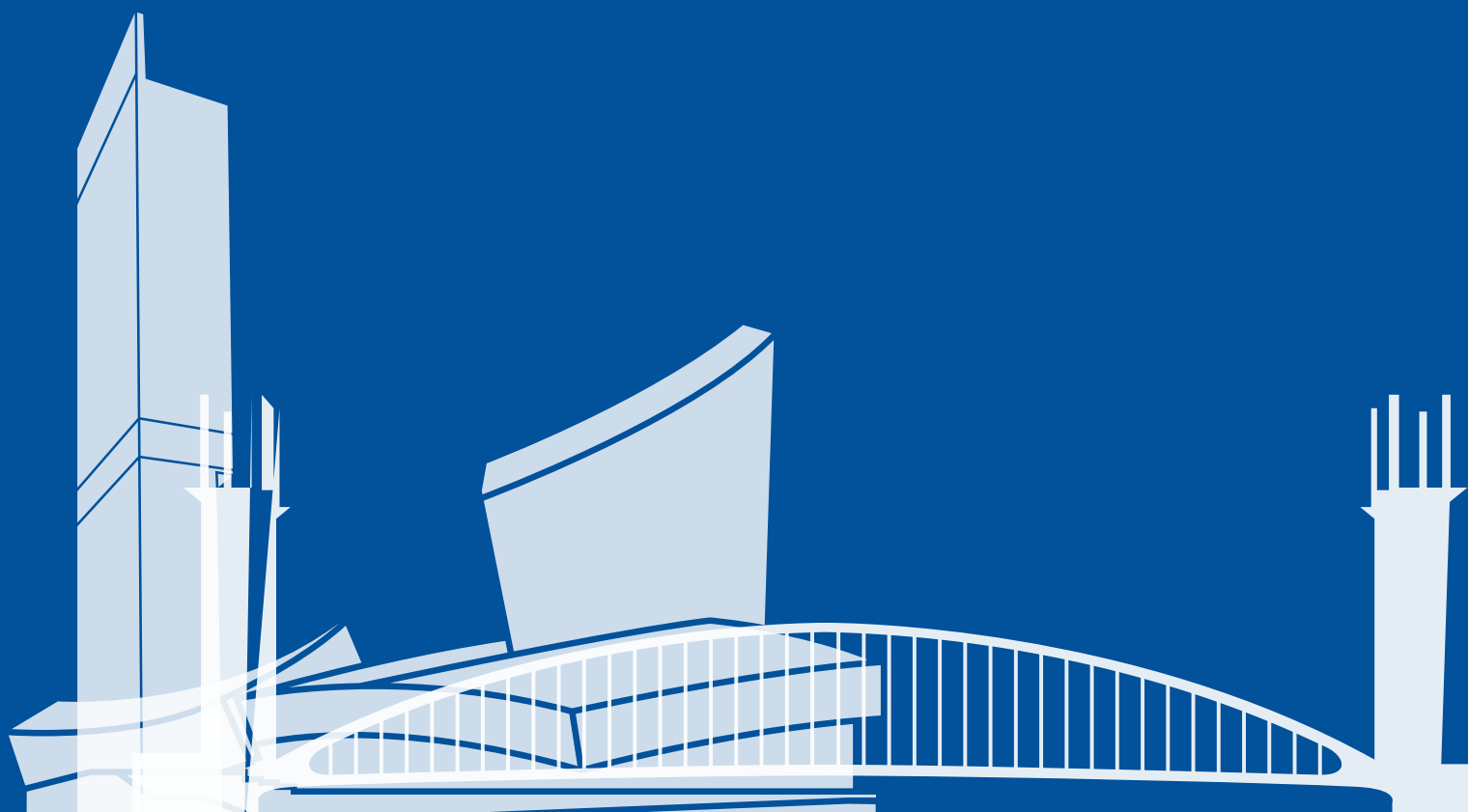


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# Community Engagement Report 2015-16

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# Welcome

Welcome to this year's Community Engagement Report. It covers the various communities we serve including our people, customers, business partners and local neighbourhood, in addition to our environmental impact.

There has been significant change in our market over the last few years, with a growing need for technology services, as well as products, to support the modern day workplace. Brother has a customer-first philosophy - **At Your Side** - which drives everything we do, from product design right the way through to services delivery. This thinking drives us to understand pain points and then design smart products and services which solve them.

I am immensely proud that we have been awarded Investors in People Platinum this year. We see learning and development as a key driver of our long-term competitiveness, especially in an increasingly buoyant employment market in the UK. The award represents a culmination of many years of hard work building a strong internal work community. It also serves to inspire us to continue striving to be a leading employer, not just in our sector and our region, but in the whole of the UK.

We continue to think local, just as we always have, and it has been a great year for our community-related achievements. This year, we have strengthened our partnership with Forever Manchester; I have had another rewarding year as president, and we launched the Brother UK Fund in partnership to enable growth in the strategic nature of how we support local organisations with priorities set against enterprise, the elderly and education.

To help us reduce our environmental impact, we continue to monitor and measure our direct environmental impacts and have high awareness of them amongst the commercial practicalities of the market. We are already a very efficient operation so improvements can often be small; nevertheless we are always looking to improve wherever possible.

We are also promoting the efficiencies of our products, and the recycling and responsible end-of-life solutions we provide through the expertise of the Brother Group. In this year's report we have decided to showcase our relationship with the group's flagship recycling centre in North Wales - this is maximising the impact we can have to encourage more responsible ways to use and recycle Brother products.

We remain one of the largest employers in our local area, a position which gives us the opportunity to support the individuals and businesses which make Greater Manchester such a vibrant place. We see apprenticeships as a vital way we demonstrate our commitment to believing in the talent we have locally. We are raising awareness of this career route in local schools and colleges, and the national media through our own apprentice programme, and by also sharing our experiences with employers considering the route for themselves.

Looking ahead to the next year, market conditions still remain unpredictable and the business will continue to adjust as we go, stabilising share in established markets, whilst continuing to expand our services portfolios and vertical market product solutions.

It is my pleasure to introduce our activities from 1st April 2015 to 31st March 2016, which are helping us to grow ourselves through growing others.



**Phil Jones, MBE,**  
**Managing Director, Brother UK**



## About Brother

Brother UK has been helping people work smarter for over 50 years. We are part of the multinational Brother Group, founded in Japan in 1908, and which operates in over 44 countries and regions around the world. As Brother UK, we are one of the group's 52 sales sites.

We supply and support Brother Group's entire range of technologies and business solutions for use in homes and workplaces across the UK. While our service offering has evolved and adapted to changing markets, our foundations of strong leadership and innovation remain the same. Our class-leading software, solutions and products – from web conferencing and managed print services, through to printers, labelling devices and scanners – are designed to make modern day life easier more organised and more efficient.

As part of our 'customer-first' promise, the Brother Group established '**Global Vision 21**' as the mid to long-term corporate vision. The core objectives are:

- To become a leading global company with high profitability
- To become a world-class manufacturer by developing outstanding proprietary technologies
- To embody Brother's motto '**At Your Side**' throughout our corporate culture

We can only achieve these objectives through collaboration with other members of the Brother family. For us at Brother UK, this particularly involves our neighbours in Tameside, Brother International Europe, and also Brother Industries UK – our North Wales based recycling plant which is enabling us to provide responsible end-of-life solutions for Brother products.



# Corporate responsibility

## Thinking global, acting local

Our ambition is to 'grow ourselves through growing others', and being a responsible corporate citizen sits at the heart of achieving this. The Brother Group Global Charter guides everything we do, including our relationships with our stakeholders and our approach to responsible business. Alongside this, the group recently launched the 2016-2018 business plan, 'CS B2018' to drive incremental achievement towards Global Vision 21. Together, these global directives outline where we're going, and we have determined the roadmap to get Brother UK there by developing plans for implementation locally here in Tameside. We have called these plans our 'Themes and Strategy' – key areas around our Business, People and Processes which will help us to Transform, Engage, Support, and ultimately Grow. Where relevant, the areas of the strategy are referred to throughout this report.

Brother UK is proud to operate in a responsible and sustainable way – this includes building strong, long-term relationships with our customers, partners, employees and local communities, and reducing the environmental impact of our operations, services and products. This is encapsulated in our 'At Your Side' approach, while Brother Earth and the Brother 5Rs inspire us to do more with less and reduce our environmental impact.

Our management systems help us measure, monitor and manage health and safety, environmental impacts, and quality and are certified to BS OHAS 18001, ISO 14001, and ISO 9001, respectively.

We have a Corporate Responsibility (CR) team, led by the Director of Infrastructure and Shared Services, who manage our CR impacts on a day to day basis. However, managing CR impacts is part of everyone's role; we need company wide involvement to achieve our goals, and we work hard to ensure all employees understand our commitments. We promote awareness of our CR activities and commitments to employees through the internal communications platform 'Yammer', our intranet site, and by holding charity days in our office. Our external communication channels include our social media presence, the relationships we establish through our local networks, and through this annual Community Engagement Report.

## Growing our people

Our training and development investments are a core component of the way we deliver corporate responsibility (more on TEAM on page 17). Our employees take part in development opportunities to strengthen their own mentoring, coaching, and other transferable skills, and often do so through volunteering in the community, including working with local schools (see page 14). This way, the benefits are mutual for us and our local area.

## Protecting our Planet



Brother Earth is a group-wide commitment to environmental protection. The goal of this initiative is to explain our environmental activities in a way that is relevant and easy to understand, and to provide a way for anyone around the world to support diverse environmental projects, such as through 'Click for the Earth'.

Please visit  
[www.brotherearth.com](http://www.brotherearth.com)  
for more information



## 5Rs

INFORMING OUR APPROACH SINCE 1999

Refuse  
to purchase environmentally  
burdensome materials where  
possible.

Reduce  
waste material.

Reuse  
material without processing.

Reform  
waste into a useful form.

Recycle  
what is left where possible.



OFFICE LOCATION:  
Tameside,  
Greater  
Manchester  
Since

1968

EMPLOYEES:

190



# Environment

The Brother Group helps society achieve sustainable development, by positively and continuously considering the environmental impact of all aspects of our business operations.



As part of the Brother family, our relationship with Brother Industries UK helps us to always be 'At Your Side', providing a closed loop service to help all of our customers use and recycle our products responsibly.

Maggie Robinson,  
Facilities Manager,  
Brother UK

## Employee awareness

Our employees are key to reducing our environmental impacts. Their behaviours can reduce our footprint and they have the opportunity to share and promote the environmental best-practice of our products with our customers and sales channel partners.

We provide mandatory training to make sure all employees feel confident talking about the environmental aspects of our products – from double-sided printing and lower energy usage, to environmental labels such as Blue Angel.



## Our approach

The tools we use to manage our day to day environmental impacts are well established. The **Brother Global Charter** guides our overall commitment to be considerate and protective of the environment, while the **Brother 5Rs** (see page 5) inform our everyday behaviour and approach to resource use.

Additionally, our **ISO 14001:2004 certified environmental management system** enables us to maintain our focus on our environment-related impacts and opportunities. We are planning to transition to the 2015 version of the standard by the end of the 2015/16 financial year.

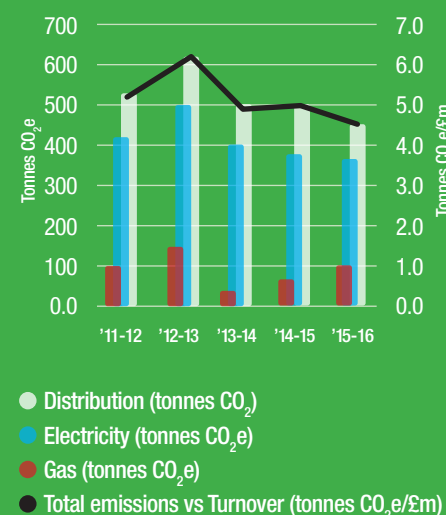
**Brother Earth** is the Brother Group's approach to managing and communicating our global commitment to environmental protection. This includes offering products with energy and paper-saving technologies; compliance with internationally recognised environmental standards such as **ENERGY STAR**; as well as efficiencies in our own operations. We also strive towards achieving wider engagement through the 'Click for the Earth' project which enables anyone globally to influence the environmental causes we donate to.

## Energy and carbon

We keep a close eye on the amount of gas and electricity we use to operate day to day. This year, our gas usage increased by 31%, while our electricity usage fell by 10%, compared to the previous year. These two results are linked – we relocated our warehouse personnel, moving from an electrically heated to gas heated area – reducing and increasing the use of each respectively. The new area is four times larger, to meet operational needs, hence the increase in gas used to heat the space. We are looking at ways to make it more energy efficient, including installing plastic curtains to better retain heat. A factor contributing to the fall in electricity use is the installation of LED lighting throughout our on-site catering facility, continuing our LED roll out across our buildings as part of any refurbishment. Combined, these changes resulted in our overall energy use across our buildings increasing by 6% compared to 2014/15.

As well as monitoring our energy consumption, we measure and manage our carbon footprint. Our absolute CO<sub>2</sub> emissions from energy use across our buildings dropped by 9% this year. Indeed, in addition to own carbon emissions, we measure the emissions from the distribution of our products (outsourced to DHL). In 2015/16, the absolute emissions from distribution were 112.7 tonnes CO<sub>2</sub>, 7.5% less than last year (2014/15: 121.8). This is a decrease of 4.7% per £100,000 turnover compared to last year.

### Greenhouse gas emissions<sup>1 2</sup>



## Our travel

We're working to reduce the carbon intensity of our employee's business travel and commuting. To reduce the overall need for travel, we continue to promote the use of our own OmniJoin software and other online collaboration tools. And for when travel is required, we encourage more efficient vehicle choices. This year, of the 24 company cars we ordered, 14 emit less than our CO<sub>2</sub> benchmark.

Two of these new cars were Brother UK's first plug-in hybrid electric vehicles. These hybrids emit 49g CO<sub>2</sub> per km, less than half the average emissions of other new cars<sup>3</sup>. We have several more hybrid vehicles on order, and have installed electric car charging points in our car park this year.



We continued to monitor the miles our employees travelled by taxi – 7,164 miles, totalling 1.84 tonnes of CO<sub>2</sub>. Taxis are shared wherever possible.

During 2016, we also ran a commuting survey for all employees who don't use a company vehicle to travel to and from work. A quarter of our workforce responded and, from this, we have been able to estimate that commuting generates a total of 140 tonnes of CO<sub>2</sub>e per year for all our workforce. This information fed into the requirements of Brother Group's ISO 14064 greenhouse gases certification, and we look forward to working with the rest of the group to continue widening the scope of our emissions reporting.

## Waste

For the sixth year running, we sent no waste to landfill retaining our waste contractor Valpak's zero to Landfill accreditation.

In total, our site produced 82.3 tonnes of waste, 18% more than in 2014/15<sup>4</sup>.



While our employee headcount has increased by five per cent and can account for some of this increase, we are also able to identify increases in specific waste streams. For example, our paper recycling increased by 3.3 tonnes due to a large one off disposal of obsolete literature as part of a warehouse project and our general waste increased by 6.6 tonnes due to a building renovation project.

Of our total waste, we sent 65% (by weight) for direct recycling via our contractors. The remaining 35% left our site as general waste. After sorting, Valpak estimate 18.3 tonnes could be recycled and the remaining 10.7 tonnes went on to an energy from waste facility<sup>5</sup>. Considering this, we estimate 87% (71.6 tonnes) of our waste was recycled in total.

In addition to the waste we produce directly, we processed 80 tonnes of waste electronic and electrical equipment (WEEE), 4% more than last year (2014/15: 77 tonnes). This includes end-user returns, customer machines that were sent for repair and were unable to be fixed, and obsolete stock. The weight increase is accounted for through increased activities in our supply chain – we have sold more products, and so we are getting more returns. There has also been a regulatory change which means more products now come under the categorisation of 'WEEE'.

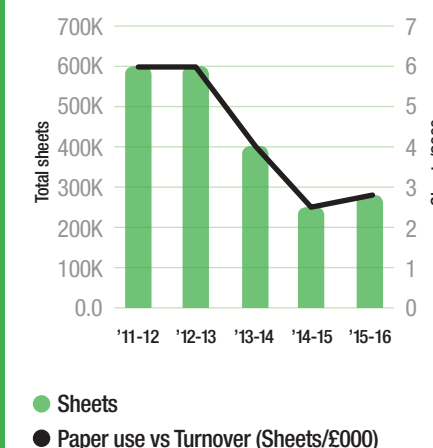


## Paper use

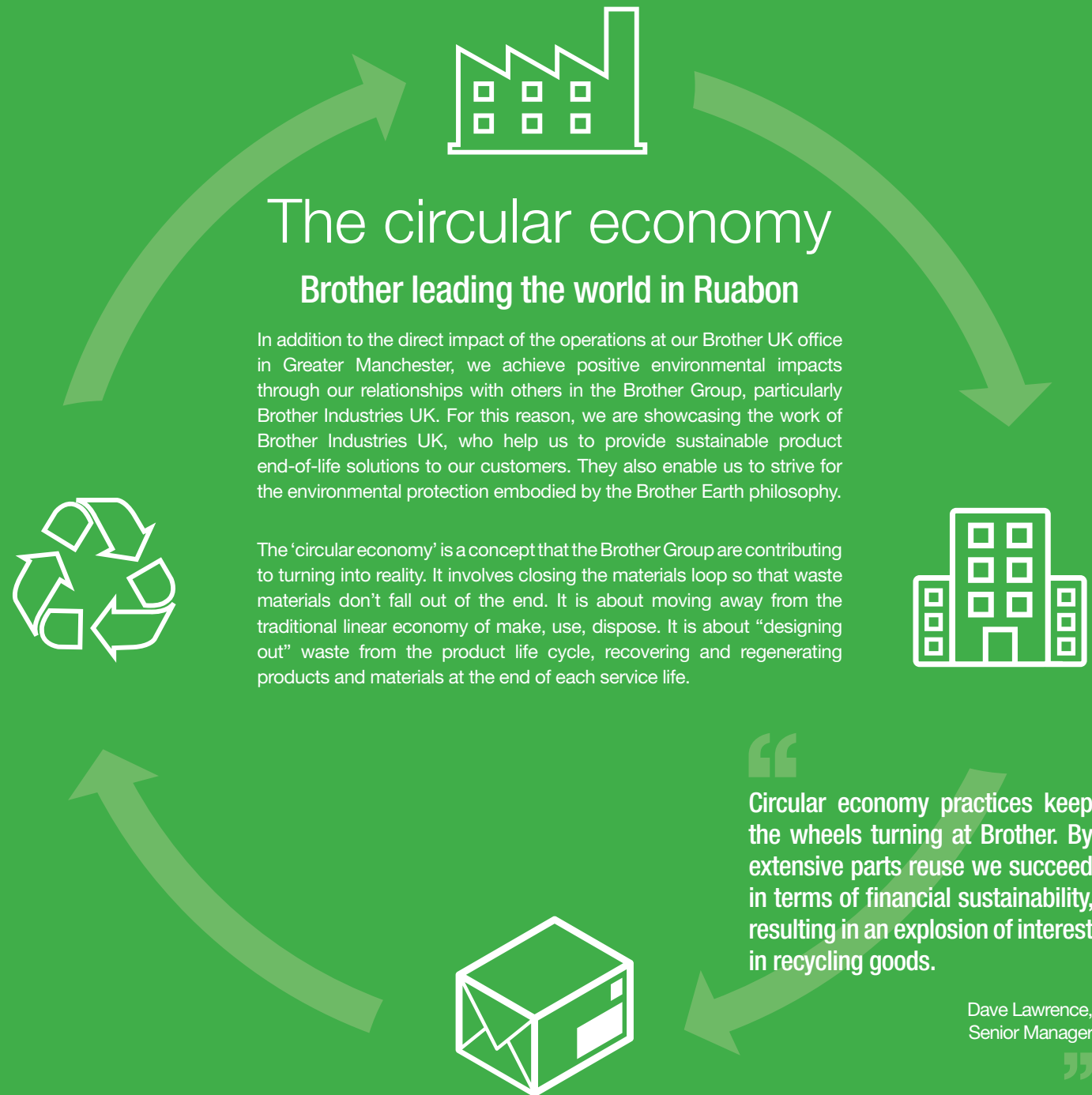
Our overall paper use has decreased by 53% over the past five years despite a modest increase of 7% over the last year largely driven by commercial requirements of the business.

We continue to use our own technology within the business to optimise our print behaviour including the deployment of double-sided printers with duplex printing as their default print state and our print management facility b-guard. The b-guard print server sends print jobs to a dedicated server whereupon they are stored until being demand printed ensuring no jobs are printed and left uncollected. This is not only a more secure environment for printed information but it also ensures wastage is kept to a minimum.

### Paper use







## Brother Industries UK

- thinking locally, implementing globally

Brother Industries UK in Ruabon, North Wales, is the flagship recycling technology centre for the Brother Group. They are a specialist site for toner recycling, sharing expertise and knowledge throughout the company on a global scale. Their facility operates a zero waste to landfill policy – when an empty toner cartridge reaches them, absolutely no waste ends up in landfill. Brother Industries UK, and their subsidiary in Slovakia, **recycle 1.8 million toner cartridges each year from across Europe.**

The importance the North Wales operation places on reducing environmental impact is consolidating the factory's status as a leader – both within, and beyond, the Brother Group. Principles of the circular economy are at the centre of its operations and, supported by global investment, staff at Brother Industries UK are rapidly becoming experts in emerging recycling technology. Due to innovations made by staff, **96% of toner parts are recovered.**<sup>6</sup>

Brother Industries UK are constantly working to reduce their own environmental impact, as well as that of customers and suppliers. They have their own **ISO 14001:2008 certified environmental management system** and will be transitioning to the 2015 version of the standard during 2016. They have also designed robots to automate dismantling, refilling and cleaning of cartridges, which are then shipped to other Brother cartridge recycling sites across the globe; this is seeking to improve productivity and make the process more efficient.



## Awarding dedication

In 2015, Brother Industries UK won an award from Business in the Community for their dedication to putting circular economy principles at the heart of their operations and reducing the impact their global business has on the environment.



Brother has quite simply put the principles of Reducing, Reusing and Recycling at the heart of its operation in North Wales.

Keith Palmer,  
South Wales Chamber of Commerce



## Designing out waste

As well as being experts in recycling, Brother Industries UK work to increase the life cycle of consumables by influencing the initial design of toner cartridges. Each year, a product designer from the global head office is seconded to Ruabon to foster international collaboration and find out how to improve the design of the cartridges to make them easier to recycle.

By embedding a philosophy of 'designing for life', Brother Industries UK have reduced the overall environmental impact of the toner manufacturing process by 43%.<sup>7</sup>

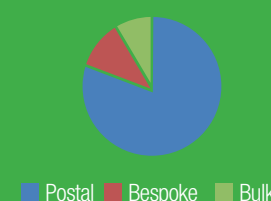
95% of cartridges that are returned still perform 'as new' with minimal alterations; all that is required is cleaning, replacing any worn parts, refilling, and quality checking.

Brother sees that waste from one process is a resource of energy for another. That's why Brother Industries UK has their own dedicated Moulding Division which enables them to bring to life the 'closed loop' model of recycling materials. As such, even those toner cartridges that cannot be recycled (due to age/damage) will be ground down and repurposed for use by Brother and other companies.

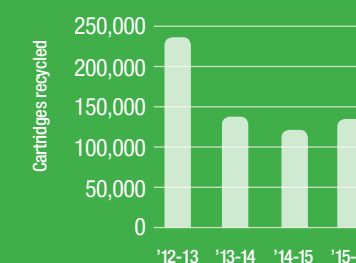
## Cartridge recycling in 2015/16

In the UK, there was a 6%<sup>8</sup> toner recycling increase, and a 30% increase in ink recycling, in 2015/16. Toner accounts for the majority of returns; 80% of toner cartridges were returned via post, and the remainder via bulk or bespoke routes.

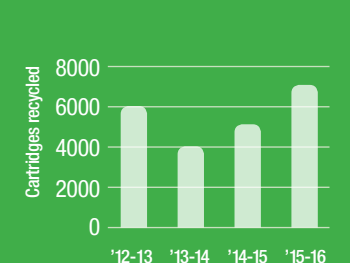
Toner returns by route in the UK (2015/16)



UK toner recycling<sup>9</sup>



UK ink recycling



## Cool Earth



Every time our customers recycle, Brother donates to Cool Earth, the charity that works alongside indigenous populations to halt rainforest destruction. Cool Earth provides their partner villages with the resources they need – building more sustainable incomes, better schools and improved clinics. This is with the aim of encouraging livelihoods which are harmonious with keeping the forest intact and, ultimately, mitigating climate change. To continue our long partnership, Brother has recently supported their new project launch in Papua New Guinea.

# How can you recycle your empty toner cartridge with Brother?

## Small efforts can have a big impact (up to 4 toners)

Customers can use the label supplied in their cartridge box, or print out the free returns label from our website. They can then post the empty toner cartridge to Ruabon.



4

1. Print out the label from [www.recycling.brother.eu](http://www.recycling.brother.eu) or use the label provided in the box
2. Carefully pack the empty toner back in the packaging of the new toner
3. Stick the label on the box
4. Drop off at the post office

## Making recycling easy for medium volume customers (up to 12 toners)

Customers can use the environmentally friendly bulk recycling service by logging onto our website and ordering a Brother recycling box to fit either 4 or 12 cartridges.

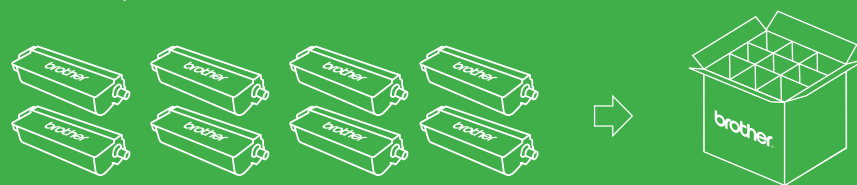


4+

1. Visit [www.recycling.brother.eu](http://www.recycling.brother.eu) to order a recycling box
2. Brother will send a recycling box with a free postal label attached
3. Carefully pack the toners in the box
4. Drop off at the post office

## Making recycling easy for large volume customers (more than 12 toners)

Customers order a large recycling box to store at their office; when it's full, Brother Industries UK will arrange for the box to be collected. This brand new service for high volume customers enables Brother to support a wider range of customers with a more efficient experience.



12+

1. An easy and efficient service for high volume recyclers. To order a collection box the customer registers their details for the service at [www.brother.eu/collection](http://www.brother.eu/collection)
2. Brother will send a recycling box to store at their office
3. When full, contact us again via the above link, and we will pick them up

All these services are free. Options 1 and 2: All the customer has to do is take the toner box or Brother recycling box to the post office, where it will be sent to be recycled.

## Making customer returns easy

The only limiting factor in recycling more cartridges is the number customers return. To improve return rates, Brother Industries UK has recruited a dedicated Consumables Return team. The team developed and deliver three different recycling services to make it easier than ever for customers across the UK to return their toner cartridges. Brother Industries UK guarantee that absolutely nothing will go to landfill – even the packaging.



## Thinking ahead

In 2016/17, Brother Industries UK's target is to encourage more customers to take advantage of the two larger volume return services (diagram on the previous page). To encourage this, they are piloting a reward scheme to say thank you and motivate further participation.

They are also in the process of streamlining the ink cartridge recycling programme. Customers will soon be able to return cartridges in bulk, which will be consolidated in a regional warehouse, saving on transport emissions and maximising the positive impact of this service.



## Facilitating our customers' recycling

Toner Graphics supply companies around the globe with toner, printer and office supplies. They are sometimes asked by their clients about the correct way to dispose of their empty toner cartridges, and so they spread the word about Brother's collection and recycling services.

**“Brother's commitment to excellence provides us with the solution that allows us to step forward with the answer and go the extra mile for the client.**

**As a tried and tested solution, we are dedicated to ensuring Brother's schemes are introduced with all new opportunities in all business sectors that we provide Brother consumables for, from the outset.**

Keith O'Sullivan,  
Corporate Manager, Toner Graphics



Through Brother's facilitation of the recycling process, Toner Graphics has helped to divert significant waste from landfill, and increase their responsibility in their supply chain.

## Progress against 2015/16 targets

- Reduce Brother UK's paper use by a further 10%  
**Not achieved – our overall paper consumption increased by 7% driven by commercial need; we have reduced it by an overall 53% over the past 5 years.**
- Reduce the total amount of waste Brother UK produce by 10%  
**Not achieved – our waste increased by 18%. (For details, see page 7).**

## Our targets for 2016/17

- Ensure all staff are using the b-guard print management facility.
- Install energy efficiency measures in our new warehouse.

1. Carbon footprint for gas and electricity calculated using DEFRA's 2016 revised Conversion Factors covering all greenhouse gases. Emissions from electricity usage cover scope 2 emissions factor and scope 3 transmission and distribution (T&D) losses. Data for previous years has not been restated; this is in accordance with new guidance issued by DEFRA in 2013.
2. While emissions from our buildings record tonnes of carbon dioxide and equivalent greenhouse gas emissions, the emissions from distribution data records only tonnes of carbon dioxide.
3. According to average emissions available from the Department for Transport.
4. 2014/15 figures for general waste, glass and polystyrene have been restated based on more accurate data; this has resulted in our overall 2014/15 waste total increasing to 69.8 tonnes (2014/15 published figure: 69.1 tonnes). All comparisons with last year's waste figures are based on restated figures.
5. Estimates based on data from a waste exercise carried out by Valpak for Brother in 2013.
6. According to an internal quality measure.
7. According to a study carried out by the Brother Industries Ltd. head office, Japan.
8. According to restated 2014/15 toner recycling figure of 127,506 (reported last year as 144,446).
9. Figures restated.



# Community

The Brother Group must always be a good corporate citizen, sharing our social, economic and cultural resources in all the communities where the Brother Group operates.



The Brother Group  
Global Charter



Forever Manchester

Brother staff attended the 26th Forever Manchester Birthday Bash

## Thinking local

We are committed to making a difference in our local community, because we believe it is the right thing to do and it helps us grow as a sustainable business. It is a value that is reflected across the Brother Group through the Global Charter, and aligns well with the ambitions of the CS B2018 business strategy, echoing our Brother UK theme of 'empowering and involving people' (read more about our plans on page 4).

To ensure we get the most out of our community involvement, we follow our social engagement strategy. This outlines how and where we direct our efforts, allowing us to maximise the positive impacts of our work. The strategy includes a framework for donating time and resources in a planned, rather than reactive, manner.

The majority of our activities focus on our local area of Tameside, as this is where 50% of our colleagues live. We support activities elsewhere in Greater Manchester, our largest local business hub, and also areas further afield where other customers are based.

We have a strong track record of community involvement throughout our history, working to build relationships with long-term partners, supporting charities and developing the local skills base. The past year has very much continued this trend.

We already have the plans in place for our community involvement in the coming year. This includes lots of exciting ideas for Forever Manchester week in June, where all supporters, corporate partners and ambassadors will be running events to raise money for this charity.

We will also be holding a wellbeing event in partnership with Brother International Europe. This will provide information, knowledge, guidance and support on health and wellbeing to our employees, and also involve fundraising for charities such as BaggyTrousersUK who promote testicular cancer awareness.



## Forever Manchester

Working with partners on a long-term basis allows us to build strong relationships and find the most effective ways to offer support. It also lets us see the continual progress that we are a part of.

One key relationship is with Forever Manchester (FM). As a charity which funds and supports community projects across Greater Manchester, FM are ideal partners for achieving our aims. Our long-standing involvement with the charity is championed by our MD Phil Jones who is currently serving his second year as the President of FM.

This year was a particularly big one for our relationship, as we launched the Brother UK Fund in collaboration with FM in July 2015. We created a pot of £25,000 to be managed by the charity and awarded as funding to grassroots community groups across the Tameside area. Groups can apply for up to £2,000 per month for projects which focus on at least one of three areas:

- **Enterprise** – projects encouraging income generation which is reinvested in the community to support social impact.
- **Education** – projects helping young people to realise their potential by closing the gap between aspirations and attainment, giving them the confidence and skills that support long-term employability.
- **Elderly** – projects providing local community activities for the over 60s, to help avoid isolation through socialising and giving them the chance to play a positive role in their community.

A team of our colleagues sit on the judging panel to pick the successful projects and then, where possible, they are offered the opportunity to support the causes by volunteering, tying in with the new volunteering strategy we developed in early 2016.

## Since its introduction last summer, the Brother UK Fund has supported:

### Hyde Town Team (HTT)

To achieve its aim of bringing back vibrancy and vitality to the town, HTT have organised regular events on the market square, including an Easter Dinosaur Day, to encourage support of small local traders and share the market day atmosphere.

### Probin Mela Luncheon Club

Provides meals and support for the elderly local community to help tackle isolation. Two luncheon clubs are held per week, and the group also provide take-away luncheons for those who are unable to make it to the community centre.

### Hattersley Over 50s Computer Group

Offering local residents the chance to learn computer skills they may have missed out on, with the help of tutors and equipment.

We already have a great partnership with Brother UK and so the development of the Brother UK Fund to support grassroots community activity across Tameside means that their existing corporate social responsibility can be enhanced in a strategic manner to match their company ethos.

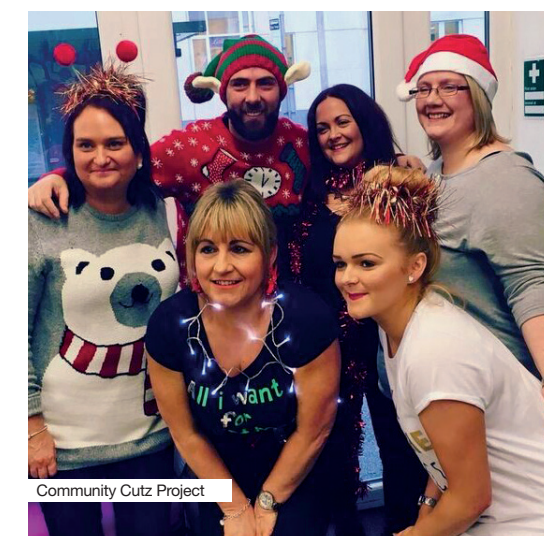


Nick Massey,  
Chief Executive,  
Forever Manchester

“

The support and help that the Brother team and Forever Manchester fund provided to my project was fantastic. Both parties made it a priority to come down and meet the beneficiaries and help out on a busy day over the Christmas period. I'm very grateful to Brother UK for all their kind support, it helps so many people and is very important to the borough of Tameside.

”



Community Cutz Project

Through the Brother UK Fund, we awarded £2,000 to Tropical Palms' Community Salon towards their 'Community Cutz' project. This scheme offers free hair treatments at a salon to Tameside residents over the age of 60 on a fortnightly basis.

It is a fantastic project which helps combat isolation for older people in the area, giving them regular contact in the community and providing a dependable service that they may not otherwise be able to afford. It also benefits the younger generation by offering training opportunities to local, young unemployed people that they would not otherwise receive.

The money we provided this year was used to improve disabled facilities in the salon and fund a six-month restock. As the funding was provided around Christmas time, it was also put towards a party and presents for clients – an important initiative as Christmas can feel the most isolated time for those without friends and family.



# Community

## Developing local skills

We execute our Brother UK strategy theme of 'leading and inspiring people' through using our own business expertise to help develop the skills base in our local area, with a particular focus on young people. Achieving this aim comes through a variety of initiatives with business-support organisations and schools, offering work experience and taking part in events.

In 2015/16, the work experience opportunities we offered to young people included:

- Working with The Prince's Trust programme to provide 16-24 year olds with a range of skills training.
- Giving two students from Copley Academy a week's work experience within the Brother UK workshop and BaxterStorey (our on-site caterers). Both pupils were mentored by Brother UK and BaxterStorey staff during their placement.
- Providing work experience to a range of students, not only from local community schools, but also children of our employees.

In addition to offering the chance to experience life at Brother UK, we also share the experience of our staff through visits and talks at local schools. This year our Director, Louise Marshall, delivered a talk to students at Tameside College on running a business and the challenges that come with it. Also, three of our employees attended St. Thomas More High School to work on practice interviews with year 11 students.

We provide apprenticeship opportunities – for more information on these please see page 19.



### Copley Academy

This year, as part of our continued Business Class partnership with Copley Academy, 12 of our employees participated in our 'Big Brother' mentoring programme.

Aimed at 13-14 year old boys who sit midway on the academic scale (research shows that these are often the 'forgotten' students), the programme helped to fill skills gaps not necessarily covered by school education.

Our volunteers delivered six sessions between June and December, offering support on a variety of topics including CV writing, interview techniques and building confidence. This helped prepare the students for the next step – whether that was college interviews, planning for entering apprenticeship schemes, and even interviews for the Armed Forces.

One student commented that **"I have gained the confidence to speak out loud to a large group. I feel the whole programme has taught me to believe in myself."**

The programme was a fantastic success and we wish all the students the best of luck for the future.



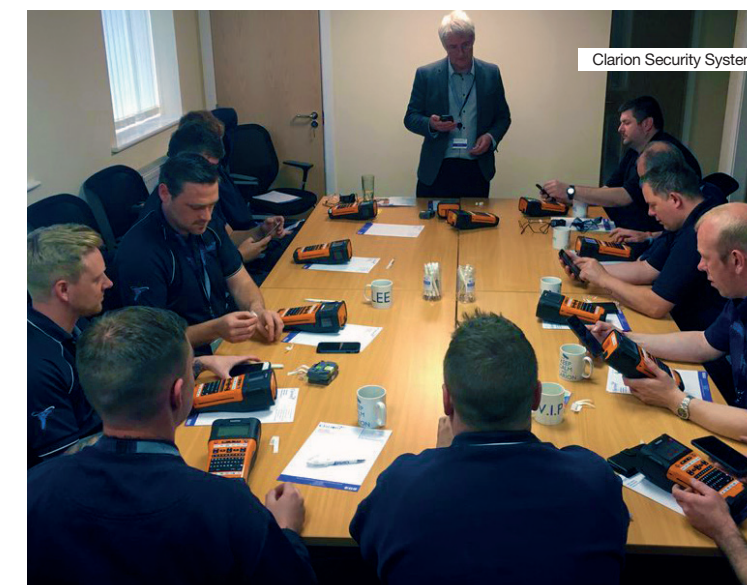
### The Hallé Orchestra

We have also continued our long-term support of the Hallé Orchestra, participating in the 'Impresarios' programme. This allows local students to get a taste of the business world through creating and promoting a mock concert event at the Bridgewater Hall. With the help of Brother UK employees, students get the chance to create proposals, deal with budgets and grants, and are judged on a final presentation by a senior member of our UK leadership team.

## Giving strategically

Our social engagement strategy defines how we deal with requests for financial and equipment donations from charity and community groups, ensuring that these activities align with our goals for community involvement. We will be reviewing this strategy and relaunching it as our 'community engagement' strategy in 2016/17.

We continue to support our employees' own charity fundraising activities by matching donations for one charity event per year which they are actively involved in, up to £100. 1.6% of employees took us up on this offer during 2015/16, and we expect this to increase now we are more fully aligned to the work of Forever Manchester. In 2015, we also launched our policy to match volunteering time our employees take part in. We offer up to two half days' volunteering each year (if this commitment is matched in their own time too). In the first year, 23% of employees have taken up this opportunity.



We also offer equipment donations. In 2015/16 we donated around £6,000 of labelling machines to a local firm, Clarion Security Systems, to replace their existing equipment. Clarion have opened their own on-site Apprentice Academy to upskill young and talented trainee engineers in the local community. We supported them with our knowledge of apprenticeships, and supplied training on how to use the machines.

As well as physical equipment, we also donate our experience. We provided free IT support to the charity Emmaus Mossley – a solution that used our existing skills and saved the charity the costs of IT equipment repair.



## Progress against 2015/16 targets

- Launch the Brother Fund with Forever Manchester  
**Achieved – launched successfully and put into action this year.**
- Provide work experience placements for at least 3 students  
**Achieved – we provided work experience for 5 students.**
- Continue to partner with Copley Academy, including through the 'Big Brother' mentoring programme  
**Achieved – we ran the programme and have plans to build on this next year.**
- Relaunch our community engagement strategy  
**In progress – our current social engagement strategy is being reviewed and will be relaunched as our community impact strategy in 2016.**
- Develop a volunteering strategy  
**Achieved – we have developed and implemented our volunteering strategy.**

## Our targets for 2016/17

- Run at least one mentoring programme in the local community.
- At least 25% of our employees to take part in volunteering.



# Our Associates

The Brother Group respects diversity, and provides a working environment that enables our associates to utilise their talents and abilities to the fullest.



I have never been the academic type but with the support and encouragement of Brother UK I have pushed my boundaries and stepped out of my comfort zone to develop new skills. I recently completed an NVQ2 in customer service which has given me the drive and determination to look at doing another qualification in the near future.

Sam Bloor  
Executive Assistant



## Managing strategically

Being part of the Brother Group means we are guided by global best practice, which we then implement locally for maximum impact. Over the last few years, we have transformed our approach to people management. Cultivating the next generation of leadership talent is one of the key aspirations of our new CS B2018 business plan (more on page 4). As such, we provide our people with a working environment which enables them to develop diverse skills in a supportive and safe environment. We are incredibly proud to now hold Investors in People Platinum accreditation, and a 'Health and Wellbeing Good Practice Award' too. These are two achievements which demonstrate our drive to be an 'amazing workplace' and embody the values in the Brother Group Global Charter.

We cascade our business strategy themes to all our employees through individual objectives, so that each and every one of us knows what we need to do to play our role. This year, we have also provided refresher training for all staff on the aims of the Brother Global Charter to ingrain its principles at the heart of what we do every day. 100% of staff have completed this training, which was delivered through an online presentation and questionnaire via the Brother University training platform.

## Progressing to Platinum Investors in People

We're delighted to have achieved Investors in People (IIP) Platinum accreditation in early 2016, which IIP estimate just 0.05% of businesses could achieve. We are the first large business in the UK to receive it – the most prestigious international award in people management. This accolade recognises our drive for continuous improvement, our championing of equality and diversity, our community engagement, and our commitment to planning for sustainable future growth. We will hold this accreditation until 2019, and are now becoming IIP 'Champions' (read more on page 26).



We'd like to congratulate Brother UK on their achievement of Investors in People Platinum accreditation. It is the sign of a great employer, an outperforming place to work and a clear commitment to success. All the team at Brother UK should be extremely proud.

Paul Devoy,  
Head of Investors in People

EMPLOYEE  
TURNOVER  
**11.3%**

AVERAGE SICKNESS  
ABSENCE  
**2.34%**

STAFF STUDYING FOR HIGHER LEVEL  
QUALIFICATIONS  
(E.G. DEGREE), WITH  
FULL FINANCIAL  
SUPPORT  
**4**

AVERAGE LENGTH  
OF SERVICE  
**13.2** YEARS

## Diversity

Putting diversity at the centre of our workforce is part of our culture. Over the last few years, we have created a neutral platform to enable everyone to perform at their best. Indeed, as part of the CS B2018 business plan, our Diversity Model illustrates our focus on having a workforce with a blend across many areas: age, gender, service length and personality, to name but a few. We review our diversity monthly, and keeping the model in mind enables us to develop roles and teams which cater for the unique diversity blends we have across Brother UK.

In early 2016, we were proud to win "Best Medium Business" at the Northern Power Women awards for diversity and gender balance. The awards celebrate exceptional businesses and individual role models – both women and men – who are supporting gender equality across the Northern Powerhouse region.

## Training and developing

We put Learning and Development (L&D) at the heart of our business strategy, believing that a well trained workforce is essential for long term competitiveness.

Deploying a self-designed L&D system which sets out minimum standards of time investment and mandatory training, it was recognised by Investors in People as being instrumental to our business performance with a strong link to our strategic objectives. Each employee has a set number of mandatory hours to deliver on company specified learning initiatives but then is encouraged to go above and beyond that, with financial incentives in place in terms of funding as well as remuneration benefits. Training is encouraged to be linked to the competencies required to do specific roles and encouragement given to those wanting to learn new skills for potential promotions or a future move.

As well as learning and development, community engagement activities can also contribute to L&D hours, providing a double benefit for the communities around us. 42 colleagues have already racked up over 566 hours of community work in a six month period.

The training we offer is based on the needs of the individual and their role, and could include mandatory training on Brother's values, online introductions on making the most of social media for both internal conversation and external brand ambassadorship. We even offer language courses to enable stronger international communications.

### SARA'S TEAM SUCCESS

Our Head of Reseller Sales, Sara Diggle, has worked at Brother for 18 years and this year she has taken part in significant development opportunities along the C and D parts of the framework. She identified the areas where she wanted to polish her skills, and Brother UK supported her in achieving them. In particular, a three day confidence-building course has proven transformational:

By the end of the course I was doing things previously unthinkable – such as calmly pitching to 20 resellers! I'm not exaggerating when I say that the course Brother allowed me to go on continues to change my life, making me a more positive thinker, and a better leader for my team too.



Sara Diggle,  
Head of Reseller  
channel,  
Brother UK

This year, we carried out 'resilience' training. Mandatory for all employees, this was an instalment of the core values training we delivered across the business to support transition to our new business model. It incorporated a focus on market change, as well as an emphasis on workforce diversity as a key factor to our success.

There are lots more exciting development plans afoot. We are working on a new 'Management Development Programme' which will give a clearer understanding of how individuals can access the opportunities existing throughout the Brother Group, such as secondments and horizontal career changes. Also, the group-wide 'Brother University' training suite will be relaunched to complement the training our resellers receive; there is a European working group currently in place, with plans to relaunch the system in September 2016.

## The Power of networks

Last year we formed an internal PA network within our organisation to create a sense of collaboration, improve communication and share best practice. From the beginning of 2016/17, we are bringing this team together to work in their own department, which will be managed by our Executive Assistant to the MD, Debbie Grimshaw.

Not only does this bring more efficiencies and productivity to the business, it also enables Debbie to share her experience and knowledge through mentoring the PAs in their personal development to Executive Assistant level.

Our PA team are members of various PA networks and at the inaugural Manchester PA Awards in 2015, Debbie won the overall award of 'Manchester PA of the Year'.

The PA team are fabulous brand ambassadors for the business, extending their networks on social media platforms, helping our message to travel whilst also building their personal profiles.

We have also connected with the PAs and Admin Assistants in our customer database, strengthening the working relationships with our customers and demonstrating our 'At Your Side' commitment.

Through the leadership we now have in the administrative area of our business, we've seen our assistant community come out of their shells and take on a new found confidence with those around them. It's a perfect example of how we deliver our mission to 'grow ourselves through growing others'.



# Our Associates

## Rewarding and motivating

We encourage our people to take 'PRIDE' in their job (an acronym for Personal Responsibility In Delivering Excellence) and have developed a peer to peer reward platform which creates an opportunity for colleagues to reward each other for positive teamwork and excellence. Launched in 2014 the platform gives instant recognition using either a simple 'thank you' or a nomination for an instant reward which can be from £5 to £50 in value and has proven to be hugely popular in ensuring great work is quickly identified and recognised. During the last year, 303 nominations were made by people within the business, signifying its success.

In addition, the Managing Director also awards a quarterly red letter day which recognises team working and collaboration. After receiving nominations from across the business, an award is then given with all the participants encouraged to come back and share their experience with the business. The red letter day can be rewarded for a business win, superb customer support, successful project completion or outcomes of kinetic teams which operate.

Motivation – in any business – is key and these measures, alongside other initiatives we have in the business encourage everyone to work together as a team to deliver our goals.



**I aim to go above and beyond in my job role and receiving a PRIDE nomination really spurs me on and encourages me to do this again...**

Rebecca Mitchell,  
Customer Service Administrator



## Preparing for tomorrow

We have put many changes in place over the last few years to create a modern workplace culture that's fit for purpose for all generations. This is an area where we are increasingly being identified as leaders, a credit to the efforts of both our senior management team and our early career individuals too.

IIP identified that our planning and evaluation processes are effective in continuing our transformation to a solutions provider, and driven by the open leadership style of our directors.

We also implement succession planning to ensure Brother UK is prepared for change, an area where we will be looking to increase transparency over the next few years.

We also have a well-developed engagement programme to give a "full circle" approach to preparing for our future – from hosting work experience for those still in school (more on page 14), to sharing the knowledge of our most experienced team members through mentoring and coaching.

## Apprenticeships

2015/16 has been a particularly busy year for our apprenticeship programme.

We recruited three new apprentices this year through The Apprentice Academy (TAA), a Manchester-based organisation.

Two are on a four year Electronic Engineering diploma, and one is studying a Business Administration apprenticeship with a focus on channel marketing.

**Brother UK were highly commended by Apprenticeship 4 England for 'Support to the Apprenticeship Sector' – a great achievement.**

Apprenticeship programme



**We've been astounded at the massive value apprentices are bringing to Brother. They are energetic, committed and hungry to learn.**

Sam Johnson, Community Engagement Manager

The apprentices we took on in the previous year continue to excel with us in their permanent roles. All enjoying being apprenticeship ambassadors, presenting to prospective new apprentices in conjunction with local high schools, Network Young and National Apprenticeship Week.

**For us, apprenticeships are now a really important part of our proposition. Our medium-term goal is to increase the number we offer so apprentices represent 5% [currently 4.7%] of our total headcount. It's a serious commitment but one we're passionate about.**

Phil Jones, Managing Director

Our MD, Phil Jones, demonstrates that our commitment to apprenticeships is signed off at the top. He recently gave a lesson to Business Studies students at Denton Community College. Phil's insights were also included in a recent article in The Times around the value of apprenticeships to the technology sector.

**2016 is set to be another exciting year as we become part of The Employer North West Ambassador Network, helping to ensure apprentice programmes continue to grow in relevance and applicability to the business world. The Government's Apprenticeship Levy will apply from April 2017, providing us with the opportunity to continue strengthening our apprenticeship programme.**



## An Apprentice Star

Gemmer Crozier completed her Business Administration apprenticeship in early 2016 and received the TAA's 'Apprentice Star' award after being nominated by a colleague. She has also been the star of promotional videos on TAA and their 'Milkround' service, which matches apprentices with employers in the Tameside area. Gemmer has also worked with 'Savvy Guest' to publish a blog on their website to give others considering a similar career route an idea of what the apprentice life is like. A real ambassador for this career path.



# Our Associates

## Safe people

First and foremost, we make Brother UK a safe place to work. Our Health and Safety Management System is certified to BS OHSAS 18001 – the Occupational Health and Safety Management standard, demonstrating that we use their best practice framework. As part of this, we carry out safety training depending on roles; this includes workstation risk assessments for everyone, and driver safety training for those who travel as part of their job. The strategy which drives our safety, health and wellbeing work is monitored and reviewed regularly through monthly meetings of our Safety, Health and Environment Committee.

## Healthy people

In recognition of the way we look after our employees and our continual improvement, we won the IIP's Health and Wellbeing Good Practice Award in 2014 and will hold it until 2017.

A healthy workforce is critical for a driven and dedicated team, so we offer a range of health support services. We have an occupational health programme, which includes Health Checks (more in our case study - see right), access to a counselling service and a private healthcare scheme for those staff who qualify by role or length of service. We continue to offer vouchers to cover the cost of flu vaccinations, eyesight and hearing tests, and encourage people to run or cycle into work. 'Back to Work' interviews assist staff to help them settle in after a period of absence.

BaxterStorey, our catering partners, help us offer balanced meals every day – and we subsidise meals with free fruit and drinks. We also help our people find time to relax and unwind through providing 'Think Tank' – a break out space in our office.

We want all of our people to have a healthy work-life balance and IIP commended our approach to supporting everyone's needs. We have well-defined policies and procedures to help employees manage their work-life balance including flexible working times and home-based working options.

## Health checks

Through a partnership with the Pennine Care NHS Foundation Trust, our employees can choose to have an annual on-site Health Check. The NHS team visit us to check metrics including blood pressure and cholesterol levels, and are more than happy to answer any questions our employees have on healthy lifestyle choices. Health Checks have proved invaluable in highlighting potential health concerns, with one employee commenting that:

“ ... I was surprised to find that my blood pressure was high and was advised to have it checked with my Doctor, which I will arrange in due course... so thank you for arranging this for us all. ”

This year, 45 employees took part and we plan to arrange them again for next year.

“ Working in partnership with local businesses and providing NHS Health checks in the workplace in Tameside has many advantages for both Pennine Care and the staff. We are opportunistically reaching clients who may not be accessing checks in the GP surgery and always trying to increase the uptake from men. ”

Claire Devy,  
Health Checks Co-ordinator,  
Pennine Care NHS Foundation Trust

## Happy people

Having good relationships with colleagues is critical for our dynamic, kinetic teams to succeed. As such, we have a well-developed programme of events organised by our Social and Welfare Committee. This includes two major social events each year, Christmas and mid-Summer, as well as a number of one-off events for which we subsidise the costs. We also continue to offer a discounted leisure scheme with our local authority to encourage active lifestyles.

Since strengthening our strategic relationship with Forever Manchester through the Brother UK Fund, we have reduced the number of one-off internal charity days we have held to raise money. Our team understands that we are having widespread, strategic positive impacts through the Fund and the relationships this is building; it also helps maintain the enthusiasm and support for the days we do run. Our total charitable giving this year is over £33,000, including that distributed through the Brother UK Fund. We are planning two charity days in 2016/17: one to raise awareness and funds for Forever Manchester, and the other around wellbeing and related charities.

We also continue to match fund our employees' own charity fundraising and time commitments (see page 15).

## Knowledge Exhibition, Japan

Brother Group organised a Knowledge Exhibition in Japan in 2015 – a platform to foster worldwide collaboration and best practice sharing. Sam Johnson and Louise Marshall, Community Engagement Manager and Director of Infrastructure and Shared Services, travelled to Japan to take part. They explained both how Brother UK is impacting on neighbouring communities and businesses, and how the training and development employees receive is growing skills. We are considering how we can collaborate with other European offices to help them roll out initiatives similar to our own.



## Communicating and collaborating

Talking – whether virtually or online – is good. Our new cloud-based file sharing system is facilitating global collaboration and interaction, while locally, we have regular team meetings and forums where issues can be raised. We produce an all-staff monthly team brief which covers financial, operational and ethical excellence, and a quarterly Employee Representative Committee to discuss staff issues.

We have also created a strategic social media and communication plan that allows us to align our communications across all our stakeholders, employees and more widely, with our community and business partners. In the last 2 years, we have grown our social media following across three channels by over 40%.

We understand that we can't get better unless we understand where we currently are. While it is no longer of strategic value for us to use the 'Best Companies' survey to rank our performance and employee opinions, we gather similar information through our own employee opinion survey every two years. The next survey will be in October 2016. Following the survey, we will develop an action plan and assess improvements through targeted mini surveys.

## Progress against 2015/16 targets

- Develop a flexible working policy  
**In progress – our current IT system is unable to support this flexibility, though we continue to enable staff to request flexible working arrangements, such as hours which fit around childcare and school patterns. Requests are granted wherever possible for the individual's role.**
- Promote our staff volunteering policy to get 20% of staff volunteering over the next 12 months  
**Achieved – 23% (43 members of staff volunteered this year).**
- Include volunteering activities as part of our TEAM development framework  
**Achieved – this has now been integrated.**
- Facilitate collaboration through integrating Sharepoint into our daily operations, and establish on-site champions to promote it  
**In progress – our new cloud platform is fully embedded, with the majority of our staff now using it to collaborate. Investors in People identified that our new IT infrastructure is improving our communication. We aim to develop site champions during 2016/17.**
- Develop our new intranet to make it the benchmark for all Brother offices in Europe  
**Achieved – the intranet is well developed and we are receiving great feedback from Brother offices across Europe.**
- Use LinkedIn as our main recruitment tool  
**Achieved – we are now able to manage the bulk of our recruitment needs directly. Saving us money and also enabling us to have greater control in recruiting in line with Brother's values.**

## Our targets for 2016/17

- 5% of our workforce to be in apprenticeship or related development roles.
- Provide training activities to enable those who reach Level 'E' of the TEAM framework to develop as future business leaders.

10 Including long-term sickness. 1.27% excluding long-term absence

# Customers

The Brother Group places the customer first, everywhere, every time, demonstrating its motto, 'At Your Side.' By quickly and consistently providing superior value, the Brother Group builds strong, long-lasting relationships with customers, gaining their loyalty.



## Our approach

'At Your Side' is our promise to our customers. Through our innovative services, solutions and products, we are there to support them all – from sole traders who are just starting up, to homes, offices, schools, hospitals and multinational corporations. Our distributors, retailers and resellers are vital in helping us offer the service our customers expect. We tailor the services and solutions we deliver to meet the needs of each customer, regardless of how long we have been working with them, as the case studies of our relationships show later in this section.

To ensure we deliver products and services of the highest quality, we have an ISO 9001 certified Quality Management System. We are currently in transition to the revised 2015 version of this standard. Our new Corporate Planning Manager will be leading the transition – revising quality processes and incorporating these into our new Brother UK intranet. These changes will streamline management of processes by enabling all our people to access the same approved frameworks, and ultimately encourage all departments to have team sites on the intranet to encourage collaborative working.



It means a lot to the team to have received recognition for their outstanding customer service this year. Such recognition re-invigorates the spirits and further strengthens the sense of pride we all feel when working to assist Brother's customers.

Phil Clarke,  
Technical Support Manager,  
Brother UK



## Winning in customer service



Our UK call centre is the main way we communicate with our customers, so it's vital it demonstrates our 'At Your Side' promise. Our fabulous Technical Support team has been recognised through the external 'LiveHelpNow Challenge' – a monthly ranking of the top 100 companies offering the best customer service. We achieved wins in two consecutive months, and the metrics motivate us to continue performing well.

## Helping our customers reduce their environmental impact

The environmental impact of our products matters to us and our customers. Brother Group is constantly working to develop products that use less energy, less paper, less packaging, fewer virgin resources, and that are easier and lighter to transport. As a result, many of our products qualify to display international ecolabels to communicate their high environmental performance.

To help our customers make an informed choice, we now include information about environmental labels at the product launch. We also include information on our Brother UK website about key environmental legislation, such as WEEE, REACH and RoHS, showing our compliance, and helping customers manage their environmental impact.

To demonstrate our commitment and leading edge approach to product sustainability, we invite a number of our end user customers for a tour of our recycling technology plant in Ruabon each year. This proves a great opportunity for them to see this flagship site and understand how we recycle toner cartridges and products. It also helps them to understand how, by returning consumables to us, they can reduce their environmental footprint (see more on the Ruabon plant on page 8).

## Recognising our achievements

Our efforts to operate sustainably, fairly and in partnership with customers, partners and the local community has been recognised through a number of awards:

- Awarded 'Best Vendor Marketing Team' at the 2015 CRN Sales and Marketing Awards for the support we offer our channel partners.
- Winning 'Best Integration of Sales and Marketing' at the B2B Awards 2015.
- We held 'The Queen's Award for Enterprise: Sustainable Development' from 2011 until the end of the 2015/16 year, for doing business and making products that have a positive impact on the world around us. We are currently in the process of resubmitting for the award.
- PC Pro named us joint winner for their 'Best Printer Brand' Award 2015, judged on speed, print quality, reliability and value for money.
- Winning 'Best Product of the Show' at the Integra Dealer Group Conference for our new TPM-5000N Tape Creator.

## Building customer relationships

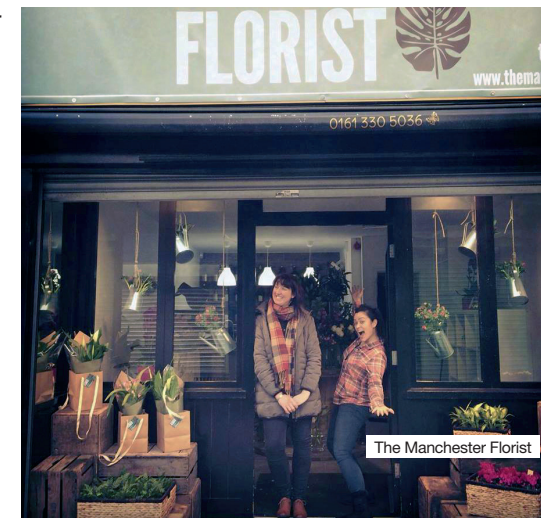
We are continually looking for ways to maintain our strong relationships with customers and resellers, including those located nearby.

These sorts of activities strengthen our relationships and put a smile on unsuspecting faces too.

We assisted a start-up business, The Manchester Florist, by donating one of our new tape creators.

The tape creator machine, prints custom tape in minutes to decorate and seal bouquets, parcels and anything else. It was a great opportunity for us to support a local business and demonstrate the capability of our products.

Owners Layla Morris and Samantha Young are delighted.



Since having the Brother ribbon printer we've been able to add an extra personalised touch to all our account holders, which they were all impressed with. It gives us an added finishing touch for all our customers, who are all happy to pay a little extra for the personal message. We like to think that allows us to be a step ahead.

The Manchester Florist



# Customers

HILLARYS  
Make a window. Make a room.

We have been working with Hillarys Blinds since 2005, when they revolutionised their business by introducing a mobile order-taking solution, which used Brother mobile printers to print an order request while still in the customer's home.

## Showcasing success

There are many examples of how our services and products are creating value for customers "both new and old", and here are just some of them.

Technology has moved on hugely in the last 10 years and, in 2015, Hillarys decided it was time to refresh their approach.

Hillarys listened to the experiences of their sales advisors – they felt it was still important to leave the customer with a printed order confirmation. As a result, Hillarys developed an Android-based mobile solution, with retaining compatibility with our printers being a key factor in which platform was ultimately chosen.

Hillarys' sales advisors find our MW-140BT and next generation MW-145BT mobile printers provide them with an ideal printing solution on the go. Having no ink cartridges and measuring just 16 x 10 cm, they are lightweight, reliable, and easy to operate.

Hillarys have seen an immediate return on investment and an improvement in customer service since they implemented their new ordering system. By increasing the efficiency of transactions in the consumer's home there and then, they are able to reduce delivery and installation times, ultimately leading to happier consumers.

“Even after 10 years of use by us, customers are still impressed when high quality quotations and order receipts are printed on demand in their home at the end of an advisor's visit – a market-leading facility that underlines professionalism and improves sales conversion.

Julian Bond  
Head of ICT, Hillarys Blinds Ltd



## Tailoring solutions for Lloyds Pharmacy

We offer our customers world class solutions. Lloyds Pharmacy wanted our TD-4000 label printers to replace their previous non-Brother printers in pharmacies across the UK. To do this, we needed to change the way the TD-4000 device talked to the Lloyds system. An engineer on secondment to our office from Brother Industries developed the solution incredibly quickly, demonstrating how important it is to have engineers from the Brother head office in Japan spending time in local markets (read more about secondments on page 26).

## Conserving nature through a Plant Heritage Bursary

Our labelling machines have many uses and put us in touch with a vast array of customers – including gardeners. Alan Titchmarsh even included our labelling machines as an 'invention that changed gardening' in his 2014 exhibition of "50 years of gardening (A personal history of the modern garden in 101 objects)"!

In turn, we have been supporting gardeners and, in particular, the conservation organisation Plant Heritage. Brother UK has been funding National Plant Collection Holder bursaries for the past eight years. The bursary offers individuals up to £400 to help improve their National Plant Collections through additional research, training, capital projects, or visitor interpretation. We have also awarded a number of labelling machines and other products to assist Collection Holders.

In early 2016, we funded nine new bursaries, bringing the total of our bursary support over the years to £16,000, distributed to more than 70 Collection Holders.

The Brother Bursary means these Collection Holders are now equipped with the funds they need to conserve and record their plants better meaning it is more likely that the plants will survive for future generations to enjoy.

Sarah Quarterman,  
CEO,  
Plant Heritage

## Progress against 2015/16 targets

- Increase consumable recycling rates by 20% now that responsibility is with Brother Industries UK

**In progress – toner recycling increased by 6%, while ink recycling increased by 30%.**

- Continue to take part in knowledge sharing opportunities

**Achieved – we have continued to assist knowledge development through our relationships across the business world (read more in our Business Partners and Customers sections).**

- Increase staff resourcing in our Customer Support Division to support our growing number of MPS customers

**Achieved – the team grew in 2015 and we are continuing to recruit new members.**

## Our targets for 2016/17

- Certify our Quality Management System to ISO 9001:2015.



# Business Partners

The Brother Group effectively delivers superior value to customers, acts fairly with business partners, and builds strong, respectful working relationships for mutual growth.



## Sustainable sourcing

Our business could not exist without our network of partners and suppliers. We carefully select those whose values align with our own to ensure we operate as a sustainable business. We apply stringent checks through our Contracts Manager, ensuring suppliers and partners follow ethical practices, have green credentials and are local, where possible.

We continue to implement great initiatives in partnership. Whether that's working with our print suppliers to deliver greener options, or with our catering supplier BaxterStorey on their fantastic coffee grounds recycling initiative; coffee grounds are a great garden fertiliser and so we are now supplying these to local allotments.

“

**As a local supplier to Brother UK, we thank them for supporting local businesses like ourselves. Being less than five minutes from them results in a positive impact on the level of service we can offer, as well as minimising travel.**

Duarte Goncalves,  
Managing Director,  
DXG Media

”

## BrotherZone

We believe in working together. BrotherZone is our exciting replacement for the previous partner portal, Brother Network. More than ever, this new website is powered by the partnerships with our resellers and channel partners, giving them the tools they need to market, sell and support Brother services and solutions.

BrotherZone has been designed with user functionality at its heart, enabling a more interactive, social and mobile-compatible experience. Phase one of the new portal is complete, and our partners are able to access Brother news, product information, promotions, a resource library, and FAQs.

The portal has more features on the way during 2016/17, including four new key areas: a marketing store, e-Learning area, selling tool, and an incentives scheme to encourage everyone to make best use of the platform. Increased reporting functionality will sit alongside these developments.



## It's what you know

We are increasingly asked to contribute to thought leadership across numerous topics. Our MD, Phil Jones, continues to promote best practice agendas through public speaking – this year, he spoke at the Institute of Directors on how workforce diversity is a platform for success, and the value of being a citizenship-centric business. He also delivered keynotes to a range of audiences, on topics linked to our strategic positioning and brand credentials.

Elsewhere, our Director Louise Marshall has been continuing her activities to raise the profile of women in business. This included speaking at our charity partner Forever Manchester's FM Women event in 2015, and also writing thought pieces about her role as a woman in business.

Being part of the Brother Group enables us to share knowledge on an international level. Each year, engineers from our head office in Japan are seconded to Brother UK (and other sales offices) to work across several departments. Each engineer comes with their own objectives but the ultimate goal is to help with Brother's transition into a solutions company.

In 2015/16 three engineers each spent three months at Brother UK. The engineers visit customers to understand their pain points, then feed information back to our head office which will help them develop new solutions faster. These visits are also vital to the engineers' own learning and development as they are seeing directly how a sales office works, knowledge which will prove important in their future careers at Brother.

Next year's knowledge sharing plans include taking on the prestigious voluntary role of Investors in People (IIP) Champions – acting as a role model for IIP and sharing our thought leadership in people management. We have developed an action plan matching our areas of expertise to the key IIP performance areas, and will be supporting IIP in the North of England through embodying the Champion values of proactive, vocal leadership. This will include speaking at IIP open days, mentoring organisations, and telling our own business partners about IIP best practice.



## Supporting Tameside businesses

We recognise the importance of the local economy and are proud to play our part in the Tameside area – not only as one of the largest employers, but also because this position enables us to interact with smaller organisations nearby. We are committed to working with these local businesses wherever we can, and take part in a variety of activities that strengthen the business community.

In 2015/16 this included supporting 'Tameside Business Family' – a local organisation which offers support and advice to SMEs. We helped this organisation to grow their responsible business activities and gain recognition for their achievements. We also participated, hosted or sponsored numerous networking events, including one for DCN (Digital and Creative Network), where our Head of Marketing has just taken an active role on their board.

We also continued to represent Brother as a supporter of the community by taking part in numerous boards, alongside representatives from the local council, and public and private sectors. This included Made in Tameside, the Tameside Stakeholder Apprenticeships Board, and the Tameside Prosperous Board.<sup>11</sup>

## We partner with organisations who match our values

Logo X, a partner of 15 years, supplies us with our promotional and branded products. Owner Sibby Khan continues to bring an environmentally and socially aware approach to the promotional products industry:

“

**We pride ourselves in providing environmentally-conscious products. Through our catalogue and website we look to highlight any recycled or biodegradable products, and also attempt to ensure new environmentally friendly ideas are circulated through our client meetings to help with our clients' environmental needs.**

**We also like to give back to the community and give charity donations to those charities close to our clients; we do this on a regular basis as part of our ongoing initiative called #giftinghappiness. We base this on our annual revenue – it is not linked to an amount spent by a client, so all suggestions are welcomed and we work towards fulfilling as many as possible.**

Being based in Trafford Park, we are able to meet up with the Brother UK team at any time and appreciate the fact that Brother UK is supporting a local business.

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## Progress against 2015/16 targets

- Remain on the Tameside Prosperous Board<sup>11</sup>  
**Achieved – Director Louise Marshall has remained as a board member.**
- Support the creation of 100 new apprenticeships in Tameside  
**In progress – 82 apprenticeships have been confirmed so far by the Tameside Stakeholder Apprenticeships Board, which our Community Engagement Manager, Sam Johnson, continues to be on. The board has grown over the last year and is working closely with the Government Skills Funding Agency to achieve the goal.**
- Collaborate with our partners and stakeholders on Brother news  
**Achieved – we engage consistently via BrotherZone and a regular e-newsletter to our channel partners.**
- Implement a procurement policy outlining our commitment to choose local suppliers where possible  
**In progress – we have continued to carry out stringent checks and will implement the policy in 2016/17.**
- Implement the Brother Network website rebrand plans  
**Achieved – we launched BrotherZone, our exciting new partnerships platform, in 2015.**

## Our targets for 2016/17

- Create a procurement policy that formally consolidates all the checks we carry out.
- Continue to support local businesses in our community through advice, skills-gap training and aiding their CSR work.

<sup>11</sup> Previously the 'Tameside Enterprise Board'





This report focuses on the corporate responsibility activities at Brother UK Ltd between 1st April 2015 and 31st March 2016. This is Brother UK's 8th annual Community Engagement Report.

The purpose of the report is to provide our customers and other stakeholders with an update on our social and environmental activities, progress, performance and goals. We have not sought external assurance.

We welcome any feedback at **[sam.johnson@brother-uk.com](mailto:sam.johnson@brother-uk.com)**

Further information can be found at **[www.brother.co.uk](http://www.brother.co.uk)** or by calling our Manchester office on **0161 931 4270**. Information about the global Brother Group can be found at **[www.brother.com](http://www.brother.com)**

