



Caring for People and Community

Responsible Business – our action plan 2023-2024

We are an English wine producer. But more importantly, Astley Vineyard is a Worcestershire wine producer. We care passionately about the place that we live in and the people that live and work here. This Responsible Business statement sets out our commitment to supporting and working with individuals, community organisations and businesses. It also lists the specific key actions we will take with local partners in the coming 12 months.

Supporting our business community

We are proudly artisan, and we strive to support other boutique, family-owned businesses like us in Worcestershire. We have a policy of showcasing and retailing other drinks producers like us and we always try to buy goods and services from local businesses

Some examples from the last twelve months

- Showcasing food & drink from local producers including Nothing Bound Brewery, Little Pomona Cider, Piston Gin, Wildjac Distillery, Macneils Smokehouse, Croome Cuisine
- We are Beard for branding and website. Sentio of Worcester for our business insurance, Countryside Landscaping for estate work. Wyre Community Land Trust for visitor benches



Supporting our local community

It is our community that makes this home for us. We have a large and committed body of volunteers who help us and critical moments in the vineyard year – we value their time and friendship. Volunteering is important and we volunteer ourselves to important community bodies close to our home. Here are some of the things we have done in the last twelve months.

- Tim is the volunteer Chairman of local primary school and on the board of the local academy trust of schools. Bev is long-serving trustee of a village hall.
- We have a policy of supporting those charities with we have a personal connection or are within 5 miles of the vineyard – in the last year we have donated to our local hospice, schools, animal sanctuaries and community sports teams.
- We provide talks at low cost for local community groups such as the Women's Institute – they are important social institutions in rural areas.
- We provide a welcoming environment for over 70 people willing to volunteer at the vineyard – it helps us, but we also recognise that they value our tranquil countryside setting, its sociable atmosphere and sense of purpose it provides.

Action Plan 2024/2025

We are committed to the following three key actions for this coming year:

1. Working with our regional subgroups of our industry trade body WineGB to support other local vineyards learn together and promote our industry.
2. Building a strong working partnership with a local hospitality provider and continuing to support the Worcestershire Food & Drink sector through procurement, recommendations, and partnerships.
3. Delivering our Skylarks Care Farm programme of nature based education and activities to children from 2 local schools and a centre supporting adults with learning difficulties.

Actions taken 2023/2024

1. Committed support and time to *Visit Worcestershire* and the application for LVEP status and development of the Destination Management Plan to support our regional tourism sector.
2. Provided work experience placements for 2 people and provided career information at a local school fair
3. Supported and sponsored several arts businesses – eg: sponsorship of exhibition at *Maker & Wright* in Malvern and commission of arts installation by *Vine Willow Wood* for installation in our shop

