

This map illustrates how social vulnerability varies across communities and how Greggs' retail footprint intersects with those patterns. Each hex represents a local neighbourhood, with colour intensity showing a population-weighted score derived from **Index of Multiple Deprivation (IMD), Income, Health, Education and Crime** indicators. Darker hex bins signal areas where residents may face greater economic or wellbeing challenges.

Hexes outlined in **red** identify deprivation hotspots, highlighting communities with elevated exposure to disadvantage or reduced access to essential services. *Company* shops are displayed on top of the hex grid to show where the company is operating in, or directly serving, these high-need areas.

This map provides a location-based understanding of how Greggs interacts with vulnerable communities. It highlights where the company's presence may contribute most to local economic resilience, food accessibility and community wellbeing, and where targeted social-impact interventions could deliver the greatest value.

Top 3 Mitigations for Social Vulnerability Hotspots

1. Prioritise Breakfast Clubs & Feeding Brighter Futures in Hotspot Areas

With over 1,015 Breakfast Clubs supporting 75,000 children daily, Greggs can focus expansion of breakfast clubs, after-school and holiday provision in the deprivation hotspots identified by the map.

Impact: Strengthens access to nutrition and education in the most vulnerable communities.

2. Target New Greggs Outlet Shops in Deprived or Underserved Locations

Using the hotspot map, Greggs can prioritise new outlet units where affordable food options are limited and vulnerability is high.

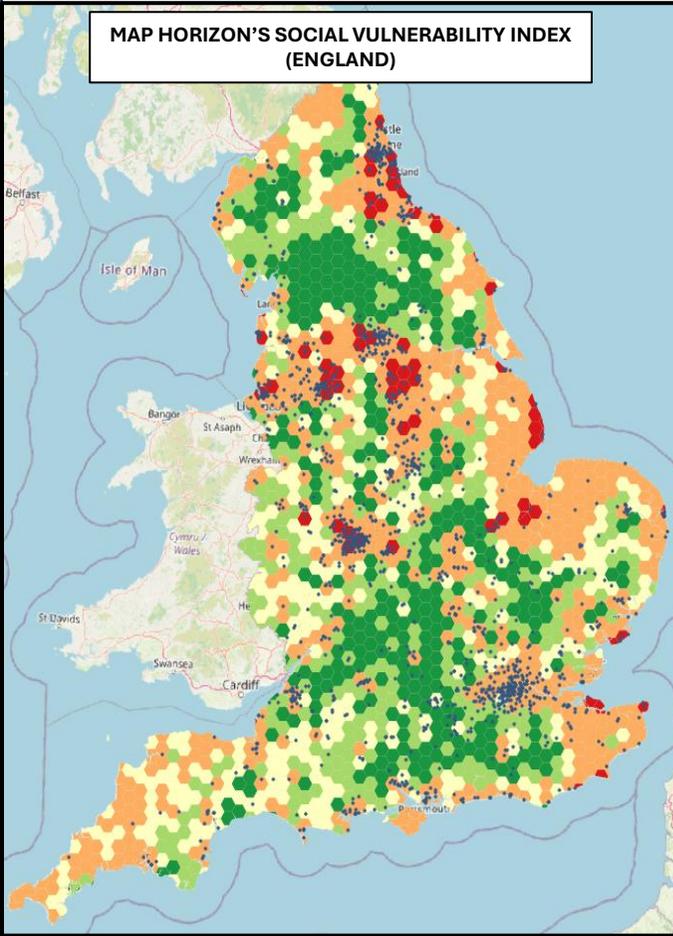
Impact: Expands access to low-cost food and increases regional Community Grant funding.

3. Focus Community Grants & Partnerships Where Greggs Stores Serve High-Need Hexes

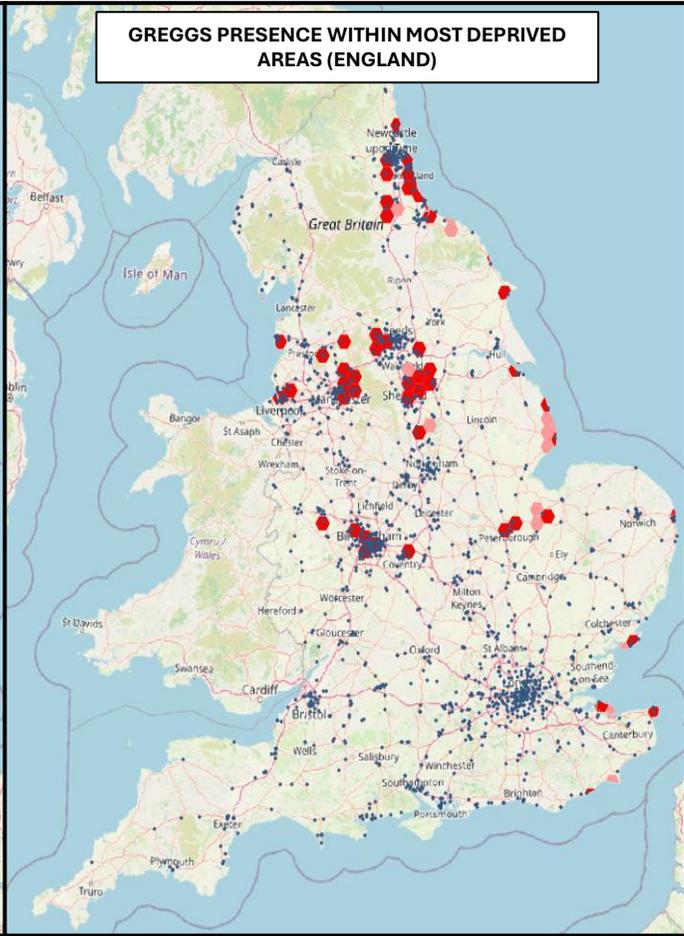
The Greggs Foundation awarded £1.85m in community grants to 75 organisations in 2024. Targeting grant funding and local partnerships in hotspot areas ensures support reaches the communities facing the greatest challenges.

Impact: Strengthens local resilience and demonstrates targeted ERS S3 action.

MAP HORIZON'S SOCIAL VULNERABILITY INDEX (ENGLAND)



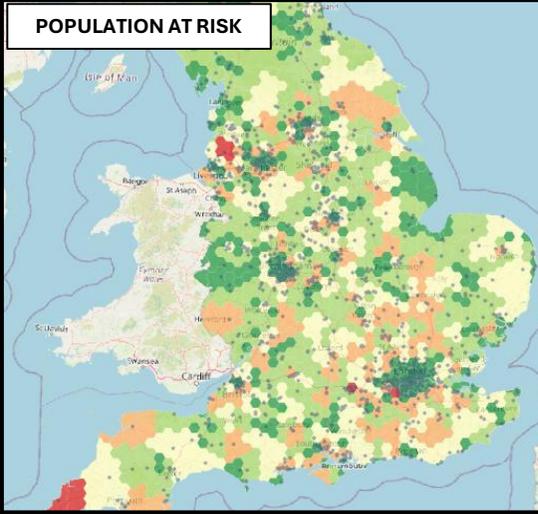
GREGGS PRESENCE WITHIN MOST DEPRIVED AREAS (ENGLAND)



<p>283 (14%)</p>	<p>Greggs shops in Socially Vulnerable Areas</p>	<p>3.3 (<3 is "Deprived")</p> <p>Average Social Vulnerability Index (SVI) for communities serviced by Greggs</p>
<p>38%</p>	<p>% of SVI hotspots serviced by Greggs</p>	
<p>62%</p>	<p>% of SVI hotspots not serviced by Greggs</p>	<p>326,695</p> <p>Total population living in Greggs SVI hotspot hex bins</p>

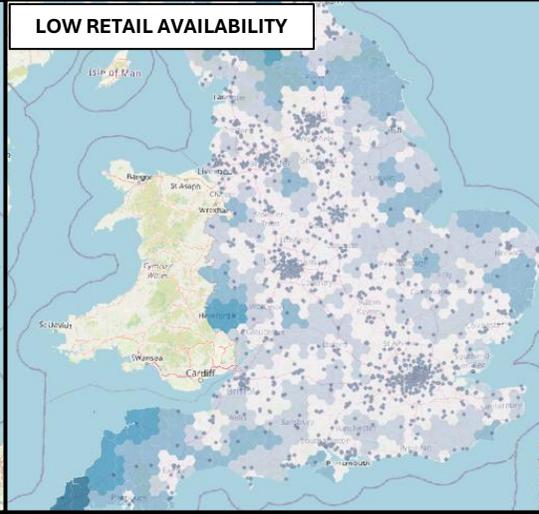
GREGGS STORE CRITICALITY (ESRS S3 AND S4)

POPULATION AT RISK



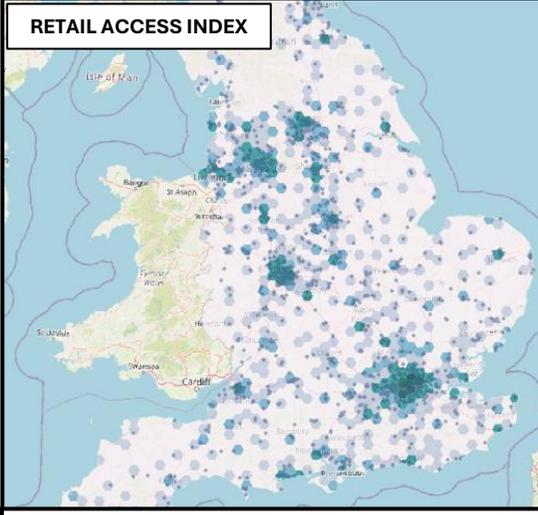
What we measured: The number of people living in the most socially and economically vulnerable communities served by each store.
Why it matters: Shows where Greggs stores provide essential access to **low-income households**, supporting fairness, inclusion and levelling-up themes.

LOW RETAIL AVAILABILITY



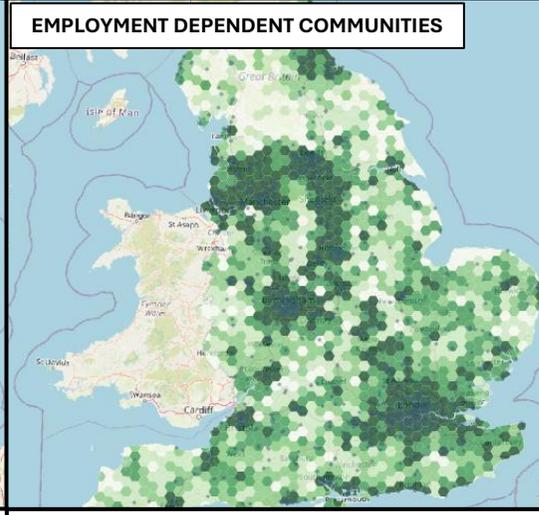
What we measured: Locations where residents have few nearby retail options, increasing reliance on Greggs for everyday food.
Why it matters: Highlights consumer vulnerability relating to choice, price access, and convenience.

RETAIL ACCESS INDEX



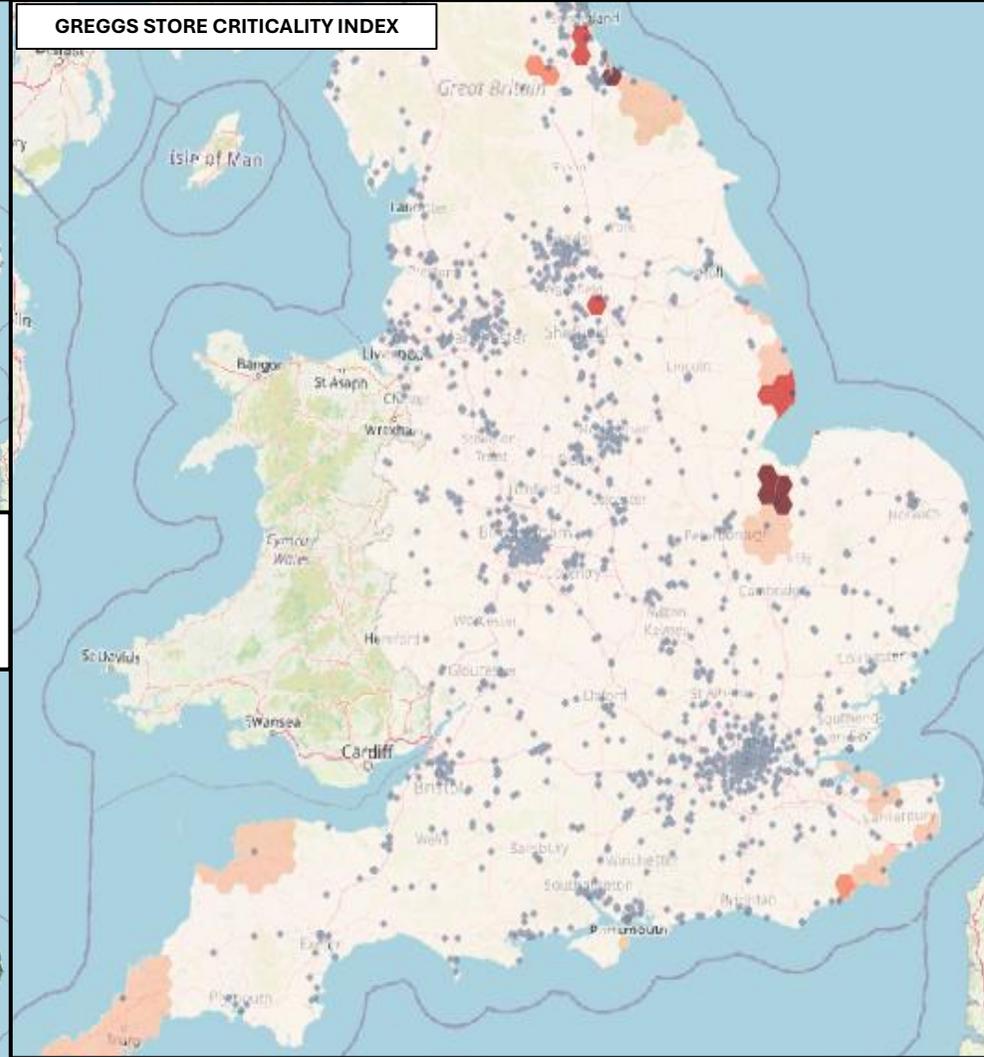
What we measured: How easy it is for local residents to access alternative food and retail services if a Greggs store were not available.
Why it matters: Helps identify places where Greggs plays a role in maintaining affordable local food access.

EMPLOYMENT DEPENDENT COMMUNITIES



What we measured: Where Greggs employees are likely to live, and how socio-economically vulnerable those areas are.
Why it matters: Shows where store disruption could affect household income stability. Higher scores indicate communities where more workers live AND those communities have higher deprivation.

GREGGS STORE CRITICALITY INDEX



What we measured: A combined indicator showing how essential each store is to the resilience and wellbeing of its surrounding community.
How it was identified: The previous four indicators were aggregated per store, normalised and then combined into a composite value. Stores were ranked from **low** to **high** criticality.
Why it matters:

- High-criticality stores represent locations where closure or service disruption would have disproportionate social impacts.
- Highlights where resilience planning, outreach or investment is most beneficial.

SOURCE DATA

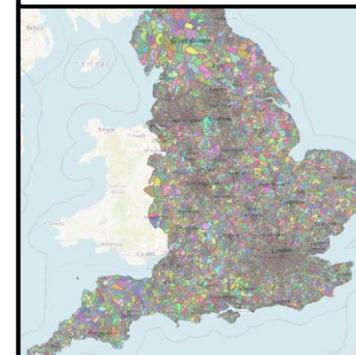
Greggs Shop Locations



Consumer Data Research Centre (CDRC) – the UK Retail Centre Typology - 2021 Census (TS60 – Industry)



.gov.uk
English indices of deprivation 2025



LEAP ASSESSMENT – SOCIAL VULNERABILITY HOTSPOTS

Locate - We mapped social vulnerability across England using a hex-based grid combining IMD, population, and domain indicators for health, crime and income. Greggs shop locations were overlaid to identify where the estate intersects communities experiencing higher levels of social and economic disadvantage.

Evaluate - We calculated population-weighted Social Vulnerability Index values and identified deprivation hotspots. Analysis shows that the average IMD for communities served by Greggs stores is **3.3**, indicating a strong presence in more deprived areas.

Assess - This spatial pattern shows that Greggs disproportionately serves communities with higher levels of deprivation, health inequality and reduced access to essential services. These areas represent locations where local populations may be more reliant on Greggs for affordable food, stable employment and community support.

Prepare – Greggs can prioritise Breakfast Clubs, Outlet shops and targeted community grant funding in hotspot regions to strengthen outcomes for affected populations. This targeted approach aligns delivery of The Greggs Pledge with ESRS S3 expectations, ensuring interventions are directed to the communities with the highest demonstrated need.

LEAP ASSESSMENT – STORE CRITICALITY (COMMUNITY DEPENDENCE / LOCAL ECONOMIC)

Locate - We mapped Greggs shops against a national hex grid to identify surrounding communities, retail density, local deprivation and population distribution. This allowed us to spatially locate areas where residents or employees may be disproportionately reliant on a nearby Greggs store.

Evaluate - We analysed five indicators; Retail Access Index, Low Retail Availability, Population at Risk, Employment-Dependent Communities and Store Criticality, to assess local vulnerability and access to affordable food. Each indicator highlights a different dimension of social exposure, from limited retail choice to reliance on Greggs as a key local employer.

Assess - By combining these indicators, we identified stores that serve communities with higher deprivation, lower retail choice or greater employment dependence. This highlights locations where disruption would have elevated social impacts, meeting ESRS S3/S4 expectations for evaluating community reliance and consumer vulnerability.

Prepare - The results support planning actions such as targeted resilience measures, strengthening store continuity in high-criticality areas, and prioritising investment in communities with greater dependence. This provides a defensible, data-driven basis for social-value actions, stakeholder engagement, and supply-chain prioritisation under ESRS S3/S4.