



BLUEBLOOD

Reporting Our Progress on
**Sustainability &
Positive
Impacts**

The Management Team



DALE HARRIS

Director

Dale has been in the sport and Teamwear trade for over 25 years and has developed a vast knowledge of bespoke garments. Dale has ambitious plans for Blue Blood as we build on our relationships with organisations to offer bespoke kit, uniform and workwear that is entirely customisable and tailored to your unique needs.



BEN COOK

Director

Ben has over 14 years of experience in the sportswear and equipment industry. With a background in graphic design, Ben is heavily involved in marketing, videography and maintaining our Blue Blood website and online shopping portals for our many schools, universities, clubs and businesses.



BRIONEY MOSS

Operations Sales Manager

Brioney has always been involved in local sport and has developed a love of Teamwear since joining Blue Blood from its infancy. As well as managing Customer relations Brioney manages our Operations team to ensure orders leave on time and are custom embroidered to our exacting standards every time. In short, she keeps us all on track!



ALISON KINNAIRD

Production Manager

Aly comes from a wealth of embroidery experience spanning no less than 25 years. Aly's biggest strength is her meticulous eye for detail in every aspect of her work. Dale and Ben have been working closely with Aly for many years as an external embroiderer before the decision was made to join forces with Blue Blood in 2023.

About Us

Proudly Oxford born and bred, Blue Blood specialises in bespoke sports kit, uniform, workwear, and leisurewear. We help you stand out with personalised garments tailored to your brand—whether it's your logo, name, colours, or custom designs. With years of experience, we've become the trusted supplier for prestigious schools, universities, clubs, and businesses across the UK.

Our Story

Back in 2003 at his previous employer, Dale Harris had a vision to bring high-quality, personalised teamwear, school wear, and workwear to the people of Oxford. Nearly two decades later and now with his own company, he continues to build strong relationships with local schools, businesses, and clubs, helping them showcase their identity through customised apparel.

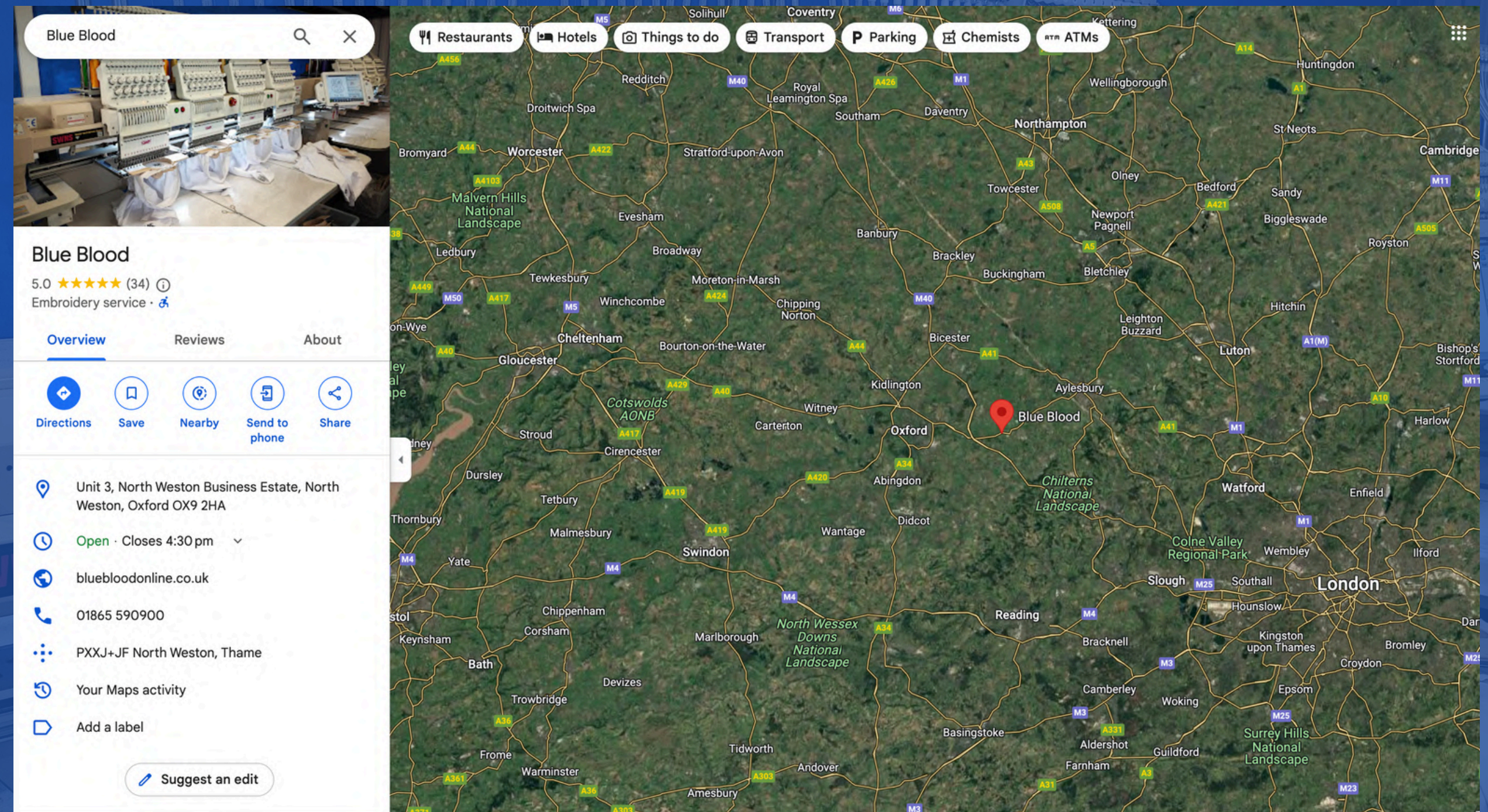
We're often asked about our name. It's simple! Both of our Directors, Dale and Ben, were born and raised in Oxford, deeply rooted in the city's sporting culture, particularly football and cricket. The name "Blue" represents Oxford Blue, and "Blood" symbolises our lifelong passion for sport. Together, we are Blue Blood.

As our business has grown, so have our capabilities. Today, we operate from a dedicated warehouse just outside Oxford city centre, complete with on-site embroidery and printing facilities. We proudly supply some of the UK's most prestigious schools and universities while also working with businesses of all sizes to provide professional workwear. From local grassroots clubs to national organisations, we continue to support communities with high-quality, personalised kit, ensuring they look and feel their best.

A large, bold, blue letter 'B' logo is positioned on the left side of the page. The background of the entire page is a blue-tinted photograph of an embroidery factory floor with several industrial embroidery machines and spools of thread.

We Are Local to Oxford

Our production warehouse is situated less than 15 miles from the City Centre making deliveries and in person contact a doddle!



B

Our Positive Factors at a Glance



Zero Emission
Local Delivery



Recyclable
Packaging



Charitable
Partners



Sustainable
Supply



Accredited
Employer



Community
Support



Zero Emission Local Delivery

We've Teamed Up With Velocity Cycles

Choosing an ultra efficient, low carbon courier service means together we are helping to reduce congestion, improve air quality and make streets safer for pedestrians and cyclists. Using e-cargo bikes and electric vans reduces the carbon emissions of your deliveries by 90%, keeping our city cleaner, greener and safer.



Zero Emission Local Delivery

The Benefits of Using a Cycle Courier

Switching to a cycle courier offers multiple advantages for businesses, customers, and the environment. Here's why it's a great choice:

1. Eco-Friendly & Sustainable

- Zero carbon emissions – No fuel consumption, reducing air pollution.
- Lower environmental impact compared to vans or motorbikes.
- Supports sustainable urban transport initiatives.

2. Health & Well-being Benefits

- Supports local employment and healthy lifestyles for couriers.
- Reduces noise pollution, making cities quieter and more pleasant.
- Contributes to a more sustainable urban environment.

3. Supports Local Businesses

- Many cycle courier services are independent and locally owned.
- Helps strengthen community-based commerce.
- Encourages a shift towards greener, smarter delivery options.

Using cycle couriers is not just a smart business decision, it's a sustainable, cost-effective, and customer-friendly way to deliver our goods to urban environments.



Zero Emission Local Delivery

Our impact on our switch to Velocity

Basis for calculations:

We did 200 college deliveries during 7 of the last 12 months. That equates to approximately 25 van trips to collect from our OX9 address, and approximately 50 individual e-cargo bike journeys (averaged out, taking 4 colleges per bike trip).

So! We covered approximately 275 miles in their electric vans for us, and 350 miles in their e-cargo bikes equating to 4 miles 'stem journey' from our Cowley base to town, plus the distance between colleges!

Carbon savings:

Crunching the numbers through velocity's carbon calculator tells us we have saved:

- 53 KgCO₂e using the electric vans
- 92 KgCO₂e using the electric bikes

145 KgCO₂e in total!

and in English?

145kg of carbon dioxide is equal to:

- 1,036.5 kilometres of driving (Vehicle Emissions Saved)
- 71.7 litres of gasoline consumption (Emissions of Gasoline)



Blue Blood Sustainability Strategy: Pathway to Net Zero

Our Mission:

At Blue Blood, we are committed to operating responsibly and reducing our environmental impact at every level of the business. Our goal is to achieve Net Zero carbon emissions by 2040 - or sooner - by embedding sustainability into everything we do, from sourcing and production to packaging and delivery.

Core Sustainability Targets

1. Carbon Reduction & Offsetting

- Goal: Reduce direct (Scope 1 & 2) emissions by 50% by 2030
- Actions:
 - Conduct annual carbon audits to track and report emissions
 - Switch to 100% renewable energy across all facilities by 2026
 - Introduce carbon offsetting projects (e.g., tree planting, local biodiversity initiatives)

2. Sustainable Sourcing

- Goal: Source 80% of all garments and materials from certified sustainable or ethical suppliers by 2028
- Actions:
 - Prioritise organic and recycled material certifications
 - Partner with suppliers that share our environmental and ethical standards
 - Regularly review and audit the supply chain for compliance



Blue Blood Sustainability Strategy: Pathway to Net Zero

3. Packaging & Waste Reduction

- Goal: Eliminate single-use plastic from all packaging by 2026
- Actions:
 - Shift to 100% recyclable, biodegradable, or reusable packaging materials
 - Implement in-house recycling for embroidery waste, garment offcuts, and paper
 - Offer low-impact packaging options to customers as standard

4. Low-Carbon Delivery & Logistics

- Goal: Achieve fully low-emission delivery within Oxford by 2025
- Actions:
 - Expand use of cycle couriers for local deliveries
 - Partner with carbon-neutral logistics providers for national shipping
 - Consolidate delivery schedules to reduce transport frequency and mileage

5. Team Engagement & Culture

- Goal: Build a sustainability-first workplace culture by the end of 2025
- Actions:
 - Train staff on sustainable practices in sourcing, production, and packaging
 - Introduce employee-led green initiatives and rewards for eco-conscious actions
 - Promote climate-conscious habits both in and outside of the workplace

Blue Blood Sustainability Strategy: Pathway to Net Zero

6. Product Lifecycle & Circularity

- Goal: Launch a textile takeback/recycling initiative by 2026
- Actions:
 - Encourage customers to donate or recycle used garments
 - Partner with more charities and textile recyclers to reduce clothing waste
 - Explore options for upcycled and circular product lines

Key Milestones Year Target Milestone

2025 - Local deliveries fully low-emission + packaging plastic-free

2026 - 100% renewable energy in all facilities

2028 - 80% sustainable garment sourcing

2030 - 50% carbon emission reduction overall

2040 - Achieve Net Zero

Our Promise

Blue Blood will regularly update customers, stakeholders, and our community on our progress, and we will be transparent about both our achievements and challenges on the road to Net Zero.

Together, we can thread sustainability into the very fabric of everything we do.





Recycling Packaging

We only use Recyclable packaging

At Blue Blood we have carefully selected the packaging we use to both be practical and recyclable to ensure we are getting the best combination of sustainable options.

Both our mailers and box tape has a degrading agent which helps them bio-degrade.

What About Cardboard?

Many companies choose to buy in branded cardboard for their dispatch. At **Blue Blood** all of our cardboard boxes are recycled from our suppliers meaning no unnecessary extra packaging.

Recyclable Packaging

Using Recycled Packaging as a Business

Recyclable packaging offers multiple advantages to our customers, and the environment.

Here's why it's a smart choice:

1. Environmental Benefits

- Reduces waste and prevents packaging from ending up in landfills.
- Lowers our carbon footprint by using materials that require less energy to produce and recycle.
- Helps protect natural resources by reducing the need for virgin materials.

2. Supports Circular Economy & Reduces Pollution

- Encourages re-use and recycling, keeping materials in circulation longer.
- Reduces plastic pollution and reliance on single-use materials.
- Contributes to a greener supply chain, benefiting the whole industry.

By using recyclable packaging, our business reduces environmental impact and we feel it helps build customer loyalty.





Charitable Partners

Excess Clothing Never Goes to Waste!

In the industry we are in we are bound to gather over runs, unwanted samples and all sorts of excess clothing. We have teamed up with local Homeless charities to donate a yearly bulk drop of clothing.



Charitable Partners

Donating our excess clothing to homeless charities is a simple yet powerful act that benefits individuals, communities, and the environment. Here's why it matters:

1. Provides Essential Support to Those in Need

- Helps keep people warm during harsh weather conditions.
- Provides dignity and self-confidence through clean, well-fitting clothes.
- Gives access to appropriate clothing for job interviews or daily life.

2. Supports Homeless Charities & Their Missions

- Enables charities to focus resources on housing, food, and job assistance.
- Strengthens community support networks for vulnerable individuals.
- Helps charities run clothing banks, outreach programs, and shelters.

3. Reduces Textile Waste & Benefits the Environment

- Keeps clothing out of landfills, reducing waste and pollution.
- Promotes a circular economy by extending the life of garments.
- Reduces the demand for fast fashion, which has a huge carbon footprint.

4. Encourages a Culture of Generosity & Kindness

- Inspires others to give back and support social causes.
- Creates stronger community connections through collective giving.



Sustainable Supply

We have partnered with many sustainable brands

We work closely with brands who hold sustainable processes in high regard.

Collaborating with sustainable brands isn't just a trend, it's a commitment to a healthier planet, a more responsible business model, and a better future.

Sustainable Supply

A word from one of our sustainable suppliers Orn.

“As a responsible manufacturer, we only partner with ethical and accountable producers who uphold and adhere to globally respected practices. This includes zero tolerance to modern slavery and a commitment that our suppliers will not use involuntary, forced or trafficked labour nor hire any employee under the minimum age as established by law. We are proud to be a living wage employer which ensures that all employees aged 18 and over, including certain classes of contracted staff, are paid at least the living wage.”

Environmental Impact: Sustainable brands prioritize reducing waste, minimizing pollution, and conserving resources. Working with them helps lower our overall carbon footprint and supports global efforts to combat climate change.

Ethical Standards: Sustainable brands often maintain fair labour practices, ensuring ethical treatment of workers and fair wages. Partnering with them means supporting human rights and social equity.

Innovation and Quality: Sustainable brands often invest in innovative, high-quality materials and processes. Partnering with them often leads to better products that last longer and perform better.





Living Wage Accredited

We are Oxford Living Wage Accredited

Earning a wage that supports our staff is important to us. We ensure our staff earn enough to meet the city's living costs, particularly given its status as one of the UK's most expensive cities.

Being Oxford Living Wage accredited not only benefits our employees but also strengthens our business and community connections.

Living Wage Accredited

So what does this mean?

We have been recognised by the Oxford City Council as a fair wage employer.

Why Living Wage Accreditation is So Good:

- Fair Pay for Fair Work: It ensures our employees receive wages that reflect the true cost of living, helping them afford essentials like housing, food, and transportation.
- Boosts Morale and Productivity: Employees who feel valued and fairly compensated are more engaged, productive, and committed to their work.
- Positive Social Impact: By paying a living wage, we help reduce in-work poverty, contribute to a more equitable society, and support local economic growth.
- Health and Wellbeing: Employees who are not stressed about their finances tend to have better physical and mental health, leading to fewer absences.

Overall, Living Wage Accreditation is a powerful way to show that we really do value our team, investing in their wellbeing, and contributing positively to society.





Community Support

Working with the Community

We collaborate with local community support which contributes positively, creating long lasting relationships, and makes a real difference.

As a company we are a business partner of **Oxford United in the Community** donating monthly to this fantastic local support network.

Oxford United in the Community is the Official Charity of Oxford United Football Club. It operates as a legally separate registered charity which is affiliated to and supported by the Club but operates independently on a 'notforprofit' basis.

Community Support

Below are just four reasons that we believe are catalysts to local community organisations

Positive Social Impact: Contributing to the community can make a meaningful difference in people's lives, addressing local issues and creating a supportive environment.

Supporting Local Economy: By investing in our community, we help stimulate the local economy, creating a cycle of growth that benefits everyone.

Local Impact: By supporting local charities, we help address real issues within our community, making a meaningful and visible difference.

Creates a Legacy: The impact of giving back can last for years, leaving a positive legacy for future generations.

Doing our bit for the local community isn't just about giving, it's about creating a positive cycle of support, growth, and connection that benefits everyone.

About Guideposts

In the recent years we have supported guideposts using our means to provide workwear and gift donations to their members.

Guideposts are a UK-based charity working with people in local communities to help them access the support, opportunities and skills they need to overcome social inequalities, improve their wellbeing and change their lives.



A Few Words....

“At Blue Blood, we are committed to making choices that reduce our environmental impact and support a more sustainable future. We strive to source materials responsibly, minimise waste in our production processes, and work with partners who share our values for ethical and sustainable practices.

We understand the importance of protecting our planet, and we continuously seek ways to improve our sustainability efforts. Whether it's reducing plastic packaging, using eco-friendly materials, or recycling where possible, we are dedicated to making a positive difference.

Being sustainable is not just a responsibility, it's a part of who we are as a company. We believe that every small step counts, and we are proud to contribute to a greener, more sustainable world.”

Dale Harris
Director



BLUEBLOOD

Contact Us

For any questions or queries

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