

## Ryall Marketing

ORGANISATION SIZE / Sole Trader (1/2 employees)

Nicola Ryall

55 Heronsgate Road  
Chorleywood  
Hertfordshire  
WD3 5BA

### BRIEF SYNOPSIS OF YOUR CSR APPLICATION

Ryall Marketing's CSR approach is strongly driven by the directors' (Nicola and Angus) belief in supporting the local community and environment. CSR initiatives are integrated throughout each aspect of the company's work, helping us to further sustain the local area through contribution toward local businesses, schools, and charities, as well as our own workers and the environment in which they live. By maintaining a company ethos which looks after our surroundings, Ryall Marketing achieves the essential balance between acting responsibly whilst providing high value to our local clients. This creates a healthy work environment which continually supports our staff whilst simultaneously connecting us with the surrounding community.

#### **Our positive social contributions are achieved across four main areas:**

Community – free support and guidance to local institutions; social advertisement of local initiatives; volunteered investment of time and effort; local commitment;  
Environment – recyclable supply chain; reduced use of energy and waste; increased use of natural resources; water saving; high air quality; vegan products;  
Philanthropy – charitable support and donations; volunteering of services and time; hospice sponsorship; and  
Workplace – occupational health advice; youth personal development; flexible work; training and apprenticeships; equality and diversity policy.

We regularly promote our CSR successes, helping the various organisations we support benefit from our marketing visibility. By sharing the value of our social responsibility, Nicola and Angus sustain a fruitful relationship with the local community which promotes social cooperation and care. As such, Ryall Marketing is determined to continue our CSR achievements through continued active collaboration throughout the local community.

### OVERALL SUMMARY

#### 1.0 CSR Environment - Energy:

Why we are passionate about energy conservation –

When Sir David Attenborough was asked by a 5-year old child what he could do to save the planet, David said 'don't waste' – that's the maxim of Ryall Marketing.

So at Ryall Marketing we have taken action. This started with a switch from regular lighting to LED's throughout the office, including our strip lights to LED. These LED lights have increased eco-efficiency which helps to save energy, saves us money and are also longer lasting, thus reducing waste.

The office we work in has insulated roofing

and flooring which removes any need for a heating system. We also use an oil radiator which is excellent at retaining heat, and additionally always encourage employees to dress for the weather accordingly so the need to use radiators is reduced and therefore less energy is used.

We do not have air conditioning as our offices have many windows and doors – this provides natural, high quality air without relying on an air conditioning system. We only acquire equipment when it is a necessity; each employee has one computer, and the office shares one landline office phone and two printers.

Most documentation is stored online, and documents are only printed off when

necessary. In this case, printing is always double-sided, which helps to reduce paper usage and keeps our electrical usage low. At the end of each working day, all devices are switched off at the plug socket, thereby reducing our electrical usage as much as possible.

#### 1.2 CSR Environment - Natural resources:

Our office is in a rural area, which allowed us to plant a sensory garden area next to the office which supports our local bio-diversity as well as a de-stressing spot for our staff to enjoy. The garden contains plants which have been specifically chosen to attract the right insects, butterflies and bees. It has

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been planted with sweet aromatic shrubs to create a positive and relaxing ambience for the team.

We have a shaded seating area with encourages staff to take time away from the office in a calming natural environment, this promotes our staff's mental and physical wellbeing. This reduces absenteeism and makes the workplace an enjoyable environment. No pesticides are used in the garden and staff contribute to the upkeep of this natural space.

The environment is similarly managed to encourage and support the indigenous wildlife, such as deer, badgers and foxes. The office is surrounded by green spaces, most notably the Chiltern hills, meaning that air quality is excellent. This contributes to our healthy workplace.

We have free flowing water in the garden, which is available to the wildlife, as well as drinkable tap water for our employees which is chilled in the fridge and thus encourages employees to reduce plastic usage by drinking this rather than bringing in bottled water.

## 1.3 CSR Environment - Travel:

Ryall Marketing is a small Hertfordshire based company which strives to operate locally. One employee lives in the local community and walks or cycles to work, with this contributing to pollution avoidance and a reduced carbon footprint. Where possible, we also encourage employees to cycle to work. Showering facilities are also offered to those that require it.

No company cars are required as only one staff member drives to work, and often takes the option of working from home, and most of our meetings are done online through Skype or at a local café (this supports our local businesses).

Our clients are mainly local, but if we are meeting clients in central London or outside of Hertfordshire, we will always use public transport where possible as the train station is a close walk to the office and accesses Central London. Actively recruiting clients in our locality has been a conscious decision – in 2008 over 70% of turnover came from

clients over 1 hour's drive away, in 2019 90% of clients are within 30 minutes or reachable on public transport.

We have encouraged many of our clients to consider the environment when selecting transport of goods or service. We helped one client go from being 100% physical business that used air transport and courier services daily to being over 90% online based, allowing clients to download documents rather than having them sent to them, thereby substantially reducing their travel.

## 1.4 CSR Environment - Environmental supply chain management:

We aim to use products that have either been recycled or are recyclable. The ink we use when printing we have two types of printer – one where we utilise the Epson recycle program, so we send our empty cartridges back to be reused, the other uses refillable toner cartridges.

The paper we use is part of the FSC (Forest Stewardship Council), who are an environmental organisation that ensures the protection of our world's forests and their inhabitants. FSC paper is sourced from well-managed forest meaning that it is eco-friendly and sustainable.

We use second-hand document storage solutions such as reused binders and have a policy in place that asks employees to try to reuse a binder rather than sourcing a new one. Some of our monitors are second-hand and have been purchased through a re-use scheme. We donate old office furniture and equipment to charities that upcycle and sell on the products extending their life cycle. The office itself is made from sustainable wood.

Nicola is vegan and committed to using products with a sustainable supply chain. Employees have the choice of 'fair for farmers' milk as well as vegan substitutes such as vegan milk without dairy, soya or nuts, and vegan mayonnaise.

## 1.5 CSR Environment - Waste:

Ryall Marketing strives to recycle everything possible in our office and encourage all our employees to do so.

Office posters provide useful tips on how to be a successful 'green' office. We also have recycling buckets in the kitchen which are labelled for plastic, paper etc, with these used daily and emptied and recycled weekly. We have a dedicated compost for teabags and any food waste located in the kitchen which is used by all employees.

Our employees can bring lunch in Tupperware and store it in the fridge rather than buying lunch in plastic containers.

'Recycle, reuse, redeploy, repair' – the four R's to help us achieve sustainability.

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/03/CSR-Application-Supporting-Document-Environment-.pdf>

## 2. CSR Workplace

Ryall Marketing's ethos centres around investing in people and giving everyone a chance – not just young education leavers, but also placement students and older employees (for example, when an employee, Isabella, returned to work after having children).

We have a strong equality and diversity policy ensuring that employees, clients, suppliers and partners have access to equal opportunities and receive fair treatment.

### Workplace Students

We take on 1-3 workplace students annually. We have two apprentices, one of whom has undertaken a second apprenticeship.

For 5 years we provided year-long work placements to Bournemouth University students:

One student, Lewis, used search engine optimisation tools learned working here to help his family's company website. Visits to the website increased fourfold as a result.

Another student, Claire, voluntarily modelled in pictures for the homepage of a start-up client, saving them fees.

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## Online Text

All work ensures that our marketing is accessible to everyone and inclusive, such as;

- We don't use red text - difficult for dyslexics to read
- 12pt minimum text size - makes text readable (as recommended by RNIB)
- Use of inclusive imagery - range of religions, races, genders and ages

We also teach clients how certain text sizes and colours can make it easier to purchase from their website, thereby increasing their sales.

## Staff Support

We allow staff:

- Flexible hours
- Work from home
- Bring family in for work-shadowing/ experience or due to lack of childcare

We support employees' mental health by encouraging time away from the office for personal reasons. One employee took a three-month sabbatical volunteering across Asia, whilst another taught refugees in Thailand.

## Occupational Health

Adjustable standing desks help improve posture, and chair wedges offer back support. Office posters advise on preventing digital eye strain. Nicola is a qualified yoga teacher offering sessions to employees to improve mental and physical health.

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/03/CSR-Application-Supporting-Document-Workplace.pdf>

## 3. CSR Community

Ryall Marketing offers support and guidance to numerous local businesses, charities, schools and organisations.

### Supporting our local school

We have worked with St Clement Danes for over 14 years to:

- Help with fundraising and musical events
- Provide promotional materials free of charge

- Regularly offer work experience placements to students

### Chambers of Commerce

Nicola is Chair of Chiltern Chamber of Commerce which provides support to the local business community. Part of this includes working alongside and supporting other Chambers in the area.

Her work includes:

- Using her network to organise outstanding speakers at many different events, including Lisa Clark from iSales talking about the benefits of hiring apprentices and our apprentice Chloe Hicks training delegates on social media use. Events provide training support for businesspeople and/or promote local charities, plus provide a speaking platform for charities
- Being interviewed by the Mayor of Chesham on 'Chesham Voice Radio' talking about local Economic Development and Community
- Offering free training, website support, collateral and event organising to local businesses and charities
- Providing free LinkedIn training to local businesses at the Watford Chamber's 'Watford Business Festival'

Nicola also organised two Ryall Marketing apprentices to attend a networking event on behalf of Watford Chamber to encourage membership signups for the Chamber and to raise money for local charities.

### Chorleywood Scouts

Angus is a local Scout leader. This involves teaching young people:

- Resilience
- Life management skills
- Team-working

Ryall Marketing provides Angus with time to supervise scout camps. Additionally, we provide posters and materials free of charge to promote scout events (helping to increase donations) and for scout activities.

Employee Josie also gave a talk to the Scouts on sexual variation and the LGBTQ+ community.

### Amersham School

Nicola voluntarily organised speakers from local businesses to speak at Amersham School to help students to have experience of the workplace, career opportunities and employment insights.

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/03/CSR-Application-Supporting-Document-Community.pdf>

## 4. CSR Philanthropic

Ryall Marketing's charity policy revolves around supporting youth, music and cancer research. Annually, we provide 25 days unpaid work to charities and other community-based organisations.

### Charity Support

Our voluntary charity support includes:

- Donations and social posting for Hospice of St. Francis
- Creating websites for Ella Forum, Vigala Singers, Chorleywood Orchestra and The Home of Fr Liam Hayes
- Training Watford Youth Sinfonia to create and maintain their website
- Free social promotion (including training) for 'BerkoFest' community festivals
- Employee participation in musical events

We received a bronze corporate membership to the 'Hospice of St. Francis'. This enables us to attend networking events free of charge, opening doors to commercial contacts, potential referrals, clients and quality suppliers. We also support the Watford Peace Hospice.

One of our apprentices' also project managed nine individuals raising money for 'The Bobath Centre'. This helped to raise Bobath's profile and increase their funding - £772 has been raised, with this figure still rising.

### Herts Youth Music Groups

Nicola is Trustee and Honourable Secretary for Herts Youth Music Groups Charity. Our work has increased their social profile and funding through donations, enabling them to establish their first 'Friends' and supporters.

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We designed, wrote and printed programmes for a concert of Verdi's Requiem held at Watford Colosseum, organised by St Clement Danes School, Parmiter's School and local musical societies.

We have also helped student-led Watford Youth Symphonia acquire radio speaking slots on radio channels and interviews/editorial in local publications. The WYS had always made a loss at concerts, but with our help, we turned a good profit (increasing with each subsequent concert), by increasing the audience and donors.

## Social Training

We provided free training in PR, Social Media and Website use for:

- Herts Youth Music Groups
- Watford Youth Sinfonia
- Chorleywood Orchestra
- St Clement Danes School
- Vigala Singers

helping them increase funding, participation and awareness.

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/03/CSR-Application-Supporting-Documents-Philanthropic.pdf>