

IMPACT REPORT 2024–25

Featherstone Flowers
FIELD & DESIGN

LETTER FROM THE DIRECTORS	02
ABOUT US	03
KEY ACHIEVEMENTS	04
SUSTAINABLE SOURCING	10
SOCIAL IMPACT	16
GOVERNANCE & ACCOUNTABILITY	20
LOOKING AHEAD	21

TABLE OF CONTENTS



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A Letter from the Founders

When we started Featherstone Flowers, we were determined to do things differently. We wanted to create a business that combined the artistry of floristry with the integrity of farming — proving that flowers could be grown and designed in a way that is both incredibly beautiful and sustainable.

Much of the global flower industry relies on imported stems, long-distance transport, and single-use materials. The result is a sector with a far higher carbon footprint than most people realise, and social impacts that are often hidden. From the beginning, we made a transformational decision: to use only British-grown flowers. That commitment immediately reduced our carbon footprint by up to 90% compared with the industry average, and it continues to shape everything we do.

Working with the seasons lies at the heart of our philosophy. Each arrangement is inspired by what is flowering in that moment, linking every wedding, event or bouquet to its place in time. This approach not only ensures our floristry is abundant, scented, and natural, but also creates a deep sense of connection between our clients and the landscape around them.

In 2024 we were proud to be reaccredited by the Sustainable Wedding Alliance and to receive their national Sustainable by Design award, recognising our leadership in embedding sustainability throughout our floristry. These milestones underline our belief that sustainability is not a sideline but the foundation of our business.

Over the past year we have seen our business grow, our partnerships deepen, and our community of clients, peers, and learners expand. Across our workshops, demonstrations and open days, we have reached over 800 people. Each of these moments helps spread awareness of sustainable floristry, highlights the beauty of locally grown flowers, and strengthens the movement for change.

We are proud of what we have achieved, but sustainability is not a fixed destination. It is a journey of continuous improvement, innovation, and collaboration. This report is our way of sharing that journey with you — transparently, honestly, and with gratitude for the support of all those who walk alongside us.

A large, elegant, handwritten signature in black ink that reads "Katie & Jess". The signature is fluid and cursive, with a mix of thin and thick lines.

Directors

ABOUT US



Featherstone Flowers is a flower farm and bespoke floristry business based in the heart of the Test Valley. From our historic tithe barn and surrounding fields, we grow a huge variety of seasonal flowers which we use in our wedding, event, and retail floristry. Unlike most of the industry, we never use imported flowers — every stem is grown locally by us or sourced from trusted British growers.

Formed by Jessica Roberts and Katie Stone, the business was created with a simple but ambitious aim: to show that floristry can be both luxury and sustainable. Our flowers are grown with respect for the land, designed with creativity and abundance, and shared with people through weddings, events, funerals, gift bouquets and workshops. By combining horticultural expertise with high-end floristry, we are building a model that reduces environmental harm, supports local jobs, and reconnects people to the beauty of the seasons.

KEY ACHIEVEMENTS 2024 - 2025



The past year has been one of growth and consolidation for Featherstone Flowers. As demand for British-grown flowers continues to increase, we have strengthened our production, expanded our educational reach, and maintained our commitment to sustainability even as the business scales.

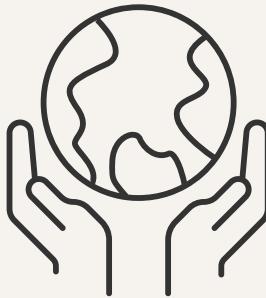
Area	Achievement	Impact
Carbon Footprint	Completed two independent calculations: 5.2 t CO ₂ e (2024), 6.1 t CO ₂ e (2025)	Despite significant growth, emissions rose modestly; footprint intensity just 0.9 t per employee — far below sector averages.
Zero Imports	Continued our policy of using only British-grown stems	Up to 95% lower carbon footprint compared to an average imported bouquet.
Waste & Circularity	Composting on-site and via local facilities; zero floral foam; 100% reusable/compostable mechanics	All weddings and events delivered with zero floral waste to landfill.
Water Efficiency	Concentration of irrigation on plants at specific growth stages, watering only when needed.	Reduced water use, improved soil health, greater climate resilience.
Innovation	Trial of hessian as alternative to plastic-based horticultural fleece	Potential to reduce plastic use significantly in crop protection.

90%



In published life cycle analysis (LCA) studies, imported mixed bouquets have been shown to generate up to 10 times more emissions than locally grown British equivalents, implying a carbon reduction on the order of 90% or more in certain cases. We adopt this as a benchmark while we refine our own lifecycle data.

Area	Achievement	Impact
Biodiversity	Ongoing perennial, shrub, and tree planting; cover crops on dormant beds	Increased pollinator habitats, carbon sequestration, healthier soils.
Education	45 Flower Club members, plus workshops and demonstrations reaching >800 people	Raised awareness of sustainable floristry among consumers, churches, and local communities.
Community Engagement	Church flower demonstrations, Pick-Your-Own events, open days	Connected local people directly with the field and our sustainable ethos.
Recognition	Reaccredited by the Sustainable Wedding Alliance and winner of their 2024 Sustainable by Design award	Independent recognition of leadership in sustainable floristry; confirmation that practices meet and exceed sector standards.
Supply Chain	Supplier reviews and sustainability policy inquiries	Strengthened procurement standards, ensuring transparency and ethical alignment.



Scope 1 & 2 emissions

6.1 t CO₂e — total emissions for 2025, with carbon intensity of only 0.9 t per employee (vs UK office average of 2–5 t).

100%

green waste composted
in-field or via local
partners

0%

imported stems - every
flower British-grown



PHOTOGRAPH BY ANDREA GILPIN, WILD MEADOW

Reducing Emissions

- No imports: All stems are British-grown, giving our bouquets and arrangements up to a 90% smaller footprint than industry averages.
- Carbon footprint monitoring: Two annual calculations now provide a benchmark for continuous improvement — 5.2 tonnes CO₂e in 2024 rising only modestly to 6.1 tonnes in 2025, despite significant business growth. Emissions intensity remains 0.9 t per employee, compared to 2–5 t in a typical UK office business.
- Efficient operations: Emissions are further minimised through careful logistics planning and prioritising refurbished or second-hand equipment where appropriate.

Minimising Waste

- Circular systems: All green waste is composted — either directly in-field using our closed-loop composting system or via local composting partners.
- Foam-free floristry: All mechanics are reusable or compostable, eliminating floral foam entirely.
- Event repurposing: Flowers are routinely repurposed after weddings and events into bouquets and vases, maximising their use before being composted.

Water & Resource Efficiency

- Careful irrigation planning: By planning planting carefully on the field we can keep plants with similar demands grouped together, meaning watering can be concentrated on the right plants at key growth stages, rather than indiscriminately.
- Shallow tilling: We only dig deeply when absolutely necessary, preferring to keep to a shallow till system, supporting soil health while keeping disturbance as low as possible.

GOAL Removal of single use virgin plastics from the farm

Hessian trial: In 2025 we began testing hessian as a replacement for plastic-based horticultural fleece. The trial aims to provide effective crop protection while avoiding the environmental impact of synthetic materials.

Supporting Biodiversity

Perennials, shrubs, and trees: We continue to increase long-term plantings, which both sequester carbon and provide valuable habitats for pollinators and wildlife.

Cover cropping: Dormant beds are planted with cover crops to protect soil, reduce erosion, and boost soil microbial life.



Habitat creation: Our land management includes hedgerows, margins, and varied plantings, supporting diverse insect populations and improving ecological resilience.



SUSTAINABLE SOURCING

Our approach to floristry is guided by the same principles that underpin our growing – a respect for nature, a commitment to reducing waste, and designs that tread lightly on the planet.

In our floristry we...

Never use Floral Foam

We have never used floral foam - avoiding single-use and micro-plastics.



This is a core principle of our design work, as foam is a single-use plastic that breaks down into harmful microplastics. Instead, we rely on sustainable mechanics such as reusable vessels, chicken wire, moss bases, and natural structures that can be fully composted or repurposed.

Only Use Reusable & Compostable Mechanics

Urns, vessels, chicken wire & moss bases reused time and again. Compostable or recyclable where possible.

Note: pot tape is the only exception, though we are trialling various alternatives.

Give Our Event Flowers a Second Life

At the close of weddings and events, flowers are never simply discarded. Where possible, we re-cut and condition stems into hand-tied bouquets for guests to take home. This extends their life and ensures that every bloom is enjoyed to the full.

Compost Everything

Any stems and foliage that cannot be reused are returned to our farm compost system. This closed-loop approach means yesterday's arrangements help to feed tomorrow's flowers, enriching the soil that sustains our field.

Sustainable Floristry & Sundries

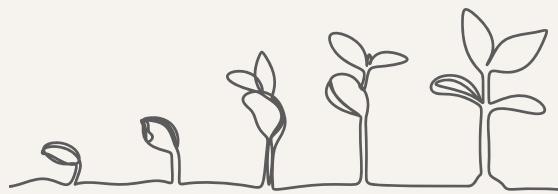
Every detail matters. From ribbons to vessels, we choose sundries that are sustainable, beautifully designed, and bring an understated sense of luxury to every arrangement.

- Naturally dyed silk ribbons
- Recyclable kraft paper & tissue
- Reusable vases (returned or kept)
- Locally made vessels crafted to our specifications

The global cut flower industry is one of the least understood contributors to carbon emissions and waste.



As our business expands, we are not only growing more flowers but directly replacing imported stems in the marketplace.



Replacing Imports through Growth

Displacement

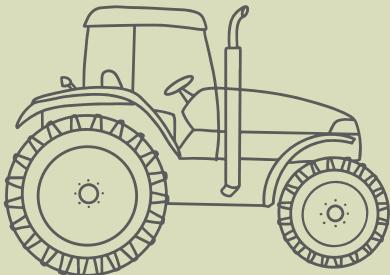
Each British-grown bouquet we supply displaces an imported equivalent that would otherwise carry up to ten times the carbon emissions.

Dual Impact

Our growth has a dual impact: strengthening local supply chains and actively reducing the demand for high-impact imports.

We operate a
zero imports

policy - every stem British-grown, either on our farm or by trusted growers.



Unlike most florists, we have a clear zero imports policy. Every stem we use is grown on our own farm in the Test Valley or sourced from trusted British growers.



**Every flower
is traceable** and responsibly sourced,

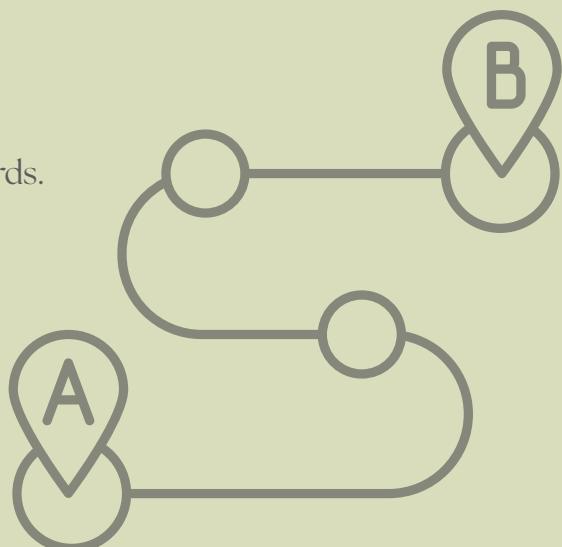
offering clients an ethical and transparent alternative. This approach cuts carbon emissions by up to 90–95% compared to imported flowers. Ensuring complete transparency from field to vase.

By sourcing locally, we avoid

supply chains

linked to exploitation or weak environmental safeguards.

Local sourcing supports fair work, lowers emissions from transport, and strengthens regional resilience.



Responsible Sourcing: Our Commitment

Featherstone's is founded on the principle that beauty should never come at the expense of people or the planet.

We know our sourcing is not perfect and it remains an area for continuous improvement. While the majority of our materials and all our flowers are sourced locally and responsibly, there are still occasions where we rely on mainstream suppliers to access items that are difficult to find elsewhere at the right quality or price.

Where Are We Now?

We maintain a Supplier Database recording sustainability policies and credentials. We either actively request or research environmental and social practices of suppliers. We replace suppliers who do not meet our standards whenever possible.



Where possible, we prioritise:

- Second-hand electronics and machinery, extending product life and reducing waste.
- Higher-quality items that can be reused many times, avoiding unnecessary single-use purchases.
- For items that must be single use, ensuring they are sustainably sourced and capable of being recycled, composted, or reused.



GOAL

Reduce purchases from mainstream suppliers by 25% and increase second-hand or durable goods by 20% by end of 2026.

SOCIAL IMPACT

At Featherstone Flowers, sustainability is not only about how we grow and design our flowers, but also about the way we contribute to people, communities, and culture.

Fair Work and Professional Development

We are committed to paying above minimum wage and to creating skilled, secure jobs in horticulture and floristry. Our team benefits from regular training and development opportunities, with sustainability embedded in monthly meetings and scheduled Carbon Literacy training.



PHOTOGRAPH BY ANDREA GILPIN / WILD MEADOW

Community Giving and Charitable Support

We are committed to supporting our local community through charitable donations. Over the past year, Featherstone Flowers has contributed our time, flowers and vouchers to a number of local fundraising events and initiatives.

£5,000

Total value of charitable donations 2024–25

St Andrew's Church, Nether Wallop
Andover Trees united
Hampshire Medical Fund
Wallop Primary School
When You Wish Upon A Star
Grateley Primary School
St Andrew's Church, Timsbury
St Michaels and All Angels Church,
Winterbourne Earls
Andover Military Wives Choir
Hinton Ampner, National Trust



PHOTOGRAPH BY ANDREA GILPIN, WILD MEADOW

Education and Awareness

Education is central to our mission. This year, 45 people joined our Flower Club, and with additional workshops, demonstrations, and open days, over 100 individuals have learned directly about British flowers and sustainable floristry.

- Flower Club provides monthly opportunities to learn about seasonal growing, harvesting, and sustainable design.
- Workshops introduce participants to sustainable mechanics and the principles of British-grown floristry.
- Church demonstrations share our ethos with wider audiences, blending creativity with education.
- Pick-Your-Own days and open days invite the public into the field, giving people the chance to experience sustainable growing first-hand.
- We share tips and information on both growing and floristry via blogs, newsletters and social media



PHOTOGRAPH BY ANDREA GILPIN, WILD MEADOW

Funeral Flowers: Driving Sector Change

One of the most significant developments in 2024–25 has been our work on funeral flowers. This area of floristry is traditionally reliant on imported stems, floral foam, and single-use plastics. In response, we developed a full range of sustainable funeral designs using British-grown flowers and foam-free mechanics.

We now work with three branches of local funeral directors, who actively present our options through a dedicated book of designs placed in their offices. This marks a significant step forward — giving families sustainable choices at a deeply meaningful time, and representing one of the first industry shifts away from conventional, high-impact practices.



PHOTOGRAPH BY ANDREA GILPIN, WILD MEADOW

GOVERNANCE & ACCOUNTABILITY

Sustainability at Featherstone Flowers is not an additional strand of governance; it is the foundation on which the business has been built.

Area	Governance Practice	Impact
Leadership	Directors Jessica Roberts and Katie Stone share joint responsibility for sustainability	Clear accountability at board level; operational delivery across the team.
Decision-making	Sustainability is a standing agenda item in monthly meetings	Ensures continuous oversight and integration into business strategy.
Carbon Reporting	Two carbon footprint assessments completed (5.2 t → 6.1 t CO ₂ e)	Transparent benchmarking; informs targets for efficiency and growth.
Supply Chain Governance	Supplier database maintained and policies requested	Ethical procurement, replacing suppliers where standards are not met.
Certifications & Awards	Sustainable Wedding Alliance reaccreditation (2024) and Sustainable by Design award	Independent recognition of leadership in sustainable floristry.
Charitable Giving	Donations of flowers and vouchers to local fundraising events	Positive community impact and reputational trust.

LOOKING AHEAD

2025–26 Goals

Sustainability is not a fixed endpoint but a continuous process of improvement, learning, and growth. Our goals for the coming year reflect both practical changes on the farm and broader ambitions for leadership within the sector.

Goal	Action	Target Date	Expected Impact
Plastics	Continue replacing plastic in the field with natural/reusable alternatives	Ongoing	Reduced reliance on single-use materials
Water Efficiency	Install timers and expand irrigation across outdoor beds	Mid-2026	Lower water use, greater climate resilience
Planting	Increase perennials, shrubs, and trees; add pollinator strips	Ongoing	Long-term biodiversity and carbon benefits
Training	Provide additional staff training and development	2025	Improved skills, welfare, and retention
Flower Club	Expand to 60 places and begin planning for an online programme.	2026	Wider reach and accessibility
Corporate Engagement	Host volunteer/impact days for businesses	2025–26	Strengthen community ties and awareness
Profitability	Increase profitability through efficient processes and tracking	Ongoing	Secures long-term sustainability of the business
Responsible Sourcing	Reduce mainstream supplier purchases by 25%; increase second-hand/durable goods by 20%	End 2026	Stronger ethical supply chain and reduced waste
B Corp Alignment	Work with B Corp companies; begin preparation for certification	2026	External recognition and governance benchmark
Carbon	Develop Scope 3 reporting	2026	Fuller accountability and measurement of impact



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