our approach to risk management ensures that we identify potential threats to our objectives early, assess their likelihood and impact, and put in place appropriate controls and mitigations.

- Effective risk management allows us to:
- Protect our people, data, and systems
- Maintain the trust of our clients and suppliers
- Deliver consistent, high-quality services

Support compliance with all regulatory and contractual requirements

All colleagues have a role to play in managing risk. Whether that’s flagging concerns, following processes, or making well-informed decisions, accountability sits with everyone.

Our Legal and Quality and Compliance teams oversee this work, ensuring that risks are tracked, actions are followed up, and our wider risk culture continues to mature alongside the business.

By managing risk properly, we protect not only ourselves, but also the customers, people and communities that rely on us.





# Closing Reflections

As this report shows, 2024 has been a year of meaningful progress on the things that matter most to us.

From our work supporting SMEs and delivering social value, to the steps we've taken on our Net Zero journey and the continued investment in our people and culture, we're proud of what's been achieved. Not because it's perfect, but because it reflects who we are: practical, purposeful, and always looking to do better.

We'll continue to hold ourselves to high standards, work in partnership with our clients and suppliers, and use every opportunity to create impact, whether that's through procurement, relationships, or the everyday choices we make.

Thanks for being part of the journey.





# Sustainability & Social Value Report 2024