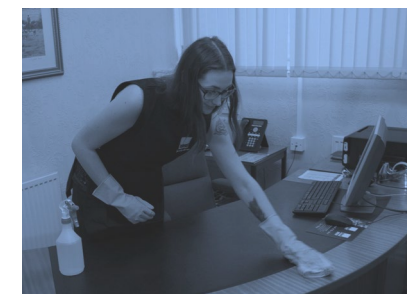




SOCIAL VALUE STRATEGY

2022 – 2025



Ideal
Since 1946

Services Group

September 2022

INTRODUCTION

Ideal Cleaning Services are a socially minded, family-owned business who work together with the community to make a positive change in individuals' lives. We also recognise our obligations to act responsibly, ethically and with integrity in our dealings with staff, clients, neighbours, public and the environment.

Our aims are to be and continue to be a responsible business that meets the highest standards of ethics and professionalism.

Business Ethics: We always conduct business with integrity and respect to human rights.

Protecting the environment: We recognise the need to protect the natural environment. Keeping our environment clean and unpolluted is a benefit to all.

Protecting People: We ensure that the health and safety of the employees and others in the community are at the forefront of what we do and this is supported by our accreditation to ISO 45001.

Human Rights: We are dedicated to protecting human rights. We are a committed equal opportunity employer and will incorporate all fair labour practices. We ensure that we fully meet as a minimum the requirements of the National Living Wage.

By listening to our clients, we can learn and gain a better understanding how we might improve our service to suit their needs. This allows us to create strong relationships with current and future clients as well as build a resilient working community to support each other in whatever way possible.

We are committed to providing Social Value through the delivery of our service contracts and will work with like-minded client organisations to identify mutual objectives and support them in achieving these.



Social Value Priorities

The Strategy

Over the next 3 years there are four themes that Ideal will be prioritising to shape and focus our company's values and the activities we conduct over the coming years.

At Ideal we will use this strategy to build on previous years social values work in and out of the business to aid and improve the experience we give customers and by using the experience we have gathered from the Coronavirus pandemic we will be able to further demonstrate how we can adapt through difficult and changing times.



Our priorities for the next 3 years are focused on:

🌀 **Employability**
 🌀 **Environment**
 🌀 **Wellbeing**
 🌀 **Community**

These themes are broad enough to allow for a flexible response by the company and will primarily influence the investment decisions. This includes the money, time, skills, and expertise invested in supporting staff members, customers and our ever-growing community.

How Ideal can offer change:

- ❖ Offer hundreds of multi-skilled leveled opportunities.
- ❖ Treat everyone as part of the family.
- ❖ Clear communication
- ❖ Ever expanding together with the community.

Social Value Aspects

Employability

We always recruit locally, and we start our numerous Social Housing contracts with the aim to recruit cleaning operatives from within the schemes or the local community. We believe this encourages pride within the community and its members.

We also employ nationally at our regional offices from senior management to entry level careers. Furthermore, at our Registered Head Office we have currently engaged two Apprentices, one in the accounting team and another one in Information Technology.

We will continue our work with colleges and schools to help with the development of students by creating apprenticeships and work experience weeks, along with, training sessions to help the development of current employees and allow them to grow in their current roles.

As well as developing skills, we will continue to build the confidence of our staff through training and experience while maintaining a strong bond with customers by keeping them updated on their staff member's progress.



Carol Beaumont → a ex-member of our dedicated sales team

To ensure we are doing the best by our employees we will also continue to offer:

- ❖ Health insurance offered to all salary-based members of staff.
- ❖ Remove barriers to work and pre-employment support to TUPE staff.
- ❖ Encourage employees to take on new challenges and push themselves to develop their skills even further than they expected to reach.
- ❖ Keep all employees safe using the framework we have in place. Certified under: ISO 45001

Social Value Aspects

Environment

We continue to aim for the reduction of our environmental impact and encourage our members of staff and customers to use eco-friendly chemicals, reduce waste and recycle where possible to eliminate the impact we have on climate change.



Our full range is available at BMS Janitorial.

When we're cleaning at your premises you can rest assured that we're using a range of cleaning materials and chemicals balanced for effective cleaning and environmental friendliness.

All the paper products (from Toilet Rolls to Hand towels and Centrefeed Rolls) we use or supply to customers are made from 100% Recycled fibre and are FSC Certified. As well as this, all our refuse sacks are made with a minimum of 98% recycled LDPE.



As our vehicles, in the fleet, come due for replacement, we are transitioning to all Electric Vehicles wherever possible. The company fleet currently boasts 6 EV's and a similar number of Hybrid vehicles and where older commercial vehicles are still in use these meet Euro 6 Emission Standards. These too will be replaced by electric vehicles when the time comes to change them.

We will continue to aid our environmental sustainability by:

- ❖ Using eco-friendly products on more sites where possible or requested by the client.
- ❖ Replacing fuel powered vehicles with all-electric vehicles wherever possible.
- ❖ Encourage staff to take public transport, cycle or walk to get to their place of work
- ❖ Continue to utilise our Environmental Management framework (ISO 14001) to ensure our waste is reduced and controlled.

Social Value Aspects

Wellbeing

At Ideal we understand that employee wellbeing is about more than just someone's physical health. It's about understanding the employee and supporting their mental and social states.

As a family company, we at Ideal feel it is key to keep everyone connected. We encourage this by having an events committee who work to create events and outings for the team at Ideal to help a good working atmosphere and to promote a sense of community within the business.

We also have pride in remembering where we came from and who got us here. Therefore, we encourage those who have retired and moved on to join us, as a way of thanks, and to celebrate the achievements they helped achieve together.



Chris Dring, Paul Broughton, Carl Walker, Tracy Walker, Lucy Bird, Stephen Hibberd, Adam Dring and Carl Wright – enjoying a company outing at the Buckminster Gliding club after a donation to the club.



Dennis Dring, Jenny Dring, Julia Burns and Paul Burns – Celebrating at Ideal's 75th Anniversary



Andrew Harvey, Chris Dring, Jordan Boultyby, Adam Dring and Lucy Bird – Enjoying a teambuilding event at Escapologic Nottingham.

We will continue to support our employees by:

- ❖ Providing a happy work environment for all to enjoy
- ❖ Resolving conflicts and problems employees experience in a timely manner
- ❖ Encourage staff to participate in employee team-building exercises.
- ❖ Continuing to build the ideal family to invite even those who are no longer part of the company to events as they may be gone but are not forgotten.

Social Value Aspects

Community

At Ideal, we will keep doing our bit to ensure that our local community and charities that are close to our hearts benefit from activities that Ideal and members of the team carry out.

It is part of our founding beliefs to give back to the community, be that by doing charity events or donating equipment for activities such as cleaning up the local community as we did at Karbon Homes.

Examples of work conducted:

- ❖ Participated in and provided support to annual Job Fairs in the community, organised in partnership with Dales Housing and Derbyshire Dales District Council.
- ❖ Engagement and support to the Castle Vale Festival in Birmingham (event included a charity football match, inflatables, music, rides, a pop-up beach, food, petting zoo and entertainment)
- ❖ Sponsorship of Youth Football Teams.
- ❖ Annual Attendance at FM Charity Ball in benefit of various charities - most recently - Cash for Kids and Scotty's Little Soldiers.
- ❖ Support to Local Community Initiatives e.g., Area Clearance and Litter Picks, providing:
 - Trained Supervisor Staff and operatives
 - Litter picking equipment
 - Sharps Trained Staff
- ❖ Official Sponsor and member of the Judging Panel for Birmingham in Bloom 2020.
- ❖ Cash for Kids Charity Golf Days.

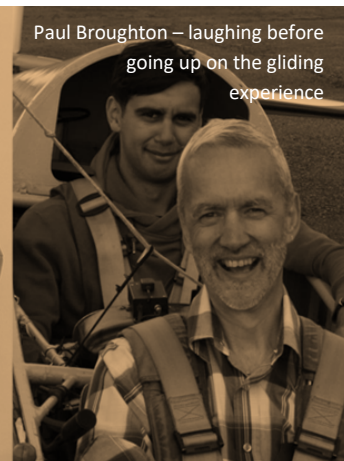
We will continue to conduct and take part in charity events as well as organise our own activities to raise money for good causes up and down the country.



Adam Ramsdale – With the Rolls Royce team at the NUH Dragon Boat Race.



Cheryl Clarke – After she managed to raise a generous amount of money for Cancer research.



Paul Broughton – laughing before going up on the gliding experience

Strategic Partnerships

Partnership links

As a contractor we are constantly working with new businesses for short and long periods of time. During our 75+ years of operation we have built a strategy to utilise this and generate social value for ourselves and customers.

Through delivering our Social Values Strategy we will be able to build a closer bond with customers and therefore stronger working relationships as we partner with likeminded organisations to help make a positive impact on local communities.



By using this strategy with our partnering companies, we aim to benefit our employees and customers and help build safe, positive communities which will be able to generate more business and give more back to those who require it most.

Some organisations that we have worked with to deliver our values are:

- ❖ Accent Group
- ❖ Adecco Group
- ❖ Advance Housing
- ❖ Birmingham City Council (BCC)
- ❖ Chesterfield Football Club
- ❖ Karbon Homes Community
- ❖ NHS
- ❖ Nottingham Building Society

As 2022 progresses, we will continue to monitor and review the information received from staff and clients to ensure that we are achieving desirable outcomes. By listening to feedback and reacting in the correct manner we will provide innovative solutions and best practice learning to continue delivering a service we are proud of.