CMC

COLLINS McHUGH
YOUR CSR PARTNER

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commercially focused **corporate responsibility**

CMC

see the wood for the trees

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Well targeted, business focused Corporate Responsibility still remains one of the most under utilised business tools for reducing a company's costs, building partnerships with customers and suppliers, engaging with your employees and responsibly managing your environmental and social impacts.

Collins McHugh can help you change that situation quickly and cost effectively.

Over the last 5 years we have been quietly building a reputation for creating excellence in CR. A number of our clients have gone on to win major awards for their CR activity across a range of disciplines including responsible marketing, diversity, integrating CR/CSR, community engagement and environmental management.

We are passionate about what we do and we look to bring that passion to your organisation, or simply help to focus and direct the passion that already exists.

However, we realise the only truly sustainable Corporate Responsibility is that which brings business benefits and at each step of the way this will remain our focus.

Collins McHugh specialise in working with companies to devise (or review) CR strategies and integrate them into your business, directly linked to your business targets, corporate vision and brand values.

However, if you would just like to benchmark your current performance on CR and draw up a gap analysis, or if you would like to target one area of performance that your customers or investors are showing interest in, the environment or community impact perhaps? We would welcome your call, it may be the first step to a productive partnership.

I hope you enjoy this introduction to our services.

Barry Collins
DIRECTOR

A few of our clients:

Speedy · The Peel Group · constructionline · Liverpool John Lennon Airport · Manchester City Council · Robin Hood Airport Doncaster Sheffield · Alkane · Warburtons · British Transport Police · Capita · mosaic · Lavendon Group plc

what does good CR look like?

Good Corporate Responsibility is about placing responsible business practice at the heart of a company's strategy and activity. Ensuring that there is a business benefit for CR activity makes it good business sense and encourages a 'sustainable' approach to the agenda.

At board level, CR should form part of a company's strategy, principles and policies. Corporate Responsibility can no longer be seen as a 'nice to have'. It is now an expectation of your wider stakeholders, employees, customers, suppliers and the wider community. Addressing these issues not only adds to the social and environmental performance of your company but also adds to brand value and helps position your company with its key stakeholders.

Good CR should:

- Be clear and concise
- Link closely to business objectives
- Achieve your key social & environmental impacts
- Engage your customers
- Engage your employees
- Add value to your brand

'Business Partner of Choice'
Monitoring and managing risk is key to a successful marketplace. Good CR in the marketplace includes actively managing supply chains, seeking to treat customers and suppliers fairly and responsibly producing and marketing goods and services. Responsible business can foster opportunity and strengthen the relationship you have with your customers, adding value to the business relationship and reflecting positively on your brand.

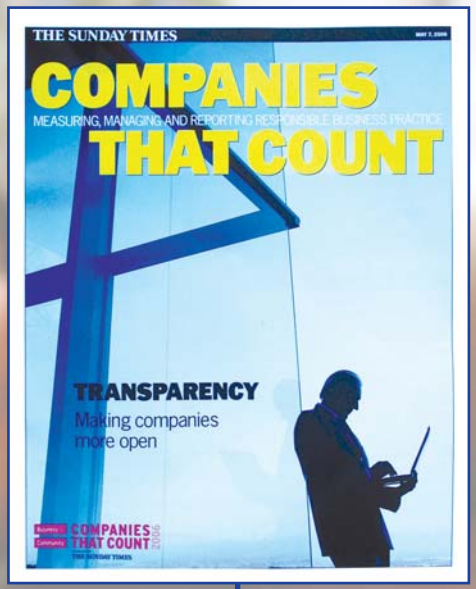
Your performance on CR can offer added value in the supply chain. Tender specifications are increasingly looking to establish company performance on Corporate Responsibility. Become part of your customer's solution to these issues.

'Employer of Choice' The ability to attract, retain and develop a diverse workforce is an important tool in today's global economy. From ethical people policies to tackling issues of inequality, if people really are your greatest asset reflect that in your approach to recruiting, training and developing them. People who feel good about themselves and their employer produce better results, each time, every time.

Collins McHugh have worked with a number of companies to **benchmark performance and attain a Top 100 Ranking** in the Corporate Responsibility Index publicised in The Sunday Times

'Being a Good Neighbour' Many companies are already intrinsically linked to their community through recruitment, procurement and sales. By understanding your communities and investing in them, whether through time or skills, your company can maximise its success and sustainability. The right community involvement can have major business benefits for your company as well as delivering key social impacts.

A 'Duty of Care' for the Environment In a world of carbon footprints and climate change, the business world is under close scrutiny. Understanding your environmental impacts and looking at how it can be reduced is crucial in today's business climate. Establishing an effective environmental management and monitoring systems and related Key Performance Indicator's can lead to substantial financial, business and environmental benefits. Measuring your Carbon Footprint, for example, will allow you to see where your biggest environmental impacts are and prioritise accordingly.



Business in the Community
COMPANIES THAT COUNT 2009
in association with THE SUNDAY TIMES

Senior level engagement and support for Corporate Responsibility within an organisation is a central element to ensuring success.

Unless the board and senior executives within the organisation can see the potential for an increase in sales, improved brand image, or better management of costs they are unlikely to give the agenda the support it requires.

Having worked with a number of blue chip companies to get the agenda accepted at board level and having followed the strategy through to delivery in a number of those companies we are well placed to communicate this message.

Central elements of commercially focused CR should be:

- Improved customer relations and the possibility for joint agendas with customers that increase your organisations competitive edge
- Improved brand image and employee engagement
- Improved energy and waste management and related cost efficiencies

Collins McHugh would be delighted to present the central benefits and potential savings to your organisation at board level, and to further focus this presentation a day spent with your company would allow us to ensure that the presentation is aimed at your business priorities.

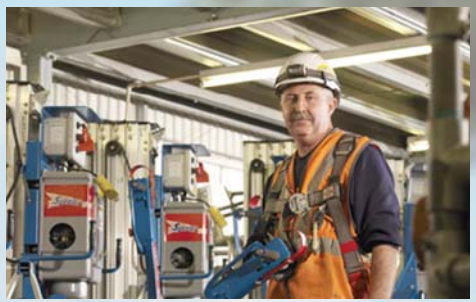
> *"Collins McHugh's approach to Corporate Responsibility mirrored one of our core values, Keep it Simple – Do it Well, I would have no hesitation in recommending them to companies beginning or reviewing their CR Journey."*
>
> **Mike McGrath**
> Commercial Director
> Speedy Asset Services

Speedy Hire Plc

First working with Speedy in 2005 following some investor interest in this agenda, Collins McHugh has formed an excellent working relationship with Speedy that has led to

- *Introduction of CR reporting since 2006*
- *Award for 'National Example of Excellence' for Responsible Marketing 2006*
- *Entry into the Sunday Times Top 100 'Companies that Count' 2007*
- *Ranked first in the Observer's 'Good Companies Guide' 2008 (FTSE 350)*

Speedy are currently launching their 'Getting Greener from the Ground Up' marketing campaign to help reduce customers carbon emissions, one element of their 'Manifesto' for the Industry



sustainability

The current buzz word across most organisations is 'Sustainability'. Unfortunately it often evokes images of a range of expensive and difficult to implement options that will work against an organisation's viability.

Nothing could be further from the truth, at the heart of sustainability are concepts that form the very basis of successful business.

- What can we do now to ensure our current success continues for the next 10, 20 or 50 years
- How can we reduce energy consumption and reduce costs
- How can we future proof energy supply for our organisation
- How can we attract the best talent and graduates into our business
- How do we get the support and engagement of the communities in which we operate

Sustainability is quickly becoming a priority for many businesses.

Carbon Reduction Commitment (CRC) Legislation

Incoming legislation based on a polluter pays principle is a major issue for up to 5,000 of Britain's leading businesses. However, a proactive and successful approach to this legislation will not only avoid Government carbon 'penalties' but will also reduce your organisations energy costs for the future.

Contact Collins McHugh now to see how we can support you on CRC.

Peel Group

First working with Peel Group in 2008 to address sustainability issues and the wider CR agenda. Collins McHugh has supported Peel to

- *Introduce a sustainability steering group across Peel's operating divisions.*
- *Quantify energy usage and target carbon reduction.*
- *Produce their first Corporate Responsibility Report.*

"Collins McHugh helped focus our activity and engage our people. The CR report has been very well received and we are delighted with the progress we have made on both Carbon Reduction Commitment and the wider sustainability agenda"

David Glover
Construction Director
Peel Group

THE PEEL GROUP

stakeholder engagement

Just as your organisation is under pressure to reduce its environmental impacts, so are your customers.

How powerful then to be doing more than your competitors to assist your customers in reducing their environmental impacts in a range of different ways for example:

- Delivery miles
- Packaging
- Energy use of your products
- Recycled content of your products
- End of life use of your products

'Added value' and now 'Best Value' are common terminology and handled correctly they are huge opportunities for organisations prepared to understand the issues and become part of the solution.

Collins McHugh can help formulate this strategy, hold stakeholder events and enhance the relationships you hold with your customer base.

> *"Collins McHugh have been invaluable in assisting with CR on the Constructionline website."*
>
> **Phil Prince**
> Marketing & Sales Director
> Constructionline

Constructionline

Collins McHugh are working with Constructionline to enhance the CR content of their excellent website which is aimed at increasing the efficiency of the tendering process in construction.

Constructionline significantly reduces the administrative burden and time commitment attached to pre-qualification questionnaires.

Through enhanced CR content the intention is to further raise the bar for the procurement process in terms of social and environmental considerations and support suppliers to

- *Pass the PQQ process*
- *Enhance competitiveness at the next stage of the tender process*

Manchester City Council

First working with South Manchester Regeneration in 2005 Collins McHugh has established a track record in engaging businesses on a number of key regeneration issues including:

- *Disability*
- *Area action plans*
- *Ex-offenders*

A recent consultative event in partnership with South Manchester Regeneration attracted over 40 companies to contribute to future priorities for a strategic regeneration framework.

> *"We have used Collins McHugh for our private sector stakeholder engagement on a number of issues. They have never disappointed us."*
>
> **Cassim Kaaba**
> Principle Regeneration Officer
> Manchester City Council

engaging your people

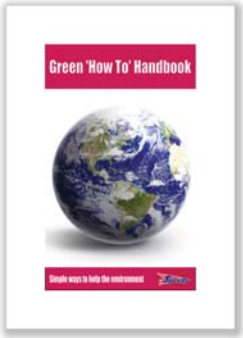
There will be few areas of major social or environmental concern that your employees will not be interested in, have a view on, or would welcome the opportunity to affect through their employment.

Be it climate change, community or charitable engagement, or simply the opportunity to get involved and do something to help (Red Nose Day, Wear it Pink etc), your employees will be at the forefront of ideas and innovation.

Some approaches to engaging your people:

- Train up environmental champions to lead on a day to day basis within your company
- Set up a charity team to meet quarterly and address key issues in the communities where you operate
- Address Health and Safety and expand it to wellbeing to assist in major health issues, obesity, diet and drugs. This may well revitalise your whole approach to health and safety
- Diversity remains an issue for many companies and with an ever changing population demographic has your company future proofed its recruitment policies to ensure future success

Collins McHugh can help you address the numerous issues that the workplace presents.



Internal handbook to make environmental challenges simple and fun

Monthly e-newsletter to keep employees updates

Communicating

Effectively communicating this agenda internally is often a challenge. Examples of our internal communications can be seen on this page.

Diversity case study British Transport Police

BTP strongly believe its workforce should reflect the diversity of the UK population and travelling public. At a strategic level, diversity plays a central role, forming one of the key aims in the Force's Strategic Plan, which outlines action points to "embrace diversity" within the BTP

To enhance this approach locally Collins McHugh worked with BTP to further enhance community links through organisations such as Race for Opportunity and Moss Side and Hulme Businesses Supporting Communities.

Partnership working with organisations such as these helped

- *Build relationships at grassroots level*
- *Further inform neighbourhood policing*
- *Gain a positive 'brand' image*

Such an approach aligned to the recruitment of Community Support Officers and a range of other measures simply added to the momentum already created within the Force.

BTP were delighted to win a coveted 'Big Tick' award for their diversity programme.

> *"To win national recognition for our diversity programme helped maintain and increase momentum on the whole agenda. This would not have been possible without the support of Collins McHugh."*
>
> **Martyn Ripley OBE**
> Area Commander
> North Western Area

BRITISH TRANSPORT POLICE

community engagement

An organisation's social impacts are often as important to its employees as their environmental impacts as they can directly affect the communities in which people both live and work.

Collins McHugh has managed a wide range of Community Investment Programmes for our clients, closely associated with the business operation and reflecting a company's brand position and operating ethos.

We have worked with programmes both nationally and internationally that have engaged, motivated and enthused employees and changed the lives of recipients.

Creative and innovative our programmes have supported clients to:

- Engage employees in the identification of charitable partners
- Use volunteering as a way to link employees and communities
- Use the selection process for international trips as a way of promoting new ideas and ways of working
- Implement payroll giving
- Have long term two way relationships with community partners
- Find low and no cost ways of increasing community benefit and brand recognition

Often the fun side of CR, community engagement can bestow real business benefits for your organisation.

Collins McHugh also handle part of an annual international programme for Mosaic, one of HRH The Prince of Wales charities, organising study tours of English regions in week two of a two week programme for 80 people from 13 different countries.

Looking at the impact of leadership in the promotion of integrated and successful communities we have used our knowledge and experience of a wide variety of community based initiatives to put together informative and interesting study tours.

> *"We approached Collins McHugh because we felt they were one of the few organisations who could deliver us a quality programme anywhere in the UK, we were not disappointed."*
>
> **John O'Brien**
> Chief Executive
> Mosaic

Speedy Hire Plc

Working with Speedy we looked to build on a schools partnership that linked with opportunities to support disaster hit parts of the world. Initially sponsoring a sixth form trip to assist in the tsunami hit region of Pondicherry in India, we supported Speedy to extend this partnership with Habitat for Humanity and their third trip, to Ghana, was a team made up of Speedy employees from across the Group.

> *"What we saw in Ghana was very humbling and it was fantastic to be a small part of the solution, it was great to be wearing the Speedy logo, I think we all felt immensely proud."*
>
> **Dave Boulton**
> Infrastructure Manager
> Speedy Hire

corporate responsibility reporting

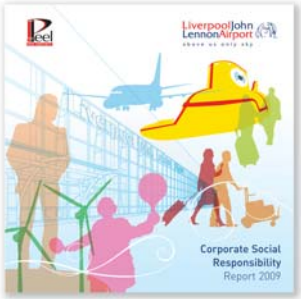
Collins McHugh has produced CR Reports for a range of clients positioning their responsible business activity within the context of their overall operations. We pride ourselves on producing reports that are accessible, informative and relevant.

Working in partnership with our clients we look to formulate the report structure, prioritise the activities to be covered, and set Key Performance Indicators in line with business operations.

A number of our team are AA1000 trained, the principle reporting standard for CR which seeks to ensure comprehensive and appropriate content and style.

However, our key driver in producing reports is putting the information required into a format and style that appeals to customers, employees and wider stakeholders and is transparent in its aims, objectives and achievements.

Collins McHugh were delighted that as part of our strategic work on CR for Speedy which led to them being ranked 1st in the Observer's first FTSE 350 'Good Companies Guide' their CR report was singled out for its: "jargon free approach and clarity of purpose".

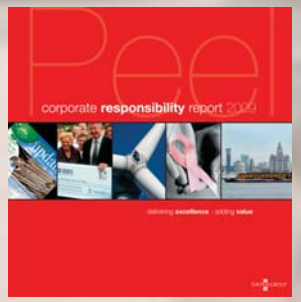


The report produced by Collins McHugh brought together for the first time in a structured and comprehensive way the environmental and social impacts of our whole group:

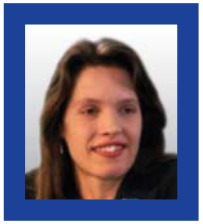
- Land and property
- Airports
- Ports
- Energy
- The Trafford Centre

Peel are delighted with the outcome and the positive feedback from their stakeholders.

> *"I have read many reports over the last 5 years and Speedy's is amongst the best I have seen."*
>
> **Martin Gettings**
> Sustainability Director
> Balfour Beatty
>
> Balfour Beatty Construction



meet the team [principal contacts]



Miranda **Allan**

Miranda has been an environmental consultant for the past 14 years. Miranda's strengths are accessing and **influencing policy decisions at the highest level** in the UK and EU, facilitating clients' consultation into the decision making process and their preparation for impending legislation. Miranda advises on **legal compliance** and tailors internal systems and training to individual clients' needs, **constructs and manages policies and strategies** for client companies from multinationals to micro businesses.

Miranda has worked closely with the CBI, EIC, EA, DEFRA, NWDA, GONW and a broad range of businesses, within the chemical, food and engineering sectors in particular. Customers include:- BNFL, Shell, Monsanto, Heinz, Pataks, Indmar Sheetmetal, Standish Engineering, Greater Manchester Chamber of Commerce, Private Sector Partners and the Northwest Regional Development Agency.

Peter **Chung**

Peter is a hands on practitioner across a range of disciplines including the environment, health and safety, and quality systems. **Peter designs and delivers Environmental Management Systems, Occupational Health and Safety Management Systems and Quality Management Systems.**

Peter will also carry out Environmental Audits and Reviews, Health and Safety Audits and Reviews, Quality Management Audits and Reviews, Waste Audits, Water Audits and Health and Safety Risk Assessments.

Finally **Peter also delivers a range of certificated training** including Certified Environmental Training, Health and Safety Training, General Quality Management Training, General Health and Safety Training, Contaminated Land Phase 1 Assessment, IPPC Permit Applications, General Environmental Consultancy, General Health and Safety Consultancy and General Quality Management Consultancy.

Stephen **Sykes**

With 18 years of experience in environmental and quality management Stephen advises a range of companies on their environmental management and quality systems. Currently supporting 6 companies on their **ISO14001** implementation Stephen has worked across a broad spectrum of organisations from chemical companies to airports and the construction industry.

Stephen also excels in the instigation of sustainability strategies, including sustainable procurement and the implementation of cleaner greener technologies.

Stephen is also accredited to deliver the **Chartered Institute of Environmental Health (CIEH) Environmental Awareness Certificate** an excellent one day introduction to environmental measurement, monitoring and auditing.

James **Kelly**

James has just recently finished a Masters in Public Administration at Harvard University undertaking CSR focused courses at both the Business School and Kennedy School, James was formerly with The Mace Group where he **integrated CSR principles into one of the world's largest and most diverse construction management companies.** Reporting directly to the CEO on strategy development and organisational performance James understands the commercial opportunities of good CSR.

Specialising in **CSR Strategy and Benchmarking**, James is keen to provide structured support to develop your CSR strategy throughout the major functions of your organisation.

Rachel **Vale**

Rachel joined directly from Business in the Community, where she managed company membership including working with management boards on **strategy and policies and at grass roots level increasing positive impact**. With a history of event management, Rachel was also responsible for organising some key CSR and leadership events.

Rachel works on a number of aspects of employee engagement, including assessing ways of maximising employee volunteering programmes and company charitable activity and also has a track record of excellent stakeholder engagement programmes.

Trained to deliver the **Myers-Briggs Type Indicator (MBTI)**, Rachel has a passion for team building and leadership development within organisations, often linked to CSR projects.

Why not outsource your CR to us?

For a small monthly fee we will, over a 12 month period

- Benchmark your current CR Performance
- Formulate or review CR 'Guiding Principles'
- Identify 'Quick wins'
- Produce your indicative Carbon Footprint
- Support your company on employee engagement
- Provide an independent piece on CR for your Annual Report and Accounts

The above is based on typical requests from clients but is both flexible and scalable.