

Corporate Responsibility – Mission statement

Our vision is simple – great coffees, teas, smoothies and shakes and tasty, wholesome, locally sourced foods created on the premises at prices that are affordable for eat-in or takeaway. Somewhere that captures cafe culture in a relaxed, informal way where we're supporting local businesses and employing local people; where we're flexible to reflect the needs of our customers and where everyone is welcome. (July 2012)

At the Purple Carrot we believe that our mission statement, also now over the years incorporating the provision of social space and entertainment, encapsulates how we approach our corporate and social responsibility. We are a micro-business and our CR is encapsulated within our recruitment, the products we buy, the price we sell and our open access to the community we serve.

Our stakeholders are not just the staff – recruited locally across the spectrum of communities - but the customers who use us, and use us again, our supply chain of local companies, and our willingness to welcome those who do not fit into these groups with open arms. We put great store in what “social value” we can provide extra to mere financial transactions around food and drink. “happiness, health, well-being, inclusion and empowerment...” we have a go at it all, it's part of why we are here.

Sustainability of the business with these grand aims on such a shoestring is a more delicate matter and we welcome peoples input through any small level of one-off helping out, volunteering, organising, fund raising to long term brand awareness raising, large scale community event organising and all things in-between.

Basically, without all parts of the local community around us being involved with our project we would not be looking forward to ten years of trading in 2022.