

Clarity Copiers (High Wycombe) Ltd

ORGANISATION SIZE / Small Business (up to 50 employees)

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BRIEF SYNOPSIS OF YOUR CSR APPLICATION

As part of our CSR policy, as with all company policy, the business demonstrates good governance & full due diligence in reviewing and updating when appropriate. The business diarises; Director Board Meetings, Staff meetings, Departmental meetings, Sales meetings & Marketing meetings at which point all matters relating to this business are raised, documented, discussed, agreed and put into action on a democratic basis. CSR will be continually be reviewed by Clarity Copiers as part of those meetings with a view to introducing more initiatives important to the business in the future.

OVERALL SUMMARY

1. Environmental CSR

Clarity Copiers implemented a policy to replace all internal business lighting with low energy LED lights which has made a positive impact in reducing both the energy consumption and subsequently the ongoing costs to the business. Our year-on-year Report & Accounts show that in 2017/2018 our expenditure on energy consumption reduced from £5,846 to £4,428, a saving of £1418.

We have a fleet of 5 company cars that both sales & technical engineering staff use as part of the staff company car scheme. Since 2013, it has been company policy to only purchase either hybrid or low carbon emission diesel vehicles with highly rated 'Miles Per Gallon' engine specifications for the following reasons; (a) Environmental awareness to reduce carbon footprint (b) Keep the financial impact to the business of the ever increasing energy costs of petrol/diesel to as low as possible (c) Financial benefit to staff in tax reduction from 'Benefit in Kind'.

Sales staff are encouraged to plan and manage their time wisely when arranging business meetings with clients to maintain optimum levels of working efficiency and importantly to reduce travel time & costs. Staff are provided with all the necessary equipment & technology to essentially work

and fulfil their duties anywhere, therefore if it is not necessary to travel to the office, sales staff are trusted and encouraged to work from home. Similarly, Clarity's Service Manager & Service Co-ordinator regularly discuss the Service Dept's equipment installation diary to forward plan and installations are often re-scheduled to improve efficiency and reduce travel time & costs.

Our business does manage high levels of plastic & cardboard waste, the majority being generated from the unboxing in our warehouse & workshop of the large products we supply. The cardboard & plastics are separately disposed of in large waste bins that Grundon collect & recycle.

Clarity Copiers partners with eReco to provide a free toner cartridge/consumable recycling programme to our clients. Customers safely store used cartridges in their office and the next time a Clarity engineer is on-site to provide photocopier maintenance, they are collected and returned to our office. The cartridges are then safely stored in an eReco bin and regularly collected.

The environmental accreditations of both the manufacturers & products we supply is an important factor to our customers and is certainly part of the decision criteria with large tender situations. Both Sharp & Ricoh,

with whom Clarity Copiers has partnered for 20+ years, have strong environmental policies which I detail below.

Sharp: <https://www.sharp.co.uk/cps/rde/xchg/gb/hs.xsl/-/html/environment.htm>

Ricoh: <https://www.ricoh.co.uk/about-us/principles/environment/index.html>

2. Workplace CSR

The company has a strong and experienced management team employing good governance and working with other professional bodies on a sub contractual basis where additional expertise is required.

Training is provided on an ongoing basis either by the major brands we represent or subcontracted in where a specific skill is required. Manual Handling, First Aid, and in-house training takes place on an 'as and when' required basis, covering policy or employment condition changes.

The Health & Safety policy is reviewed regularly, and a policy statement is displayed in the reception area of the office. Safety and hazard warning signs are also displayed in key areas throughout the building.

The company employs a Peoples Pension Scheme and provides benefits by way of a Vitality Private Health and Life Insurance scheme for key employees.

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Employees are encouraged by way of regular, Marketing, Operation and Service meetings to contribute to improvements in workplace procedures.

The company provides a financial advice service to all its employees by way of an appointed Financial Chartered Advisor.

Workshop type presentations were held, and manuals produced for the recent GDPR compliance changes.

Staff satisfaction is at the core of our business values and this is best represented by the extremely low staff turn-over figures since the business started trading over 28 years ago. Length of service ranges from 1 year to 28 years, however the majority of staff have been employed for 10+ years with the factual average length of service being 14 years. Company Directors operate an 'open-door policy' to all staffing related problems/queries, whether that be business related or personal and a suggestion box is located in the staff kitchen to welcome any staff ideas that wish to be submitted anonymously.

All staff participate in an annual review with company directors. Annual reviews are not in place to discuss annual salary increases, and only to a small degree to review previous performance, but more importantly to listen to staff's personal feedback and suggestions. This meeting provides all staff with the opportunity to; (a) air any grievances they potentially may have (b) raise ideas on how the company can improve (c) discuss a personal development plan to move forward with career progression within the business.

3. Community CSR

Clarity Copiers growth strategy has always been marketing lead with annual budgets being allocated to promotion and advertising, areas where it is never easy to quantify results and ROI. In 2017 we

decided to adapt our marketing strategy and allocate a percentage of our budgets into supporting four local youth football teams within the Thames Valley area. Tower Hill (Witney, Oxfordshire), Marlow UTD FC (Bucks), Maidenhead Magpies (Berks), and Bourne End Sports Club were all awarded around £600 each which helped to provide a brand-new kit for the season, thereby adding financial support to aid the running of the teams.

As a company founded in High Wycombe in 1990 we considered this visual initiative in putting "something back into the community" would create awareness of good CSR. We had no real view of the value this level of support would give to these teams which are all volunteer run and whom provide such an important role within the community to provide children with physical activity and to aid with social skills. The level of 'good will' feedback we received was extremely rewarding and certainly exceeded our expectations, we now have a greater understanding of just what a significance CSR can make in the local community, as this funding to local sports clubs has demonstrated. Clarity Copiers has decided to continue with this support for 2018/2019 and so another three youth football teams have been granted funding which is currently in process.

4. Philanthropic CSR

Over the years Clarity Copiers has been active in the Thames Valley, with charity and support to the community being varied, sporadic and reactive. In 2011 we decided to identify a single charity that covered our main area of business activity with view to providing regular contributions that would be meaningful on an annualised basis, we decided to focus on supporting the Thames Valley Air Ambulance (TVAA) who to date remain our nominated charity partner.

We have over the period of our involvement

with the TVAA given considerable exposure their logo and contact details are featured prominently on our corporate stationary, marketing/sales information and website. As part of their funding strategy, the TVAA promote to the public their lottery scheme, in addition to one-off donations, thereby helping to create a continuous revenue stream. To promote this scheme in 2011, Clarity Copiers introduced a promotion whereby for every equipment sale, we would enter the client into the TVAA lottery scheme and pay the first year's subscription. Just before the first 12-month expiry point, the TVAA would then personally write to the client to ask for their continual support in the scheme for another 12 months, this we believe proved a successful initiative as current data indicates the majority continue with their lottery contributions.

In 2014/2015, Clarity Copiers was an official corporate sponsor of Reading Football Club (RFC). We used this relationship to further promote the TVAA and obtained agreement from RFC to allow access to the ground on a home fixture for TVAA volunteer bucket collections which was very successful, and they raised £585.00 that day.

In 2017 we decided to look at ways of increasing our TVAA support, and it was decided to donate a percentage of profit generated from equipment sales. Importantly, we decided to not actively market & promote this activity during the initial sales process, as it was felt that it could potentially be perceived that Clarity was using the partnership with the Charity for its own commercial benefit. Instead, further to a successful equipment sale, Clarity Copiers personally writes to the new client to inform them, and only them, that we have made a donation to the TVAA on their behalf. In the last 12 months, Clarity Copiers has donated a total sum to the TVAA of £2444.39.

File Upload

<http://csr-accreditation.co.uk/wp-content/uploads/vfb/2018/09/Tower-Hill-Football-Sponsorship-Thank-You-Letter.pdf>

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