



Subject /

# Customer Care Policy



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## Introduction

This policy identifies and describes the approach of Arnold Jones Associates Design Limited to delivering an exceptional quality of customer care.

### Aim

The aim of our Customer Care Policy is to understand what our customers need, and to develop and improve our service offering around the expectations of our customers.

### Principles

We must never lose sight of the fact that we are a customer focused agency. Being customer focused means that all of us must seek to understand and respond to the needs and expectations of customers. We must ensure that services will be designed around the needs of customers, by first identifying what customers want from our marketing services, and then attempting to not only deliver on those needs but exceed their expectations.

***It Is Crucial For The Continued Growth Of The Company To Retain Its Reputation As A Customer Focused Organisation Providing Real And Well Considered Marketing Solutions.***

### Embracing The Principles

Each member of the team, whatever their role, is responsible for implementing these principles; The management team believe in each member of the team and accordingly give them the responsibility to take ownership of their work and the queries and comments that go with this. The team member will seek to resolve queries at first contact.

Good customer care can be delivered by adopting the following principles:

- prioritising customer satisfaction as the key to the company's success;
- treating all customers and suppliers, as well as our fellow team members, as we would want to be treated ourselves;
- using appropriate methods and styles of communication, choosing face to face communication where appropriate and not becoming reliant on e-mails.
- challenging each other when poor customer care is identified;
- being open to being challenged about customer care;
- owning problems when we hear of them and following through actions to ensure they are resolved;
- dealing with enquiries as quickly and efficiently as possible;

- responding to messages as soon as possible;
- keeping our promises;
- keeping people informed.

### Policy Implementation

The success of the company, to date, is derived from a natural culture of customer care. The implementation aims to formalise and give some structure to the processes and procedures of this policy. It will be lead by the management team through regular communication and their day to day activity.

### Recruitment

To build on the excellent standards of customer care that are currently evident within the company, it is crucial that during any interview process applicants must be tested as to their level of customer care awareness and eagerness to deliver a customer focused service.

### Training

All staff will receive customer care training on an ongoing basis. This will take the form of informal internal discussions, with honest and practical debate along with necessary role-plays if a specific training need is identified.

The management team are keen to impress that team members must continually consider customer care issues during their day-to-day work and not just when in the training environment. Additionally, any concerns in relation to this matter are voiced in the appropriate manner as and when the concern is raised - not just during team meetings and appraisals.

### Setting the Standards

The following specific customer care standards will be adopted by all of the team:

- all written communication will be in a plain, concise language. If foreign languages are an issue, the management team should be notified;
- all letters will be responded to within five working days and all e-mails within one day, giving appropriate information in an acceptable corporate style, giving appropriate contact details;
- all telephone calls will be answered within five rings, using the agreed Company style;
- all visitors will be personally greeted and made to feel welcome;
- all complaints will be acknowledged within one working day;
- customers will be provided with appropriate information to ensure they can contact the right team member who can deal with their enquiry;
- all team members will be helpful and where possible will deal with the enquiry at first contact;
- all team members will be courteous and respectful, treating all customers fairly at all times.

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### Monitoring

Each team member will be continually monitored by the management team as to their customer care abilities and any training issues will be dealt with on an ongoing basis as well as the annual review during the appraisal process.

### Equality and Diversity

The Company is committed to the promotion of equality of opportunity for all employees irrespective of race, sexual orientation, disability or religion. We are further committed to the eradication of all forms of unlawful and unfair discrimination.



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Subject /

# Diversity Policy



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## Introduction and Objectives

Arnold Jones Associates Design is committed to:

- Seeking excellence in our employees through the implementation of recruitment, incentivisation, performance review, development and promotion processes that are fair to all;
- capitalising on the added value that diversity brings and consider discrimination in the workplace on the basis of age, gender, disability, religion, ethnic origin, and sexual orientation to be unacceptable.

This Diversity Policy forms part of our overall policy on Corporate Social Responsibility.

### Policy Statement

In support of this:

- We ensure a safe and fair working environment in which individuals can seek, obtain and continue employment without experiencing discrimination;
- we encourage awareness and respect for diverse cultural and religious backgrounds;
- we encourage the recruitment of local workers in all the territories in which we operate.



Subject /

# Environmental Policy Statement



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## Introduction

Arnold Jones Associates Design Limited recognises its responsibility to minimise any potential adverse environmental impact of our operations and is committed to upholding its duties as a good corporate citizen for the greater benefit of the communities in which we operate.

## Policy Statement

The company will take a pro-active and balanced approach to managing our business activities in an environmentally responsible way.

The following forms part of our ongoing policy:

- Operate a full recycling programme for paper, cans, bottles and computer hardware
- diligent in switching off all hardware and lighting when not required, by-passing any standby settings
- ensure usage of less harmful chemicals for sanitation
- actively recruit local talent for minimal travel time to and from work
- where possible we avoid unnecessary car journeys thereby reducing our carbon footprint

We are committed to:

- Continual improvement in our environmental performance;
- raising environmental awareness throughout the company;
- developing a culture in which protection of the environment is a common objective shared with clients, contractors, suppliers and partners, and the communities in which we operate;
- complying with all applicable environmental legislation in the territories in which we operate; and
- reporting on our environmental performance on an annual basis.



Subject /

# Equal Opportunities Policy



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Arnold Jones Associates Design Ltd (AJA Design) recognises that it is essential to provide equal opportunities to all persons without discrimination. This policy sets out the company's position on equal opportunity in all aspects of employment, including recruitment and promotion, and provides guidance and encouragement to employees at all levels to act fairly and prevent discrimination on the grounds of sex, race, marital status, disability as defined by the Disability Discrimination Act 1995, part-time and fixed term contract status, age, sexual orientation or religion.

#### 1. Definition of Discrimination

(a) Discrimination can be direct or indirect. Both forms of discrimination must be avoided.

(b) Direct discrimination occurs when one person is treated less favourably than another on grounds relating to sex, race, marital status, age, disability, sexual orientation or religion.

(c) Indirect discrimination occurs where a requirement is imposed which can be complied with by a smaller proportion of persons of a particular sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion, than persons in another group and which is not objectively justifiable in the given situation.

#### 2. Statement of policy

(a) It is the policy of AJA Design to ensure that no job applicant or employee receives less favourable treatment on the grounds of sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion, or is disadvantaged by conditions or requirements that cannot be shown to be justifiable. AJA Design is committed not only to its legal obligations but also to the positive promotion of equality of opportunity in all aspects of employment.

(b) The company recognises that adhering to the Equal Opportunities Policy, combined with relevant employment policies and practices, maximises the effective use of individuals in both the company's and employees' best interests. AJA Design recognises the great benefits in having a diverse workforce with different backgrounds, solely employed on ability.

(c) The application of recruitment, training, and promotion policies to all individuals will be on the basis of job requirements and the individual's ability and merits.

(d) All employees of AJA Design will be made aware of the provisions of this policy.

### 3. Recruitment and promotion

(a) Advertisements for posts will give sufficiently clear and accurate information to enable potential applicants to assess their own suitability for the post. Information about vacant posts will be provided in such a manner that does not restrict its audience in terms of sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion.

(b) Recruitment literature will not imply a preference for one group of applicants unless there is a genuine occupational qualification which limits the post to this particular group, in which case this will be clearly stated.

(c) All descriptions and specifications for posts will include only requirements that are necessary and justifiable for the effective performance of the job.

(d) All selection will be thorough, conducted against defined criteria and will deal only with the applicant's suitability for the job. Where it is necessary to ask questions relating to personal circumstances, these will be related purely to job requirements and asked to all candidates.

### 4. Employment

(a) AJA Design will not discriminate on the basis of sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion in the allocation of duties between employees employed at any level with comparable job descriptions.

(b) The company will put in place any reasonable measures and/or adjustments within the workplace for those employees who become disabled during employment or for disabled appointees.

(c) All employees will be considered solely on their merits for career development and promotion with equal opportunities for all.

## 5. Training

(a) Employees will be provided with appropriate training regardless of sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion.

(b) All employees will be encouraged to discuss their career prospects and training needs with their line managers.

## 6.. Monitoring

(a) It is the responsibility of the Managing Director to ensure that all aspects of this policy are kept under review and are operated throughout the company.

## 7. Grievances and Victimisation

(a) AJA Design emphasises that discrimination is unacceptable conduct which may lead to disciplinary action under the company's Disciplinary Procedure.

(b) Any complaints of discrimination will be pursued through the company's Grievance Procedure.



# Health and Safety Policy



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## Introduction, Objectives and Policy statement

It is the policy of Arnold Jones Associates Design Limited to ensure, so far as is reasonably practicable, the health, safety and welfare of the company's employees while they are at work and of others who may be affected by our undertakings.

Arnold Jones Associates Design Limited recognises that Health and Safety are synonymous with Quality. Because we are committed to achieving excellence through continual improvement, it follows that minimising the risk of injury and ill-health to people and damage to equipment and products is inseparable from our overall objectives.

We believe that a safe and healthy environment is the result of proactive participation by every person in identifying hazards and taking positive action to eliminate or control them. Such involvement demonstrates individual and corporate professionalism, which is the keystone of our continuing success, and ensures that the avoidance of accidents and the promotion of safe and healthy workplaces remain common objectives throughout Arnold Jones Associates Design Limited.

To achieve this safe and healthy environment, the following organisation and arrangements have been put in place: -

### Organisation

- A member of staff of Arnold Jones Associates Design Limited has been appointed to report to the to the Directors on relevant matters concerning health and safety throughout the Company's activities.
- general managerial responsibilities;
- safety training;
- workforce competence;
- consultation and communication;
- workplace inspections, monitoring, auditing and reviewing;
- accident reporting and investigation;
- emergency and First Aid arrangements;
- management of health issues;
- cleanliness and hygiene;
- risk assessment and risk management.

Lisa Rossiter  
Managing Director

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# Human Rights Policy



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## Introduction and Objectives

Arnold Jones Associates Design Limited assists in the delivery of human rights through our fair employment practices and our consideration for our neighbours. This Human Rights Policy forms part of our overall policy on Corporate Responsibility.

### Policy Statement

We are committed to:

- Employees' freedom of association as a right;
- employees being free from discrimination;
- ensuring safe and healthy working conditions for all employees;
- adhering to all local laws and customs;
- ensuring a right to peaceful co-existence by demonstrating consideration to our neighbours.

In support of this:

- We have policies setting out required practice, on Health and Safety and Diversity and a procedure for grievance & harassment;
- we consult with our employees via our employee consultation committees and forums to ensure that employees' views are represented;
- we are continually improving our training and development programmes to enable employees to improve their skills and qualifications.



Subject /

# Quality Management



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## Introduction

Our quality management process and procedure ensures each project is dealt with efficiently and with the minimum of fuss. Ultimately, the aim of the quality management system is to improve business performance, retaining our clients over many years.

### Our process for communication includes:

Meeting to understand the requirements of the creative project and the direction of the strategy. We try and ask as many questions as possible, we listen, we research so we are comfortable with the information and confident that we understand the target audience, and your desired message.

When we understand your requirements we prepare a creative brief that we use as a benchmark to obtain your approval for the way forward.

Once we have both agreed the brief we explore lateral design solutions that meet the needs of the creative brief. Through a development stage we produce final artwork and then it's into production.

We are a close knit team so communication is key; by working hand-in-hand, we communicate through email, telephone and meetings offering you complete flexibility.

### Timescales for approvals process:

Timescales and schedules vary depending on the complexity and extent of the work that is required; a schedule is produced to meet the requirements.

- i Designer submits initial PDF by email;
- ii Client submits initial feedback by email or marked up hard copy printed in-house by the Client as appropriate;
- iii Designer submits second PDF by email;
- iv Client submits second feedback by email or marked up hard copy printed in-house by the Client as appropriate;
- v Designer submits full colour hard copy at 100% normal size;
- vi Client completes colour check and signs off proofs as print-ready artworks;
- vii Designer submits deliverable as one CD containing high resolution versions of print ready artwork for the onward transfer to printers;
- ix Client or Agency submits deliverables to printer as requested, all parties sign off printers proof.

**Production Time:**

Our production process is logged and scheduled with the team and overseen by a production manager. Tried and tested systems and years of experience means we are able to manage and prioritise. Minor amends are text mark ups; major amends includes the re-setting of new copy, design and images. We allow up to 2 minor amends to text in all our quotations.

**Annual Leave:**

Each member of our staff have the necessary skills to accommodate others holiday leave and sickness. We also have a skill base of freelancers to support us when required.

**Disaster Process:**

Our server is backed up daily. All work is archived with duplicate DVD's, with one copy kept off-site, allowing for work to continue in the event of a disaster.

**Quality Process:**

- i. Brand is important and we will follow the guidelines from the outset. Our process for internal quality assurance is as follows:

Approval Form includes the following:

Description of the project

Finished Size, Print Process, Stock and Finishing

**Document Checks:**

Document setup – bleeds, facing pages, page order, master page

Document layout – columns, grids, guides

Fonts and typography – unnecessary fonts, in appropriate sizes, tracking and kerning

Spelling and grammar – spell check and read through all document text, body text, captions and headings

Transparency effects – complicated layering / reproducibility

**Links and Image Check:**

File type and quality – size, resolution, unnecessary layers, eps fonts outlined, unused colours removed

CMYK or RGB, appropriate type for output method

Colour mode – CMYK, spot-colour, RGB or web

Resolution – too low or excessively high when scaled in document

Image scaling and size – extreme scaling up or down, quality at output size

Logos – correct colour model / latest version



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### General Checks:

Guidelines – layout, fonts, colours and branding checked against guidelines  
Colour models – appropriate for stock output? Pantone / Process / Spot  
Unused colours – remove unused colours from artwork and links  
Separations – unwanted spot colour / incorrect separations

### Consistency Checks:

Lines and rules – weights, colours and tints, correct use of paragraph rules  
Tabs and spacing – tabs and white spaces – not normal spaces  
Frames – stroke weights, sizes, positions, unnecessary objects  
Folios – placement, sizes, colours, numbering, master page object  
Text – case used consistently throughout, double spaces, dashes.

### Sign-off:

Runouts and PDFs checked by two others  
Client to sign approval form

- ii. Proof checking is undertaken by the designer and then one other, with any ambiguities identified.
- iii Our Policy is not to change copy, however we will make suggestions to you.
- iv Should there be additional costs we endeavour to inform you before the work is agreed and undertaken.



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Subject /

# Quality Policy Statement



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Arnold Jones Associates Design Ltd (AJA Design) is fully committed to a quality policy that will ensure that all of its design services fully meet the requirements of its customers at all times. The goal of the company is to achieve a high level of customer satisfaction at all times.

AJA Design believes in the concept of client and supplier working together in pursuing this policy and in continually striving for improvements in service quality.

The quality policy is based on 3 fundamental principles:

1. Ensuring that AJA Design fully identifies and conforms to the needs of its customers.
2. Looking at its service provision processes, identifying the potential for errors and taking the necessary action to eliminate them.
3. Ensuring all staff understand how to do their job and doing it right first time.

To ensure that the policy is successfully implemented, staff will be responsible for identifying customer requirements, and ensuring that the correct procedures are followed to meet those requirements.

Objectives needed to ensure that the requirements of this policy are met and that continual improvement is maintained in line with the spirit of the policy, will be set, determined and monitored by the management.

The quality policy principles and objectives will be communicated and available to staff at all times. Training will be an integral part of the strategy to achieve the objectives.

AJA Design will constantly review and improve on its services to ensure tasks are completed in the most cost effective and timely manner for the benefit of all its customers.

The company will ensure that all its personnel understand and fully implement the company's policies and objectives and are able to perform their duties effectively through an ongoing training and development programme.



Subject /

# Staff Training Policy



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This policy statement relates to the training and development of all staff employed by Arnold Jones Associates Design.

Staff development refers to the development of the individual's potential and career in terms of knowledge, skills, personal abilities, competencies and understanding to embrace a wide range of learning experiences, both within and outside the workplace, and is a continuing process that can help individuals to:

- Extend their range of performance
- Identify and develop their potential
- Respond positively to change, uncertainty and conflict
- Increase their job satisfaction
- Improve their self-confidence, motivation and initiative.

Staff development can take place on-job or off-job. On-job development includes learning through the experience of doing the job; reflecting on that experience; discussing it with a manager, mentor, coach, colleagues; receiving feedback on performance; reviewing and evaluating performance. Off-job development can include participation in courses or conferences, undertaking a qualification,. Staff development thus helps to create high-performing, skilled and effective staff.

Staff development is the joint responsibility of:

- The individual member of staff
- The line manager

Individual staff have a responsibility to keep themselves informed about developments in their own field or area of work. They should give thought to their own training and development needs and career aspirations and be prepared to devote time and energy to meeting those needs. Arnold Jones have a responsibility to ensure that mechanisms are in place to facilitate the continuing professional development of all staff.

#### Induction

Individual professional development should begin with a programme of initial induction to the Arnold Jones Associates Design with key members of staff. On appointment every new member of staff is assigned an adviser their role is to take a professional interest in the development of the new member of staff, having regular discussions with the member and conducting the annual probation review.

### Annual Staff Reviews

The purpose of the Review is to provide an opportunity, firstly to look back at the contribution that has been made by an individual, and then to look forward and make plans for the coming twelve months.

The review aims to support and develop staff to achieve both career development objectives and performance improvements which are consistent with current and future development.



Subject /

# Supply Chain Management



  
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## Introduction and Objectives

An effective and efficient supply chain is crucial to the success of Arnold Jones Associates Design Limited business. We ensure that everyone understands the value and commercial benefit that can be delivered by a well-managed supply chain.

We work with our supply partners to constantly improve the way in which business is conducted, with focus on value improvement through better quality, cost and service.

The company is guided by a set of principles from which we make our policy statements.

### Policy Statement

We focus on customer needs, supplier capabilities and their needs, our systems and the people we employ across our supply chain.

We measure our commitment to:

- Developing motivated and skilled resources;
- producing simple transparent processes and attractive, easy to use systems;
- providing a sustainable and managed supply base from which we can derive maximum value.

The following principle guides our policies:

### Supply Markets, Suppliers and Sub-Contractors

- We aim to ensure that commitments to third parties are value based and sustainable, from a demonstrably competitive supply base;
- we aim to do business with those who aspire to, and understand, our business aims and values and prefer to trade with ourselves before our competitors.



Subject /

# Sustainability Policy Statement



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## Introduction

Arnold Jones Associates Design Ltd aims to follow and promote good sustainability practices, reducing the environmental impacts of all our activities and helping clients and partners to do the same.



Our Sustainability Policy is based upon the following principles:

- To comply with, and exceed where practicable, all applicable legislation, regulations and codes of practice;
- to integrate sustainability considerations into all our business decisions.
- to ensure that all staff are fully aware of our Sustainability Policy and are committed to implementing and improving it;
- to minimise the impact on sustainability of all office and transportation activities;
- to make clients and suppliers aware of our Sustainability Policy, and encourage them to adopt sound sustainable management practices.

In order to put these principles into practice we will:

### Travel and meetings

- Walk, cycle and/or use public transport to attend meetings, site visits etc, apart from in exceptional circumstances where the alternatives are impractical and/or cost prohibitive;
- travel to mainland Europe normally will be undertaken by train;
- include the full costs of more sustainable forms of transport in our financial proposals, rather than the least cost option which may involve travelling by car or air. Where the only practical alternative is to fly, we will include costs for full air fares rather than budget airlines;
- avoid physically travelling to meetings etc where alternatives are available and practical, such as using teleconferencing, and efficient timing of meetings to avoid multiple trips. These options are also often more time efficient, while not sacrificing the benefits of regular contact with clients and partners;
- encourage our staff to travel together to and from work, and promote the use of public transport wherever possible.

### Purchase of equipment and consumption of resources

- Minimise our use of paper and other office consumables, for example by double-siding all paper used, and identifying opportunities to reduce waste;
- as far as possible arrange for the reuse or recycling of office waste, including paper, computer supplies and redundant equipment;
- reduce the energy consumption of office equipment by purchasing energy efficient equipment and good housekeeping;
- purchase electricity from a supplier committed to renewable energy,
- ensure that timber furniture, and any other timber products, are recycled or from well-managed, sustainable sources and are Forest Stewardship Council (FSC) certified;
- purchase fair-trade and/or organic beverages.