



This report focuses on the corporate responsibility activities at Brother UK Ltd between 1st April 2017 and 31st March 2018.

This is Brother UK's 10th 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 330 6531**. Information about the global Brother Group can be found at [www.brother.com](http://www.brother.com)

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# Community Engagement Report 2017-18





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

# Welcome

This year marks the fifth-year anniversary of my appointment as the MD of Brother UK.

Anniversaries have a tendency to instil a reflective mood and as I look back on the past five years, it is not with nostalgia but with pride. We've come a long way in this short time. Our company culture has been invigorated and there is a different energy about the place. It looks different, it feels different and we certainly act differently. It's often said that culture eats strategy for breakfast, and I believe that's true. Your strategy is useless without a committed group of people to bring it to life.

Before I became MD, we'd already begun our Investors in People journey, reviewing how we could ensure all elements of what we do remain tightly integrated and aligned. We've prioritised both personal and professional development and that shift is paying dividends. People are more self-confident and self-assured. They're more resilient and more accepting of change. They're also more engaged, with work, with communities and with each other whilst also developing the professional skills needed for current or future roles.

We've also put a strong focus on all elements of diversity, something we call 'Diversity as a Platform' (DaaP). Being accepting and appreciative of the differences we all have whether gender, generation or thinking type. Rather than avoiding people who "are not like us" or who "don't think like us", we embrace those differences, enjoying different viewpoints and the value they bring to any situation. Investment in Neuro-linguistic programming (NLP) training has certainly helped in this area – helping everyone to identify, understand and appreciate those differences.

Our community work has also developed radically in the last five years. Our partnership with Forever Manchester has opened our eyes to new ways of providing charitable support, assisting people who are doing good and helping communities solve their own issues in their own ways. Sometimes that's with funding, sometimes with volunteers, but often with other resources such as providing facilities or equipment.

We've also developed a strong focus on education and much of our work in the last few years has been supporting the development of people up to the age of 25. We feel that there is a crisis of employability in this generation and too many school leavers and graduates are not adequately prepared for the world of work.

As a major employer in the area, this creates problems for us when we want to attract and hire top talent, so we've been assisting where we can to improve these skills with mentoring programmes, interview training, CV writing and communication skills. We've found that our people enjoy sharing their knowledge too, and often come back from these activities with a renewed confidence, purpose and sense of well-being. I was delighted when an audience member of one of our engagement initiatives recently joined us as an apprentice, motivated by the things she'd heard.

The last five years have made me very proud. Not just of what we've achieved as a business, but of what each individual in the team has achieved for themselves personally. As we prepare to celebrate the 50th anniversary of the company, we have much to look forward to as we continue to lay the foundations for the next fifty years and beyond.

And with the right people having the right mind-set, I think we're in a great position to stride forward with great purpose, alacrity and pride.

At Your Side.





## Shareholders

The Brother Group effectively utilises capital from shareholders to drive sustainable growth in corporate value. Through regular, open communication, the Brother Group develops long-term, trustful relationships with its shareholders.

## Associates

The Brother Group respects diversity, and provides a working environment that enables our associates to utilise their talents and abilities to the fullest. The Brother Group gives them great opportunity through challenging work assignments, and provides them with fair, attractive financial rewards. In return, our associates are expected to be positive members of society, share the Company's values, continually learn and improve, maximise their capabilities, strive to achieve their goals, and ultimately, contribute to our success.

### 2018/19 Targets

To continue to develop life long learning programmes for colleagues, so they are continuously given the opportunity to develop and are prepared for the future.

Continue to maintain business accreditations including Investors in People, The Queens Award and The Princess Royal Training award.

To understand and develop our products, technology and processes, to always create streamlined efficiencies within the business.

## Local 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.

### 2018/19 Targets

To help people, businesses and our local community be more successful, through offering support via our community engagement strategy.

## 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.

### 2018/19 Targets

To always uphold our brand promise **'At Your Side'** by developing strong, long lasting relationships with our stakeholders.

## 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.

### 2018/19 Targets

To continue to support our business partners by working collaboratively to encourage continued improvements within our business streams.

## The Environment

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

### 2018/19 Targets

Continue to work with our sister company BIUK, to promote our recycling scheme, supporting circular economy.

To constantly look for improvements within our facilities to reduce emissions and create a better working environment around us.



## The Brother Group Global Charter

The Brother Group Global Charter provides the foundation for all Brother Group activities in the global marketplace. All Group companies and all our employees must base their decisions and actions on the Charter's Basic Policies and Codes of Practice.

Trust and respect

Ethics and morality

Challenging  
Spirit and Speed



# Corporate Responsibility



Our business is driven by our culture and corporate goals. These are set by Brother Industries Ltd. our Japanese headquarters and we adapt them to suit our local business values as a sales office, our response to global initiatives is different to those of a manufacturing plant or a research facility.



Phil Jones MBE (left) and Louise Marshall (right) share Transform 2018, our talent programme, with Brother colleagues globally, including Terry Koike, President and CEO of Brother Industries Japan (centre)



Phil and Louise demonstrate the employees engagement toolkit to the CSR team in Japan

Providing our people with opportunities and encouragement to grow and develop means that we have an engaged workforce with the skills required for the future, positioning us as one of the UK's top employers. This enables us to attract and retain the best talent within our industry.

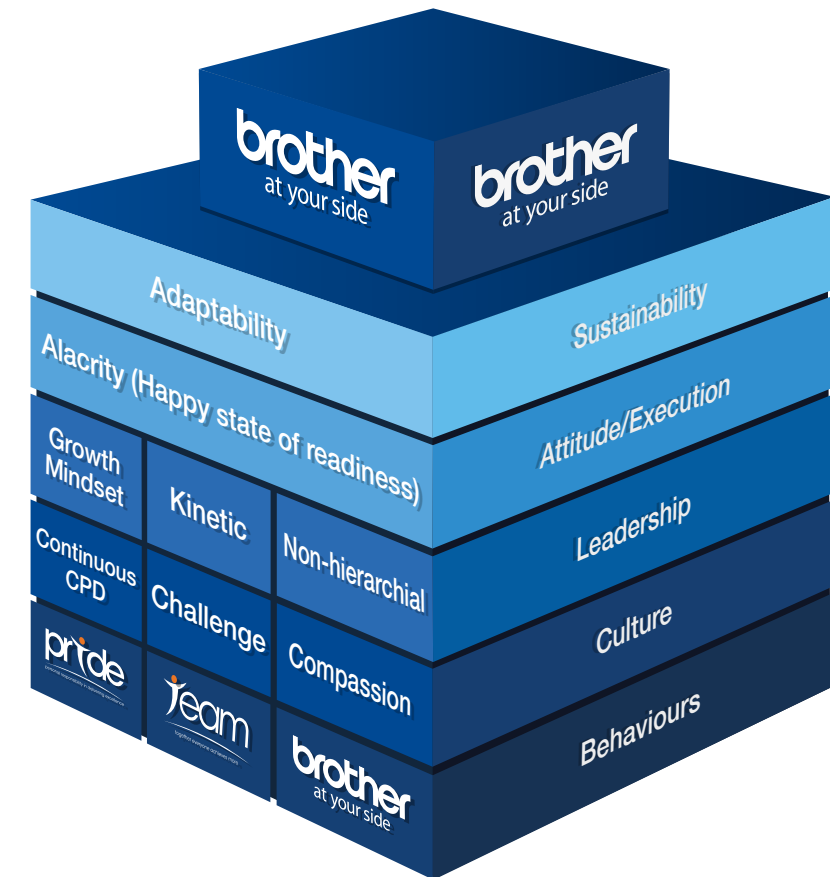
We uphold our strong environmental stance and endeavour to continue to make improvements throughout the business.

We also work hard to embody our brand promise of 'At Your Side', delivering excellent customer service and experiences wherever we can.

Over recent years, we have placed a much greater emphasis on self-development, equipping our people for a world which is changing at pace. To enable us to do this better, we have invested in an online platform, providing instant access to our Learning and Development Programme for all colleagues.

Our Employee Engagement Programme is designed to offer both academic learning and vocational experiences, meeting the diverse needs of our people. Whilst some may choose qualifications in work-related topics, others can choose to support our Educational Programmes or participate in community projects. Whether building their own knowledge or passing on skills to others, everyone benefits.

As one of the largest employers in our area, we have a responsibility to help where we can and to facilitate the work of others. We focus on developing young talent within our community through our School's Programme. While our Volunteering Programme provides useful resources for local organisations.



Building a fit for purpose business

To deliver our Global Vision for the 21st Century (GV21) and our Corporate Strategy for Brother UK to Transform 2018, we have changed the fundamental ways in which we operate. We have developed a strategy to transform the business by the end of 2020 taking us to our GV21, ensuring we are sustainable for the future. Much of what you see today in this report is a direct result of this work.

Being sustainable means having a business which is fit for purpose. This is critical to future success and it is the only way to ensure jobs for the long term. To do this we need to be resilient to change. Much of our learning and development focus is on creating what we refer to as "T" shaped employees, who have a great depth of knowledge in a specific area and a broad range of skills and experience. The Learning and Development Programme allows our colleagues to improve themselves and develop new skills, regardless of age, ability or previous experience. Our attitude is one of alacrity, being in a happy state of readiness – willing and able to execute new ideas.

Our leadership model is built on a growth mindset, having a continuous focus on professional and personal development. We operate non-hierarchical teams, where everyone's voice is given equal weight. These teams change according to the task in hand, providing agile resources for projects, making sure the right talent is solving the right problems. Our culture has developed into one of continuous learning. When people are well developed in their professional and personal skills, they have the confidence to challenge the status quo, to suggest new ways of working and to speak up if something is not right. They also have the compassion to work with colleagues and communities in a constructive and inclusive way.

Behaviours are driven by our company values of PRIDE (Personal Responsibility in Delivering Excellence), TEAM (Together Everyone Achieves More) and the Brother brand promise of 'At Your Side' – the cornerstone of our business ethos.

To ensure we focus on the right things at the right time, we benchmark our business processes with the help of Investors in People, who provide an excellent framework to guide our people management. We also take great care to maintain high levels of corporate governance and accountability, ensuring that we remain compliant with all of our ISO standards (ISO9001 Quality Management System, ISO14001 Environmental Management System and BS OHSAS ISO18001 Occupational Health and Safety).



# Brother UK

We are a business where everyone is valued, everyone works together and where everyone strives for improvement. Our strategy and vision promote community and culture, with an emphasis on working as a team and helping others. We also promote operational excellence, looking for efficiency improvements and compliance with quality management and environmental standards.



**Action**  
Community and culture  
**Measured**  
Investors in People  
**Impact/Result**  
Colleague retention, average length of service 13 years



**Action**  
Transformation  
**Measured**  
Princess Royal Training award  
**Impact/Result**  
Retain and recruit top talent



**Action**  
Operational excellence  
**Measured**  
ISO  
**Impact/Result**  
Strong customer relationships

## Investing in people

Working in the Digital Marketing world, it's a constantly changing channel, meaning it's important to keep training levels high for both myself and my team. Brother UK absolutely recognises this and constantly supports both my professional and personal development, through ongoing courses, plus attendance at key events and conferences. It's a real boost to work somewhere that takes our learning and development so seriously and focuses on getting the best out of everyone. They've recently supported my professional development through a 12-month IDM Post Graduate Diploma. Studying around work is always challenging but was made so much easier by the backing of my Brother UK colleagues.



Lisa Watkinson,  
Senior Digital Marketing Manager



I think that the solutions showroom is fantastic, a great idea well executed and wonderful for showcasing our products to visitors, it is also a great meeting space.

The décor around the building is also a great reminder of our ethos and values and I think this could be taken even further by putting it in the larger meeting rooms.

I love the work spaces upstairs, I think the theme in reception and upstairs is fantastic and very modern. I especially love the Think Tank, I think the new layout and theme is much more comfortable and inviting.



## Building a fit for purpose business

It's important to embrace change in the workplace culture and understand what drives these changes. With a shift of expectation from existing employees and a new generation of workforce who want to work in vibrant, inspiring offices, no doubt every workplace across the country has experienced some form of change, big or small. In recent years, as a result of new technology and younger generations joining the team, we also felt this shift, so committed to investing into creating an amazing place to work at Brother UK.

These changes, for us were diverse. From how we communicate within our business (using technology, such as Yammer and SharePoint, to enable instant access to information and collaboration no matter where a colleague was working), to increasing open plan working spaces, making them informal and relaxing, but also increasing meeting space for people who needed time away from the buzz of the office.

None of these were ground breaking or even expensive changes to make, they just took some time to think through. Importantly though they have helped us to create a better working environment.



# Associates



Our people drive everything we do, so we provide them with the support to live happy, healthy and fruitful lives. To do this, we have a well-developed Health and Well-being Programme, recognised by Investors in People, and an award-winning Learning and Development Strategy.

## Colleague well-being benefits package includes:

- Health insurance, health checks, permanent health insurance and death in service benefits
- AXA Health insurance offer a 50% reduction in gym membership (national)
- Subsidised gym membership (local)
- Occupational health programme (including counselling)
- Annual flu vaccinations
- Staff restaurant (subsidised meals and free fruit and drinks)
- Kinetic teams to support workplace consultation
- Annual well-being events
- Back to work interviews
- NLP / mindfulness training
- Intranet group to share and receive relevant information



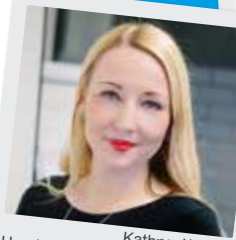
Pennine Healthcare Trust provide health checks and advice

Our well-being events offer health checks and lifestyle advice. As well as physical well-being, we also support mental well-being and are equipping colleagues to be more resilient and increase their emotional intelligence through Neuro-linguistic programming training.

I've found the Neuro-linguistic programme particularly useful when applying to my communication styles, in that I now flex dependent on my audience – I have noticed improved audience engagement as a result



Brother UK not only work with The Growth Company to develop their own workforce; they are also committed to work side-by-side with us to support organisations across the North of England to continuously improve. Brother UK is an inspirational organisation that demonstrates true community engagement through sharing best practice and opening their doors to allow others to see how they lead, manage and develop their people. We are proud to work closely with them.



Kathryn Walker  
Head of Business Development,  
The Growth Company



Stuart Maclean,  
Head of Corporate Planning

## Diversity and inclusion

We know and appreciate that not everyone is the same. It's the reason our Learning and Development Programme has both an academic track and a vocational one. It's also the reason we invest in Neuro-linguistic training for managers, so that we can ensure everyone understands our personal differences and is equipped to deal with them. We've also launched a Diversity and Inclusion Programme, and a new internal network, Sisters in Brother (which had its first anniversary this year), to promote the discussion of gender equality and accelerate diversity in the workplace.

brother  
at your side

SISTERS IN  
BROTHER

## Long service

Every year, we celebrate those colleagues who have been with Brother for 20, 30 or 40 years. Having this longevity means we build a great skills and experience base and it makes it easier for us to maintain long-term relationships with our stakeholders and customers.



Andy Johnson receives his  
20 year award



Frank Szita receives his 40 year  
Long Service award from Phil Jones (MBE)



Denise Venables receives her  
20 year award



Ken Riley receives his 30 year award

## Red Letter Days

As part of an ongoing Incentive Programme, teams are nominated by their peers for going the extra mile or doing something outstanding. Successful teams receive an experience day of their choice. Teams can opt for a day of mini events ensuring there is something for everyone.





## Apprenticeships

We are ambassadors of and are committed to offering placements each year to new apprentices. In 2014, we committed to having 5% of our workforce as apprentices and we are pleased to say this number is growing year on year.



As part of our Apprenticeship Programme, we have committed to strengthening our internal Ambassador Network. This is led by Gemmer Crozier who was one of our original apprentices. The aim of the programme is that all Brother apprentice ambassadors work within our community to positively promote their successful apprenticeship journey.

Once I started looking into the different types of apprenticeships available, I became very interested in the business sector. From studying business in school and college, I thought this would be the ideal area to go into. I wanted to do an apprenticeship with Brother UK as I'd heard Gemmer's story and how far she has come. This inspired me to achieve the same. I researched the company and the more I learnt about what they do for the community and their own employees, the more I wanted to join them.

I got in touch with The Apprentice Academy who put me in contact with Brother UK, taught me how to prepare for interviews and what to expect from the working environment. This made me feel more confident and ready.

Brother UK has given me the opportunity and guidance to get where I am today.



Katie Mellor,  
Customer Support apprentice

Two of our past apprentices, who have now secured full-time positions, took part in the Apprenticeships Live campaign to share their experience with a wide range of schools and colleges. All of our ambassadors continue to support our local education activity to inspire and motivate students in the local area.



Arron Price (left) and Katie Mellor (right) host our Apprenticeship Ambassador stall at a local high school.

## Reaching out to others

Having been shortlisted for Apprentice of the Year last year, Gemmer Crozier was invited to give a keynote speech about her apprenticeship experience to an audience of 350 businesses, training providers, public sector organisations and charities regarding her apprenticeship journey.

The purpose of Gemmer attending this event as the leader of our Apprenticeship Ambassador Programme was to raise awareness and successfully promote apprenticeships by explaining the positive impact they have on businesses and individuals. By sharing her journey, she showed that an apprenticeship can be a great start to a future career and hopefully encouraged others to take up an apprenticeship.

Gemmer's speech was such a success that other businesses and training providers have now approached her to visit them and discuss the impact an apprenticeship can have.



Gemmer delivers a keynote speech at the Skills for Business Awards

## Assisting with research

Over the last few months, we have also contributed to research being carried out by Investors in People, entitled "What makes an excellent apprentice employer". Investors in People have now published their findings, gained through an extensive literature review, employer surveys and interviews, highlighting the key characteristics of a high-quality apprentice employer.

## National Apprenticeship Week

Our apprentice ambassadors were kept very busy during National Apprenticeship Week.



Gemmer Crozier attended St Ambrose Barlow RC High in Swinton where she shared her apprenticeship journey with 200 year nine students. She also got the chance to take part in a round table event with Minister of State Anne Milton (Department for Education) to discuss the government's support of apprenticeships.



Gemmer Crozier with Rt Hon Anne Milton MP, UK Minister of State for Skills and Apprenticeships

The BOSS Federation held a Leaders of the Future Conference in London, to encourage employers to develop apprenticeship programmes. Aaron Hopkinson co-hosted the conference as part of his committee membership. Our Digital and Marketing apprentice, Jessica Wilbraham also attended. They networked and shared their experiences with fellow members.



Aaron Hopkinson at the BOSS Federation Leaders of the Future conference

## Big Brother mentoring programme

We hosted 33 students from four local high schools as part of our Big Brother Mentoring Programme, to deliver an 'Apprenticeships Work' session. This event was to support the students in planning their future careers and weighing up their options, post sixteen. Apprenticeships are a key choice for them. Our MD, Phil Jones delivered an employability talk to the students and our apprentice ambassadors, Katie Mellor, Courtney Green, Michael Barlow and Jack Whalley sat as a panel to share their journey.



Phil shares some insights from his career journey with local students

## 2017/2018 apprenticeships

As part of our ongoing commitment to apprenticeships, this year we have two new Business Administration apprentices and one Leadership and Management apprentice all working at Level 3. We also have four adult apprentices who have committed to Chartered Degrees in Leadership and Management.



Our team of apprentices, from left: Arron Price, Jessica Wilbraham, Alan Pickles, Danni Foster, Courtney Green, Liam Fitzgerald, Gemmer Crozier and Jack Whalley



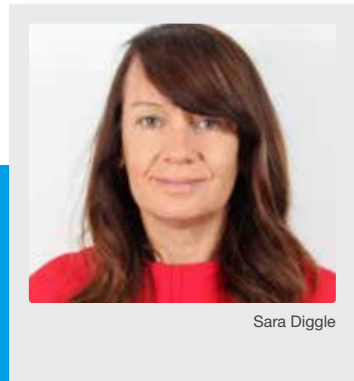
Students work on real life business projects as part of the programme



Students on the Big Brother Mentoring Programme working with their mentors

# Developing our people through inspiration

All of this activity may seem very worthy but what does it really mean to those individuals who've taken their own development journeys? Two of our colleagues share their experiences.



Sara Diggle

Sara heads up the Internal and External Reseller team and this year won awards for her contribution to businesses in the tech industry, supporting gender diversity in the workplace.

October this year will mark 20 years since I left my position as a full-time mum, alongside some part time retail work, to take up a role in Brother UK's technical support department. Since then, I've progressed through marketing and commercial focused roles, into the position I hold now as head of reseller sales. Here, I'm developing and implementing Brother UK's reseller strategies with my excellent team of 10.

Thinking back to when I started, I was so motivated to build a career, which pushed me to take all the chances to learn more about the business. Volunteering to be an internal auditor really helped me to get a head start, and the experience gave me an insight into how different departments operated. It also gave me opportunities to network with other colleagues, to build solid relationships and ultimately to show how committed I was to making a difference at Brother UK. My progression was recognised last year when I was honoured with a We are the City Rising Star in Sales 2017 award, something which I'm really proud of.

But, I haven't stopped taking chances to learn. It's important for me to keep abreast of what is happening in the channel. So, getting away from my laptop to manage dealer groups or to meet with resellers at events is something I'm particularly keen on.

As I've moved up through my career, I've been motivated by seeing how my colleagues develop and grow too. A priority of mine is to support my team to be the next generation of managers in the business. It's also important to me that my team enjoys their jobs, have a healthy work life balance and that they have the opportunities that I had to learn.

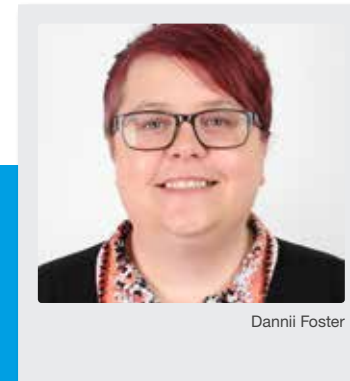
Out of hours, I love to go on holiday and must take six or seven short breaks a year. I've also been really into my fitness and nutrition lately, so I can often be found in the gym after work. I've lived in Dukinfield, Greater Manchester, for most of my life and have two daughters, Natalie and Tania, who have moved into their own homes. My eldest is even getting married soon, which shows just how much has happened since resigning as full-time mum!

## Q: What's the best thing about your job?

**A:** The people and culture at Brother UK are what I enjoy most about my job. The company invests heavily in employee learning and development. This in turn creates a fun place to work where staff are motivated and have the means to deliver the best service for our customers.

## Q: What would make your life easier at work?

**A:** Less traffic! I love how my job takes me all over the country to meet different people. But, busy roads sometimes delay me from doing what I enjoy most both in and out of work.



Dannii Foster

Dannii heads up the Internal Reseller and CIV telesales team and is currently undertaking a Chartered Manager Degree Apprenticeship with the Open University.

Dannii has worked for Sara for the past six years and has been inspired and encouraged by her commitment to change through personal development.

## Q: How long have you been with Brother UK?

**A:** I have been at Brother UK for almost six years, I started as a Telesales Team Leader and continue in that position to date.

## Q: Have you always undertaken learning and development?

**A:** Only since joining Brother UK. Doing the Dale Carnegie course was a turning point for me and I realised that I could do more and could develop. That made me want to overcome any self-doubt and become the best version of me that I could be.

## Q: How have you changed?

**A:** I think I'm much more confident. I also manage my team differently. Instead of telling I spend my time asking, working with each team member to help them overcome the problems they have. It's a much more collaborative way of working, acting as a coach or mentor rather than as a boss. And I'm getting good grades in my studies – I've never really thought of myself as academic, in fact I didn't get a maths qualification at school, so I've had to do that too, but I've discovered that I can do it, with hard work, determination and some sacrifices.

## Q: Have you noticed a change in your team?

**A:** I think they're more self-sufficient. They've taken on more responsibility and operate as a team more, even though they all have individual targets, they help each other and support each other more than ever. I think that's partly because I have learned to let go, I feel more empowered and work more collaboratively, so this has passed onto the team, we're all leading by example.

## Q: What piece of advice would you give?

**A:** To take the opportunity to develop. I know from past experience that not many companies invest in training the way Brother UK do. People shouldn't see it as a box ticking exercise, but should do something that they can be proud of, they should push themselves to achieve something or to change something. I'm proof that your past doesn't define your future, and you can do anything if you put your mind, heart and soul into it.

I feel more empowered and work more collaboratively





## Employee Engagement Toolkit

This year saw the roll out of our Employee Engagement Toolkit application, providing access to our Learning and Development Programme, appraisals and other information on desktop and mobile devices.

Now that every colleague has the information to hand, it's much easier for us to show the alignment between their day-to-day work and the company's objectives. By doing this, we can ensure visibility of objectives across the business and more importantly, ensure that we are training our colleagues appropriately and equipping them with the skills they need to deliver those business objectives. At the end of each year, we can review and report on the training that has taken place.

As well as managing the critical components of our strategic objectives, we are developing the system into an appropriate tool for all areas of employee engagement, including up-to-date job descriptions, appraisals, expenses management and commission status (for sales people) all on a digital platform. This saves time and money and increases efficiency. Users of the new system are far more engaged in the preparation and monitoring of their own Learning and Development and report feeling a deeper sense of trust from the company about investing in their skills for the future.

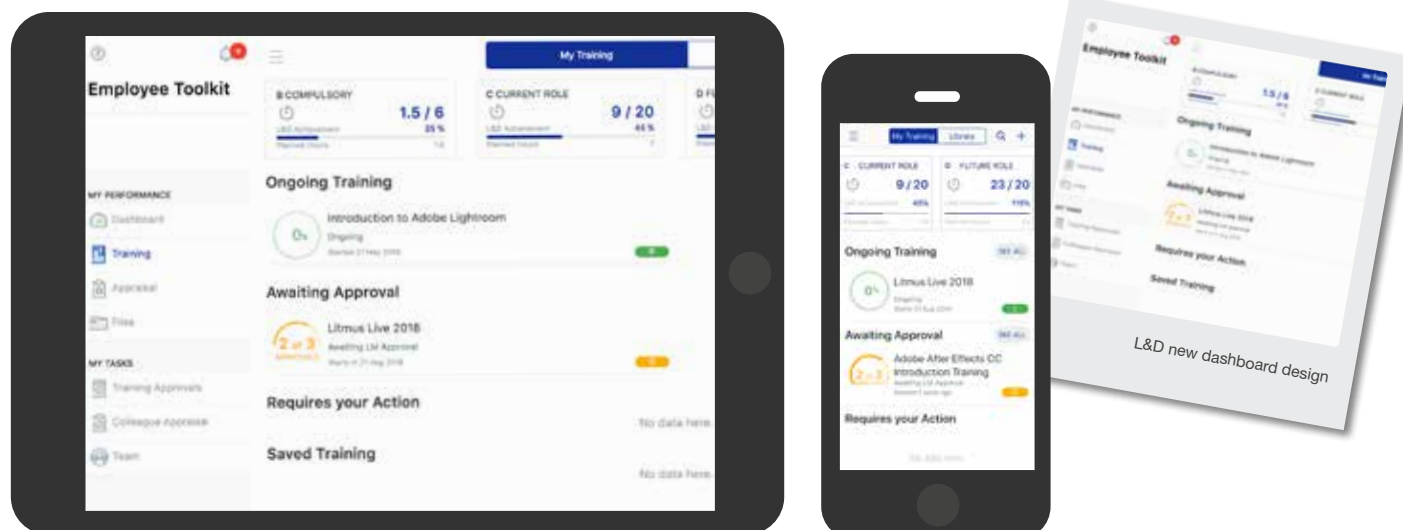
Ultimately the aim is to have one central view for each colleague, so they feel motivated and connected to the business. It will also allow line managers to have a clear dashboard enabling efficient and effective team management and supporting good decision making, within company guidelines and authorisation levels.

We have also seen an improvement in our background processes. Job specifications could previously be out of date and now they are all complete and current. The quality of appraisals has also improved, with full completion rates and increased engagement in the process.

The system is being used alongside a Management Development Programme to facilitate talent management, identifying the "Top Talent" and "Rising Stars", enabling us to have a clear succession plan for all key roles in the business.

## All colleagues are encouraged to complete all levels required as part of their L&D

Level A	Level B	Level C	Level D
Performance and appraisal	Mandatory corporate citizenship and product training	Current role development	Future role development



Our Employee Engagement Toolkit, available on mobile devices

## Providing the right skills for the future

Brother's talent transformation is unique and it is vital we capture this as one of the key pillars of our learning and development platform as we transform our business for the future. That's why we don't just concentrate on academic qualifications or job skills, but provide opportunities for personal development, allowing each person to be the best version of themselves, so that they can be comfortable at work, resilient and ready to face challenges.

## Recruitment and retention

Part of our learning and development strategy is about talent mapping and career planning, enabling us to recruit and retain top talent from within our industry. Research shows that recruitment of the best talent is only possible with a high-profile employer brand, which encourages the best people to want to join the business. We know that their priorities are to work for a company that offers good learning and development opportunities, can give clear direction, and provide a modern approach to work/life balance.

Through our successful adoption of the Investors in People Programme, we have been able to:

1. Position Brother UK as one of the UK's best employers, therefore attracting the best talent and reducing recruitment costs.
2. Invest heavily in training our workforce for the future.
3. Align all efforts to our global CS B2018 strategy.
4. Create a 'best in class' application for the business to manage all its learning and development requirements.



## Investors in People

Brother UK has been externally assessed by Investors in People and has been honoured with the highest award possible, Platinum, in recognition of our people management. This includes the application we have developed to cascade our strategic objectives and align our learning and development activities with these objectives. It is estimated that only 0.05% of companies in the UK could meet such a high standard and marks us as an industry leader in people development. This in turn encourages the best talent to join the company.



## Royal recognition

Our Learning and Development Programme has been awarded the Princess Royal Training award for outstanding achievement.

We believe that learning and development is key to ensuring long-term competitiveness which is why we place so much emphasis on staff training.

This award win comes not long after the business was honoured with the Investors in People Platinum status - the most prestigious accolade in people management - last year. Accolades such as these help us to attract, retain and develop the very best talent in the sector. This means we can offer our partners innovative, market-leading solutions, as well as an inspired and motivated team to work alongside.



Linda Willows, Head of Legal and Business Management, Brother UK



# Community



As one of the largest businesses in Tameside, we feel we have a responsibility to assist our local community where we can. We also recognise that our community engagement can bring other benefits to our business. Our learning and development activities support community involvement, with those undertaking these initiatives benefiting from increased confidence, a sense of well-being and a greater understanding of diversity in all its forms.

We aim to use our strategic values to help strengthen our local economy, boost colleague morale and raise our brand profile with our customers.

## Community engagement

Centred around four key areas, education, enterprise, the elderly and the arts, this is frequently delivered in conjunction with Forever Manchester funding panel.



### Enterprise

Community and voluntary organisations developing projects that encourage income generation, which will be re-invested in the community to support social impact. E.g. start-up business and young entrepreneurs.



### Education

To support young people of high school age with personal development, bridge the aspirations attainment gap, boost their confidence and enable them to gain practical and life skills, to support long term employability.



### Elderly

To support community activities, giving a pathway for the over 50's to socialise and play a positive role in their community, not become isolated and have the support needed to maintain an independent lifestyle.



### The Arts

To support local community groups looking to expand knowledge and life skills.



## Forever Manchester

Our partnership with Forever Manchester continues with our corporate fund of £25k, participation in Forever Manchester Week, support of Forever Manchester women network and Forever Manchester football tournament. These activities provide or help to raise funds and generate awareness of the community foundation and its work.



Moravian Church, Denton providing Christmas hampers for vulnerable families



## Greater Manchester Chamber of Commerce

Greater Manchester Chamber of Commerce presented us with their Social Value Award in recognition of all the hard work and time dedicated towards a great cause (Forever Manchester).



Brother's football team, ready to play in the Forever Manchester tournament

We also aim to provide support to charities our employees are actively involved in:

- Charity support offered direct to colleagues who are involved on a personal level
- Employee-chosen fundraising days – organised to raise awareness of charities chosen by colleagues
- Product donation – we try to respond positively to requests to donate products to local groups and charities
- Offering volunteering opportunities within community groups and charities under our Match Funding policy.

In September 2017, I did an 11,000ft free fall sky dive in aid of The Christie Hospital. It was an amazing experience and something I had always wanted to do but to enter you are required to raise a certain amount of donations. Having Brother UK support, through match funding, boosted my total to nearly £800 which will greatly help fund life-changing and life-saving work for cancer patients at The Christie. This makes me very proud as it's a charity and cause very close to my heart.

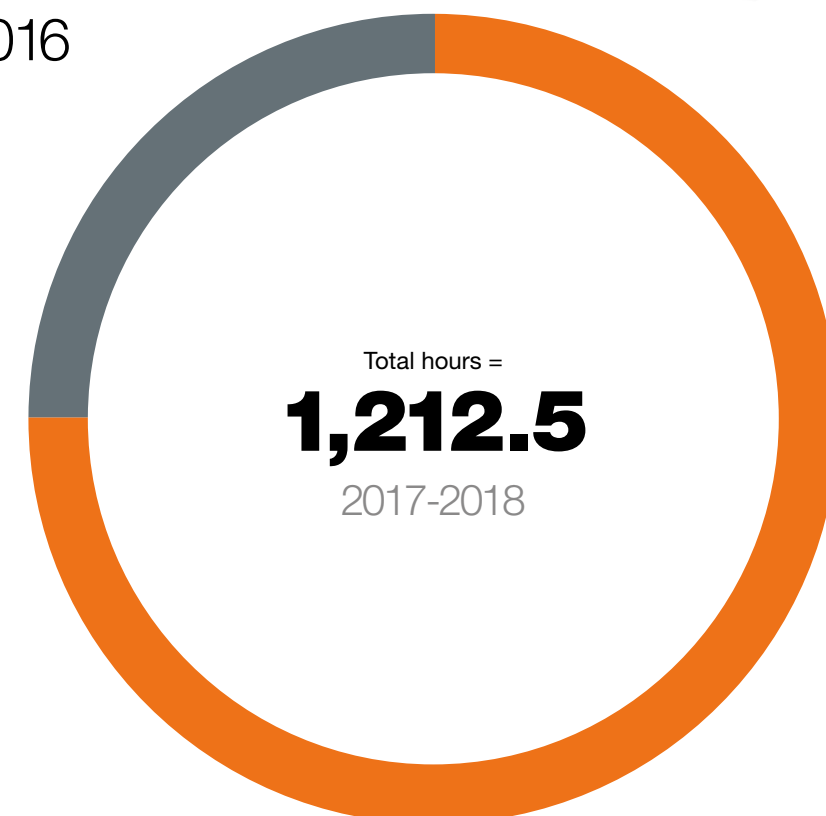


Andrew Phythian, Maintenance

## Total community hours volunteered by colleagues since 2016



■ Work time ■ Personal time





# Education

Our focus for education is on developing the employability of people up to the age of 25. We provide a wide range of activity and we encourage participation from both colleagues and recipients, whilst ensuring that the impact of these can be measured.

Some highlights from this year include:

## Big Brother Mentoring Programme

The third year of our Big Brother Mentoring Programme saw us work with four local high schools, helping to enhance students' career choices and understand the key skills required to move into higher education or apprenticeships. Helping to promote confidence, maturity and the motivation for long-term employment in the future, 18 colleagues acted as mentors to support this programme, which culminated in a team building day and end of year celebration.

We have been working with Brother UK for two years, delivering a mentoring programme for Year 10 and 11 students. It's wonderful to see the development of the students as they have progressed through the programme and this is down to the hard work of the mentors, the structured programme that is personalised to meet the needs of the students and the positive relationships they have developed. This year, the mentors have supported the students with college applications, CV writing, mock interviews and organisational skills to help them prepare for their exams. Whilst the students have developed many skills through the programme, the main impact has been the confidence to aspire to be successful in their chosen career.

Jonathan Knott, KS4 Intervention Manager,  
Denton Community College



## Mock interviews

We provided year 10 students at five local schools with interview techniques, ensuring they are engaged and feel prepared.



## Work experience

We hosted work experience placements for 13 students, giving them a taste of the real world of work.

I have thoroughly enjoyed my time at Brother UK. I loved the atmosphere and how welcome the employees made me feel. I wholeheartedly thank everyone involved for giving me this opportunity.

Jack Barnes, The Princes Trust participant

## Uprising – employability support to postgraduates

Once again we hosted Uprising's Fastlaners Programme, a unique employability and personal development initiative designed to help young people who have completed their degrees. It aids with skills gaps and guidance for future career options. Colleagues supported the initiative by providing mock interviews to all participants and taking part in speed networking sessions.

Thank you so much for your support and hospitality on our Fastlaners Programme again this month. The participants had a fantastic experience at Brother UK and are very grateful for all the support that you and your team provided. Brother UK have been an amazing support for Fastlaners and UpRising Manchester in general. Our participants really enjoyed meeting some of your team and we're looking forward to working with you all again in the future.

Louise Belsom, National Programmes and Grants Manager, Uprising

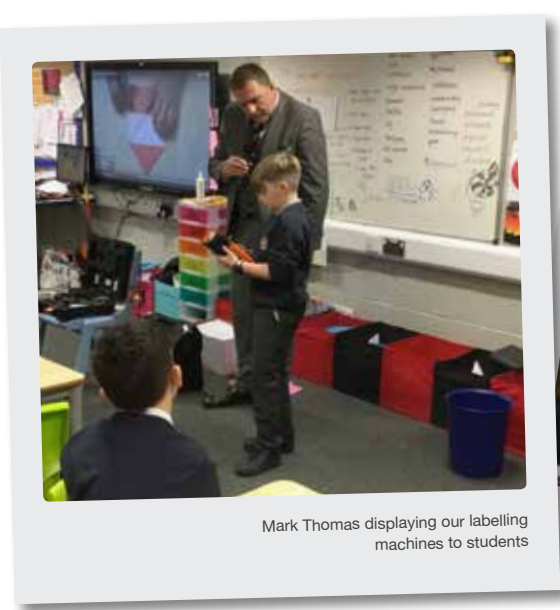


# STEM (Science, Technology, Engineering and Maths) initiatives

We continue to support several industry days, The Tameside Hack and National Careers Week, all with a continued emphasis on STEM subjects.



Tameside Hack invites young people to participate in a real world technical project. Andy Johnson (Head of Product Management) and his team were on-hand to help and introduced the participants to our AirScouter head-mounted display and tasked them to design and develop uses for the emergency services.



Colleagues supported 'National Careers Week' at Russell Scott Primary School in Denton, where they shared details of their job roles with the students. A female engineer also attended during 'National Women in STEM day' and shared her journey and role with students. She demonstrated her job, taking in some printer parts to give them a real idea of her day-to-day role.



## Employability programme

Two teams from the business decided that they wanted to support our Employability Programme, believing that it would be beneficial as a team building exercise, as well as a support to the programme.



The head of each team had previously mentored young people and knew the sense of fulfilment and well-being it provides so they wanted their teams to experience this too. They decided to get involved with our Employability Programme which is run in partnership with The Manchester Fire Station and The Prince's Trust.

The first thing they found out was how different they all were, and how different their backgrounds in education and work had been. This gave them some great insights into each other and also into how they might accommodate these differences into the programme. The programme included skills building, focusing on CV writing, communicating and interview preparation.



It gave me an experience of having an interview, as I had never had an one. The feedback was really useful as the positive feedback gave me the confidence to improve and try again. I really enjoyed the day as all of the staff made it fun. They were friendly and genuinely interested. I am now working at Jungle Junction doing a Level 2 Apprenticeship in Childcare and I don't think I would have got this if I hadn't learnt about the STAR model at Brother UK.

Lisa, The Prince's Trust participant

It was great to have support from Brother UK with our Prince's Trust Team Programme. Gemmer was really helpful in organising the two days and the team who ran the sessions were really welcoming and engaging. They had put a lot of thought into the activities to make them interesting and suitable for the participants. Visiting a real workplace is a really important opportunity for our young people.

Emma Sercombe, The Prince's Trust Team Manager



## Opportunities for everyone

The strong focus we have on activities local to our office means that our colleagues who live outside the area can't participate in the same way. This year, we made our Community Engagement Programme more flexible, enabling our none office based colleagues the opportunity to get involved.

One example of this is Liam Fitzgerald who joined the BEE Mentoring Programme. This London-based charity is set up to provide mentors for young people during their GCSE year with the aim of improving exam results and giving them support and skills during a very tough period. Liam's mentee was selected from students at his old school, Salvatorian College, and Liam was able to work with him, helping prioritise schoolwork and providing a sounding board to discuss options post-GCSEs. We are delighted to report that Liam's mentee achieved nine good grades in his GCSEs.

Liam found the experience very rewarding and recommends mentoring programmes as a means of self-development. He found the work challenging but learned lots about himself and his own capabilities and discovered that young people today have very different lives to him. He believes that today's young people face greater challenges, with a higher workload, the burden of technology, far more peer pressure and issues of conformity than Liam's generation. Understanding that is helping Liam with his own young children, making sure they are better prepared for their school life. He's also learnt that to work with young people you have to be creative and adaptable, ensuring that you are relevant and connect with them without being seen as another authority figure.



Liam Fitzgerald



Liam was calm and unassuming and worked well with his mentee, adapting his own approach to ensure that meetings were kept and communication lines remained open. He was able to instil confidence and provide useful life skills, such as communicating professionally by email. His mentee found it really useful to have someone to talk to who didn't judge him but encouraged him and gave objective advice.

**Karen O'Connor, Director, Business Education Events**

## Enterprise, education, the elderly and the arts

### Royal Mail

We have seen the huge benefits to be gained from working to achieve an Investors in People standard, so we now act as Investors in People champions, assisting other companies on their own journeys. One such activity is supporting Royal Mail with their Graduate Programme. We provide business case materials and facilitators for a two-day workshop with their graduate intake.

The rewards of this work are multifaceted; inspiration from the graduate trainees, a great set of fresh eyes on a problem which we have found demanding, the opportunity to learn from Creating People regarding learning techniques and problem-solving mind sets. Finally the satisfaction at the end of a long two days when trainees seek out our facilitators for opinion on their contribution and to extend their appreciation.



### The Grafton Centre

Care for the elderly is a cause close to everyone in the business and too often is underfunded and under-resourced, which is why we ensure this is a key criterion within our funding strategy. We've been supporting The Grafton Centre through funding and colleague volunteering.



Brother colleagues volunteering at the Grafton Centre

Thank you for your contribution to the Grafton Centre Christmas parties. Please thank all the staff who attended, it was very kind of the Brother UK business to let their staff support us. The volunteers who came were wonderful and were a great help, they really got stuck in serving the meals and clearing up which really helped our volunteers, we could not have done it without them.

The funding we received went towards paying for 160 Christmas meals over three days, it was a great success and myself and all the Trustees would like to thank you all for supporting our centre.

**Gaynor Hannon, Grafton Centre Manager, The Grafton Centre**

It has been a privilege to have the support of Brother UK over the past year. Our relationship started when Brother UK sponsored a bike under our Full Cycle initiative. This bike was then gifted to a previously homeless gentleman and has allowed him to reconnect with family and commute between his home and new job. Since then, Brother UK has supported the introduction of our gym facility, providing a punch bag and health supplements. More recently, when our community 'pay what you can' café needed extra tables, Brother UK were the first to step in and help us. The support has not just been with donations, Brother UK's MD, Phil Jones, is a regular customer and the team invited us to be their guests at the Pride of Tameside Business Awards. Sam and Gemmer from the Community Engagement team have been such a huge support, they have offered to work alongside us to really make a difference in the lives of local people and we can't wait to work closer with them. It is such an honour to work with a team that are so professional yet so personable and approachable. Cash donations are rare for us at Infinity but so needed as we support so many different people with such a range of needs. We help in real ways, ways that help local people when no-one else can. This could be support with travel, utility costs, household essentials or even haircuts, training or deposits for houses so every penny really will make a difference locally.

**Gemma Whittaker, Director, Infinity Initiatives**



### Infinity Initiatives

Infinity Initiatives is a community interest company operating in Tameside. It supports vulnerable people with complex needs, who often don't get support elsewhere. We supported them with a £500 cash donation (raised by using an e-Christmas card instead of physical cards).



Our e-Christmas card raised much needed money for the charity



Students from Denton Community College working with the Impresarios Programme

### Hallé impresarios

Our involvement with the Hallé Orchestra spans 30 years. We have become more focused on their outreach work, and we've been investing and supporting their Impresarios Programme. This takes the business of performing arts and introduces it to young people who are tasked to "put on a show", working out the business and marketing plans for their event. This year saw several colleagues supporting the event, providing business advice to the participants.



# Customers



Customers are the life blood of any business. Serving our customers well is vitally important to maintaining and growing our sales each year. This is achieved by delivering the best products and services we can.

Our customers fall into two groups, the end user who ultimately buys and uses our products and the channel customer who provides the means of getting our products to them. No matter what kind of customer we deal with though, we pride ourselves in providing the highest standard of service and support in the business.

## End user support

We continue to support our end user customers, helping with pre-sales advice and post-sales support. Our UK call centre offers support by webchat, email and phone. We spend a lot of time selecting and training our Customer Support team, ensuring that they are technically competent and have the right customer service attitude. And it clearly makes a difference to our customers who frequently send us feedback.

You've been most helpful and also quick to respond, which is always nice to see! Incidentally, I have just noticed that your position is described as 'Customer Support Apprentice'. Had I not read that I would not have guessed, as your competence is clearly more than adequate and very much greater than the 'service' (if it can be called that) I have received from some, supposedly qualified, people representing other companies these days. It is clear that Brother UK (thankfully!) select the best people for their positions, at least as demonstrated in your case. May I wish you the very best with the apprenticeship and your future career. You have a courteous, friendly yet professional manner and offer appropriate and accurate advice and information, pertinent to the concern or query. A customer could not ask for more (and usually gets far less!!). I am incidentally taking into account that some of your e-mail's content might be pre-drafted. That does not detract from the positive aspects of the e-mail that have been composed by you, the way you have seamlessly put it all together, or the speed with which you responded to my acknowledgement of your original e-mail.

Email from customer after calling our customer support team

## Channel support

We work closely with our channel customers, not just to ensure that they are knowledgeable about our product and services and are motivated to sell our brand but also to get them passionate about the things we care about too. This ranges from encouraging self-development of their own colleagues, to working with charities and communities across the UK.

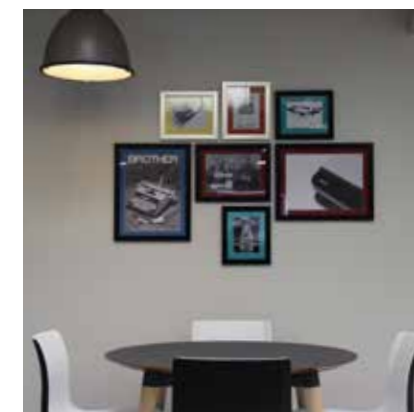


The Brother UK team have a great culture – they are keen, enthusiastic and great to work with. They managed to pitch the training at just the right level, keeping our teams engaged and motivated during the annual conference. Every member of our team got to have a hands on demo, and it obviously worked, sales of Brother products have increased since the event.

Chris Wells, Electrical Marketing Manager, Screwfix

## Product and solutions showroom

Our product and solutions showroom at our site in Audenshaw, is where we demonstrate products and their features in a live environment. We also offer this as a resource to our partners, so they can invite their customers, giving them a true feel of the products and their performance.



The Brother UK showroom extends the industry trend of focusing on application and benefits rather than solely on product. In addition, it allows the company to display and promote some innovation accelerator products, such as augmented reality, in the context of their potential applications. This should increase customer engagement and help market some of Brother's non-print products.

Mick Heys, Vice President, European Imaging, Printing & Document Solutions, IDC



## BrotherZone (Brother UK's partner portal)

And when we can't be there in person, we supply product information and have a comprehensive web portal, BrotherZone, which provides information and services to resellers 24 hours a day, seven days a week at a click of a button. A ResourceZone contains product information, a RewardsZone has details of bespoke sales incentives and a MarketingZone holds marketing services allowing resellers to build their own marketing and promotional materials, such as mailers and flyers. There is also a newsroom which provides channel news to resellers, often with our own comments on the news, such as predictions of future trends, and featured blogs and videos.





## Industry awards

We are pleased to say that our sales and marketing, customer support and sales support teams have once again been recognised in the industry for being their best. Among our accolades this year are:



Andy Johnson receives an Unsung Hero Award from Boss Industry Awards



Hannan Miah on stage accepting the Best Sales Representative Award at The Electrical Wholesaler Awards



The Brother Marketing team, voted CRNs Best Vendor Marketing Team

The profile of the marketing team has been raised amongst many of our stakeholders. These awards bring a greater level of confidence and with that comes the trust for you to continue to try new marketing initiatives that will help drive the business forward. It's also a strong story to pass onto our channel partners. In such a competitive marketplace, any point of difference is fantastic and for us to be able to tell our partners that they can come to us for award-winning marketing services is fantastic.

**Mike Anderson, Head of Marketing, Brother UK**

And it's not just our people that win awards, our products do too!

- Office Friendly – The Best Product Award 2017 for the QL-820NWB
- PC Pro – Printer Brand of the Year award for the fourth year in a row. All awards are special but this one is even more so as its voted for by the most important people - our customers
- IF Design Award 2017 for various products
- BLI Pick Awards 2017 for various products
- Reseller Editor's Choice Award 2017 for various products
- DM working group imaging Product of the Year 2017 for the ADS-3600W.



## Office Friendly

Sara Diggle attended the Office Friendly's Women in Business event, sharing information on our community engagement activities. She also collected the Women in Business Award 2017 for her contribution to the industry, a great achievement.

Sara showcased the Brother UK's community engagement report to a group of customers at our 2017 Entrepreneurs Festival Women in Business session. It was a very engaging session and the resellers found it interesting to understand how one of our industry's leading suppliers work with their people, customers, business partners and local community to engage them. Gaining an understanding of their Corporate Social Responsibility Strategy also encouraged resellers to go away and develop their own.

**Keeley Shepherd, Sales Director, Office Friendly**



## Long-term relationships

We like to develop long-term relationships with our customers. Some of them go back decades. When one of our customers, JG Business Machines, reached the milestone of 40 years in business and of working with Brother, we felt we just had to mark it in some way.

2017 was our 40th year in business as a specialist office products distributor, the majority of it as a Brother UK distributor. The last thing we expected was Brother UK's MD, Phil Jones MBE making a 500-mile round-trip to deliver a custom-made plaque commemorating those 40 years. Not only that, but personally delivering it to John George Snr., 83 years young, the founder of the business all those years ago. Being a world-class brand in the technology industry doesn't stop Brother UK maintaining traditional values that make a real difference in our fast-paced commercial world. Genuinely a great company and a great bunch of people to deal with. Thank you, Phil and the team, for your tremendous support over many years.

**John George, Managing Director, JGBM**



Phil presenting the commemorative plaque



Phil Jones (MBE) with John George Snr

## Relationships built on shared goals and visions

Brother UK's distribution team and teams from our distribution partners joined forces to raised money for Cancer Research UK. The challenge involved each team committing to raising funds through a chosen activity and the challenge culminated in a celebration day where a Guinness World Record was broken and a total of £19,619.09 was raised.



Lesley Howe (right) handing over the funds raised



Our distribution team cycled from London to Paris – a total of 219 miles to help raise funds



A colleague from Exertis taking part in a sponsored sky dive



World record time

The feedback I have had from those who attended from Exertis is all positive and the activities throughout the day really allowed everyone to have fun and engage with each other. Well done on the amount so far. So again, a massive thank you for looking after us.

**James Dacey, Product Manager, Print Business Unit (North), 3D & Supplies, Exertis (UK) Limited**



# Business partners



The Brother Group  
Global Charter

It is important for us as a business to invest in developing long and fruitful relationships with our Business partners. We not only like to work with the best, but we like to find some form of synergy and where possible, source partnerships locally. In this year's report, we have highlighted three of our partners who help us to deliver our social values around education and environmental sustainability.

## Commercial sponsorship - cycling

Sometimes opportunities come along that just make sense, on a commercial, social and practical level.

Brother's UK's involvement with UK cycling is one of those examples. Phil Jones is a keen cyclist and often found himself on his bike having conversations with other cyclists who turned out to be MDs, CEOs and CFOs of other medium sized businesses – exactly the people Brother UK had been trying to reach through marketing and advertising for years. It made sense to invest in and around the sport as part of building awareness with senior executives.

The connection runs even deeper though. Cycling offers a great metaphor for our business and values. Productivity, efficiency, results and teamwork are all key elements for both cycling and Brother UK, supported by an 'At Your Side' ethos. The sport is able to bring those elements to life through powerful visual content.

We sponsor neutral support vehicles, which really demonstrate 'At Your Side', providing assistance in critical moments when it matters most. We also sponsor the major races in the UK as Print and Results Partner as well as various continental and pro-continental teams in the UK – with equal funding going to men's and women's teams and events, demonstrating a balanced investment portfolio not usually seen in the sport.

With consistent branding in the sport over the last few years, awareness of Brother UK has ramped up in our target market, a result which is validated through brand tracking reports.

By Brother UK being in UK cycling at a national and grass roots level, we're making the whole sport more sustainable and attracting other sponsors and investors to it. It's also giving us the brand recognition we've been seeking in our target market, so it's definitely a win-win situation.

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



## Apprentice Academy

The Apprentice Academy provide apprenticeship programmes in business administration. They have schemes for young people (16-19) and adult apprentices. They first became involved with us after interviewing Phil Jones for a video podcast about his career journey, in which he talked about entering the world of work at 18 and progressing through the ranks to become MD, despite not having had a university education.

### Benefits for Brother UK

The Apprentice Academy provide us with the opportunity to train and develop our colleagues through adult apprenticeships and supply future talent in the form of apprentices. The Academy help nurture and support the apprentices through their programme, providing career support and advice as well as pastoral care. They also provided the structured development part of the apprenticeship programme, guiding the creation of the apprentices' portfolios and delivering monthly workshops to further develop skills.

### Benefits for The Apprentice Academy

As a key employer in our local area, we understand the benefits of securing apprenticeships within our workforce. Building a long-term partnership with The Academy enables them to have a strong presence within the training sector and become a provider of choice.

The fact that Brother UK develops the careers of their young apprentices stands out to us. It fits in with Brother UK's strong emphasis on social values and their support for improving the employability of young people in the area. Seeing other apprentices do well and seeing an MD that has a similar background to them, is quite inspiring for apprentices and gives them a sense of ambition and future possibilities.

**James Clarke, Future Talent Director, The Apprentice Academy**



## Gone for Good and the Charity Fleetcare Alliance

Gone for Good and the Charity Fleetcare Alliance are two separate social enterprises set up by one organisation to improve the donor experience when giving goods to charities, and to assist charities in vehicle management. The organisation has developed an app, which runs on mobile platforms, enabling donors to book a collection of goods for delivery to their nominated charity. The system uses Brother's rugged jet printers in the vehicles to provide customer receipts and to tag the collected items. They hope to expand their reach and be able to provide their own collection and delivery service with their own vehicles, employing ex-military, long-term unemployed and ex-offenders as drivers and support.

### Benefits for Brother UK

There is a commercial benefit for us in this, from the sales of products and the networking it provides in the charity sector, which enables our relationship to run deeper and create synergy with both our social values and environmental ethos.

### Benefits for Gone for good

We have supported Gone for Good with product loans for pilots and with financial support for marketing activities and events. We are also hosting some of Gone for Good's customers in our new product and solutions showroom.

We've been working with Brother UK for two years and their support has been incredible. There is a real sense that they understand, and are committed to, the work we do and they've given us every assistance to get our projects off the ground. On top of that, they are lovely people to work with – a factor we always consider when selecting partners.

**Tony Hilton, Founder of Gone for Good and Charity Fleetcare Alliance**



## LearnLive

LearnLive is a learning and development platform which utilises Brother's OmniJoin web conferencing solution. It provides live, online training enabling companies and organisations to efficiently and effectively deliver content to a wide and dispersed audience. A chat facility enables question and answer sessions, and broadcasts can be recorded and viewed later. LearnLive won the contract to deliver 60 broadcasts to promote apprenticeships in schools, featuring apprentices from a range of companies. Based on their close involvement with Brother UK whilst setting up the business, the team naturally asked us to participate.

### Benefits for Brother UK

Aside from the commercial benefits of selling OmniJoin solutions, by taking part we have been able to extend the reach of our community engagement remit around employability skills. The broadcasts are watched live by around 30 schools, and it is estimated that a further 300 schools watch the recording later.

### Benefits for Learnlive

The platform creates a technical solution for LearnLive's business, but content is also required. Brother participating in the apprentice live broadcast provided engaging content for young people aged 14-18 and allowed them to see different career options.

The great thing about the Brother UK piece was that the current apprentices did a live tour of their working space, showing young people what life in the world of work is like. Gemmer also gave them some really great tips on writing CVs and preparing for interviews. This was great coming from someone who has obviously made a successful career following her own apprenticeship.

**Stuart Heaton, Managing Director, Learn Live**



# Environment



We have always had a strong commitment to the environment, achieving the ISO14000 accreditation in 2005 and recently updating this to ISO14001. Each year, big improvements are made in reducing consumption and waste, accomplishing major milestones such as zero waste to landfill (2010) and being awarded the Queen's Award for Enterprise for Sustainability (2011). Whilst we continue to meet these requirements, we now focus our efforts on raising awareness and helping our customers to become more sustainable, often with the aid of our sister companies Brother Industries UK (BIUK) in Ruabon and Slovakia.

## It's a wrap

We supported WRAP (Waste and Resources Action Programme), a recycling week, from 25 September to 1 October 2017. During this period, we held activities to encourage and promote recycling to our colleagues, giving them ideas of things they could do, not just in the office but also at home. The main event was a competition for the best use of recycled cardboard.



Stuart Crompton, Sara Diggle, Michelle Davies and Julie Harrison working on a Greenspace project

## Conservation day

We have an ongoing relationship with Tameside GreenSpace, and assist them by providing teams of volunteers to help clear and maintain spaces locally. This involves tree planting, litter picking, pruning back overgrown bushes and other activities. This year, we attended 19 conservation days, donating a total of 95 hours.



Some great ideas on what to do with excess cardboard

## Biodiversity

Brother UK carried out a biodiversity conservation audit of its site in Audenshaw and identified those habitats and species that would benefit from particular management or actions. Using this information, a Biodiversity Action Plan was developed which identified how we could improve biodiversity within the landscaped and wooded areas. The plan continues to help safeguard the biodiversity of the landscape and its inhabitants. It also helps to raise awareness and to ensure its long-term success.



Blue tits are often seen around the Brother site

## Some measures we have introduced:

- Provided nesting boxes for various birds
- Encouraged meadow growth and planted wildflowers
- Reduced the use of pesticides, which should help encourage field mice
- Kept vegetation at a manageable level at rear of site adjacent to riverbank to encourage frogs and other semi-aquatic species
- Installed a water butt to water flowers and bulbs on-site
- Installed a garden composter for all gardening waste to use as a fertiliser



A robin nesting box on the site perimeter

## The 5Rs

We maintain our strong focus on the 5Rs:



### 1. Refuse

We continue to operate a green purchasing policy, buying environmentally friendly products for stationery and cleaning supplies wherever possible.

### 2. Reduce

Moving to a digital platform for our HR and Learning and Development System has had huge environmental benefits, as well as business benefits. Paper consumption from the previous appraisal system has been eradicated, with an estimated saving of 15 reams per year and paper reduction due to moving the Learning and Development Platform online is estimated at a further 26 reams. This amounts to around 2% reduction in paper.

### 3. Reuse and 4. Reform

- Working with BIUK, we have been able to develop a circular manufacturing model for recycling toner cartridges. This means cartridges are recovered after use, stripped, cleaned, reconditioned and reused or reformed, negating the need to send parts to landfill.
- In addition to postal returns, BIUK have set up two recycling options for customers. The first option, a four-unit collection box, is ideal for smaller customers or those with limited space. Boxes are ordered through BIUK's dedicated website and once full, they can be returned freepost through the Post Office.
- This solution is used by Day Lewis, who have over 300 high street pharmacies, where space is limited. In the three months since they joined the recycling scheme, Day Lewis have returned over 273 cartridges.
- The second option is a twelve-unit collection box, ideal for larger customers with high throughputs or multiple printers. This solution is also used by Day Lewis in their warehouse and offices and is the ideal solution for customers with high print use, such as Dartford and Gravesham NHS Trust. They request their boxes on-line and then simply arrange collection by courier when the box is full. Since starting this scheme with BIUK in 2015, they have returned around 5,000 cartridges and were recently given a certificate of appreciation for the amount they've helped to recycle.
- The service is not only free for customers, but it is also quick and easy to use. BIUK scan and track returned cartridges and can monitor the beneficial environmental impact for each customer. This information can be used by individual customers as evidence of activity for their own sustainability reports. Over 3,000 customers currently benefit from this scheme.
- And every cartridge returned counts towards Brother's Cool Earth programme.

### 5. Recycle

Recycling (and upcycling) have become part of our DNA, with uses being found for all sorts of office waste. From teabags and coffee grinds going to local allotments for compost to tables and chairs being refurbished and used by charitable causes, there is almost always a home for everything.

The scheme really made sense to us, as we were becoming really aware of how many toner cartridges we were getting through, and previously these were going in our general refuse and probably ending up as landfill. Now we recycle them and it's much better solution for Brother UK and Day Lewis. The staff have all helped and bought into the idea of saving the environment. We have some great images from Brother that we use on our intranet page when people log in to encourage this. The images of rainforest and threatened environments with some messages around recycling act as a great reminder.

Colin Kendrick, Head of IT, Day Lewis Pharmacy





# 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.

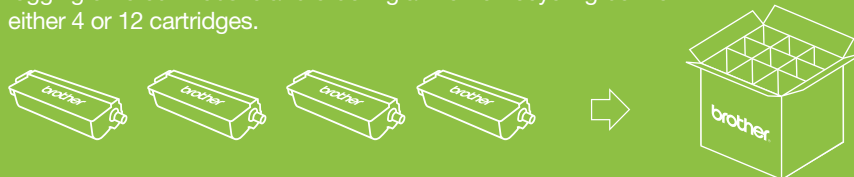


4

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.

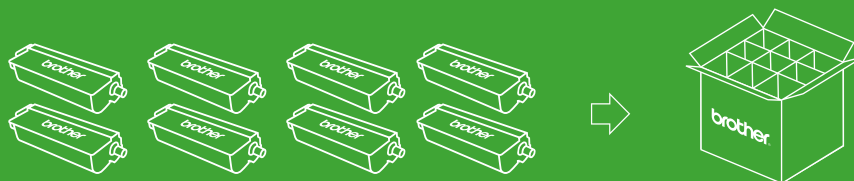


4+

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.

**brother**  
at your side

[www.brother.eu/collection](http://www.brother.eu/collection)

## The circular economy

### Brother leading the world in Ruabon

In addition to the direct impact of the operations at our Brother UK office in Greater Manchester, we achieve positive environmental impacts through our relationships with others in the Brother Group, particularly Brother Industries UK. For this reason, we are showcasing the work of Brother Industries UK, who help us to provide sustainable product end-of-life solutions to our customers. They also enable us to strive for the environmental protection embodied by the Brother Earth philosophy.

The 'circular economy' is a concept that the Brother Group are contributing to turning into reality. It involves closing the materials loop so that waste materials don't fall out of the end. It is about moving away from the traditional linear economy of make, use, dispose. It is about "designing out" waste from the product life cycle, recovering and regenerating products and materials at the end of each service life.

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Circular economy practices keep the wheels turning at Brother. By extensive parts reuse we succeed in terms of financial sustainability, resulting in an explosion of interest in recycling goods.

John Large,  
SCM and Sales Office Support Manager



Ruabon, North Wales

## Thinking locally, implementing globally

BIUK 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. BIUK 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>1</sup>

BIUK are constantly working to reduce their own environmental impact, as well as that of customers and suppliers. 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.

1. According to an internal quality measure.