

Shirley Parsons Ltd

ORGANISATION SIZE / Medium 50-100 Employees

Shirley Parsons

Shirley Parsons Ltd
4th Floor, Blue Leanie
Walton Street
Aylesbury, Bucks
HP21 7QW

BRIEF SYNOPSIS OF YOUR CSR APPLICATION

This submission covers Shirley Parsons Ltd which is a part of the Identify Group. Some documents contained within this application refer to Identify Group but apply to the Shirley Parsons company as well. The Shirley Parsons head office occupies the 4th floor of a four-storey modern building in Aylesbury, Buckinghamshire. It is managed by a third-party facilities management company and some information for this submission has been provided by them. Shirley Parsons Ltd, as part of the Identify Group, have a CSR Policy, HR-POL 028 version 3, last updated 8 October 2018 (see Appendix 1). The purpose of this Policy is to set out the values of the Identify Group and member companies (the Group) in relation to corporate social responsibility.

Corporate Social Responsibility (CSR) is about how companies conduct their business in an ethical way, taking account of their impact economically, socially, environmentally and in terms of human rights. CSR includes social partners such as local communities, and global responsibilities such as protecting the environment and ensuring good labour standards in overseas suppliers.

The Group is committed to engaging in ethical business transactions with all clients, suppliers, candidates and employees that create mutual benefit. The fundamental values upon which all activities within the Group will operate are; Communication. Partnership. Quality. Expert,

Overall responsibility for developing Group policies on social, ethical and environmental matters and for reviewing their effectiveness lies with the Board of Directors. It is the responsibility of individual managers to communicate and apply policies within their member companies taking into account any relevant legislation.

It is the responsibility of the Group Managing Director and Group Central Services to maintain review and refine policies and processes accordingly.

OVERALL SUMMARY

CSR ENVIRONMENT

Air quality

Shirley Parsons Ltd stream deliveries and use local suppliers where possible – see supply chain section below [Recommendation 1: request suppliers and subcontractors to declare/report distance travelled/and or carbon emitted in order to create a benchmark and reduce in the future]

Trees are planted (which in turn help to clean the air) as a result of fruit being ordered for staff in the offices. The company is Fruitful Office and a quarterly update is given on how our money has been spent. Between Oct and Dec 2018 nine trees were planted in Malawi – see Appendix 4: Philanthropy

Car share

There is currently no campaign or encouragement for car sharing. [Recommendation 2: Consider/research the benefits of car share campaign/scheme]

Cycle to work: Shirley Parsons Ltd have run a cycle to work scheme since 2017. The scheme offers interest free credit for employees who initially hire a bike and then buy it. Bikes and accessories can be bought with 42% discount from over 2000 stores nationwide. This scheme is brought to the attention to all new staff at induction by HR and there is a poster on the notice board in the break out/lunch area. Currently no staff have taken up the cycle to work scheme.

[Recommendation 3: the cycle to work scheme should be reminded to staff at the annual conference, before summer holidays and before Christmas as a reminder to all new staff].

For the cycle to work poster see appendix 1 Environment.

Emission reduction: there are currently 40-45 staff in the Aylesbury office and many drive to work. The recent move (July 2018) has meant the offices are slightly closer to the train and bus station. This enables more sustainable transport to be promoted to staff, visitors and supply chain. See recommendation 1 for measuring visitors travel distance and mode of transport.

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There are electric car charging points in the car park of the head office – currently not available to Shirley Parsons Ltd but able to apply in the future [Recommendation 4: carry out an assessment to see if applying for an electric charge point in the future would be cost effective and have a positive environmental/emissions impact]

Energy saving.

LED lighting – high efficiencies of up to 120 Llm/cW which exceed the requirements of UK Building Regulations: Part L and Section 6 (Scotland)

Light sensors in all meeting rooms and open areas which switch lights off when no motion is detected

Sensor taps are fitted in all toilets (reducing water usage also reduces energy consumption)

Hand dryers – motion sensitive rapid warm air dryers are in all toilets

Windows – during the building refurbishment in 2017/18 all windows were re-sealed to minimise heat loss

Heating/Cooling is managed centrally on a Building Management System (BMS), warm air is pulled into the vents and re-cycled as cooled air. The building thermo is set to 21 degrees, the cool air outside keeps the building on the cooler side and once the temperature dips more than 2 degrees either way the cooling or heating system will kick in.

All white goods are A++ Energy rated following the office move/refurbishment [Recommendation 5: there is no intended policy on energy saving but it could be included in the CSR or procurement procedures as a requirement for future materials for all offices]

Recycling

Waste for the whole building is managed through the facilities management company. In February 2019 69% of waste from the building was recycled, equating to 0.817 tonnes. General waste made up 31% of the waste and equated to 0.364 tonnes. This data represents waste from all four floors combined and therefore not a true reflection of Shirley Parsons Ltd waste/recycling only. [Recommendation 6: follow

up with the facilities management company to see if a break down of waste can be given. Consider setting targets to reduce and communicate out. Formally track paper usage and set targets for reduction. Recommendation 7: get previous waste statistic data and request a monthly copy. (this might not be worth it as its currently mixed with the other floors, unless you meet with the other floors and try work together on reducing waste). Recommendation 8: as Shirley Parsons Ltd Duty of Care requirements, get copies of waste management carriers' licences and disposal tickets, this includes hazardous waste, such as sanitary waste, fluorescent tubes. THIS IS A LEGAL REQUIREMENT].

Recycling facilities are provided for the following waste streams: paper, food waste, plastics (clean), general waste, batteries, toner cartridges, mobile phones.

See photos in Appendix 1 Environment of office recycling facilities

Sustainable motoring

The office building car park does have the option for electric charge points but currently Shirley Parsons Ltd have not pursued this (possible future action for consideration). See recommendation 4 above.

Supply Chain

Sustainable and ethical choices are made when engaging with subcontractors and suppliers – see environment and philanthropic sections, however this has been ad hoc and not as a mandate from a Shirley Parsons Ltd sustainable procurement policy and procedure.

[Recommendation 9: Shirley Parsons Ltd to produce a Sustainable Procurement Procedure to reflect the CSR policy and give guidance to the expectations when employing subcontractor, supplies and services].

Examples of suppliers and subcontractors and why chosen

Aquaid Water Coolers have been chosen because they are a local company and because of the charitable element to their offer. – see Philanthropy

Shred It – they provide updates on how

much we have saved through re-cycling shredded paper. Current contract runs until May 2019 and the contract will be switched to a local company for both environmental impact and cost reasons. We are printing and wasting less compared to this time 18 months ago, although no official tracking and recording. [Recommendation 10: Reducing the use of paper - it does not come across as intended through a 'reduce paper' campaign or KPI. This should be stated as a goal in the procedures (a Sustainability Procedure). Additionally, the use of computers in meetings and supporting technology (overhead projectors etc) has alleviated the need to print copious amounts of documents].

Milk and stationery for the office - both are sourced locally. (Wells Dairy Farm has been selected as it already delivers to others in the building and Burgess Stationary are based in Broadfields, Aylesbury) mainly for environmental purposes over cost. Refunds are collected when they are next in the area rather than a courier coming to drop off and collect.

Filter Coffee and other Small Items - purchased routinely locally (Tesco or Waitrose) rather than online

Printer Cartridges - sourced through a local supplier, 2DPrintworld, who refill old cartridges The Shirley Parsons Ltd office manager drops these in every few months, this applies to both offices once items come in for the Reading office, they are taken back by a member of the team reducing transportation costs.

Office refurbishment – all workmen were locally sourced from Addvance Business Solutions.

Wastes Management (same as 'recycling' above)

Waste for the whole building is managed through the facilities management company. In February 2019, 69% of waste from the building was recycled, equating to 0.817 tonnes. General waste made up 31% of the waste and equated to 0.364 tonnes. This data represents waste from all four floors combined and therefore not a true reflection of Shirley Parsons Ltd waste/recycling only. [Recommendation 6 as above: see recycling]. [Recommendation

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8 as above: as Shirley Parsons Ltd Duty of Care requirements, get copies of waste management carriers' licences and disposal tickets, this includes hazardous waste, such as sanitary waste, fluorescent tubes and the relevant duty of care paperwork].

Recycling facilities are provided for the following waste streams: paper, food waste, plastics (clean), general waste, batteries, toner cartridges, mobile phones. (Mobile phones will be wiped and recycled but no need as yet)

Within the Aylesbury Head Office – facilities are provided for recycling and are clearly labelled - see photos in Appendix 1 Environment, of office waste management facilities

Other:

Paper Usage - paper usage dramatically reduced between June 17 – Oct 17 During this period £270 was spent on copier paper, for the same period 12 months later the cost was £132 and this has significantly reduced again since then. This is due to a combination of a cheaper deal as well as reduced paper usage.

A4/A5 Writing Pads - during 2017, 288 of each writing pad was purchased, changing to a non-branded version and limiting what is available has seen a reduction to 150 of each pad being purchased for 2018. 2019 will also see a fall on the amounts being ordered expecting this to be no more than 75 of each. [Recommendation 10 above]:

Water

Water in general is the responsibility of the facilities management company. However, the following support water reduction:

- stop taps in all toilet facilities reduce amount of water.
- all toilets are dual flush
- urinals are cistern miser controlled

CSR WORKPLACE

Customer Care

A customer care survey is carried out annually and has been since 2012. An external consultant reviews the results and presents to the company on summary data and trends. Where poor feedback may be

given Shirley Parsons and others in the team follow up with calls to try address any issues. This has resulted in improvements in relationships and retainment of clients.

Customers are people/companies that Shirley Parsons Ltd have corresponded with plus candidates.

There are slightly different surveys depending on the customer – see appendix 2 Workplace, for example extracts from the surveys.

For each survey completed by a client/company - £5 is donated to charity. For each survey completed by a candidate they are put into a draw to win £100 Amazon vouchers

[Recommendation 11 – a link to feedback should be available at the end of the email signatures, so that clients and candidates can give feedback anytime and not just in the annual survey. Additionally, money raised for the charitable element could come all year round].

Diversity and Inclusion is referred to as Equality & Diversity at Shirley Parsons Ltd:

The Shirley Parsons Equality and Diversity procedure includes: equal pay, discrimination and indirect discrimination, workforce diversity, part-time workers, complaint's process, anti-harassment and bullying policy.

Shirley Parsons Ltd embrace equal opportunities and diversity and will seek to promote the benefits of these in all business activities. It will seek to develop a business culture that reflects this belief and will seek to widen the recruitment methods to ensure a diverse as possible employee and candidate base.

Using fair, objective and innovative employment practices, the company's aim is to ensure that:

- All employees and potential employees are treated fairly and with respect at all stages of their employment.
- All employees have the right to be free from harassment and bullying of any description or any other form of unwanted behaviour whether based on sex, trans-gender status, marital status, civil partnership status, pregnancy,

race, disability, age, political or religious belief or sexuality.

- All employees have an equal chance to contribute and to achieve their potential, irrespective of any defining feature that may give rise to unfair discrimination.

See Appendix 2 for full document: Equality and Diversity document Ref: HR-POL-019. v3 – 08/10/2018

Equal opportunities - see Diversity and Inclusion above

Fairtrade – see business ethics policy below under Governance.

Governance

Business ethics: the Shirley Parsons Ltd management believes it is important for the organisation and its employees to maintain high ethical standards in order to preserve its reputation in the marketplace.

Good ethics are important to ensure that the organisation meets not only its objectives in a fair and equitable manner but its wider social responsibilities externally. In addition, the organisation is committed to ensuring high ethical standards within the workplace.

(see appendix 2 for full 'Recruitment and Selection' Procedure HR-POL-052 v2. HR)

Investment

Investment is mainly centred around training for staff – see section on Leadership

Leadership

In general training needs come out of the appraisal system. In June 2017 a review of training was undertaken using a competency matrix. As a result of this review, a training matrix for management was identified and training commenced in February 2019. Management is considered those with direct reports and only those in sales. Training for this level is an externally qualified provider. [Recommendation 12: training to be identified for non-sales people as well who still have to influence others even if they do not have direct reports].

Currently two training sessions for management have been completed and two more are planned, with the goal of 100% trained

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There is an ambitious growth plan and it was recognised that a full-time training manager was needed and is now employed.

Employee Benefits:

- Private health care for employees with over 1-year service
- Eye test voucher for all employees
- Bi-monthly well-being events
- Cycle to work scheme
- Free fruit, tea and coffee in the offices for all employees

Education – training schemes, apprenticeships, employment and advancement, skills training.

By providing education and opportunities within Shirley Parsons Ltd, it encourages employees to consider a long-term career in recruitment and within the company after finishing school or university.

Vacancies are advertised on local job boards and internally to staff as they may have family or friends looking for opportunities.

- There is a Buddy system for all new employees to support people when they first join the company. Matches are made by job role and meetings are casual either weekly or fortnightly. The system lasts three months or longer if both parties agree
- As a result of the training review needs there are plans for a mentoring and coaching programme
- Apprenticeships (paid) – there was one a few years ago but none currently. [Recommendation 13; consider offering more apprenticeships/work experience and summer placements from universities or elsewhere]
- Work experience/summer placements (paid): students have been taken on from local schools and summer placements from University

Family Commitment/flexible working: part time roles available and considered for those with family needs

A Part-time working and Right to Request flexible working procedure Ref: HR-POL-018 v3 last updated 1/10/2018 is in operation.

Part-time – part-time working requests will be considered with each employee individually. Consideration of all possible options ideally based on a 4-day working pattern but a minimum of 3 consecutive working days.

Line managers considering requests for part-time work will discuss the matter with the employees concerned to ensure that they are aware of all the implications of moving to part-time work, in particular the effect on their terms and conditions of employment.

Decisions will be based on a consideration of the following business objective criteria:

- the suitability of the job for part-time performance, i.e. the nature of the work, the working hours and any need for continuity
- the current balance of full-time and part-time employees within the function or company
- if the request were to be granted, the feasibility of resourcing the remaining hours or of filling the vacancy should the post-holder leave
- business needs

Flexible working - to be eligible to request flexible working you must be an employee, have at least 26 weeks' continuous employment with the Company at the date the application is made and not have made a request under the statutory scheme for at least 12 months

If you are an eligible employee you have a legal right to request a change to your hours of work, a change to the times you are required to work or a change to your place of work

The Company will place restrictions on the operation of flexible working if it deems it necessary for the proper conduct of its business and in accordance with the permitted statutory grounds for refusal. The Company reserves the right not to agree to the request where one or more of these criteria indicate that, in the current circumstances, the job can only be carried out effectively under your current arrangements.

See Appendix 2 for Part-time and Right to Request Flexible working procedure.

Occupational Health

In December 2018 a risk assessment was undertaken for the new office premises. This resulted in a requirement for a new Health & Safety policy, updated with professional external support.

This is currently ongoing, with reviews from staff/management and will be communicated out 2019.

An external resource comes into the Shirley Parsons Ltd offices to raise awareness around health, below are some of the topics covered in 2018. See more detail in Appendix 2 – Occupational Health.

April – Stress Awareness Month

May 13-17th – Mental Health Week

June 24th – Mental Health Awareness Day

September 10th – Suicide Prevention Day

October 10th – World Mental Health Day

November 6th – National Stress Awareness Day

November – November (Men's Health incl. Mental Health)

In January 2019 the topic was:

This is me • Self-care • Boosting self-esteem • Asking for help • Talking about mental health and • developing resilience. Tool box talks and workshops exploring personal strategies to cope with life's up and downs. That it is OK to not be OK and how to ask for help.

Other

Annual conference

Shirley Parsons Ltd have an annual conference which sometimes is a sales conference. This is a good platform to galvanise the company and communicate out key messages

[Recommendation 14: The annual conference should be labelled and communicated as that (and not turn into a sales conference). It is a great platform to show the values and culture of the company equally between sales and no sales roles, to get key messages across and show leadership in CSR].

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Awards

Shirley Parsons run an annual awards event for the highest performers The Awards, called 'The Shirley's', were judged and voted for on the basis of overall performance and our values of Expert, Communication, Partnership, and Quality. There were 11 awards presented on the night in total (18th Jan 2019). See Appendix 2 Workplace for photos.

It was a wonderful evening that celebrated what is most important to any company -its people!

[Recommendation 15: Awards to be given out for areas other than sales performance, example a Caring Award, 'Going the extra mile Award'].

Appraisal system

Currently the appraisal system does not measure and include many 'non-sales' items as mandatory. Investment in the culture of a company often increases productivity rather than reducing it by taking a day or two out of 'sales' days.

[Recommendation 16: The appraisal system should be updated to include KPIs around non-sales areas such as volunteering, training, involved with network groups, universities and schools locally. HR to consider no penalty for non-sales days to encourage engagement].

CSR COMMUNITY

Local commitment

Wealth and income creation – Shirley Parsons Ltd have their head office in Aylesbury and as a result, employs its largest number of employees locally, approx. 95 % come from within 30 miles of the Aylesbury Office and 100% live within 30 miles of the Reading office.

Local employment provides job opportunities and wealth creation locally as salaries trickle down into the community shops, housing and services. [Recommendation 17: record and measure % suppliers and subcontractors that are local and their value. % employees that are local to demonstrate social and economic impact of Shirley Parsons Ltd]

The volunteering programme was relaunched 2018. To date only one person

has completed a volunteer day. She volunteered for a charity local to her in Luton. The charity helps people get back to work and her skills in recruitment were very helpful here.

The HR system allows for volunteer days to be logged and there is a form to be signed off by the charity receiving the day. If a volunteer day is carried out on a weekend then a day off in lieu is given. [Recommendation 18: the senior management team to lead by example, use their volunteer day and then communicate out (pictures on the intranet), discuss with the staff, an agenda item to be encourage volunteering at the annual conference].

There is currently no central charity, voted by the employees. [Recommendation 19: invite a selection of local charities in to the office at lunch time to explain their charity and their needs. The employees to vote for a charity of the year. An affiliated charity is better on a 3-year programme, rather than changing every year]

Team building – there is currently team building exercises at the AGM. This does not include all staff and does not have a charitable element. [Recommendation 20: team building exercises to involve both sales and non-sales employees and charity work].

Innovation

Innovative ways to motive the sales team are throughout the office. For example, there are TV screens with latest statistics, leader boards around the office and a bell that gets sounded every time there is a sale.

In March 2019 Shirley Parsons Ltd started running a day at the race's competition for the team with the highest sales. The winners will have a day at the races in June. See photos in appendix 3 Community.

Investment of time

Same as local commitment, volunteering and offering of work experience/ apprenticeships/work and summer placements above and investment of effort

Investment of effort

Different members of the Shirley Parsons team are involved in, support, networking, attending meetings or are on the panels for the following: the Shirley Parsons Ltd

FCO sits on the Special Interest Group for Quality, Milton Keynes, Senior Managers on the Food and Drink Conference, Networking IOSH (Institution of Safety and Health) meetings, Health and Safety Expo in Excel, London, Construction Health and Safety Group, Women in Health and Safety (Shirley Parsons herself), CIPD Milton Keynes and the Chartered Institute of professional development

Since 2017, there have been five interns, one work experience and one summer placement.

Investment funding

Partnerships: partnership with external Occupational Health therapist. Health and wellbeing events - mental aid health practitioner: Time to Talk, Alleviating Stress

Partnership with the SHE Show, Milton Keynes, Newcastle and Blackpool. Work with them to invite clients and candidates and Shirley Parsons Ltd get free exhibition stand. And

Leadership First events for networking - training with Jamil Qureshi

Partnered with UBM -United Business Media for the golf day.

Shirley Parsons Ltd partner with the Chartered Quality Institute (CQI) by attending regular meetings, networking events. The salary survey was carried out with CQI.

Shirley Parsons Ltd have sponsored an annual award for the Construction Health and Safety Group (CHSG) for the last ten years 2009 – 2019.

Sponsorships

See sponsorship below under Philanthropy

Schools

Some school children have come in for work experience from the local area. 1 person on work experience and 1 person on summer placement since 2017 and more planned for 2019. [Recommendation 21: offer presentations to local schools on jobs in recruitment, careers advice and attend career fairs]

[Recommendation 22: Take photos of partnership days, school and university careers advisory days, interns, work

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experience and summer placements with testimonials – for evidence in proposed annual report, the website and intranet]

Adult Education

Adult education covers adults both internally and externally. Externally there are work placements for university students and apprenticeships offered locally. Internally staff can expect leadership training, occupational health awareness and team building internally. [Recommendation 23: CSR training given to all staff as a result of this CSRA Application. Increase engagement and further develop the culture of the company. A presentation to all staff should be given on the findings, successes and areas for improvement of the Shirley Parsons Ltd CSRA Application]

Supply Management

See supply chain under Environment section

Support the arts

The 2018 AGM was held at the Waterside Theatre – fees go to the arts. See photos in appendix 3 – Community

[Recommendation as 20 above: future team building events to have a charitable element]

Impact Reporting

There is currently no impact reporting or annual report other than the financial report.

Understanding what a company does for charities and society is a positive way to attract and retain good staff to the company.

[Recommendation 24: Consider a Community Engagement Procedure for Shirley Parsons Ltd - so other offices know the standard to follow and the information can feed into the annual report and external/internal communications]

[Recommendation 25: consider an Annual Report which will bring together the financial, sustainable and cultural/values part of the business to give a holistic view of the company].

CSR PHILANTHROPIC

Charitable giving

Charitable giving mirrors national campaigns such as Save the Children, Red Nose day, Children in Need, Christmas Jumper Day as well regular giving annually to charities such as Wheelpower.

No gifts to staff for Christmas (Dec 2018) and donation given to the Keaton Memorial Foundation.

See appendix 4 for table of charitable giving.

[Recommendation 26 (similar to 24 above): A Shirley Parsons Ltd Corporate/Community Investment Procedure should be written to be able to advise all Shirley Parsons Ltd offices of the standard and engagement with local communities expected from them]

Communication

Communication of community and charitable affairs are ad hoc.

[Recommendation 27: communicate out charitable work externally and more internally around the office, on the screens and on the intranet].

Investment of time – as above in charitable giving – Investment of Effort

Investment of effort

A variety of directors and senior managers have carried out talks at universities for example Shirley Parsons at Leeds Beckett University, Phil Muston at Irish University and Amanda Clarke at Middlesex University, all on the topic of a career in Health and Safety

Bucks Skills Challenge – Shirley Parsons Ltd have supported this annual event since 2018. In 2018, eight teams competed, the winning team won the opportunity to work in the office for a day, teamed with John Colett School. This investment was time consuming but otherwise good. [Recommendation 28: consider investing time and effort into the Bucks Skills Challenge again as part of a strategic and organised plan for 2020 and included in the Community Procedure].

Investment funding

Currently investment funding is a combination of time, skills and money donations – once a clearer picture of the current investments can be established

and recorded as routine, a strategy can be developed. A more directed approach to investment funding can be reviewed and hence be more effective for both the community and the company.

Sustainability

Shirley Parsons Ltd is an active member of the local and wider economy. Sustainability covers environmental aspects of the impact and opportunities Shirley Parsons Ltd has but also the social and community aspect. The combination of the two can be measure in the economic benefits to both society and the company. Covered in other sections of this document

[Recommendation 29: a sustainability procedure detailing the expected standards and procedures for offices, staff and procurement to be details plus a strategic direction and KPIs to compliment the annual report/financial report].

Donation financial – all see charitable giving

In 2018 a total of £2527 was given to local charities and current figures for 2019 are £610. At present these events are semi-annual but also a little ad hoc. With the introduction of a Community Engagement Procedure financial donations can be better tracked and coordinated for increased impact and effect.

Donation products

Some office furniture has been donated to local homeless charities as a result of the office move.

Sponsorship

Shirley Parsons Ltd sponsored the International Quality Awards 2018

Impact reporting

Financial reporting is measured and communicated out at the company annual conferences. As in recommendations 24 and 25 above, a Community Engagement Procedure and an Annual Report is suggested to measure the impact of the company on the local and wider areas and economies.