

## N2O Limited

ORGANISATION SIZE / Medium business (51 to 250 employees)

Sally Macmillan

7 Foundation Park  
Roxborough Way  
Maidenhead  
SL6 3UD

### BRIEF SYNOPSIS OF YOUR CSR APPLICATION

N2O has always placed a high priority on charity, sustainability and employee wellbeing, but we had never brought all our activity together into a formalised strategy. After reviewing and documenting our initiatives under the four pillars of CSR, we are delighted at how much we have achieved, particularly in the last 4 years.

In brief, we have introduced power-saving and waste-minimising initiatives to our Head Office; eliminated 3 single-use plastics to join 'Plastic Free Maidenhead'; taken full advantage of our business park's recycling systems (and engaged our own provider to fill any gaps); enhanced our wellbeing-related employee benefits, support and education; introduced apprenticeships, internships and internal secondments to promote career progression; visited local schools to give career insight; and supported the Windsor Homeless Project, Alexander Devine Children's Hospice Service and Wexham Park Hospital with donations of cash and goods.

Our focus for 2020 is a strategic framework for our CSR initiatives. Launching in January, N2O's 'Real Steps to Sustainability' is a programme of work that will deliver a comprehensive CSR policy and action plan. Starting with our Head Office operations, we will quickly broaden the programme to include our satellite offices, logistics and warehouse department, and ultimately the events and campaigns we run for our clients.

Note: Our current application deals only with our Head Office operations in Maidenhead.

### OVERALL SUMMARY

N2O's Environmental Policy demonstrates N2O's commitment to sustainability, which is backed by our board of directors.

Where possible, we approach energy saving at a systemic level, rather than solely relying on individuals to make behavioural changes (though we encourage that too!). For instance, our electric boiling water dispenser provides heated water much more efficiently than domestic-sized kettles would. Our electric dishwashers (3x) use less energy and water than individual hand-washing of dishes by our 150+ Head Office employees. Each has an A+ energy efficiency rating. And all 4 of our fridges are either A+ or A++ energy rating.

We use motion-sensor lights and multiple air conditioning monitors in different parts of the office to ensure we're only using the energy we need. We plan to move to LED lighting only when the current bulbs/strips wear out so as not to cause unnecessary waste.

8 electric car-charging points are to be installed on our business estate in March 2020.

#### 1.2 CSR Environment - Natural resources:

We use recycled, bleach-free paper for day-to-day printing, and regularly encourage the use of locked, double-sided printing to reduce wasted paper. We are soon to introduce locked, double-sided printing as a default on all computers.

Our 2 plumbed-in water coolers (WaterLogic WL3) eliminate the need for refill bottles to be delivered, and use R600a, a natural refrigerant gas with zero Ozone Depletion Potential and very low Global Warming Potential.

#### 1.3 CSR Environment - Travel:

Because we run marketing campaigns all over the UK, we reduce the amount of travel needed by having our team of Quality

Assurance staff based across the country, each conducting site visits in their local region.

First-stage recruitment interviews are often held over the phone.

We encourage car-sharing by providing specially designated parking spaces (highly sought after!) for those who car-share. The Foundation Park shuttle bus (free for passengers) connects us to the public transport grid, encouraging car-free travel.

Where possible, we are increasing work-from-home opportunities for our employees, including rolling out more portable equipment (e.g. laptops) and making remote access easier. And over the last 5 years we have introduced flexible start and finish times for our employees, easing the rush-hour load on roads and public transport in the area.

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## 1.5 CSR Environment - Waste:

We have eliminated single-use cups (paper and plastic) from the office and substantially cut back on single-use bin bags. We conducted an internal awareness campaign on the damage plastic waste can cause, sought employee buy-in, then removed all disposable cups and individual desk bins from the office, making reusable bamboo cups available to all employees at the same time. As a result of our eliminating three single-use plastics, we have been accepted as a member of the local chapter of Plastic Free Communities (<https://www.maidenhead-advertiser.co.uk/gallery/maidenhead/134762/plastic-free-communities-scheme-launched-in-maidenhead-and-windsor.html>).

We have aligned our rubbish/recycling system with that of the business park, to ensure we are taking advantage of all recycling opportunities. We now sort food waste into its own bin, and separate paper, cardboard, plastic, glass and cans for recycling. The business park's waste collection provider (<https://simplywastesolutions.co.uk/why-us/about-us/>) has a zero waste to landfill policy, so all rubbish and recycling collected from N2O's office is either sent for recycling, to create second-life materials, or to processing facilities that convert it to energy.

We engage a separate private waste management company to collect our waste electronics and batteries for recycling. In addition, with around 180 company phones deployed, we have invested in external training for a member of our Info Tech team (a 5-day course with the Mobile Phone Repair Training School London) to allow in-house repairs rather than replacement (reducing electronic waste), and additionally salvaging spare parts to reuse in future repairs.

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2019/12/Supporting-evidence-environment.pdf>

## 2. CSR Workplace

### Health and wellbeing:

In addition to all legal requirements, our package of benefits includes life assurance,

23 days' starting annual leave, health insurance, EAP counselling, gym discount (local and national chains) and free on-site gym. We support and promote employee wellbeing with internal comms and events highlighting a different monthly focus (e.g. suicide prevention, healthy eating), and an annual Wellbeing Week that includes personal health checks, exercise classes, healthy breakfast, seminars, etc. We regularly run training for managers on supporting mental health at work, and this year have designated and trained our first mental health first-aider.

Our Engagement Survey gives us data on overall engagement, and qualitative feedback on wellbeing. N2O's wellbeing initiatives are said to improve loyalty, morale and engagement. In our last two surveys, they are frequently mentioned in the "Top 3 improvements N2O has made in the last year". They are also mentioned positively in exit interviews.

Our efforts have been recognised externally: we were a finalist in the REBA Employee Wellbeing Awards 2019 (category: Newcomer) and received a Bronze at the FMBE (Field Marketing and Brand Experience) Awards 2019 (category: Staff support and Agency Wellbeing)

### Development:

We place a high value on employee development (Learning and Development Policy supplied). We've partnered with a third party to offer a fully funded internal apprenticeship scheme covering all areas of the business; 6 employees are currently participating. We also offer in-house training to employees across all departments, including line manager training. We create internal career pathways wherever possible so we can retain talented and experienced employees. Under our 'Ops Evolution' programme, 8 members of our Staffing Operations team have undergone two 6-month secondments within the Campaign Management team, resulting in 5 permanent role changes. Employees can also apply for funding assistance and time off for relevant external study programmes.

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2019/12/Supporting-evidence-workplace.pdf>

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2019/12/Supporting-evidence-Learning-and-development-policy.pdf>

## 3. CSR Community

We offer short-term work experience opportunities to students from a variety of local schools, most recently Dan Thirlby, who spent a week with the Marketing team in July. We regularly reach out to local schools to offer careers insight and discuss opportunities at N2O, including a visit to Herschel Grammar in October 2018. Because we periodically have entry-level roles available in our Staffing Operations team, and we also experience seasonal changes in workload, we are able to offer work placements and part-time/Saturday/holiday opportunities to local students.

We have given financial support to the Windsor Homeless Project, a local charity that enables the homeless to rebuild their lives. We also periodically collect donated food from our employees to pass on to local food banks.

As part of our move towards a sustainable operation, we have joined a local Plastic Free Communities scheme. To be awarded membership with Plastic Free Maidenhead, we had to eliminate the use of three single-use plastics. As the largest business to join so far, we hope N2O will boost the scheme's momentum with other local businesses.

We also offer ad hoc support and services to South Buckinghamshire Riding for the Disabled Association, including editing, printing and dispatching the quarterly newsletter, and drafting sponsorship request letters.

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2019/12/Supporting-evidence-community.pdf>

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## 4. CSR Philanthropic

Most of our charitable giving goes to Wexham Park Hospital (Frimley Health NHS Foundation Trust) and Alexander Devine Children's Hospice Service – both local to our Maidenhead office.

### Wexham Park Hospital:

- Headline sponsor of fundraiser Run Wexham
- Branded t-shirts for Frimley's staff choir
- Physio department mural designed by our Studio
- Labour and materials to create Bluebell Woods garden outside oncology ward
- Stock leftover from campaigns (where suitable) is bundled into hampers and goodie bags for patients and volunteers (also reduces the waste impact of our campaigns)
- Donated £500 of new clothing (requested by Wexham Park) to help patients feel more able to get out of bed and eventually go home
- Donated colouring books to the children's ward and dining furniture for a break-out area where patients can eat in a family-type environment
- Before Wexham Park had a dedicated fundraiser, N2O's Marketing Manager and Social Media Manager provided several hours of marketing advice regarding the website, social media and emails

### Alexander Devine:

- Arrange contractors from our staffing database to help with fundraising events (e.g. face painters at summer fete)
- Donated £10,000 to fund specialist equipment for the creative learning zone
- When leftover stock is not suitable for direct donation to Alexander Devine or Wexham, we bundle it into hampers that are distributed internally to our employees in exchange for a donation to Alexander Devine
- Annual charity golf day raises money and awareness for Alexander Devine
- Social Media Manager has given social media marketing advice
- Donated a 360 Racing track day for a silent auction at their charity ball

We regularly collect food, clothing and donations in the office to be passed on to charities and food banks that support the homeless. We also frequently participate in national awareness days such as Macmillan Cake Sale and Save the Children's Christmas Jumper Day.

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2019/12/Supporting-evidence-philanthropy.pdf>