

brother
at your side

Community Engagement Report 2016-17



Welcome

It gives me a great sense of pride that we can once again produce a full and exciting Community Engagement Report. Each year, we aim to build on existing achievements; continuing the bedrock of our activities and adding new initiatives into the mix.

We continue to uphold our strong environmental principles, although improvements in this area are harder to find each year when coming from a strong base. We also continue to work hard to embody our motto of “At Your Side”, delivering excellent customer service and customer experiences as our default standard.

As a firm originally founded by two brothers, we still retain a strong family ethos which manifests itself in how we treat our colleagues and our close business partners across the globe. Over recent years, we have placed a great emphasis on self-development, equipping our people for a world which is changing at pace. Our achievement of Investors in People (IiP) Platinum, and IiP Employer of the Year, recognised and rewarded this effort positioning the business as one of the leading employers in the country.

The development programmes we offer are designed to deliver 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 mentor in schools or participate in community projects. Whether building their own knowledge or passing on skills to others, everyone benefits. I've been impressed by how these activities increase the self-confidence of participants, open eyes to the diversity of human nature and make everyone feel valued.

We've also continued to invest in our local community. As one of the largest employers in our area, we have a responsibility to help and contribute where we can. We focus on developing young talent through our schools and education programmes. It's great to come into the office and see young visitors – our future talent pool – taking an interest in what we do and aspiring to work here when they leave school or college.

Additionally, we fund projects through our partnership with Forever Manchester which really gets to the very heart of our community here in Tameside with relevant projects building on what is strong, not what's wrong. It's truly inspiring to see how many people are prepared to step up and be the difference.

In this report, we've showcased some of our key activities. Importantly, we've also tried to explain why we do these things and the benefits we gain from the initiatives we put in place.

We firmly believe that companies and organisations in all sectors can make a significant difference when we combine our resources for the greater good of people locally.

It feels good to do good.



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



Turn me over 

History of Brother UK

I luv a ruby Murray

Company restaurant
"The Hub" launches

Received ISO9000 accreditation

Wellbeing programme launches

Global Vision 21 strategy established

Implementation of Disability Discrimination Act 2005

Introduced online training academy to enhance product knowledge and roll out data protection training across the company

Employee canteen awarded gold in the Tameside Healthy Scheme

Salary grading system introduced

1988

1992 1993 1994 1999 2001 2002 2003 2004 2005 2006 2007

Appointed Senior Manager to oversee environment programme

Start of a 10 year Manchester City shirt sponsorship

Launch of the first Corporate Social Responsibility report

£50,000 to Cancer Research through sales of the PT-1000

North West Regional Winner of the Chamber of Commerce Green Award 2007

First Brother sales office to receive ISO 14001 accreditation

Office Depot Environment Vendor of the Year

Come on city!!!

It's not easy being green!

Hallé Orchestra Sponsorship (now in it's 30th year)

Music to our ears

40th

Life begins at 40!

40 yrs in the UK, 50 yrs in Europe and 100 years globally



Global Charter was introduced



The Brother Group Global Charter was refreshed - Polices and Codes of Practice



2008

2009

2010

2011

2012

2013

BITC Relationship (Business class)

British Chamber of Commerce - Regional Winner Green Award

100/100 rating for our ethical and environmental credentials

Brother 5R awards winner

Raised £75,000 from sales of PT-1000 for Cancer Research

First printer manufacturer to support the Blue Angel environmental label on consumer office products

Commitment to Cool Earth programme was launched

Boss Industry Awards Manufacturing Excellence

Won ACES Microscope Environmental Company of the Year

Brother 5R awards winner

First year BUK received Zero Waste to Landfill certification

First printer manufacturer to support the Nordic Swan environmental label on consumer and office products

Brother & Hallé won the Bruntwood Sustainability Award

Queen's Award for Enterprise and Sustainability

EOPA New Product Innovation A3/A4 Inkjet

Received ISO 18001 Health and Safety Accreditation

QICM Award for Quality Management



Refuse, Reduce, Reuse, Reform and Recycle

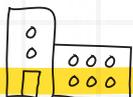


Ma'am



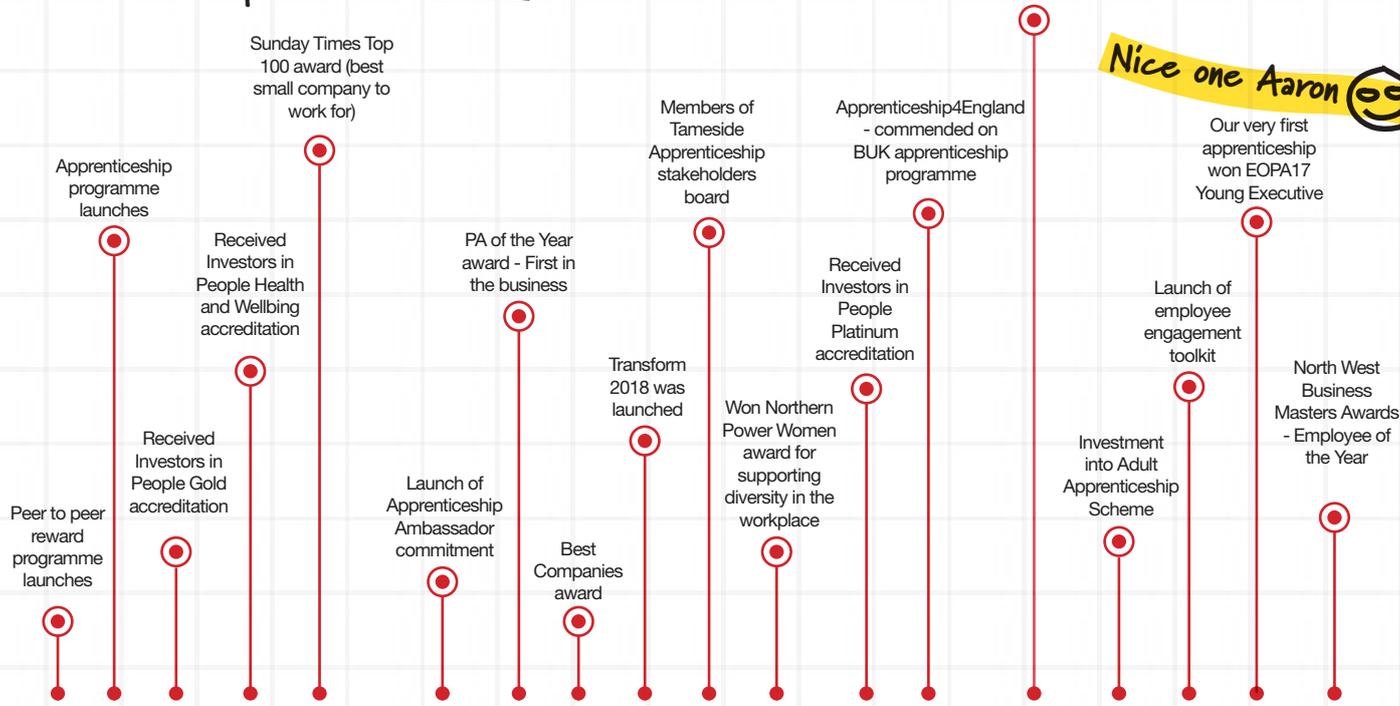
An Investors in People Platinum employer

Top 100!!!



Received Investors in People Platinum Employer of the Year

Nice one Aaron 😊



2014

2015

2016

2017

Forever Manchester charity partnership established

CRN Sales and Marketing awards - Best Vendor Marketing Team

Big Brother schools mentoring programme launches

Stalybridge Celtic shirt sponsorship launches

PC Pro - Best Printer Brand award

Cycling sponsorship launches

On your bike son!



Community



Associates



Customer



Business Partners



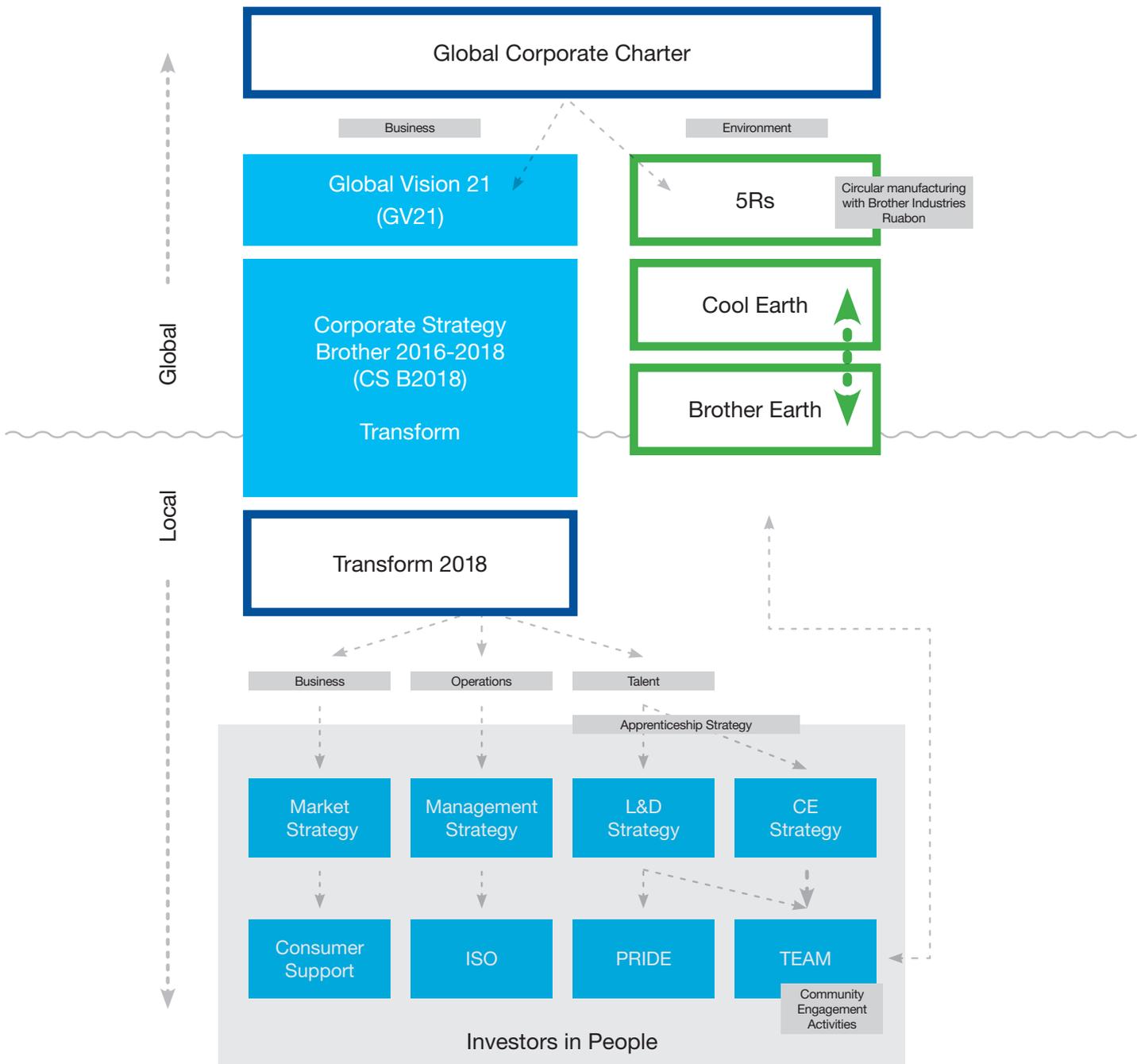
Environment



Corporate responsibility

Everything we do at Brother is driven by a clear corporate mission statement, supported by both global and local strategies. In the UK, we adapt these strategies to fit our circumstances, making them relevant to our associates, our customers and to the communities in which we live and work. We recognise that we don't know everything, so to grow we seek out established schemes and standards such as Investors in People and ISO accreditations to provide us with a framework for improvement. Because of the wide-reaching nature of our business activities, this results in many overlapping initiatives – here's how they all fit together.

brother
at your side



Global Corporate Charter	The Brother Group Global Charter, originally published in 1999, provides the foundation for all Brother Group activities in the global market place. All Group companies - and all our colleagues - must base their decisions and actions on the Charter's "Basic Policies" and "Codes of Practice". The basic policies cover Management, Growth and Stakeholders and the three codes of practice are based on pairs of behaviours; Trust and Respect, Ethics and Morality and Challenging Spirit and Speed. See more at www.brother.com/en/corporate/principle
At Your Side	Our corporate motto underpins how we act, always putting our stakeholders first
Corporate Vision: Global Vision 21 (GV21)	Global Vision for the 21st century encapsulates three goals: <ul style="list-style-type: none"> • 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 See more at www.brother.com/en/corporate/vision
Mid-term Business Strategy: CS B2018	Corporate Strategy for Business 2016-2018. To achieve financial targets and transform the business in line with changing markets. See more at www.brother.com/en/corporate/csb/index.htm
Transform for the Future 2018	The theme of CS B2018, transformation looks at three areas; <ul style="list-style-type: none"> • Business reform – transition from a printing focused business to a portfolio based multi-business enterprise • Operational reform – continuously review what we do and how we do it (organisation and process) with a view to continually increasing our revenue per head. • Talent reform – cultivate the next generation of leadership talent in the context of Brother's unique DNA and optimise talent deployment across the group
Grow ourselves through growing others	Brother UK's articulation of bringing together learning and development, business transformation and community engagement
Market Strategy	Our combination of business and operation strategy into new solutions and support offerings for customers
Consumer Support	Customer support encapsulates both end user support through our contact centre and channel support through our product specialist team, marketing team and telesales team
L&D Strategy	Our Learning and Development strategy (L&D), which is now supported by an online app, enables colleagues to select their own development path and receive both rewards and recognition for achievement. It combines both academic and vocational development options in a variety of learning styles
PRIDE	Personal Responsibility In Delivering Excellence (PRIDE) scheme. This initiative encourages colleagues to nominate others who go above and beyond and is just one of our values that drives everything we do to encourage our colleagues to be the best they can be
CE Strategy	Our Community Engagement Strategy (CES), underpins our social responsibility activities, enables us to embed our values into the business and strengthen our brand profile
TEAM	Together Everyone Achieves More (TEAM). One of our key business values that drives all internal stakeholders to work together to reach a common goal
liP	Investors in People (liP) provides a framework and benchmark for many of our activities. We currently hold Platinum accreditation
ISO	We use the International Organisation for Standardisation (ISO) as a system for developing and maintaining our operational procedures under three areas: <ul style="list-style-type: none"> • ISO9001 – Quality Management System • ISO14001 – Environmental Management System • BS OHSAS ISO18001 – Occupational Health and Safety
5Rs	The 5Rs are the principles of our global environmental policy: <ul style="list-style-type: none"> • Refuse – we refuse to purchase environmentally harmful materials. • Reduce – by choosing eco-friendly materials, we reduce throwing away waste materials that are harmful to the environment. • Reuse – we find other ways of using waste materials. • Reform – we try to reuse and reform used materials so that they do not go to waste • Recycle – we recycle materials that can still be used
Cool Earth	Cool Earth is a charity supported by Brother globally. Its mission is to halt rainforest destruction by working with indigenous villages
Brother Earth	Brother Earth is a programme of activities provided by Brother with the help of our colleagues, partners and customers. It includes volunteering activities such as tree planting and our click-to-donate programme which generates project funding from visitor clicks on our website. See more at www.brotherearth.com

Brother UK

Over 100 years of innovation have gone into making Brother the global solution and services business that it is today. Founded in Japan in 1908 and now operating in 44 countries around the world, Brother has continually adapted to thrive in an ever-changing market place. From managed print service and web conferencing, through to printers and scanners, Brother's products and services are designed to increase efficiency, boost productivity and encourage collaboration in the workplace. Our UK team, based in Greater Manchester, are passionate about working closely with partners and customers to deliver long-term technology solutions that help businesses work smarter.



Our colleagues are widely dispersed; our sales teams are generally on the road and many of our office based colleagues work flexibly so our communications strategy helps create a feeling of togetherness and community

*Louise Marshall,
Infrastructure and Shared Services Director*



Phil Jones (our MD) was awarded an MBE for services to business



The trophy cabinet

We work hard to build a great business and an amazing place to work, and it's great to be recognised for our efforts. These are just some of the awards and accolades we've won this year – you'll find more throughout this report, showing that it's not just us who think we're getting it right!



Louise Marshall made it onto the Northern Power Women's "Power List", whilst Sam Johnson made it on the "Future List"



We scooped the "Employer of the Year Award" at the Business Masters awards in Manchester



Building an “Amazing” Workplace”

Communication is key to having an effective team. That’s why we’ve invested in tools that aid communication and collaboration across the business, no matter when or where a colleague is working. This includes an updated Yammer site for internal communication and the fast dissemination of ideas, The Loop, our intranet site for storing and sharing information, news and files, and an optimised cloud solution, giving all our colleagues access to shared files and documents wherever in the world they may find themselves working. We invest in new technology not only to help us be more efficient, but also so we can use our experiences to provide advice to our customers. Our teams use our own video conferencing solution, OmniJoin, to hold virtual meetings for instant collaboration and secure sharing of files. By practicing what we preach, our advice is more relevant and we understand the pitfalls as well as the benefits.



Having the right tools is only part of the story, we also feel that people should have an amazing environment in which to work. Our office in Manchester is always evolving and now provides a relaxed and enjoyable atmosphere, with lots of areas for collaboration and team working. We’ve just invested £250,000 in our new solutions showroom, which provides not only a showcase for our products, but is also a resource for our customers, serving as a northern base and offering a boardroom and break out areas.





The Brother Group
Global Charter

Associates

To succeed in today's business environment, we recognised that we needed a loyal, engaged and skilled workforce. Only by achieving this can we develop the flexibility we need for our organisation to adapt. This type of culture shift is not easy and so we put several initiatives in place to support the challenges we face.



Investors in People

Investors in People (IiP) is a well-recognised standard for managing employees. It is based on three key performance areas; Leading, Supporting and Improving people. We first began adopting the IiP framework in 2001, and achieved Gold status in 2014. We are pleased to have been awarded Platinum status in April 2016. In November of 2016, we were named Platinum Employer of the Year.

By working to meet the standards, provided us with both structure and direction to support Brother's Transform 2018 initiative. We have found the benefits have been huge, not only in terms of cultural change but also in the changes we see in our colleagues every day. Seeing how much we have been able to achieve has inspired us to reach out to other organisations going through the same difficult process, and we have now become IiP Champions, using our experience to help others improve.

More about the standard can be found at www.investorsinpeople.com



Royal Mail

Royal Mail Graduate Trainees Programme

I wanted to forward our thanks. These come not just from me, but from the graduates at Royal Mail and the team at People Create.

We all thank you for your efforts and commitment to the process. The programme is innovative and you have been involved at the cutting edge of our people development processes.

Again, thank you both, you were amazing.

Comments from organisers re. mentoring work done by Linda Willows and Mike Anderson with Royal Mail Graduate Trainees Programme

Wellbeing

A key part of IiP is the wellbeing of our colleagues and this is fundamental to them leading happy and productive work lives. We therefore, invest time and effort in ensuring they have access to services that can enhance their lives. Our focus weeks deliver this in a fun format, promoting healthy living, exercise, relaxation techniques and recreational activities. These activities lead us to an additional IiP award for Wellbeing along with our Gold status in 2014.



Welcome to your job!

We welcome new members by sending them a welcome card in advance of their start date. Then on day one, they are given a Brother goodie bag with a Brother essentials kit which we think helps them settle in.

As someone who received the welcome card a few weeks before starting in the team – it was great to feel welcomed and see a personal message from every member of the Market Development team. It was confirmation that I'd made the right decision to join Brother and took away some of the anxiety of the first day at a new workplace.



David Kelly, Category Development Manager

Long service

Our colleagues tend to be extremely loyal, staying with us for many years. 20 year service awards are not uncommon, and our average length of service is 13 years. This is great for consistency, providing a pool of people with a deep understanding of our products, customers and business. What's more impressive is the way that these colleagues continually adapt, learn and develop. You might think that such a stable workforce could hinder the adoption of new technology and new ways of thinking. However, all existing colleagues are offered continuous development via our Employee Engagement Programme to keep their skills relevant and them engaged in their role. Our recruiting process enables us to actively fill current skills gaps in the business and our Apprenticeship Programme gives us the opportunity to recruit young talent.



In 2014 we committed to achieving
5%
of our workforce as apprentices



Top Left to Right: Jessica Wilbraham, Courtney Green, Jack Whalley,
Bottom Left to Right: Phil Jones MBE, Louise Marshall and Keith Howe



Aaron Hopkinson

Apprenticeships

Apprentices provide us with keen and capable young talent, invigorating departments and broadening the diversity of our workforce. We encourage all of our apprentices to become Apprenticeship Ambassadors, speaking to other young people about the benefits of taking the apprenticeship route. They are obviously good at what they do too; Aaron recently won the “Young Executive of the Year Award” at the European Office Product Awards, and Gemmer was invited to the Houses of Parliament to take over the Commons as part of National Apprentice Week. We're keen that our apprentices are given responsibility – and some inspiration for their future careers – so each year we hold a job swap and they take on the roles of Directors for the day.

The Apprenticeship Programme has also opened our eyes to the opportunities of apprenticeship placements for adults, and we are pleased to say that this year four of our colleagues have committed to the Adult Apprentice Programme as part of their continued development. This sees them undertake formal training outside their normal career path – providing both cross training and upskilling.

We also have a team of people acting as Apprenticeship Advocates, talking to other businesses about the benefits of taking on an apprentice. Sam Johnson (Community Engagement Manager) sits on the Stakeholder Committee for Apprenticeships in Tameside, and Louise Marshall (Infrastructure and Shared Services Director) is part of the Prosperous Board for Tameside who approve local apprenticeship grants.

Succession planning

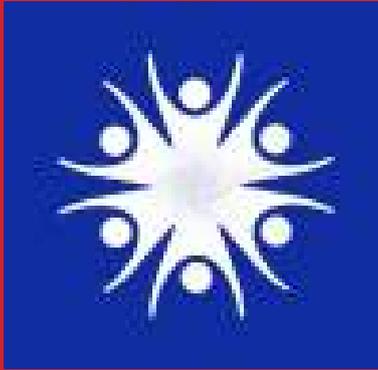
We are also mindful that some of our staff are approaching retirement and we must proactively plan for this. One such example is Linda Willows, who has managed our credit management and commercial functions for over 25 years.



Having now turned 60, with 25 years' service as a senior manager at Brother UK, I am proactively making plans for my retirement. Day to day my work remains the same however, responsibilities have subtly changed and more often I work in a consulting role. An example of this change is having overall responsibility for learning and development, including ensuring key persons are fully trained and ready to take on the challenges involved in my role! In addition, I am using my skill set to actively develop others by facilitating in-house coaching and career development for colleagues. Talent management at Brother UK is not limited to planning future management needs, it is also ensuring skills are transferred optimally.

Linda Willows, Head of Legal and Business Management

Structured learning and development programme



We believe that people develop best when they have the flexibility to build their own programme, select their areas of interest and learn in a style that suits them. That's why we developed our L&D programme. This gives the employee the control to decide the nature of their self-development.

There is an employee engagement structure to ensure that activities meet the L&D criteria, and we recently launched an app to allow colleagues to track their own activities and reflect upon what they learnt.

Credit is given for all types of development, not just academic learning. Volunteering or providing time and effort is rewarded as much as learning new skills or passing on knowledge. Our grade structure and reward programme is linked into these credits, with each grade tier having different targets for personal development. Joint learning and development, community engagement and commercial projects are now commonplace and help to combat silo thinking, support innovation and the adoption of a 'one team' approach. Both individuals and their line managers measure and review performance, working together to optimise development.

	Level A	Level B	Level C	Level D
Who	All colleagues	All colleagues	All colleagues	All colleagues
Purpose	Appraisal	Mandatory	Enhance current role	Develop future role

Future Development – the L&D app will be developed to include other aspects of development such as our appraisals process.



Reward and recognition - PRIDE

Having a great team is also about recognising and rewarding a job well done. Our reward and recognition programme is a key part of our PRIDE value and it is run entirely by our colleagues. They nominate peers who have made a "moment in time" difference. This might be going the extra mile, providing encouragement or just having a positive mental attitude in a difficult situation. Also each quarter, a panel of colleagues vote on the nominations via our Red Letter Day programme. With a wide variety of fun activities available, each team found something to suit.



The screenshot shows the 'Brother UK L&D' app interface. The top navigation bar includes 'All Training' and a dropdown menu. The main content area displays a grid of training cards. Each card shows a progress indicator (a circle with a percentage), total work time, total own time, and the status (e.g., REJECTED, COMPLETED, ONGOING). The cards are organized into two rows of four.

Course Name	Progress	Total Work Time	Total Own Time	Status
Tangerine PR / ...	0%	0 hr	0 hr	REJECTED
Northern Power ...	100%	6 hr	0 hr	COMPLETED
Sisters in Brot...	100%	1 hr	0 hr	COMPLETED
Coaching - Lin ...	0%	0 hr	0 hr	ONGOING
Northern Power ...	100%	2 hr	0 hr	COMPLETED
Uprising Gradua...	0%	0 hr	0 hr	REJECTED
Employee Repres...	50%	2 hr	0 hr	ONGOING
Apprentice LM T...	0%	0 hr	0 hr	REJECTED



Q&A

All of this is well and good, but what does self-development mean to our colleagues? We'd like you to meet Dannii Foster, one of our rising stars, who is making the most of the opportunities offered. She attended a Dale Carnegie course last year and is still buzzing from the experience. Dale Carnegie offer transformational business skills – helping people become fulfilled, motivated individuals. See more at <https://new.dalecarnegie.co.uk>

Q How long have you been at Brother and what do you do there?

A I've been here since July 2012 and I'm the Telesales Team Leader, responsible for five people. My role is about day to day management and strategy - how to get the best out of the team, how to improve them and ensure they meet the business targets set.

Q What made you decide to get involved with the new L&D programme?

A My manager went on a Dale Carnegie course and I couldn't believe the change in her. She suggested it might be something I'd benefit from, so I plucked up the courage to do it.

Q What did the course teach you?

A It taught me a lot about me. It helped with my self-confidence and gave me a better sense of self-worth. It also helped me overcome negative thoughts – I used to have lots of them, about my ability, my looks and whether I was good enough, but now I've mostly overcome them and handle them differently when they do emerge.

Q Have you noticed any change in your team?

A They are more productive. Because I can spend time coaching and mentoring, they are developing their own skills. Our call rate is up, but it feels like a more relaxed department. The atmosphere is much better and we're more cohesive as a team; much more helpful and supportive because we have a better understanding of each other.

Q What do you do differently now?

A I'm much better at coaching and mentoring my team, I'm more confident in my abilities and I'm able to help them more. I've delegated a lot more stuff too and that's not only freed up my time but given my team more responsibility, so they can develop too. I spend a lot less time behind my desk and a lot more time talking to the team, individually or as a group. I'm different at home too. I have a much better work-life balance and I'm generally less stressed and happier. I'd say I'm more relaxed.

Q And how do you feel about work and about Brother?

A I love my work and I'm so thankful to Brother for investing in me. It's unusual to work for a company that invests in people to help them develop – not just to do a job better, but to be a better, happier, more fulfilled person. I'm determined to put in the hours to be the best I can be at work and I'm encouraging my team to take full advantage of the development available. I can't imagine working anywhere else now.

I joined Brother as a Senior Marketing Executive and in all honesty, I was unsure of what to expect after having spent pretty much all my working life with agencies. The first thing that struck me at Brother was the family feel that existed within the business, where everyone would happily help everyone. Coupled with this family ethos, there was (and still is) a culture of, regardless of job description, if you have an idea for how to make things better then speak up, every suggestion was always welcome. As a result, it's a place where I immediately felt at home.

This culture allowed me the platform to progress quickly within the business. Within the seven years I've been here, I've held four positions, including my current role of head of the department. It's a great feeling working for a company that will give you the opportunities to succeed, I don't think there are many like Brother that will invest so heavily in personal development. I've certainly benefited from this approach and I'm forever thankful for the opportunities afforded to me.

Mike Anderson, Head of Marketing





The Brother Group
Global Charter

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. Developing new technology and delivering new offerings have always been part of Brother's history. This can be seen in our move to Managed Print Service (MPS), the introduction of our video conferencing software OmniJoin and the provision of other print services to enhance our offering to customers. These advances help us to stay relevant in an ever-changing business products landscape.

Transform 2018 is about transforming our business as well as our people. Global strategies such as moving to an open interface for our products allows us to develop local solutions – so we can meet customer requirements in a wide range of circumstances and environments. And we're always happy to go the extra mile, from personalising our product user interface to installing print management solutions.

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 best service and support in the business.



End users

Our end users come in all shapes and sizes, from an individual with a labelling machine to major corporates with hundreds of our multi-function products and universities using our OmniJoin software. They all benefit from an award-winning customer support service, accessed online, by email or by phone. In fact, our live chat support service won the LiveHelpNow award six times this year!



Customer co-investment

Sometimes customer support isn't just about getting a product working, it's also about facilitating a business idea. LearnLive UK is just one example of this – connecting businesses and schools using our OmniJoin platform. Schools benefit from interactive sessions with business people; learning about careers, employability, moral, social and cultural development. Giving them a foundation for their next career step. The businesses benefit from engagement with communities, fulfilling Corporate Social Responsibility objectives and increasing brand awareness. By using OmniJoin, the solution is low cost – there is no travelling time or disruption and sessions can be recorded for students who couldn't attend. One business partner spoke to 1,200 sixth form students in just five half hour sessions – many more than they would normally be able to do. Being able to speak to multiple classes at one time is a huge benefit of the system. Learn Live are currently nominated for several awards and we're wishing them luck! Find out more at www.learnliveuk.com

As a start-up business, the help we received from Brother in getting a technical solution that suited the needs of our business idea was absolutely key. Without their support, especially in the early days, we wouldn't be in the excellent position we are today.

Stuart Heaton, MD, LearnLive UK



Channel customers

We work closely with our channel customers not just to ensure that they are knowledgeable about our products and services and 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.

Customer training



Our product specialists can frequently be found out on site, providing training and demonstrations to our channel partners and often to their customers too. This training is always bespoke, ensuring that we meet their exact requirements. We provide all our channel partners with various resources through BrotherZone, an online portal containing product information, help and support and marketing materials. We also invest in "funded heads" with our key distributors – we fund a product specialist to work in their business on our behalf, providing training and support to them. Recently, we sponsored our funded head at Ingram Micro, Lee Mulhall, to go on a trip to Bulgaria, visiting Ingram Micro's Sofia office to work with the sales teams there. Not only did this help sales, but Lee benefited from the development opportunity of working away from home and learning about another culture.



Customer relationship building

Relationships make the business world go round and ours are no exception. We take our relationships seriously and ensure we are regularly working with our partners to raise vital funds for our communities. This year we held a Big Summer Challenge, inviting our key distributor partners to raise funds for Cancer Research UK. The Brother team kicked the challenge off by kayaking the Thames, Midwich sent a team on the Three Peaks Challenge, JGBM did a 35 mile Dartmoor challenge and VOW Europe threw some of their team out of a plane in a skydiving challenge! Others joined in a treasure hunt around the capital and a Guinness World Record attempt. Raising a grand total of £22,909.07.



Your strong IT partner.
Today and tomorrow.

BECHTLE

We're there in the business when it matters too. For Bechtle, who opened a UK office in 1996, we've helped them really grow their IT solutions business.

We've been selling Brother products since day one, but over the last three years we've been working to proactively grow our business together. We've been lucky to have been allocated some excellent account managers who have educated and supported our sales teams, worked with our marketing department to take Brother and Bechtle's propositions to market, and connected us with specialists in areas like managed print services, document management, and public sector. This has helped us bring innovative print and scan solutions to our customers

Giles Norris, Bechtle



Business partners

Over the years, we've built up a great network of business partnerships. These companies, often local to our head office, provide the expertise, guidance and capabilities that we require. We rely on these businesses and organisations enormously, and they are as much part of our success story as our own colleagues. Here are just a few of them.



Who	Bay Freight – Distribution and Warehousing
Impact	Bay Freight has grown and adapted with us over our 40 year relationship – they've gone from just 12 employees in the late 70s to over 70 today, predominantly from the local community. Brother business accounts equates to around 20 of their employees.
Benefits	As a specialist transport and storage provider, Bay Freight deliver us exceptional flexibility and quality of service at a competitive rate. Their role includes nationwide deliveries to customers, shunting goods between our Manchester base and our Lutterworth warehouse, and doing multiple customer drops in a run. Careful load planning and exploiting their close location to our office allows us to manage both costs and efficiency, minimising road miles and emissions. Because of the quality of service, there are negligible losses or mis-deliveries and the right goods arrive with the right customer at the right time, reinforcing the high level of customer service we aim to deliver. Bay Freight are also part of a larger group which gives us access to a greater network of services when we need it.
How they've changed us	Because of their level of customer service to our customers, Bay Freight have helped us achieve several vendor awards and are fundamental in maintaining close relationships with our customers. In addition, through their network, they have been able to help us find a use for spare storage space at our Manchester headquarters. Using this to ease logistics pressures for some of their own customers, especially for slow moving and seasonal goods.
How we've changed them	Because of our requirements for storage of high value products, Bay Freight initiated 24-hour security at their site, a factor which has since won them other business. Being able to cite our long-standing relationship to potential new customers also helps – if we've been using them for over 40 years in our fast moving and ever changing environment, then they must be doing something right.
More	You can find out more about our logistics services from a recent article in Print IT Reseller magazine www.printitreseller.uk/logistics-in-action and more about Bay Freight from their website www.BayFreight.co.uk



Who	Valpak have provided waste management and recycling services since 2012.
Impact	Valpak helped us to deliver our aim of Zero Waste to Landfill Certification.
Benefits	We have a shared value of minimising environmental damage and a strong working relationship.
How they've changed us	Valpak worked hard to document and change the waste management procedures for our different waste streams. This allowed us to treat the waste streams earlier in the process, ensuring that we could meet our Zero Waste to Landfill aim by 2014. For us to have this certification under a recognised standard is important for many of our customers, who stipulate such environmental conditions in their own purchasing policies.
How we've changed them	Working with Brother created a need to find new and innovative ways of dealing with their waste streams. Valpak had to find new solutions to help us achieve Zero Waste to Landfill, and these are now available to other clients with similar waste. This process is continuous, with new, more optimal solutions being added each year. Valpak also use Brother as an example of best practice, sharing our process of achieving and maintaining the standard with other clients.
More	For more information visit www.valpak.co.uk

Who	Citypress – PR consultancy and related services Citypress chief executive Charles Tattersall said: <i>“Our partnership has been mutually successful and we have a one-team approach – tackling challenges and opportunities together using our combined knowledge and expertise. We are hugely proud of the enduring relationship we have with Brother and the results we achieve for them.”</i>
Impact	Citypress have provided PR consultancy and related services since 2007. Such long-standing relationships are unusual in marketing agencies, but longevity provides a deeper understanding of marketing and product issues, making our relationship much more efficient.
Benefits	As a locally headquartered but nationally recognised PR company, Citypress have been on hand to help us build our relationship with the media, deliver great news and manage occasional bad news. They share our passion for people in the organisation, and this year Citypress was named the best mid-sized PR agency employer in the UK at the PR Week Best Places to Work Awards.
How they’ve changed us	Citypress have helped us navigate through new methods of communication with new groups of customers. They’ve supported us in building a social media presence and ensured we’ve stayed relevant as we moved from being a printer vendor to being a solutions partner. They’ve also been able to provide a level of stability to us, and as we’ve changed marketing personnel, they’ve offered continuity and knowledge of previous endeavours.
How we’ve changed them	Winning the Brother business in 2007 acted as a huge springboard for Citypress who were a regional agency employing about 20 people at the time. Our loyalty and long-standing relationship has provided stability for them, giving them the confidence to expand. They now employ over 80 people in five offices nationally and are still growing.
More	More on Citypress can be found at www.citypress.co.uk

Who	Engie – Principal building contractor and air conditioning specialist.
Impact	Engie have provided air conditioning and building refurbishment services for over 30 years. They know our buildings inside out and this depth of knowledge is beneficial when we plan and implement changes to our complex site.
Benefits	Understanding our site, which includes Victorian warehouse space, 1960s prefabricated buildings and 1970s office extensions, allows Engie not only to provide their own service, but successfully manage other contractors to deliver complete refurbishment projects.
How they’ve changed us	Because Engie share our drive to be environmentally friendly, they have been able to suggest and implement new technologies to make our buildings more efficient and comfortable for employees. This has included ways of bringing fresh air into isolated office areas and modifying lighting systems to use LED lamps.
How we’ve changed them	Working so extensively with Brother has allowed Engie to develop their own skills and grow as a business over the past 30 years – from a specialist air conditioning supplier to a national provider of total building and refurbishment projects.
More	Visit http://www.engie.co.uk to see more details



Agile working

We embrace agile working in many forms and recently worked with two of our senior colleagues who wanted a much more flexible work-life balance. To facilitate this, we helped them both set up their own businesses. Both now have interesting and diverse business portfolios, and we’re happy to say they still work with us on a regular basis.

Dawn was our Head of Business Insight and Deployment, but after 17 years with Brother wanted more flexibility to accommodate the increasing needs of her elderly in-laws. She left us in 2013 and set up her own insight business, continuing to provide us with data analysis skills and training services, passing on her vast knowledge of data handling, interpretation and communication. Dawn now consults for other businesses, providing data analytics and research services. She has also become a valued speaker on the topics of data and customer experience, and is currently studying for a doctorate (a lifelong ambition). We now benefit from her wider experience as well as her deep knowledge of our business, and she has the variety and flexibility she desired.

Dawn Holmes, Insight Magicians



The Brother Group
Global Charter

Community

It is important for us to work with our local community, so we work with schools, developing future talent and with local businesses, offering advice and strategy support via our IiP Champions Programme. This isn't just about giving money though, for us it's a collaborative effort with our colleagues. They get involved and for this they receive learning and development credits. It helps to raise our employer brand which supports our aim of being an employer of choice.

Volunteering

As part of our Community Engagement Strategy, colleagues can give hours to local causes. This is captured in our TEAM initiative. This might take an academic focus, providing skills and knowledge or it might be more vocational, providing time and effort. Some of our recent volunteer projects are shown below, and this year over 500 hours have been contributed to local causes. Not only does this provide great benefit to the causes we support, it also helps our colleagues to develop. They become more self-confident, feel more valued and gain a wider appreciation for the diverse nature of people of all ages.



Phil Jones MBE
President, Forever Manchester,
Trustee, Convoy of Happiness,
Board member, Business Advisory Group,
Governor, The Apprentice Academy,
STEM Ambassador



Debbie Grimshaw
Trustee, Convoy of Happiness,
Non-Board Director, EPAA Executive
and Personal Assistants Association,
Manchester PA Network Ambassador
(PA of the year 2015)



Andy Johnson
STEM Ambassador



Linda Willows
IiP Champion, IiP Accreditation Advisor



Gemmer Crozier
Apprentice Ambassador,
Greater Manchester Learning
Provider Network



Keith Howe
Hallé School Incentives
DBC, Trustee
DCC, Group Governor



Match funding

We encourage colleagues to raise money for their own causes too, matching any funds up to the value of £150. This year, we supported the fund-raising efforts of 23 colleagues by over £3,000, including Rebecca Mitchell left, who went skydiving for Tameside 4 Good.

This was very important for me as I wanted to do something out of my comfort zone and at the same time raise lots of money for a very worthy charity. The adrenaline rush I got was something else and I would love to do this again!

Rebecca Mitchell, MPS Service Desk Co-ordinator

Forever Manchester

Forever Manchester (FM) is a charity close to our hearts. They “strengthen communities and enrich local life by inspiring local people to do extraordinary things together”, a sentiment which resonates with our own values. For this reason, we have supported FM since 2012, providing support through our Brother Fund, and offering volunteers for community projects.

FM corporate fund

Our fund helps local groups organise the things that they want to do, like the Dane Bank residents who wanted to beat loneliness by having a day out and fostering a sense of community. Support through our Brother Fund, and offering volunteers for community projects.

Our group would like to say a massive thank you to Brother UK for enabling us to fund our activities by providing funds to pay for coach travel and tickets to shows and meal nights. We would not have been able to do this without them. It also helped bring lonely people together and they have now become more like family too!

Jean Rebbitt, Armoury Trust

FM week

And each June we join FM in a dedicated week of activities, providing a further focus to both company and individual fundraising efforts.



FM events

We also take part in fundraising and awareness events organised by FM, and have raised over £28,500 during the 2016-17 financial year. A team of nine colleagues successfully completed the 10k run raising vital funds for Forever Manchester.



Our commitment to education

brother
at your side

BIG
BROTHER
MENTORING
PROGRAMME



Working with schools

We believe that helping young people develop confidence and life skills is crucial to a brighter future for all of us. Local students will become our future talent pool and as an employer, we feel it is our duty to help them become the type of people we want to recruit. Assisting with interview practice, mentoring, providing work experience and supporting a local business, Hack have all helped us to foster closer links with local schools.

I just wanted to say a huge “thank you” to all the team at Brother for organising the event this morning. Everything was brilliant from the presentations and activities through to the goody bags.

The students were buzzing in the minibus back to school. It was wonderful to show them what it is like to work in a positive environment and hopefully, it will motivate them to strive to achieve these opportunities.

Please thank your mentors for their efforts. It was great to see how their relationship with the students is developing and this is down to their great manner and patience – they are a credit to your organisation.

Jonathan Knott, Denton Community College

This initiative is now being taken up by colleagues based all over the UK, and they are seeing the benefits of working with students in their own local schools.



Tameside Hack

Tameside recently held a Hack event for students in the area, to get them engaged with technology companies and technology problems. During the Hack, which was held during the school holidays, small teams worked on various problems set by local businesses. We recently launched AiRScouter, a head mounted display which lets the wearer read documents and access information hands free, so our technical team set a task and were on-hand to answer questions and evaluate the solutions. We asked students to suggest how a head mounted display could change lives. It’s already becoming popular with engineers and technical personnel, but we wanted to see what the next generation would make of it.



This is the future of tomorrow. We were massively bowled over and it’s inspiring to meet these people. It’s about thinking about the next generation who might be working for Brother.

We came to see what talent is out there and there’s a tonne of it. We’ll definitely be back next year.

Andy Johnson, Head of Product Management

Investing in our future talent



We were delighted to partner with Brother UK for our Fastlaners Employability Programme. Connecting unemployed young people with local employers, to increase their job prospects, it's exactly what this programme is about. In the first year alone, our Fastlaners programme has delivered some fantastic results. Delivered in Manchester, London and Birmingham, almost 90% of participants have secured work, internship, apprenticeship or a volunteering opportunity.

Victoria Turnbull,
*Uprising Regional Manager
for the North*

Working with higher education and beyond

Many graduates also face difficulties transitioning to the workplace from full time education so we are happy to support Uprising, a charity who assist in that difficult phase. For the past two years, we facilitated their Manchester programme, hosting their event in our conference centre and providing financial support for travel expenses. As part of the programme, we offered mentoring support and interview practice to 42 graduates, helping them build their confidence and find jobs.

The team at Brother were an absolute delight to work with and our young people have benefited greatly. Our participants had the opportunity to quiz Brother's employees and get behind the scenes access to real working environments to boost their employability and confidence.

**Carl Owens, Fastlaners
Project Manager**



Hallé Impresarios

We have had a relationship with the Hallé Orchestra for over 30 years, supporting a variety of programmes. With a focus on education, our support currently takes the form of funding their Impresario programme. This programme provides schools with numeracy and business projects; the pupils have the task of writing a business proposal to put on a concert at The Bridgewater Hall.



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Phil Jones MBE

Well done @AnnSophieDuyck of @dropsicycling on your big stage win yesterday.

AT YOUR SIDE ANN-SOPHIE

@AnnSophieDuyck | @AtYourSide | #Brother4Results

DROPS

2 12

8:46 am · 10 Mar 2017



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Road cycling



Road cycling is all about teamwork. It's the epitome of putting in hard work to deliver results as a team, everyone playing to their strengths and appreciating the different skills of others. It's a metaphor we use frequently in the business as it ties in with our own strategy of getting results and achieving more. It therefore seemed like a natural fit for us to sponsor the sport. Women's cycling is currently underfunded with most sponsors opting for the higher profile men's teams. However, we recognise this and have also committed our support to numerous up and coming women cyclists. We now support four teams, two men's and two women's.



Stalybridge Celtic



We have had a long association with our local football team, Stalybridge Celtic, and have a shirt sponsorship deal with them for the 16/17 season. We are now looking at other ways to support both the first team and the grassroots junior programme.

Keeping it local

Of course, not everything we do fits neatly into boxes of education and primary charities. There are other activities going on which are just too good not to get involved with. From our local football team, Salybridge Celtic, to our local heritage centre, we help where we can. It's often not about money, but about resources. Our marketing colleagues painted the club house for Salybridge Celtic as a team building day, and other colleagues transcribed or digitised historical records for part of the Made in Manchester project, collated data for surveys for Northern Power Women and donated supermarket vouchers to schools.



Tameside Archive Programme “Made in Manchester”

Brother is helping us to make a unique and fascinating source for business history accessible to the public. The oral histories contain the voices of people who worked in all aspects of the textile industry in the 1920s to 1950s – they provide an unparalleled chance to hear history come alive. However, due to the technology used to record the interviews, they are not easy to access in the digital age, as they are held on old tapes and not available in a modern, online format. Volunteers from Brother are helping us to rectify this problem, ensuring that everyone can hear these unique voices in a modern and accessible way.

Larysa Bolton, Local Studies and Archives Manager, Local Studies and Archives Centre, Ashton



Tree planting

Tameside Operations and Greenspace have been tree planting in the Borough over the winter of 16/17 as part of the Council Leader's "Woodland for Wildlife" pledge. Tree planting is vital for the continuation of Tameside's woodlands, vital for wildlife, important for health and wellbeing of the local population and a positive way to engage with local communities. We were, of course, more than happy to send along some volunteers. If you'd like to join in, contact greenspace@tameside.gov.uk





Environment

Since 1998, we have actively sought to reduce our environmental impact and become a truly sustainable business. We continue to ensure that environmental awareness is at the forefront of any initiative undertaken, and we work with our business partners and customers to reduce our wider impacts.

Our approach

Our approach stems from the Global Charter, which guides our overall commitment to be considerate and protective of the environment. We rely strongly on the engagement of our colleagues to deliver on our environmental targets, from recycling their rubbish in the office to working in a paperless way wherever possible and promoting the environmental features of our products. We have helped too by using motion sensors on lights instead of relying on colleagues to turn them off, and having a well-insulated building to reduce our energy consumption.

We adopted the ISO 14001 standard in 2005 and still maintain it, looking for even small improvements each year. Through the Brother Earth programme, we extend our environmental reach beyond our office and beyond the UK.

The 5Rs

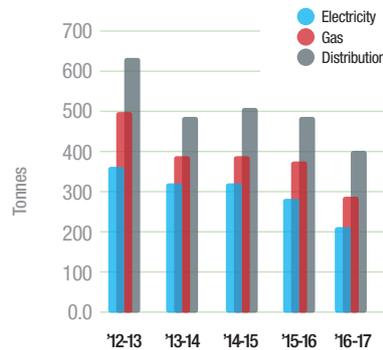
The whole Brother Group adhere to the 5Rs of environmental activity, as described below:

1. Reduce

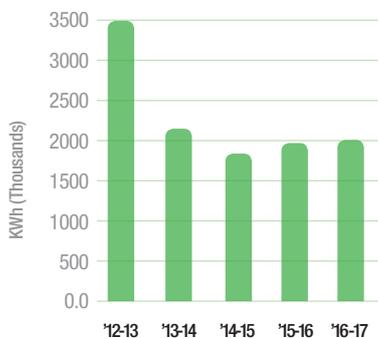
We aim to reduce our use of raw materials and energy across the whole business. Through investment in eco-friendly technology (such as motion sensors on lights, modern insulation and energy efficient products), we have reduced our electricity use by almost 40% and gas use by 54% in the last five years.



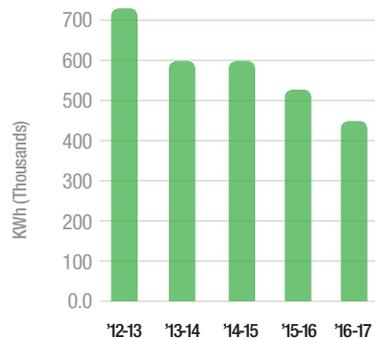
Total CO2 emissions



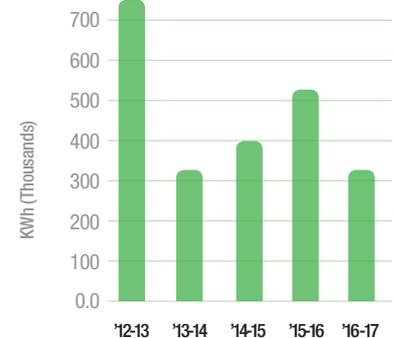
Paper use (sheets) per staff



Total electricity use



Total gas use



This has led to a direct reduction in our CO2 emissions of 43% over the last five years.

One of the key materials we use in the office is paper, and we have put several initiatives in place to reduce our paper consumption. These include providing staff with multiple screens (saving the need to print information), defaulting to double-sided printing and the installation of b-guard, a feature of our printers which not only monitors paper use but which stalls print jobs until the user collects the print out. This reduces the number of unwanted prints and mistakes. We also encourage our customers to use the same technology by using either our own b-guard or one of the alternatives available if that suits their environment better. Over the last five years, we have cut our paper use by 34% despite increasing staff numbers. Therefore, our paper use per head has reduced.

2. Refuse

By using our buying power to refuse to purchase environmentally damaging products where alternatives exist, we can minimise our environmental impact. For example, our Green Purchasing Policy encourages the purchase of environmentally friendly products. Contracts (such as stationery supply and office cleaning) stipulate eco-friendly products wherever possible. By closely monitoring what we do buy, we avoid excess, helping us to maintain our “Zero to landfill” pledge.



5. Recycle



Where reuse is not possible, we recycle rather than throw things away. We achieved Zero waste to landfill in 2010 and have maintained this ever since. Our contractors also divert waste to other manufacturing streams, so that operations on the site fulfil our promise not to send materials to landfill.

The recycling of materials is not limited to our corporate efforts either. One member of staff recycles the teabags of our employees to use as compost for her allotment.



Composting teabags is a terrific “green” method of disposal and great for the health of all my plants. Not only do I compost teabags as fertiliser in my compost bin, but I dig loose tea leaves in and around my plants adding nitrogen-rich components to the compost. They are also great for increasing drainage while maintaining moisture, increasing oxygen and maintaining soil structure for a more beautiful crop. Having a supply of teabags from my work colleagues is really helpful.

Michelle Davies, Corporate BID Manager



This report focuses on the corporate responsibility activities at Brother UK Ltd between 1st April 2016 and 31st March 2017. This is Brother UK's 9th 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
Further information can be found at 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

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