

Corporate Responsibility

1. Our communities

Objectives

Our goals are to:

- Be the number one provider wherever we operate. Behaving responsibly towards our communities involves meeting and exceeding our customer and client KPIs, and ensuring we deliver value for money. Our work has a direct impact on the quality of our residents' lives and we take that responsibility very seriously.
- Maximise the ability of Pinnacle People (part of Pinnacle Group) to place unemployed people into full-time, sustainable employment, either within Pinnacle PSG or in other organisations. This objective runs hand-in-hand with our commitment to employing local people to deliver our services, wherever possible.
- Maximise the incidence of specific projects undertaken by Pinnacle staff that give back to the communities in which we work, predominantly through our management challenge concept. This involves combining leadership development programmes with leaving a tangible legacy in our communities.
- Support activities already occurring in local communities and encourage new initiatives with an emphasis on participation (eg. through Tenants and Residents Associations). This builds capacity and connects with the aim of involving service users in shaping the changes they want.
- Encourage our staff to take paid time off work to engage in charitable activities. All staff are entitled to two paid days per annum for charitable work.

Measurement

Our commitment to our communities is measured by:

- Our performance against our KPIs
- The number of people we help into full-time, sustainable employment
- The number of specific projects carried out during the year in our communities
- The number of staff engaging in charitable activities over the year

2. Our environment

Objectives

Our aim is to reduce our adverse impacts on the environment. This involves:

- Recycling as much as we can
- Minimising the use of chemicals in cleaning and grounds maintenance contracts
- Investigating the use of alternative fuels for our van fleet
- Reducing energy use (eg. ensuring computers and lights are turned off every evening)

Responsibility for these objectives lies with the managers and staff who can have the most effect. The people delivering our services on the ground have direct responsibility for minimising the use of chemicals, maximising recycling, making sure energy is used efficiently in buildings and vehicles etc.

Measurement

Our commitment to the environment is measured by the annual independent assessment of our ISO14001 award for our environmental management system, which includes specific annual targets for the objectives above. We have held this certification since 2001.

3. Our staff

Objectives

Our goal is to create a working environment that is:

- Safe
- Embraces diversity
- Stimulates personal development
- Celebrates and rewards performance
- Encourages staff satisfaction
- Responsibility for these objectives lies equally with the HR department and our operational managers. The HR department creates policies and procedures to achieve the objectives. It is the managers on the ground who deliver them.

Measurement

Our commitment to our staff is measured by:

- Reduction in the number and severity of accidents
- The success of our Diversity Strategy
- Numbers of staff achieving NVQs / Work Place Diplomas each year
- Results of our annual staff questionnaire
- Receipt of the Investors in People award
- Success in other externally accredited awards, such as the Sunday Times Best 100 Companies to Work For Award, which we achieved in 2003, 2004, 2006 and 2008. This award is based on the views of staff who work for the company.

4. Suppliers/contractors/sub-contractors

Objectives

- We aim to:
- Procure supplies and sub-contractors locally, wherever possible
- Insist that our suppliers implement positive diversity and environmental policies
- Purchase environmentally friendly products
- Responsibility here lies primarily with Pinnacle Group's central procurement team. However, they rely on our managers to procure through the central team, and therefore with suppliers and sub-contractors that will help us to achieve our objectives.

Measurement

Our commitment to ensuring the responsibility of sub-contractors/partners is measured through our monitoring the practices of our suppliers in the fields of diversity and the environment, and adjusting our purchasing strategies accordingly.

5. Shareholders

Objectives

Our goal is to create a sustainable and growing business. Responsibility for this objective lies with every person within the organisation, particularly our management population.

Measurement

Measurement of our performance against this objective is reported directly to the shareholders through monthly finance performance reports, and ultimately through the statutory accounts of the company.