

Introduction

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.

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 cartridge recycling plant which is enabling us to provide responsible end-of-life solutions for Brother Products.

This document sets out our approach to social engagement and community investment and helps inform decisions on which organisations we will support.

What is Community Engagement?

Brother UK are committed to supporting community engagement both with our internal (colleagues) and external partners (customers and suppliers). We build ongoing, permanent relationships for the purpose of applying a collective vision for the benefit of our communities. This involves the process of building grassroots movement, helping to underpin support processes with these groups. To note that this strategy mainly concentrates on our external community activity.

We engage in the community in a number of ways including, offering time, skills, donations and products.

Why?

Our primary criteria is to support local charities and community groups based in the borough of Tameside where our headquarters are based. As a responsible business we believe this is the right thing to do. Brother has been supporting its local community since its inception. It is also enshrined in our parent company's global charter values which state:

"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."

However, we recognise that our community involvement can bring other benefits to our business. We aim to use the strategic values of our community involvement to boost colleague morale, raise our brand profile with our customers and build the economic strength of the area with strong sustainable businesses.

We also recognise that many of our customers are based further afield – particularly in London and the South East so we support activities in these areas, working with our external sales teams and business partners.

Partner Charities

Brother continue to support those charities and organisations with whom we have a long standing relationships and by using some defined criteria we can focus our support to areas that we feel best suit our business focus:

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 businesses and young entrepreneurs.

Education: To support young people of high school age up to 25 years, helping them 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 local community activities, giving a pathway for the over 60's to socialise and play a positive part in their community, not become isolated and have the support needed to maintain an independent lifestyle

Supporting sustainable development and green conservation projects in and around the community. A fund is held via Forever Manchester Community Foundation. On a 3 month period the fund is open to applications from community groups and charities around the Tameside borough to pitch for grants, under the above criteria. A panel made up of Brother UK colleagues will sit and deliberate successful applicants and work full circle, from awarding the funding to supporting the project and offering time, skills and support through volunteering.

Local Focus Areas

We aim to provide support to charities our employees are actively involved in – as key stakeholders in both our business and the Tameside Community. These include:

Offering volunteering opportunities with community groups and charities under our Volunteering & Match Fund Policy, where colleagues can offer their skills, time and support throughout the working day, with a view that they will also commit a minimum of 4 hours of their own time.

There is a percentage of charity support that comes direct from employees who are involved on a personal level. With this, Brother is committed to match funding any monies raised up to a value of £150 per person.

*Match fund monies will be paid only when a target is set and committed to within the match fund form and at least £150 as a minimum has already been raised.

Employee chosen fundraising days – we organise fundraising days to raise awareness of chosen charities chosen by colleagues.

Product donation – we are sometimes able to respond to requests to donate products to local groups and charities.

Supporting future local talent

We want to support our local economy and help develop the skills base in the area – working with business support organisations, schools, colleges and young people. We continue to support:

Skills assistance – our colleagues are actively involved in many organisations, sitting on boards and committees and working directly with young people through mentoring programs, helping strengthen their key skills and enhancing their career development.

Work experience opportunities – offering short placements for work experience to promote confidence, maturity and motivation and giving them skills to prepare for college or apprenticeships

Apprenticeships – we have an apprentice programme where we offer a number of positions on an annual basis to help support future talent in our community and to help build a robust workforce. We also offer placements not only to post A Level students but adult apprenticeships to existing staff members *

On a regular basis the content of this document will be reviewed, enabling it to stay relevant and in line with the business focus, business processes and the changing economic environment of our communities.