



S U S T A I N A B I L I T Y
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AW HAINSWORTH®

QUALITY IN TEXTILES SINCE 1783

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What sustainability means to us



The global pandemic has given us all time to pause, and despite the myriad of challenges it has brought, many of us have also taken time to reflect on what really matters. At AW Hainsworth we remain convinced that our staff, customers, and suppliers are ever more mindful of the impact we have on the environment and the need to be careful and considerate about everything we do.

You will see in this brochure that even in the exceptional year that was 2020, we continued to develop our approach to sustainability, implementing and maintaining activities that focus long-term on our commitment to the environment, our employees and the communities within which we work. From COVID-19 safety to Slow Fashion and everything in-between, we are proud that we continue to improve our performance. Rest assured that we will be working hard in 2021 to further minimise our footprint on the planet, making beautiful products which last for generations.

Andrew Wright, Non-Executive Chairman





Our responsibility to our employees

As a family business our employees are more to us than just workers, and it is vital to us that each employee is happy, healthy and fully engaged with their role within our organisation. The skills, passion and capabilities of our employees are crucial to the success of AW Hainsworth and the outstanding quality of the products that we produce.

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COVID-19 SAFEGUARDING

AW Hainsworth, like the rest of the business community, had to react to the COVID-19 pandemic and adopt a range of control measures to reduce the risk to colleagues, their families and the wider community. As a manufacturer, the majority of employees' roles are not able to be conducted from home and it was imperative that those who were required to be onsite could continue in the safest environment possible. The required controls are identified in Government Guidelines; "Working safely during COVID-19 in factories, plants and warehouses."

Site Rules

Ten simple site rules for safety were introduced to reduce the risk of COVID-19:

- Maintain social distancing or adopt risk mitigation
- Avoid unnecessary movement
- Designated canteen areas assigned
- Do not form crowds
- Regularly wash hands
- Regularly sanitize hands
- Regularly clean work areas, surfaces, touch points and equipment
- Regularly wash clothes
- Take responsibility for your own safety
- Adhere to training provided.



Our teams swiftly undertook the implementation of numerous controls to ensure that we were able to continue to provide our manufacturing services to our customers in a COVID-19 safe environment for our employees. Risk assessments were carried out for each task and department, ensuring transmission rate is as low as possible. Work instructions for COVID-19 were created to outline the hazards and risks and highlight the relevant information, controls and changes at site in a methodical step-by-step guide. These were issued to all team members.

All colleagues received continuous information and updates on COVID-19 via regular weekly email communication. Moreover, colleagues have received instructions on the safe working methods required as listed in the specific tasks/department risk assessments. Team Leaders also attended a risk assessed COVID-19 safe training session which comprised of awareness, impacts and controls to ensure understanding and adherence.

The site has implemented a fumigation plan which highlights the steps required to ensure the transmission of COVID-19 is limited. Each department has a daily COVID-19 cleaning schedule and the required cleaning equipment. The cleaning schedule is audited and the director team complete COVID-19 inspections.

The site has adopted various signage to act as an aid and remind colleagues to maintain their social distancing and not over crowd areas e.g. at desks. Each colleague was issued with a clip-on individual hand sanitizer bottle. Moreover, the site has numerous hand sanitizer stations around the mill for employees to refill. So far, we have used over 200 litres of hand sanitizer.

Unfortunately, we have had to restrict access to shared areas such as the main canteen. To ensure that employees still have use of these important facilities each area has been fully equipped with a dedicated eating area. The toilets and lifts have also been subjected to crowding restrictions. In addition, the site now has various entry and exit point for colleagues to swipe on/off site.

SAFETY BY CHOICE NOT BY CHANGE

Health and Safety is paramount to our business and we are extremely proud to have supported our Health and Safety Manager, Jordin Sladek, to achieve his Master of Science degree - MSc Environmental Management and Assessment (Health and Safety). Jordin has been involved in Health and Safety Management for 10 years, and since joining Hainsworth in 2015 has made a big impact, implementing numerous valuable actions to improve the processes in place.

As part of his dissertation Jordin undertook a Safety Climate audit, the first study of its kind at Hainsworth. The findings are used to scope our future safety plans and to benchmark the results once improvements are made, with a future survey to show progress.

“I joined Hainsworth in 2015,” says Jordin. “I was attracted by the culture of family values and the businesses commitment to invest in putting safety first. The textile industry has a notorious history of issues with Health and Safety and so to be able to be a part of this and implement changes and improvements to bring Hainsworth to the forefront of Health and Safety in textile manufacturing was very exciting. Initially the scale of change required was daunting, however the commitment of the business to quickly facilitate necessary procedures and behaviours was commendable and I was easily able to move things forwards quickly. It is with pride that the company is now a leader in Health and Safety.”

Jordin has set his own objective of ensuring Hainsworth’s position of 0 RIDDOR reportable incidents for 1 year, with a view to extending this to a minimum period of 5 years. We continue to support Jordin’s many improvement projects and work with him to maximise our employees engagement with the safety framework, ensuring he reaches his goal and continues to cement Hainsworth as a leader in Health and Safety in textile manufacturing.

VACCINATIONS

The health and well being of our employees has been paramount throughout 2020 and so we ensured that we continued our annual flu vaccination programme. In 2020 we vaccinated 78 employees, an increase of 18% on 2019.

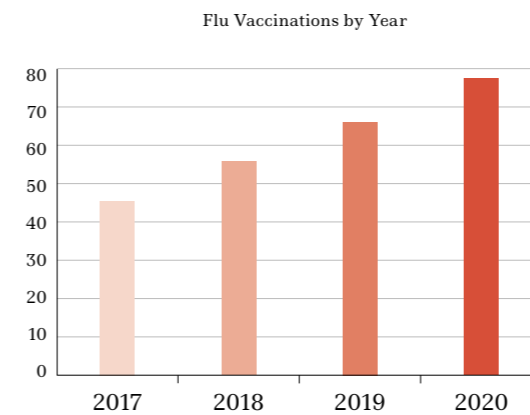


Table No. 1
Flu Vaccinations by Year





Our responsibility to the community

As a family owned business Hainsworth is mindful to interact with local and global communities to set an example for the long term benefit of the communities which we touch and for our own business. Our strategy for interaction with society is based on respect, support and education, creating opportunities and delivering a positive environment for generations to come.

NHS PPE PROVISION

Due to the extraordinary circumstances created by COVID-19 and the impact on our National Health Service, Hainsworth were approached by a Leeds based health sector supplier for assistance with the manufacturing of reusable, washable hospital gowns.

In order to accommodate the quantities required, Hainsworth formed a collaboration with Reshore Apparel, a garment manufacturer who were in the process of moving an element of their manufacturing capabilities to the Hainsworth mill. Our collaboration shared the sewing facilities and labour to contribute to this worthy cause. Reshore moved machines and additional employees onto our site, respecting the social distancing and health and safety guidelines, and together we ran a small project throughout May, June and July of 2020. The resulting garments were issued to keyworkers on the front line of the fight against the pandemic.

We sincerely thank all those employees at Hainsworth and Reshore Apparel for their long hours and dedication to get the job done at a time of our country's greatest need.

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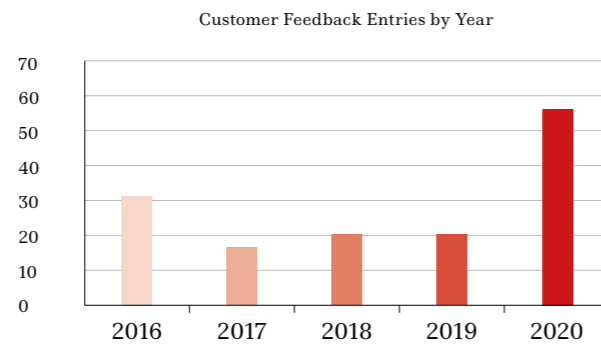


WATERAID DONATIONS

As an addition to our ongoing charitable donations, in 2020 we restructured our customer feedback to generate additional charitable donations. In March 2020 we pledged that we would make a donation for every customer feedback survey we received. The survey was promoted to our customers to encourage them to participate and also linked on every customer invoice.

In 2020 we received an increase in customer feedback submissions 280% above the three previous years and a corresponding donation was made to WaterAid. We continue to involve our customer in our charitable donations through our customer feedback surveys.

Table No. 2
Customer Feedback Entries by Year





Our responsibility to our customers

Hainsworth have always provided a close nurturing connection to our customers and feedback regularly quotes the experience, passion, and knowledge of the team as one of the great benefits of and motivators for working with us. Customers have historically been able to benefit from this connection via face-to-face meetings either at the mill, their offices or at exhibitions. The pandemic meant that we needed to adapt to ensure that our customers still benefited from this close relationship.

CONTINUOUS SUPPLY

We appreciate how vital a reliable supply chain is to our customers, especially at times of great uncertainty, even more so for those that protect our emergency services. We have worked hard to remain open and ensure that all of our products remain on stock and available, allowing our customers to maintain their businesses as much as possible. We have had a team working hard throughout the pandemic to help, support and fulfil orders to ensure our customers can carry on trading.

VIRTUALLY HAINSWORTH

Mill tours are important to our customers and a vital part of our educational programmes. To ensure that where necessary, individuals still have “access” to the mill, to understand the business and learn more about the myriad of processes involved in manufacturing our products, we invested in a 360 degree virtual tour which can be viewed remotely. The tour encompasses every area of the mill and contains additional images, videos and text to detail how each process contributes to our finished products, ensuring the mill tours can still take place.

To facilitate the ability to see our sales team face-to-face to discuss products and projects, webinars and virtual meetings were put in place, with the first ever webinar being the launch of our new interiors range. The webinars have been successful with positive feedback from attendees. To further allow access to our teams’ knowledge and explanation of our ranges, a series of product specific videos were released on social media and on the video sections of our website. These allow customers to still benefit from the knowledge and passion of our team remotely at a time where it can be difficult to meet in person.

We have worked hard to remain open throughout the pandemic to ensure our products remain in stock, allowing our customers to maintain their businesses as much as possible.





Our responsibility to the environment

Furthering our commitment to ethics and traceability we are proud to be at the final stage of becoming one of the first British mills to adhere to and be awarded the Responsible Wool Standard (RWS). While Hainsworth have always sourced wool from farms that we have a long term relationship with and that we know and trust, the ability to substantiate this commitment and achieve this status is important to the markets within which we work.

The RWS is a voluntary standard that addresses the welfare of sheep and the land they graze on and provides the fashion industry with a tool to recognize the best practices of farmers. This ensures that wool comes from farms that have a progressive approach to managing their land, practice holistic respect for animal welfare of the sheep and respect the Five Freedoms of animal welfare.

The RWS is an additional reassurance of quality and ethics that our customers can use to ensure that their products are meeting their own stringent values and those of their customers. Not only does the RWS focus on the health and well being of the sheep, it also importantly addresses the environmental impacts of overgrazing, which, in the worst-case scenarios, leads to bare ground, erosion and desertification. RWS requires farmers to maintain soil health, protect biodiversity and promote native species. By adopting the RWS we are further demonstrating our ability and commitment to protecting the woollen industry and all those who work within it, ensuring a future for the farmers and welfare of the sheep.

The Responsible Wool Standard (RWS):

- Rewards and influences the wool industry for strong animal welfare and land management practices
- Provides a robust chain of custody from farm to final product
- Creates an industry benchmark to drive improvements in animal care and land management where needed.

We are encouraging our customers to work collaboratively with us to build our portfolio of RWS products over the coming years. Please contact us for more information, including lead times and prices.

We aim to work collaboratively with our customers to build the Responsible Wool Standard (RWS) into our products over the coming years.



Our team was led by Quality Systems Technician Mark Liebrand, who championed the standard through the company.

“RWS/CCS will be important because it focuses on sustainability which is increasingly in demand from our customers. To finally have a credible certification, already recognised by our customers as an industry standard, that can demonstrate our existing commitment to animal welfare, methods of land management and the social welfare and working conditions of those employed in the farming environments is fantastic.

The standard is audited and maintained by a professional, third-party certification body to ensure adherence is maintained and to keep the accreditation credible. Even though we have always been committed to the values of RWS, the Standards are new to the business and therefore they needed to be researched and interpreted for implementation into AW Hainsworth. A quality manual has been created to support the standard throughout the business.

All Quality Procedures, Work Instructions and Standard Operating Procedures have been reviewed and amended to include RWS/CCS requirements for the successful training of colleagues, a large piece of work that took many months to complete. Training will be delivered to all employees to raise awareness and understanding and ensuring that the benefits can be correctly delivered to our customers. I am excited to see the uptake from the increasingly conscious fashion world.”

OUR COMMITMENT TO SLOW FASHION

Fashion is undergoing a change in attitude following the recent pandemic, and we have confirmed our commitment to the slow fashion movement by becoming the first mill in the UK where garments can be created from raw fibre to completed piece under one roof.

The unique service is offered by Studio H, a partnership between Hainsworth and garment manufacturing experts Reshore Apparel. A combination of technological investment and traditional manufacturing techniques which will reduce carbon emissions and allow garments to be produced with minimal waste.

As a business based on the pillars of quality and craftsmanship, Hainsworth is inherently aligned with principles of sustainability. Our processes are lean, we have transparency in our supply chain and over the years we have increasingly committed to minimising waste and reducing our impact on the environment. By partnering with Reshore Apparel to establish Studio H, we are taking this commitment a step further. We can uniquely create garments all the way from raw wool to completion, under one roof, meaning carbon emissions are reduced, provenance is crystal clear and the utmost quality is guaranteed. Designers and retailers can be confident they are investing in British manufacturing with a conscience.

More importantly the cloth used in these collaborations can benefit from our bespoke jacquard design and short run weaving to further close the pre consumer development circle around a single site design and manufacture offering.

All of this is part of our ongoing efforts to champion the principles of the slow fashion movement, meaning that we are minimising our impact on the environment, treating the people we work with ethically and creating garments that can be worn and loved for many years.

The Studio H partnership also benefits from Reshore Apparel’s investment in digital 3D imaging technology from Italian company Morgan, creating moving renders of designs before anything is put into production. This can extend to the weaving of the cloth for bespoke weaving collaborations. The imaging software allows designers to see how patterns and fabrics will sit against the body on a virtual catwalk, and visualise how the finished piece will look, move and perform so that fewer samples need to be created, further reducing waste and carbon emissions.

The unique thing about slow fashion is that it requires buy in at every single stage of the supply chain. Hainsworth can create the most premium, long lasting cloth but if it is used wastefully by a designer, over stocked by a retailer or left unworn by the consumer, then it is no longer aligned with slow fashion. We believe textile manufacturers need to be more vocal in conversations about the future of the fashion industry and think more holistically about how they can share responsibility for the impact the fashion industry has on the planet and on society.

[Watch our Slow Fashion video](#) to find out more about the movement and our commitment to it.



To this end in 2020 we undertook a major research project to understand Slow Fashion from a consumer point of view, to allow us to understand the level of comprehension of the negatives of fast fashion and the concerns and restrictions faced when trying to access more ethical, sustainable and longer lasting alternatives, the three core elements of Slow Fashion. Our survey of over 2000 people showed a level of confusion about what comprises slow fashion.

Different generations interpret it in different ways, with Gen Z most likely to understand the elements of longevity, sustainability and eco-friendliness. Over a quarter of respondents said they found clothes made sustainably were too expensive for them to consider, while over a fifth said they found it hard to find sustainable style they like to wear. The survey shows a desire for slow fashion, and demonstrates that different aspects of its appeal to different generations – e.g Baby Boomers look for long-lasting garments, while ethics and sustainability resonate with Gen Z and Millennials. It also highlights the requirement for education of slow fashion and its benefits to society and the environment, which will be a key focus for us in 2021. We will also be undertaking Slow Fashion research within the fashion industry to better form an educational plan that fits the requirements of all areas of the supply chain.

Key takeaways from the Slow Fashion survey (consumer):

- Over 2 in 5 (42%) agreed that the fashion industry needs to change to protect the future of the planet
- Gen Z are the most likely to agree they would like to buy less fast fashion, but are the group that do buy the most as they find it hard to find alternative options (38%)
- Over 83% agree that the fashion industry needs to be more transparent about its processes and practices
- Over 69% of those surveyed agree that they shop more thoughtfully now than they did five years ago – this rose to 73% of Gen Z respondents, showing that despite being more likely to buy fast fashion, there is a growing level of consideration around purchases
- Millennials were most likely to consider “green” or “sustainably” labelled clothing were important to them (60%)
- Gen Z are most likely to be trying to make sustainable choices – 68% against just 55% of Baby Boomers. They need to be better educated to be able to make these choices now and in the future
- 81% were prepared to pay more for an item that will last many years and be worn frequently.



OUR COMMITMENT TO THE FUTURE

After an unprecedented year in 2020, 2021 will see our return to a wider range of projects driven by our commitment to continuous improvement across all areas of sustainability, internally and externally. We have already implemented a number of key projects that we will be able to talk about throughout 2021 and that will be key cornerstones of our 2022 Sustainability Report.

We welcome input from suppliers and customers alike on the areas that are important to them and where they would like to see Hainsworth advance, we welcome collaborations with like minded businesses and will continue to seek out new developments that will help ourselves and our communities achieve greater elements of sustainability in all that we do.

If you have any projects that you would like to work on with Hainsworth please contact sustainability@awhainsworth.co.uk. The next edition of the Sustainability Report is due January 2022.



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