

# Sustainability Champions



Zoe Duff and Sarah Noyce



Locally produced products



Eco-cleaning products

## No.31 Burford

Zoe Duff, Co-founder

**No.31 Burford is home to 14 like-minded small businesses working as a collective. Co-founder, Zoe Duff, tells us about their sustainability practices and the ethos behind No.31.**

### What inspired you to set up No.31 Burford?

"Having worked in Burford for many years, I developed a real understanding of how the High Street needs to serve both locals and visitors. One thing that stood out was how important it is to stay true to the spirit of the Cotswolds. Locals and tourists alike don't want to see shops that have been 'Cotswolded' just for the sake of tourism, they value quality, authenticity, and businesses that reflect the real character of the area.

Why dumb things down for tourists? People can spot something mass-produced and stamped with "Cotswolds" from a mile off. We wanted to offer something different, something genuine.

So, the inspiration behind No.31 was to create a space that champions truly local businesses, producers, and makers. It's about giving visitors the chance to discover and support real Cotswold talent, while also offering something locals can be proud of. If tourism is going to thrive here, it needs to be

sustainable, and that starts with keeping it real."

### Tell us about your sustainable practices

"We use eco-cleaning products and eco-packaging in the shop and do composting with our food waste.

"As we are 14 businesses within one shop, we all have individual sustainability practices for our own products. For example:

"The Phive work closely with The Burford Beagles, an environmental group based in Burford who plant trees. For every sale of their brand in the shop they plant a tree. Their products are all printed in the Cotswolds and all materials are sustainably accredited with waste materials from manufacturing going to local primary schools for crafting.

"Ducky Zebra create childrenswear made from GOTHs certified organic cotton, they use sustainable packaging and educate about the importance of shopping from reputable brands who pay workers fairly and minimise water consumption in clothing manufacturing. Their small, family run producers in India harvest

and recycle rainwater to make the clothes and use solar energy to power their machines. No harmful chemicals are used in the growing of GOTHs cotton.

"Salt and Steel are on their journey to increasing sustainability by reducing the number of overseas purchases of stock, buying one-off vintage pieces locally and sourcing all wooden products from traceable sources.

"Nutmeg & Thyme are our resident cafe and their sustainability practises range from avoiding animal-based products, buying from small local independent food suppliers and cooking with locally grown vegetables. Nutmeg & Thyme compost daily and are part of the 'Too Good to Go' food waste scheme."

### What are you hoping to do next?

"I would like to introduce a scheme that gives back to the local community that all the businesses at No.31 can contribute to. I would also like to create a sustainability standard that all incoming and existing businesses in the collective must adhere to, to be part of No.31."



# Sustainability Champions



Nutmeg & Thyme, vegan café



Burford High Street



Local crafts



Sustainable jewellery



Tasty treats

## No.31 Burford continued

### Have you had any comments from customers about your sustainability work?

"Customers love the fact that The Phive plants a tree in Burford for each sale. Tree planting schemes can be hard to trace, but the beauty of seeing what we have planted locally is great and makes people feel good about their purchases. Customers also love the fact that Nutmeg & Thyme are a vegan café, which is another hugely sustainable plus."

### What would be your advice to a business who is just starting out on their sustainability journey?

"Take small steps and do small things as it all adds up. Review your practices every week to see what you think should be changed and research ways to improve small things like recycling."

"Look to work with local businesses where you can, and don't be afraid to ask for advice. Someone working on their sustainability is much better than someone ignoring it."

### Do you have any suggestions of 'quick wins' for a business starting their journey?

"Produce locally when you can and buy locally when you can. Pick out the top three things that you think are wasteful or harmful in your business and aim to change them."

***"Review your practices every week to see what you think should be changed and research ways to improve small things like recycling."***