

## ACCREDITED COMPANY CASE STUDY

### Seymour Taylor

ORGANISATION SIZE / Small Business (up to 50 employees)

Suzanne Curry

57 London Road  
High Wycombe  
Buckinghamshire  
HP11 1BS

#### BRIEF SYNOPSIS OF YOUR CSR APPLICATION

Corporate Social Responsibility is important to Seymour Taylor as we see it as a way that we can positively contribute to our society. There are many different strands to CSR and we recognise that each of the different areas are important. CSR is growing in importance to businesses and we know that our staff and clients will be looking at what we do to make a positive difference for this reason it needs to be a part of our strategic growth plans now and in the future. Seymour Taylor has sponsored charities and done honorary work for a number of charities as well as supported local sporting teams for many years. We have been an active part of the Buckinghamshire community since we began in 1917. More recently we have been looking at the impact of what we do in the environmental areas and how we can positively improve what we do today. We recognise that by being committed to CSR will bring the following benefits to our business;

- Enhance our business reputation
- Operational cost savings and efficiencies from potential energy savings
- Attract and retain talented staff members within our business
- Increased client business and loyalty
- Create more brand recognition

Seymour Taylor has been a part of High Wycombe for over 100 years and it's important to us that we give something back to the community we are a part of.

#### OVERALL SUMMARY

Seymour Taylor has identified CSR initiatives and we have assessed Seymour Taylor's current impact on the environment and wellbeing as it stands today in 2018. Seymour Taylor as a business looks at how we provide funding and support to local causes and charities and the other area we consider is our impact as a business on society and how we can continue to build on this. I have included a document which shows our progress linked to the four pillars. Some examples of our CSR working practices are; during our Centenary year in 2017, we set ourselves a target to raise £10,000 for local and national charities. We exceeded this target and raised over £12,500 supporting four local charities Victim Support, Scannappeal, Child Bereavement UK and Wycombe MIND alongside national charities such as Cancer

research and Red Nose day. We engaged each of these charities in what we were doing and asked them for feedback. Last year we took part in CSR initiatives and completed over 120 hours of CSR with businesses such as the Chiltern Rangers where ten of our team spent a day with them clearing scrubland, whilst a further four employees worked alongside Empower to Cook and the Wycombe Wanderers Community Health team on a day organised for children from a deprived area providing sport and a chance for them to cook a nutritious meal. We visited local schools and Bucks New University where two of our directors spent time half a day each over 6 sessions with young entrepreneurs advising them on key aspects of setting up a business. We also do the accounts and audits for a number of local charities at a reduced fee.

Seymour Taylor as a business plays an active role in the community; it is a part of our ethos as a company and something we continually strive to do. Each year we review what we will do for the year ahead and engage with our team to look at how we want to make an ongoing difference locally through CSR and charity work. Members of our team volunteer regularly for initiatives such as Young Enterprise. Seymour Taylor are long term supporters of Scannappeal and the Heart of Bucks and we regularly attend charity golf days and quiz nights.

We sponsor local sporting clubs such as Rugby & Netball; and hold monthly dress down days for charity.

All of the charities we support are chosen by our team members and are causes that are close to their hearts. With regards to

# Seymour Taylor

sustainability we will continue to review what we do currently and how we can make improvements in the future across our business. Our recent investment in a CaseWare paperless system will significantly reduce the level of paper that we use in our business. Each year we have agreed as a business to take part in a CSR initiative that our team can get involved with and we plan to run that again this summer offering up to 10 employees the chance to work with a local project. We are approached by different companies who want us to work with them and we assess each one to see which one we feel we can make an impact

too. In the past we have collected for local food banks at Christmas time and this is something we plan to look at doing again in 2018. We also send e Christmas cards to our clients instead of buying paper versions and we donate money to the Heart of Bucks instead of spending it on cards. All of these small initiatives we do can make a difference to society as a whole. As a company Seymour Taylor does not rest on its laurels and we are keen to explore and build on the current areas we do for CSR within our firm. Aspects of CSR may actually save the business money and these are areas we need to look at in the future more.

We received a grant and had an energy efficiency survey done which led to the installation of double glazing a few years ago so we feel there may be other areas that we can consider going forward that will help us to build on what we are doing currently. CSR is important to companies such as our own as by working together we can all make an impact within the communities we work within and this is something as a firm we strongly believe in.



**AUGUST UPDATE**

**It's been another exciting month for our Centenary year!**

CSR – Fit and Fed
Wanderers Community Health team, Melanie, Carolyn and Suzanne helped the children to cook their own nutritious lunch whilst Rachel worked with Wycombe Wanderers on the sporting activities for the children. All of the children had a great time taking part in the sports and eating the spaghetti pie we cooked. We donated 12 hours to help Fit and Fed taking our CSR target to 98.5 hours this year so far. We are really close to our target of 100 hours so we will keep you posted once we have reached this.

**Charity**

So far our total is £11,287 for local and national charities. For the four local charities we have raised the following amounts:

<b>Child Bereavement UK</b>	<b>£420.31</b>
<b>Mind</b>	<b>£380.31</b>
<b>Victim Support</b>	<b>£1695.31</b>
<b>Scannappeal</b>	<b>£1970.31</b>

We have agreed with Child Bereavement UK that half of the funds raised from the Marlow Santa fun run will go to them. The other half of the sponsorship money raised from the run goes to the charities chosen by the organisers The Rotary Club of Marlow.

We have done so well exceeding the £10,000 target and we will be looking for ways to generate additional PR coverage on this as we go into the Autumn.

**PR**

This month we featured in Business Voice which is the Thames Valley Chamber magazine who covered our Buckinghamshire Business First award for Apprentice and Young Person Employer of the Year Award using our press release.

**Coming this month – September**

- The Bucks Free Press will be doing a follow up piece on their nostalgia story covering a former employee who worked for Seymour Taylor from 1947-1957
- Ongoing social media updates
- PR opportunities
- Asking our clients via an email link what seminars they would be interested in for 2018

**Practice Excellence Awards**

We are really excited to have been shortlisted for two of the Practice Excellence awards Practice Growth of the year 2017 and Medium Practice of the year 2017.

These awards recognise and celebrate those businesses who are transforming the accounting profession. The awards will be announced on 19th October in London. Representatives from the business will be attending the awards ceremony.

**Shoppers Anonymous Results**

When we entered the Excellence in Customer Service Buckinghamshire Business award we automatically took part in a mystery shop run by Shoppers Anonymous. We scored an overall score of 89% on our customer service with only some minor amendments required. We have taken the feedback into consideration and will be reviewing this for the future.

DATE OF ACCREDITATION 07/18

ACCREDITATION ACHIEVED / SILVER

LOCATION / BUCKINGHAMSHIRE