



## Corporate Social Responsibility

### Corporate Social Responsibility (CSR)

As a cleaning services provider, we see corporate social responsibility as being an integrated approach to managing environmental, health and safety, employee, community and ethical issues completely and transparently.

Corporate social responsibility (CSR) is not a new concept. All of our employees are empowered to work in line with each of our customers own business plans and targets, following the UK and Cleaning Industry regulatory systems for the welfare of employees and in harmony with the communities in which they operate.

As well as continually taking a new, hard look at the way we operate, we are increasingly conscious that we have to satisfy the outside world's increasing interest in our sphere of operations.

Corporate social responsibility provides a coherent, coordinated and convenient matrix for appraising our values, policies, strategies and practices. It helps us assess how we are performing.

It highlights where we need to align our approach. It shows us where we need to give extra support. In time, we believe that it will deliver our commitment through measurable improvements not only to our staff but also to our customers.

At the same time it will progressively allow our achievements as a sharper, sleeker, well-organised company to be benchmarked against other industries and other players in the cleaning services sector. Such increased transparency will, in turn, increase stakeholder confidence in everything that we do.

### Policies

The Board of Directors has approved a set of principles for the company, which we call FIRST:

- F** Fiscal discipline
- I** Integrity of communication
- R** Respect for the individual
- S** Substance with style
- T** Team-first culture

FIRST is translated into direct action through a Code of Pristine Clean Services policies and supporting documentation. This covers the environment, health and safety, equal opportunities, procurement, ethical business practices, conduct in the community and charitable contributions.

Line managers will put the policies into practice and monitor performance. The Board will, in turn, review their effectiveness each year.

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