

# CORPORATE SOCIAL RESPONSIBILITY STATEMENT 2021

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Corporate Social Responsibility (CSR) basically means being a good corporate citizen and describes business behaviours that not only deliver commercial objectives and meet legal requirements but also have a positive social impact. Greener Ealing Limited (GEL) desires to run its business responsibly and align business strategy with CSR goals so as to have a significant and positive impact both on the business itself and the communities in which GEL operates.

## CSR AT GEL

GEL is a Local Authority Trading Company which has been set up to deliver high-quality sustainable waste, recycling, street cleaning, grounds maintenance and associated services in a socially responsible and environmentally friendly way, on behalf of the London Borough of Ealing, its residents and other service users. The prosperity of our business and of the communities within which we operate requires a commitment to the sustainable management of our activities. We are therefore committed to making an annual Corporate Social Responsibility Statement which details the steps we have taken and plan to take, to positively enhance all areas of our business.

We have adopted and commit to the principles and practices set out below.

## OUR PEOPLE

We aim to develop a workforce who are positive ambassadors, committed to good customer service; who are flexible, engaged, highly skilled and competent; who understand our values and who are proud to work for GEL. For our part, we will create an organisation where every employee feels valued and has opportunities to develop the skills and confidence, they will need to do their work to the highest standards and, in so doing, will help us achieve our goals.

We expect our employees to respect each other and work with us to create an environment free from discrimination.

We operate a meritocracy, where all employees are recognised and rewarded on the basis of their performance, effort, contribution and achievements.

We aim to source local people to join our team where possible in order to boost the local economy. We do this by advertising in local publications, and where we use external agencies, we ask them to seek local candidates where possible.

We offer apprenticeships to 16-24 year olds to help deliver our services, via the Government's Kickstart scheme which helps employers like GEL, by providing funding for them to create job placements for 16 to 24 year olds, who are at risk of long term unemployment. During 2020/21 we have hired four individuals through this scheme.

## CUSTOMERS AND RESIDENTS

We aim to build strong relationships with all our customers and other stakeholders and are committed to delivering a service that is consistent, responsive and reliable.

We aim to have the highest professional and ethical standards and will be honest, open and

transparent in all our dealings with customers.

## SUPPLIERS

We aim to create and maintain strong relationships with key suppliers and contractors.

We aim to choose suppliers that share our ethos in relation to employment practices, quality and environmental controls. This will be communicated to all suppliers and potential suppliers.

We will make every effort to support the local Ealing economy using where possible local suppliers to support our Business.

## HEALTH AND SAFETY

We have adopted the highest level of Health Safety and Wellbeing practices in all of our operating activities and will seek continually to improve them We have a current and effective written health and safety policy that is regularly reviewed and updated.

## ENVIRONMENT

We are committed to ensuring that Greener Ealing has the smallest possible environmental footprint to support the Council's aim to achieve carbon-neutral status by 2030.

We are aware of our environmental impact as a business and have taken and continue to take appropriate steps to mitigate that impact, including setting environmental objectives and targets, implementing procedures and providing training so employees and contractors understand their environmental responsibilities and can seek to improve our environmental performance.

We have invested in a new fleet of trucks to help build on the Borough's recycling rate, which is the second highest in London.

During 2021, we have worked to achieve a significant reduction in our CO2 emissions through a targeted programme, working with drivers, to reduce vehicle idling time as well as improving driver performance in regard to braking, acceleration, cornering, and speed, all of which help improve vehicle efficiency and reduce emissions.

GEL is currently working towards ISO 14001, which maps out a framework for GEL to follow an effective environmental management system. Attaining such standard will help ensure that our environmental impact is being effectively measured and improved. Stage One Inspection has been successfully completed and environmental targets will be agreed as part of the Stage two Inspection between January and March 2022.

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Revision	Date	Amendment	Content owner	Mandated by
First issue	November 2021		Jo Steel	Kevin O'Leary

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## COMMUNITY

We are committed to identifying and pursuing opportunities for community involvement throughout the lifecycle of our contract, so as to create a positive image of GEL and our client, the London Borough of Ealing.

As part of this, we invite employees (or groups of employees) to identify areas where GEL could make a demonstrable contribution to supporting the communities in which we work. We will also consider requests for involvement brought to us from customers and local residents. Examples may include helping out at youth or community centres, or painting / updating local community facilities, etc. All such nominations will be considered carefully and, where approved, each selected employee can take a paid “Gel Community Day” (GCD) to undertake the chosen activity.

Our criteria for supporting community requests are:

- Generally, initiatives should have a significant and positive impact both on the business itself and the communities in which GEL operates;
- The organisation/project should be based in the local area – within the confines of the London Borough of Ealing;
- The organisation/project should be for the “public good”, with either a clear benefit to the local community or a clear “green/environmental” focus;
- It should offer us the opportunity to promote GEL positively, as an integral partner to the local community.

The following represent a snapshot of Community initiatives undertaken by GEL during 2020 and 2021:

- Trees for Cities: in December 2020, a team carried out a tree planting programme on one of the Borough’s biggest housing sites at Northolt Park housing (Race Course).
- Springhallows College: In June 2021, our team gave a makeover to a piece of overgrown land transforming it into a glorious garden area for staff and students.
- Mindfood: In July 2021, our team provided new wood-chipping paths at Clevely Crescent allotments, to assist this small, local charity which helps support those suffering from mental health difficulties by teaching food-growing and sharing tips and techniques to improve wellbeing.

## COMMITMENT

To help ensure that we are meeting our CSR commitments, the Board will include an annual review of this statement within its Annual Report and Accounts.

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