

# Brother UK's community engagement report

2020-2021

brother  
at your side



# Welcome



"At your side"

**Phil Jones MBE, managing  
director, Brother UK**

A handwritten signature in white ink, appearing to read 'Phil Jones', with a stylized, flowing script.

As the managing director of Brother UK, I sign off many articles that describe what we do. The Community engagement report is the only one, however, that brings all of our activities together in one place. It's here that you'll learn about our purpose-driven people and discover our success in turning good intentions into tangible outcomes and impacts.

Last year, we might have been excused from supporting our communities. 2020 brought unprecedented challenges, after all. If ever a company should focus solely on business and its people, surely it is in the midst of a pandemic. But those who think we might forget the arts and the elderly, the committees we advise and the schools we inspire, the local projects for which we volunteer, or the grassroots cycling teams we support, do not know Brother UK.

This is not to suggest that things have been easy or that we have not faced tough decisions. Navigating the unforeseeable circumstances of the Covid19 pandemic or even the constantly shifting landscape of Brexit compelled us to re-organise our company to remain relevant, efficient and competitive for years to come. This is the responsibility you bear as the leader of the business to make decisions for its long-term sustainability.

But by recognising that opportunity lies at the heart of every challenge, we have reimagined our business as well as re-shaped it, emerging with our values intact and new ways of working.

GV21, Brother's global vision for our operations in 2021, published 18 years ago and now in the final year of its sixth phase, remains our north star. The United Nations' Sustainable Development Goals, especially the nine prioritised by our head office in Japan, will continue to serve both as a template and inspiration for our activities as a responsible business.

And yet, alongside our unshakeable commitments to stakeholders and communities, our fundamental belief in the value of health and wellbeing, learning and development, education and opportunity, we have adapted and evolved.

“Who we are lies in our actions for a wider social good using our presence to change outcomes for others.”

A new hybrid working model and the remodelled workspace of our headquarters in Manchester provide the most tangible evidence of a business that responds to change and shifting circumstances with alacrity and agility. We proved again why adaptability and sustainability go hand-in-hand as part of our Environmental, Social and Governance (ESG) aims.

ESG strategy starts at the top. Leaders and boards need to put the energy behind it to establish it as the company's everyday purpose as well as empowering their people to actually make it happen. This helps to create a joined-up approach throughout the company. At Brother UK, ESG has become a central pillar running through the business.

You'll read about the Covid-secure makeovers we delivered to local charities and businesses, about our rapid adoption of homeworking and MS Teams and about our video calls to local schools when lockdown prevented our ambassadors from visiting classrooms. Even as the world seemed for a time to stop turning, nobody at Brother UK stood still - staying driven by the causes that matter to us most.

This report, then, is a testament to my colleagues. Who we are lies in our actions for a wider social good using our presence to change outcomes for others.

We are Brother UK because of our volunteer spirit, our growth mindset, our compassion, concern and commitment to causes in our communities. We are Brother UK because of our support for each other, even in the most challenging times.

I hope you'll enjoy learning about our people and culture. If you're reading it as a colleague, then give yourself a pat on the back. In 2020, the most challenging year in our company's history, we proved the strength of our promise, "At your side".

As we move forwards, we'll trust in more than ever the culture, values and behaviours that make us, collectively, Brother UK - in our workplace and with our partners, our customers and those that depend on us.

**brother**  
at your side

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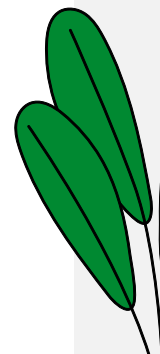
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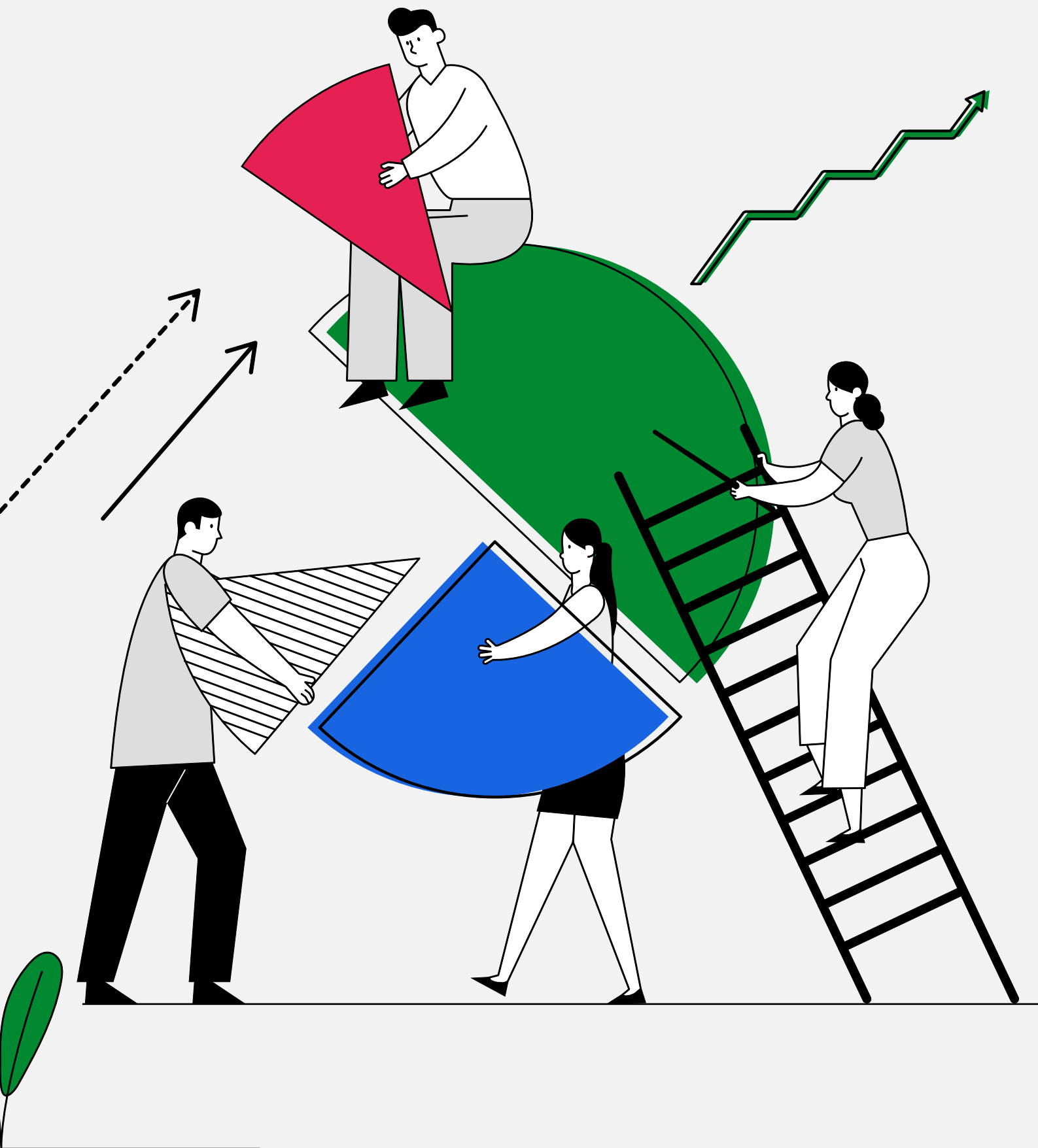
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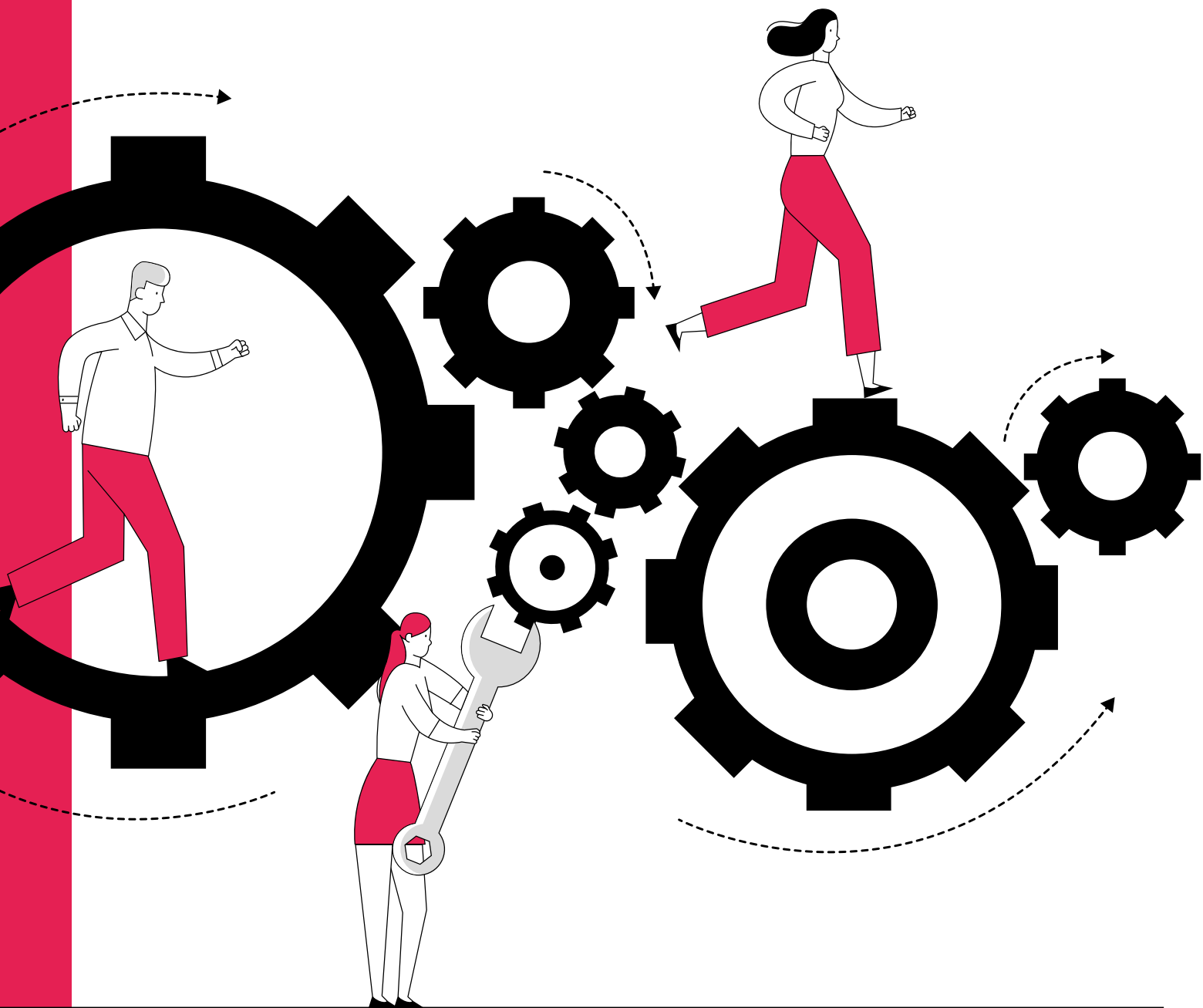




**Our people,  
customers  
and partners.**

**06**











# Creating covid secure environments with Brother labels

## Getting businesses open again

Lockdown brought business and charities to a standstill. We lived up to our “At your side” promise by helping local communities to reopen safely. We delivered on-site ‘makeovers’ free of charge to help valued institutions welcome back customers. Our people and products created Covid-secure environments with clear, effective labels.

We began our work at St Peter’s Hall in central Manchester. The facility is owned by the Hallé Orchestra, Brother UK’s long-term charity partner. The orchestra, Manchester’s most prestigious cultural institution, uses St Peter’s Hall as a rehearsal and recording space, but it serves as a vital community hub, too.

Our colleagues put on their masks and set to work. Equipped with a range of Brother devices, as well as a healthy amount of our adhesive labels, we soon made St Peter’s Hall a Covid-secure environment. Our advanced adhesion technologies meant labels could be removed without causing damage to surfaces.

The premises includes several different locations, public and private, each with different needs. From kitchens to cafés, bathrooms to stairways, every area presented a separate challenge. In the café, for example, our labels encouraged visitors to make contactless payments.

Our labels combined simple messages with outline illustrations. Polite instructions and engaging drawings provided firm but friendly guidance. Our efforts helped return a valuable facility to its intended purpose. Manchester’s world-class musicians and community groups

regained the use of a cherished space. Clearly worded and printed signs kept everybody safe.

The Common Ground coffee shop in Altrincham presented a separate challenge. It’s a small premises with a thriving community of local people, passing cyclists and visitors to the nearby market. The café serves food prepared in an on-site kitchen and a range of drinks, from speciality coffee to house wines.

Social distancing is a significant challenge where space is at a premium. We placed clear and robust labels in high-impact black-and-yellow at two-metre intervals. These floor signs ensured customers remained a safe distance apart while queueing. We maximised the opportunity of a static audience to offer further safety messages, too.

Strategic placement meant customers absorbed instructions while performing other tasks. A label beneath a display of beers encouraged customers to “Please choose with your eyes”. In the bathroom, we employed humour, encouraging customers to wash hands for 20 seconds, “or as long as it takes you to spell decaffeinated correctly”.

Our Covid-secure ‘makeovers’ for local charities and businesses demonstrated our values to our communities. Partners learned that even in the most demanding times, they could rely on Brother UK to remain at their side. Finally, our actions reinforced our corporate culture. Colleagues showed again how alacrity and compassion benefit everyone.

# Tailored self-care support

Brother UK's historic commitment to employee wellbeing, a central pillar of our Queen's Awards and Investors In People Platinum accreditations, paid dividends under lockdown. As our company experienced unprecedented working and trading conditions, we prioritised colleagues' physical and mental health with an accelerated and expanded support strategy.

Openness and honesty were watchwords for a series of daily communications in the first lockdown, as our company and colleagues found their way together through challenging new circumstances. We issued 'home risk assessments' and advice on how best to utilise time for exercise to ensure that people prioritised their health.

'Care calls' complemented the guides. In the first lockdown, our HR team called every colleague to monitor their wellbeing and offer support. Managers conducted the second round of calls soon after.

Associates struggling with home working were prioritised for further support.

While the early calls were informal, further calls made to colleagues struggling with lockdown were more detailed, providing the company with the opportunity to offer more targeted support. The experience of some was that the first lockdown increased stress at home. This became more widespread with the following lockdowns.

We implemented several programmes to monitor feedback on our self-care initiatives. These 'reflection' exercises inspired high levels of engagement and an overwhelmingly positive response. The good news is that the most successful measures, such as care calls, will become permanent as we move into a new era of hybrid working.





# Future peace of mind

An open day of financial guidance, held over three sessions at our Tameside headquarters, proved popular with many of our colleagues. Offered free of charge, people were invited to hear expert, impartial advice on a range of personal finance issues, including wills, powers of attorney and care for elderly relatives.

Fears that people might be reluctant to attend were soon overcome. In fact, the advice proved so popular that an extra session was held to meet demand. Managing director, Phil Jones MBE set an open and honest tone for the day by sharing his personal experiences of sourcing care for elderly relatives.

The expert advice came from Bromleys Solicitors, a local business from Ashton-under-Lyne. Our decision to work with Bromleys, and their willingness to host free sessions, underlined the commitment of everyone to inclusive, mutually beneficial initiatives that increase economic prosperity in Tameside. A spirit of togetherness shaped the day.

Brother UK has an impressive history of supporting employees with personal finance issues. A strategy of early intervention has prevented pressures from building to crisis point and, in turn, helps the company retain a productive workforce. The financial advice sessions held early last year, however, marked a more proactive stance.

While the initiative strengthened our employee value proposition (EVP) and increased workforce resilience, the sessions were driven by a genuine desire to impact the lives of our colleagues outside of their working environment. Arranging advice and support for employees in such a sensitive area showed that we're a business that really cares for its people.

Colleagues freed from the stress and worry that comes with money problems are less anxious and more productive in the workplace, as well as in their home lives. Further, the sessions help to build a mutual trust and appreciation between the company and its associates, increasing loyalty and discretionary effort.

“

Our corporate social responsibility is very much part of our DNA and we are certainly on board when it comes to supporting local businesses. We like to get to know our neighbours so we can build strong relationships and share know-how.

We are strong believers that everyone should have access to free legal advice. Offering our free legal presentations very much supports our ethos and our ACE core values - Accessible, Caring and Effective.

Brother UK is very well established and there is a real synergy between us, especially when it comes to supporting the community and how we look after the health and wellbeing of our colleagues.

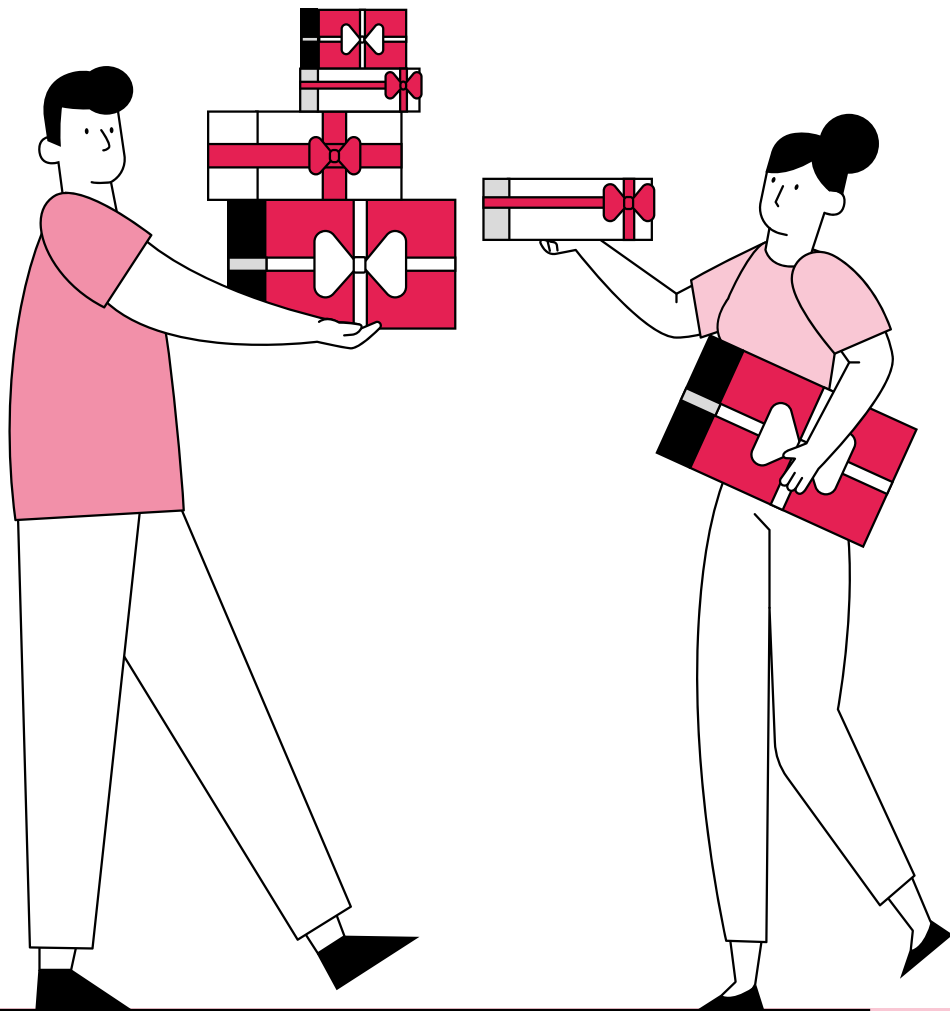
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**Carol Parker, Bromleys Solicitors**





**#AtYourSide**





# Employee recognition

We introduced the PRIDE programme more than five years ago. We wanted to show that every colleague contributes to our collective success. PRIDE is now fully embedded in our corporate culture. Colleagues continued to use it to acknowledge and reward each other's commitment, even under lockdown.

PRIDE is a multi-faceted reward mechanism. At its simplest, it allows people to nominate colleagues for Amazon vouchers. Peer-to-peer nominations have a value of £5, with line managers being able to nominate £10. Nominations of £20 require sign-off from line managers, while directors must agree £50 nominations. Its true value, however, lies in personal gratitude, acknowledgement and recognition.

The time taken to nominate colleagues can be more significant than the value of the award. The recipient, naturally,

feels valued. As importantly, they are often inspired to continue the spread of goodwill. Finally, PRIDE awards are visible throughout the business. Recipients gain a valuable reputation for their helpful attitude.

Nominations can be made across the company. A member of the sales force, for example, might nominate a colleague in logistics. Cross-team awards underline the PRIDE programme's wider value. They are truly democratic and demonstrate how our success depends on the efforts of every individual, regardless of role or seniority.

And not only individuals. Entire teams can be rewarded. Awards are sometimes made that allow groups to enjoy a day of relaxation and enjoyment away from the office. PRIDE nominations are rooted in personal demonstrations of Brother UK's corporate values, but teams that embody excellence can enjoy a collective reward.



# Employee engagement toolkit

We're proud to have won a silver medal for the Best UK Learning Platform Implementation at the 2020 Learning Technologies Awards. What began as a tool for storing evidence of learning and development has grown into an advanced dashboard that supports health and wellbeing and is used throughout the company.

Our initial aim was to reduce the paper trail generated by learning and development opportunities. Several forms were required for each course: application, approval, appraisal and more. While numerous packages were available 'off-the-shelf', we recognised the potential of a bespoke solution that could support our entire Employee Value Proposition (EVP).

Now it even has 'heat mapping' technology to identify trends. For example, line managers might activate support for colleagues approaching retirement, based on analysis of age data in their team.

Alternatively, top performers might be encouraged to share their sales techniques with colleagues, following a manager's analysis of commission data.

The platform's most sophisticated insights support the health and wellbeing of our colleagues. Three categories align directly with those used by Investors In People: physical health, psychological health, and social health. Additionally, Brother UK has developed five categories for internal monitoring of colleagues' wellbeing: community, financial, social, physical, and psychological.

Access to records is carefully controlled to protect privacy. While every colleague can use the dashboard, sensitive areas are protected to preserve confidentiality. For example, salary information is protected by access code. Only the managing director, one board member and our two HR managers have access to the entire system.

**Self-serve mobile friendly app**

**Data-driven responses**





The platform is more than facts and figures. It's inspired a fundamental shift in our approach to people management: now our emphasis can be placed as much on targeted support as on the essential but reactive business of headcounts and holiday entitlement. In short, it increases opportunities to be proactive.

Thinking back to our popular our popular financial advice workshops, held early in 2020. Financial health is now one of the categories in which we monitor colleague wellbeing.

If data showed that personal finance continues to be an area of concern for many individuals, it would make obvious good sense to hold more sessions.

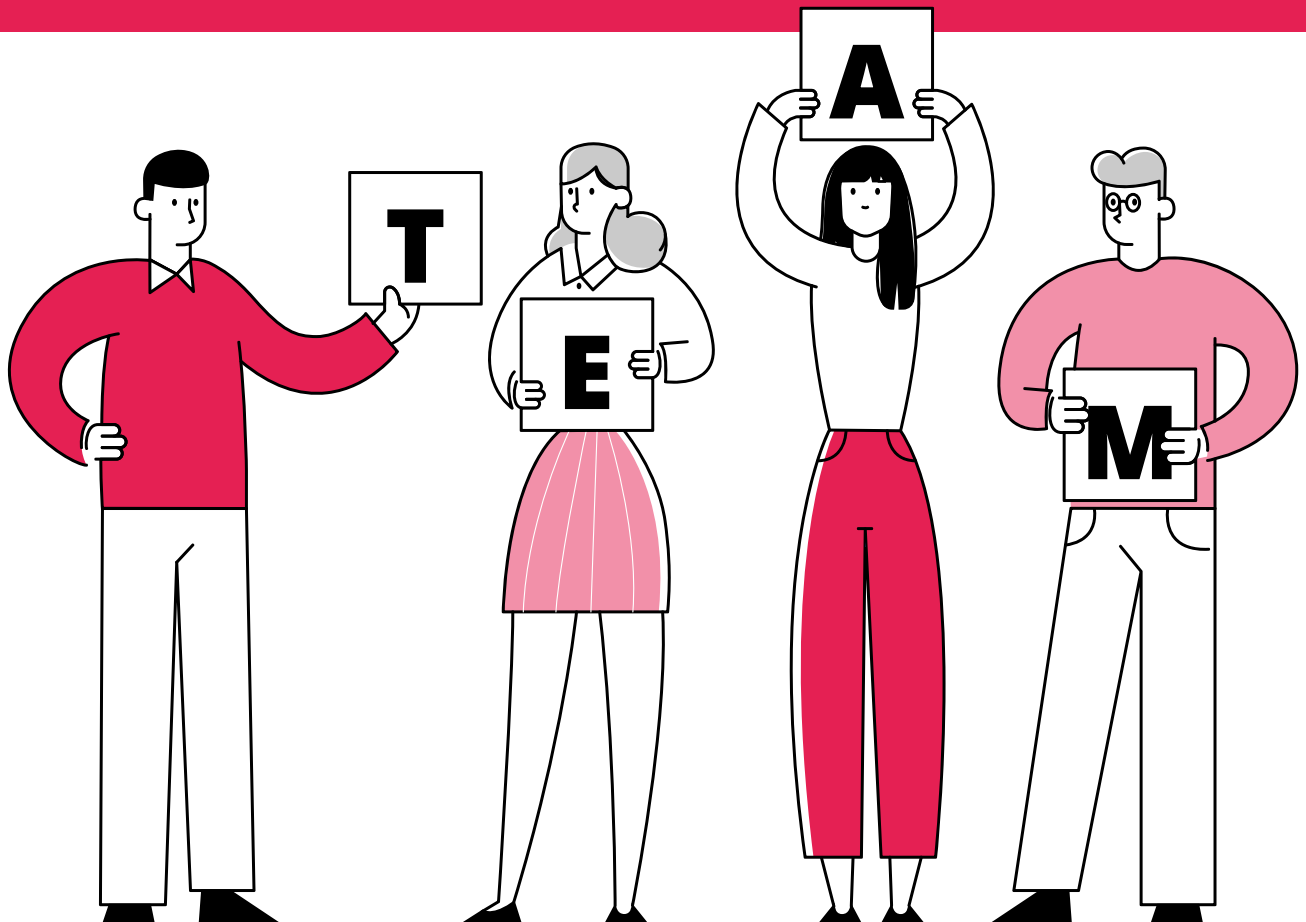
This 'heat mapping' facility allows us to identify 'trigger points'. A colleague juggling intensive study with the demands of their role might risk their psychological health. The platform enables the handful of people with access to an individual's data to pursue an 'early intervention' policy and take off the pressure.

The platform represents a win-win for Brother UK. It provides countless new opportunities for the company to support colleagues and empowers individuals to control their own development. This, in turn, reduces 'touch points' with human resources, removing pressure from colleagues who already do so much to promote a positive environment.

# Benchmarking best practices

In the last 12 months, we've added to our impressive collection of industry accreditations. External organisations that exist to recognise best practice have again praised our culture and behaviours, processes and protocols. We have invested in schemes for personal development and not solely in academic or professional qualifications. By providing flexible opportunities that dovetail with work commitments, we help colleagues become the best version of themselves: productive, resilient and willing to go the extra mile.

Our Platinum certification from Investors in People and our Queen's Award for Sustainability remain current, and we've already mentioned our silver medal for "Best Implementation of a UK Learning Platform" at The Learning Technologies Awards. More than 90 per cent of our sales team are now accredited by the Institute of Sales Professionals for ethical consultative selling, and Forbes magazine placed Brother in the top 20 per cent of global employers, from a survey of 750 businesses.





## United Nations Global Compact

Brother International became one of the first companies to sign the United Nations Global Compact at its launch. Since then, more than 13,500 businesses in 162 countries have embraced this voluntary code, which embraces social, governance and environmental issues. The Compact encourages companies to adopt sustainable and socially-responsible practices and report their implementation. As a signatory, our company strengthens its relationship with the United Nations and reinforces its commitment to the UN's Sustainable Development Goals.



## Responsible Business Alliance

Brother's membership of the Responsible Business Alliance (RBA) ensures ethical practices throughout our supply chain. The RBA is coalition of many of the world's leading businesses which, collectively, have revenues of more than \$77trn. It fights unethical practices like modern slavery and low pay, especially at the point of manufacture. Brother's membership is a bid to ensure that workers employed by suppliers in Asia enjoy the same protection as colleagues in our European and Japanese offices.



## Ecovadis

Sustainability is a core value for Brother. Our membership of Ecovadis, an organisation that provides ratings for sustainability, measured by environmental, social and ethical performance, reflects this focus. Founded in 2007, Ecovadis rates 75,000 companies. Our membership aligns with Brother's Code of Conduct and Global Charter which ensure responsible decision making throughout the company. Our belief is that commercial success results from doing the right thing. Last year's silver rating from Ecovadis embodies this philosophy.



## FTSE4Good

Brother's FTSE4Good rating improved dramatically last year. The index helps fund managers discover ethical companies (so-called ESG businesses) in which to invest. Last year, our Environment rating improved from 3.9 to 4.7, our Society rating increased from 2.5 to 4.0, and our Governance rating leapt from 2.0 to 4.0. We improved in each of the many sub-categories too: rankings ranging from water use to tax transparency, and from health and safety practices to anti-corruption protocols.

# Awards

## Forbes



American magazine Forbes is a highly-influential business publication. Last year, Forbes ranked Brother 130th of 750 companies considered for its World's Best Employers ranking. The rankings are based on a questionnaire that surveyed around 160,000 people in 58 countries. Respondents based their rating on how likely they would be to recommend to family or friends. They were asked to rank their employer in a host of categories, ranging from financial impact to social responsibility.

## Investors In People Platinum



We are immensely proud of our Investors In People Platinum status. Twice, we have received the UK's most prestigious accreditation for people management. We first engaged with them in 2011 and received a gold award which we uplifted to platinum in 2018. This ultimate acknowledgement of workplace standards lasts for four years, and we are working hard to retain our accreditation in 2022. Additionally, we will attempt to gain the IIP's top rating for Health and Wellbeing, which is now assessed separately from the main accreditation.







## The Queen's Award for Sustainable Development

Twice, we have received the prestigious Queen's Award for Sustainable Development (2011 and 2018). Only companies with products and services that benefit the environment, society and the wider economy gain this ultimate seal of approval. On both occasions, we impressed assessors by sending zero waste to landfill and with initiatives like our learning and development framework.



## Princess Royal Training Award

A third Princess Royal Training Award provided an extra layer of icing on the 'cake' of our learning and development platform. Brother UK first won this prestigious accolade from City & Guilds, the venerable skills provider, in 2017. We repeated the feat in 2018. Last year's third presentation was the second major award of the year for our Learning and Development platform.



## Institute of Sales Professionals

Accreditation from the Institute of Sales Professionals embodies our approach to new business. More than 90 per cent of our sales people have gained professional registration with ISP, formerly known as the Association of Professional Sales. This trailblazing body has created an Apprenticeship programme, now available at levels four and six. We offer these apprenticeships which are used to upskill rising stars in our external sales force as part of our talent identification and succession planning.



# Developing our future talent

Some of the 17 United Nations Sustainable Development Goals are more difficult to encounter on your own doorstep than others. Investment in quality education is not one of these. For colleagues, we provide Learning and Development programmes and initiatives for continuous professional development. In our communities, we provide apprenticeship opportunities and mentoring programmes for local schools.

We have a proud history of supporting schools in Tameside by sharing key workplace skills. Each September, colleagues from our Manchester HQ mentor Year 10 students for six months. Volunteers from across our business, from associates to directors, help deliver the community component of our Talent and Organisational Development programme.

We have developed this external component in partnership with the Greater Manchester Combined Authority. Our colleagues help young people, typically aged 14 and approaching their mock GCSE exams, to identify core skills, abilities and values. Teachers benefit from our school mentoring sessions too. By working alongside them, we help bring to life jobs that utilise the academic skills they teach. Teachers, naturally, provide an invaluable public service. Their

essential focus on education, however, provides an obvious challenge in understanding the breadth of job roles to which their subjects can be applied. Brother UK helps to bridge this gap. Lockdown changed our mentoring activities but did not stop them. By sharing our materials with schools, we empowered them to lead during this unprecedented period. Further, we adopted socially distanced methods of supporting students, including video presentations. For example, colleagues conducted mock interviews via Microsoft Teams and provided written feedback.

More than a year after the first outbreak, Covid-19 remains a clear and present danger. Its continued presence in our communities means that we are unlikely to return to schools in the immediate future. We will continue to develop remote methods of delivery to ensure that students don't miss out.

Further, we will maintain links with schools to support our own succession planning. Our mentoring of young people represents a win-win scenario. Students benefit from our colleagues' expertise, while our company gains early oversight of the borough's brightest young minds. Attracting new skills and perspectives to our business is critical.



4 QUALITY EDUCATION





# Apprenticeships

Brother UK enjoys an impressively high rate of staff retention. No colleague should have to leave our business to learn new skills. We strive therefore to provide loyal employees with fresh opportunities. Further, we consider it a duty to support young people in our community. Apprenticeships offer a valuable solution for all.

Apprenticeships continue to be a resounding success for our business. The opportunity to combine paid work with learning opportunities has been popular for centuries. The UK Government relaunched the pathway as Modern Apprenticeships in 1994. Now known again simply as apprenticeships, they offer opportunities for upskilling, as well as recruitment. Brother UK has embraced both aspects.

Throughout lockdown, we continued our vital work with local, metropolitan and regional bodies to champion apprenticeships. For example, Sam Johnson, our Learning and organisational development manager,

maintained her responsibilities as a board member of the North West Apprentice Ambassador Network, a regional body, despite the disruption brought by the pandemic.

Further, she continued to serve as vice-chair of the Tameside Apprenticeship Committee. Her work with the Positive Minds initiative, for example, monitors the number of apprenticeships in the borough against national targets. It's critical to local young people and to the local economy that employers use their government apprenticeship levy.

Brother UK's apprentices continued to excel, despite the challenges of lockdown. Marketing Communications Assistant Caitlyn Bloor became our first apprentice to achieve a distinction. Isobel Hall, who joined as a 16-year-old school leaver, and Lewis Johnstone, a Product and Solutions Assistant, continued their impressive progress. All three are Apprentice Ambassadors.

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# Rising star of the year



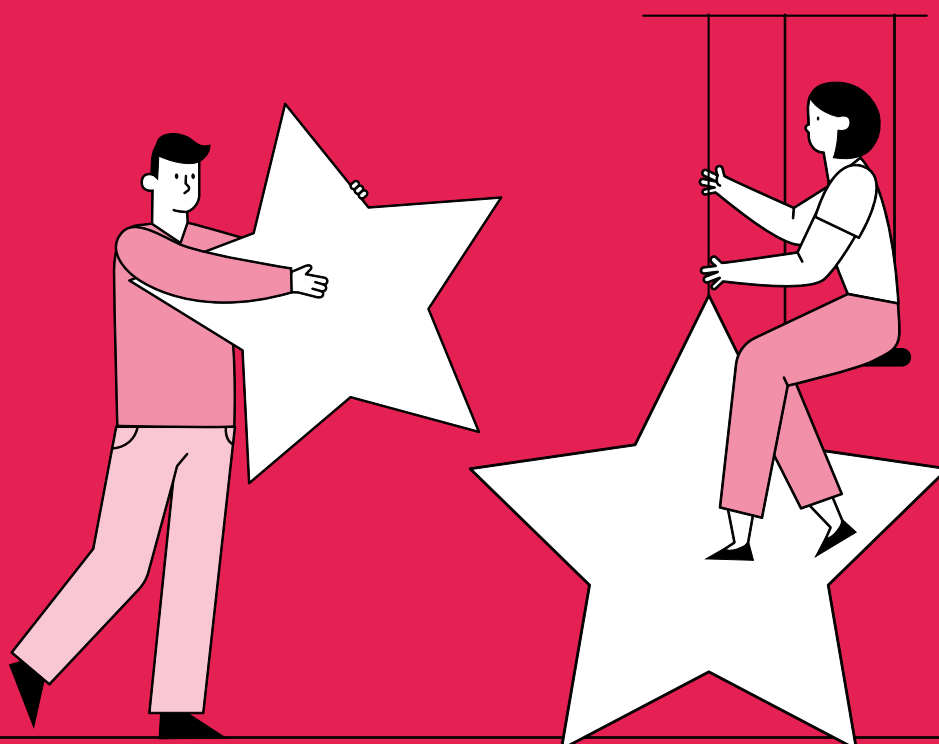
In 2018, we took on our youngest ever apprentice, 16-year-old Lewis Johnstone.

Growing up working in his mum and dad's fish and chip shop, Lewis learned what hard graft meant and he was determined to get into work as soon as he could leave school to build on his skills.

We saw this straight away when he started at Brother UK. A level of maturity for such a young head which could only really be gained from this "real world" of work.

He settled in quickly and wasn't fazed by coming into a corporate environment. He very quickly picked up PowerPoint, and Excel, delivering a presentation at one of our dealer days with the confidence of someone that you'd have thought had been with us a decade (within three weeks of his start date).

Lewis has all the characteristics we look for in our industry, a strong work ethic, punctuality, a passion for the sector and the company he works for. That's why in 2020 our MD Phil Jones nominated Lewis for the BOSS Industry "Rising Star of the year" Award, for which Lewis was shortlisted and went on to win.



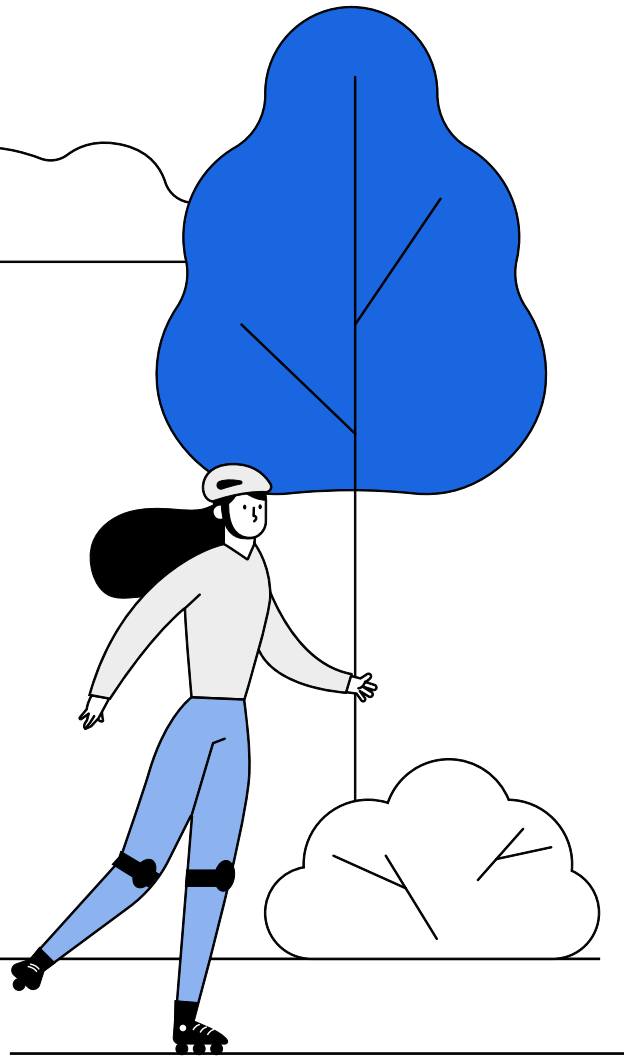
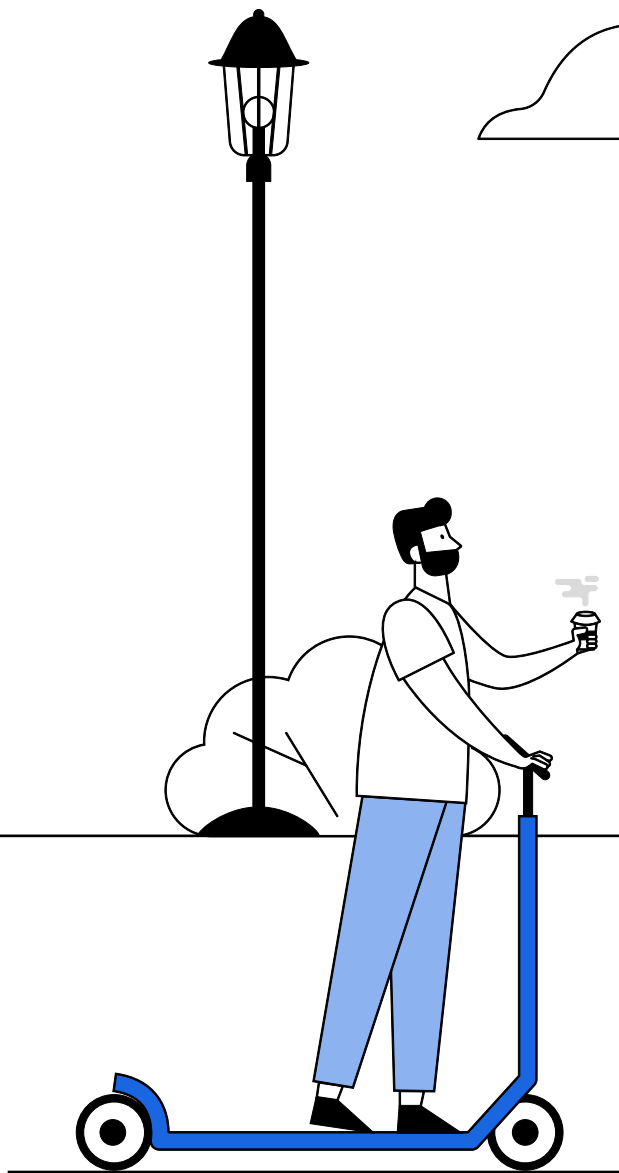
**Our  
community**

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**206**

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# Charity donations



## Relay For Life raises £600 for Willow Wood Hospice, Ashton-under-Lyne

Twelve colleagues at Brother UK's headquarters in Tameside raised £600 for a local hospice by taking part in a Relay For Life challenge. Their combined effort amounted to 3,070,604 steps, taken in aid of Willow Wood Hospice. Each volunteer raised funds by pledging to run or walk as far as possible during October 2020. Andrew Phythian, Sam Johnson and Carolyn Genders racked up the most amount of steps to finish first, second and third, respectively.

## Label printers donated to young apprentices

We donated four label printers to the Beau Associates college in Ashton-under-Lyne, a specialist electrical training facility. The college works with training provider JTL to deliver apprenticeships in Tameside and East Manchester. Sixteen young apprentices will use our technology to complete a house rewiring project, including designing every circuit. Qualified electricians use labelling devices to identify circuit details in consumer units. For JTL's learners, the labels will help with the practical component of the installation.



## Ongoing supporting to our partners

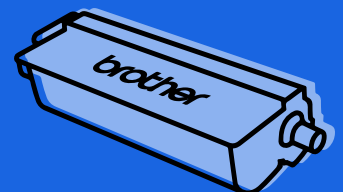
Throughout the pandemic we continued to support our partners however we could. Take, our partnership with the Halle, for instance. They pre-recorded their seasonal events and delivered them virtually. This allowed us to share them with our colleagues across the globe.

As main sponsors of the event, Our MD wrote an uplifting piece highlighting the highs and lows of our journey through the pandemic.

## Donated toner cartridge empowers volunteers at Debdale Nature Reserve

We never lose sight of the impact made by even modest donations. Our gift of a toner cartridge to the Debdale Nature Centre Project empowered a coalition of local groups. The Friends of Debdale Park CIO, Men's Shed - Debdale, Gorton Heritage Trail, Green fingers and Gorton Pagan Moot have combined to

inspire local people with the ecology on their doorstep. The group hopes to combat the effect of lockdown on mental health with "green prescriptions".





## Duke of Edinburgh's Award Scheme donations help disadvantaged young people

Last year, we donated £2,000 to the Duke of Edinburgh's Award scheme's Greater Manchester Team. The DofE programme helps young people from disadvantaged backgrounds to develop practical skills and self-esteem. The Greater Manchester Team challenged sponsors in each of the region's ten boroughs to support at least 100 young people.

Our donation contributed to an overwhelming success. Some 6,335 young people joined, including more than a third from challenging backgrounds, racking up an impressive 66,053 hours of voluntary service to community projects. Some 2,255 volunteers achieved Certificates of Achievement, 370 leaders completed virtual training, and 223 Gold Awards were awarded.

# 223

Gold awards were presented to students across Tameside.

# £2,000

Brother UK donated to the Duke of Edinburgh's Award scheme's Greater Manchester team in 2020

# 2,255

volunteers across Tameside achieved  
Certificates of Achievement

# 370

Duke of Edinburgh's leaders  
completed virtual training

# 66,053

hours of voluntary service contributed to community projects  
throughout our borough

# Helping others reach their potential



#Partners4 results

Our sponsorship of elite domestic cycle racing - teams, riders, races and in-race support crews - embodies our promise, "At your side". Our comprehensive support is a lifeline for amateur riders with dreams of turning professional and the army of volunteers who sacrifice time and money to develop future champions.

Of equal importance, our sponsorship of a sport that aligns directly with key demographics for Brother UK delivers impressive return on investment. From international races with television audiences in the millions to inspirational amateurs achieving super-human feats, the Brother logo and motto are now synonymous with elite British road racing.

## Teams

The investment we make in a sport that has, in recent years, produced Olympic champions and Tour de France winners for Great Britain is targeted at the grassroots. Our teams are amateur but operate to professional standards. They offer an alternative pathway for young riders overlooked by the national federation.

While British Cycling's vaunted Olympic Academy is a proven escalator to the professional ranks for the handful of riders selected each year, many more young riders are obliged to forge their own path. Teams like Brother UK-OnForm, Brother UK-LDN and Brother UK-sponsored Crimson Performance-Oriented Marketing fill the void.

Additionally, they offer an opportunity to shine for riders who might have come to the sport later in life, often forced to combine their racing with the responsibilities of family and employment. Our teams include two British Masters champions: riders who compete in various age categories for riders over 30.

Further, our investment provides platforms for the volunteers on whom elite British road racing depends. From managers to mechanics to masseurs, Brother UK's sponsorship has helped turn dream careers into reality. For parents and partners, our sponsorship of teams and riders offers an indirect reward for their passion and sacrifice.

To have helped young riders like Anna Henderson, now a professional with Team Jumbo-Visma makes us proud. Further, seeing former sports directors, managers like Cherie Pridham, go on to lead world tour teams at the highest level proves the value of our support to everyone involved with a Brother UK-sponsored team.







# Races

Brother UK has sponsored the Tour of Britain, The Women's Tour and The Tour Series since 2014. We have served each race as official print and results partner since 2016. These events, organised by SweetSpot Group, are Britain's biggest bike races. They attract international fields and television audiences of millions.

The Tour of Britain is a professional race that attracts the cream of the men's UCI WorldTour. Its roots lie in the Milk Race, which ran from 1958 to 1993. Since 2004, it has been organised by SweetSpot and attracted a world-class field. Its winners' roster includes Sir Bradley Wiggins.

The most recent edition finished in Manchester and passed Brother UK's headquarters en route from Altrincham to Deansgate. Brother UK logos were proudly displayed on the course and the winner's podium. Thousands of people watched Mathieu van der Poel seal overall victory by winning the final stage from a thrilling bunch sprint.

The Women's Tour has rapidly gained an enviable reputation as the best stage race on the women's professional calendar. It attracts huge roadside crowds and the strongest teams from the Women's

WorldTour. An estimated 300,000 people flock to the roadside to see it pass, while online audiences exceed 3m viewers.

Marianne Vos of The Netherlands, regarded among the best cyclists in history, won the inaugural edition in 2014. Great Britain's Lizzie Deignan, a former World and Olympic champion, won in 2016 and 2019. This year, the former Brother UK-Tifosi p/b OnForm team, now racing as CAMS-Basso, joins this prestigious peloton.

The Tour Series brings wheel-to-wheel racing to the people in towns and cities the length and breadth of Britain. Held on tight, twisting circuits, these criterium or 'crit' races offer up to an hour of relentless racing, conducted at full gas from the gun. No quarter is asked or given.

Only the strongest survive in a format that demands nerveless overtaking and almost constant acceleration and deceleration. For the most skilled riders, able to maintain momentum through corners, braking can seem optional. As well as serving as official print and results partner, Brother UK also sponsors the Fastest Lap competition.





# Neutral Service p/b Brother UK

The Neutral Service p/b Brother UK in-race support crews provide our most visible presence in elite domestic road racing. Our distinctive vehicles, smartly liveried in black and white and with our “At your side” promise emblazoned on each side, give our company an unmistakable presence in Britain’s biggest road races.

Their volunteer crews provide invaluable mechanical support to stricken competitors who suffer mechanical issues when beyond the reach of their team cars. Laden with spare bikes and wheels, including every conceivable combination of sprocket and axle, our drivers and mechanics help riders get back into the race fast.

In 2020, our managing director Phil Jones MBE agreed with Ford UK to lease two Mondeo Estate 2.0 Ecoblue 190 ST-line vehicles. Further, the bicycle industry’s relentless technical development means that we continually update the spare bikes and wheels carried onboard to ensure our equipment meets the riders’ requirements.

Brother UK has revolutionised the standard of neutral service support at domestic races. Phil’s vision for a service to match that at the Tour de France has combined with the experience of manager Tony Barry to deliver a truly world-class service to riders competing in events on the British calendar.



# Our environment

34





# Assisting our local communities

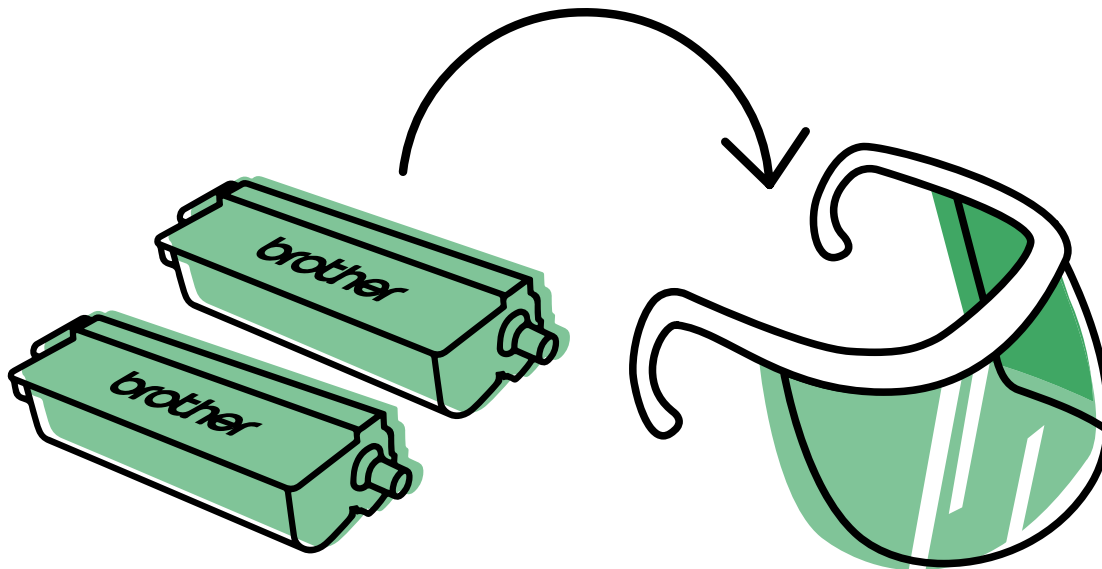
## **Brother Industries (U.K.) Ltd. becomes the first carbon neutral factory in the Brother Group.**

Brother Industries (U.K.) Ltd (BIUK) has achieved carbon neutrality status for FY2020 and has committed to implementing continuous carbon reduction plans to reduce emissions year on year.

The certification, carried out by independent expert the Carbon Trust, includes the calculation on BIUK's Scope 1 & 2 emissions, which includes the direct Green House Gas emissions associated

with vehicles, and the company's indirect emissions from sources such as electricity. The Carbon Trust's methodology is based on BSI PAS2060:2014 Standard for carbon neutrality which is an internationally recognised standard. The company's carbon footprint was also independently verified by the Carbon Trust.





By turning used toner cartridges into PPE visors for local schools and hospitals, Brother Industries UK (BIUK) proved their commitment to our brand promise, “At your side”. Colleagues at our specialist remanufacturing and recycling division in Wrexham used their skills to protect medics, teachers and pupils at the height of the pandemic.

BIUK has remanufactured toner cartridges returned by customers to our facility in North Wales for more than 30 years. The Wrexham plant, which opened in the 1980s to make Brother typewriters and keyboards for original equipment manufacturers, pivoted decades ago to support our company’s early embrace of a circular economy.

During lockdown, BIUK Director, Craig McCubbin, swiftly identified an opportunity to support public services and maintain productivity at the plant in a period when international travel restrictions delayed deliveries of returned cartridges. Already equipped with advanced moulding facilities, colleagues used plastic pellets ground from unsalvageable cartridges to make visor frames.

BIUK managed distribution to frontline health and education services in partnership with Chirk council. Cllr Gareth Baines made regular visits to the plant to collect fresh supplies. Additionally, BIUK donated visors to the families and friends of colleagues. Their generosity helped protect communities, as well as vital public services.

BIUK is expecting final confirmation of its highly-prized carbon neutral status, having worked closely with The Carbon Trust on a detailed audit in 2020. Formal accreditation will make Wrexham the first of Brother’s remanufacturing plants to attain this coveted status. It has reduced emissions and runs entirely on renewable energy.

Brother also has remanufacturing sites in Japan, Slovakia and North America. With BIUK, these facilities recycle 2.59m toner cartridges each year, preventing 5,300 tonnes of CO<sub>2</sub> from being released into the atmosphere. Compared with producing a new toner cartridge, remanufacturing a used cartridge reduces CO<sub>2</sub> emissions by 36 percent.

“

With BIUK, these facilities recycle **2.59m toner cartridges each year**, preventing **5,300 tonnes** of CO<sub>2</sub> from being released into the atmosphere.

”

# Reducing our impact

Total gas reduction on site of

# 139,845 KWH

due to the implementation of working from home due to the Covid-19 pandemic.

Energy



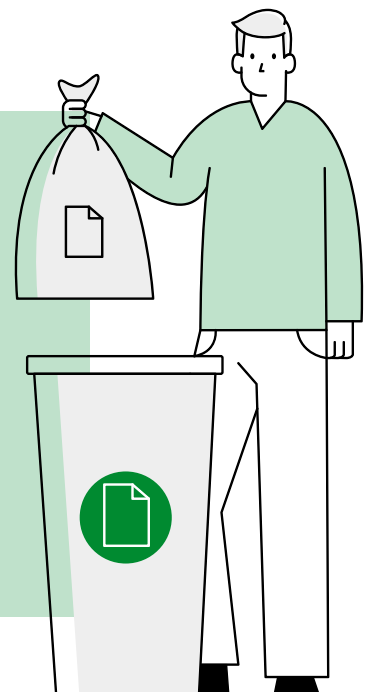
Switched energy supplier to a preferred supplier - certifying that

**100% of our electricity supply is backed by renewable energy**

(1st October 2020 - 30th September 2022)

Implementation of hybrid working and colleagues on-site -

**possible reduction in energy usage expected as less office equipment will be on for long periods in the office**



Total site waste reduction of

# 16.26 tonnes

due to the implementation of working from home



## Waste

Continued use of our on-site polystyrene compactor, saving transportation and fuel costs in line with reducing our CO2 impact.

**38.11kg of polystyrene compacted during 19/20 equating to 952.75kg of CO2 saved from transportation**

Re-certification from waste contractor Valpak

**guaranteeing our Zero Waste to Landfill accreditation**



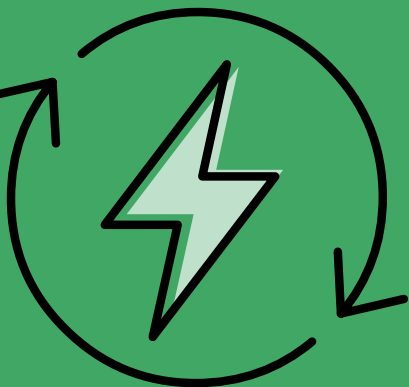
Introduction of composting for all on-site

**leading to a reduction in gardening fees for waste removal and conserving landfill space to support our biodiversity plans**

# Reducing our impact

**Logistics and company cars**

Two fully electric vehicles on fleet  
**enabling a reduction in our CO2 emissions for company car drivers**



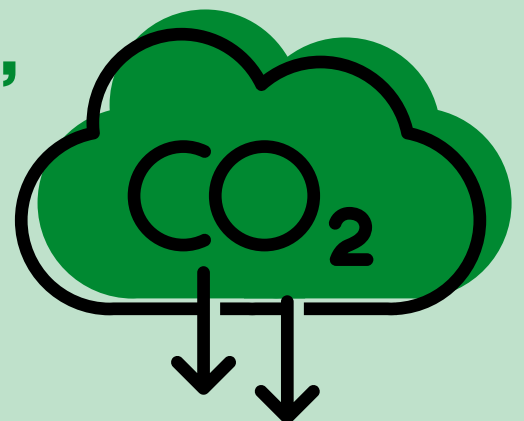
Continue to encourage all company car drivers to take fully electrical vehicles

**to reduce our CO2 emissions and environmental impacts**



Introduced a new travel “self-serve” programme

**which allows colleagues ‘reduction of CO2 emissions’ as a filter when choosing travel options.**

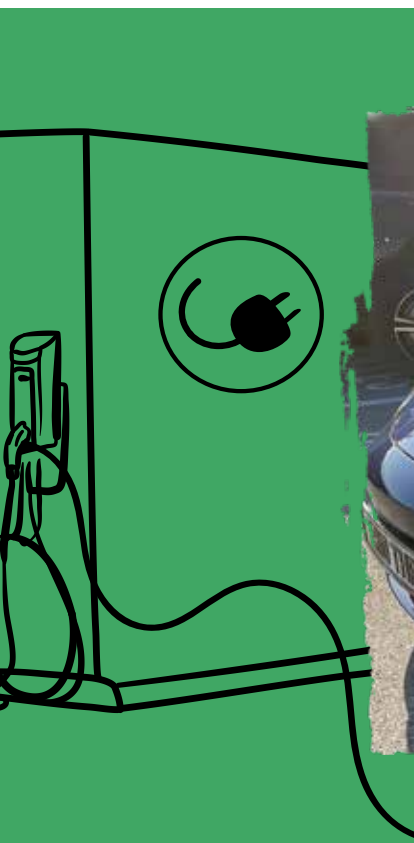




Implementation of print solution Kofax to monitor and report on all company printing figures.

## Improving our print efficiency

**Paper purchasing and useage**



**Installed 7 charging points on the BUK site for our electric cars**

## The 5 R's

- Refuse** Avoid purchase of environmentally burdensome materials whenever possible
- Reduce** Reduce waste material
- Reuse** Reuse waste material without processing
- Reform** Reuse waste materials in a different form
- Recycle** Recycle materials as resources



# The circular economy



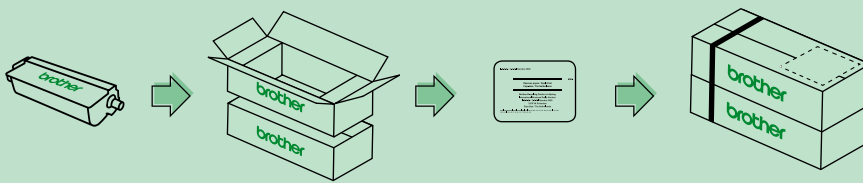
Help us to continue recycling and helping our environment by returning your cartridges to us. Find out more at:

[www.brother.co.uk/recycling](http://www.brother.co.uk/recycling)

# How can you recycle your empty toner cartridge with Brother?

## Small efforts can have a big impact (up to 4 toners)

Customers can use the label supplied in their cartridge box, or print out the free returns label from our website. They can then post the empty toner cartridge to Ruabon.

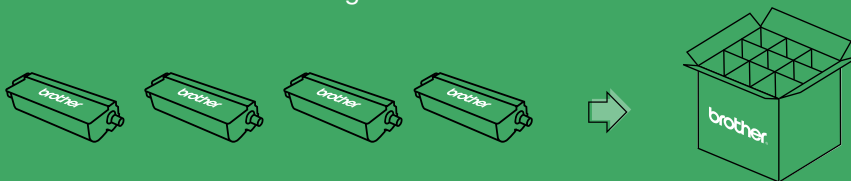


4

1. Print out the label from [www.recycling.brother.eu](http://www.recycling.brother.eu) or use the label provided in the box
2. Carefully pack the empty toner back in the packaging of the new toner
3. Stick the label on the box
4. Drop off at the post office

## Making recycling easy for medium volume customers (up to 12 toners)

Customers can use the environmentally friendly bulk recycling service by logging on to our website and ordering a Brother recycling box to fit either 4 or 12 cartridges.

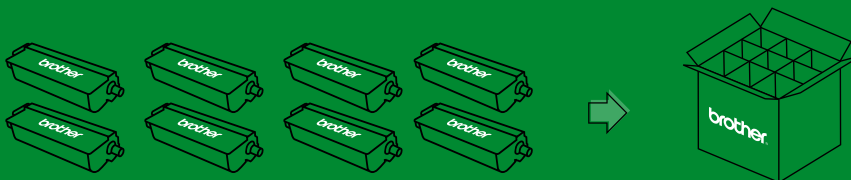


4+

1. Visit [www.recycling.brother.eu](http://www.recycling.brother.eu) to order a recycling box
2. Brother will send a recycling box with a free postal label attached
3. Carefully pack the toners in the box
4. Drop off at the post office

## Making recycling easy for large volume customers (more than 12 toners)

Customers order a large recycling box to store at their office; when it's full, Brother Industries UK will arrange for the box to be collected. This service for high volume customers enables Brother to support a wider range of customers with a more efficient experience.



12+

1. An easy and efficient service for high volume recyclers. To order a collection box the customer registers their details for the service at [www.brother.eu/collection](http://www.brother.eu/collection)
2. Brother will send a recycling box to store at their office
3. When full, the customer contacts Brother, and we pick them up

All these services are free. Options 1 and 2: All the customer has to do is take the toner box or Brother recycling box to the post office, where it will be sent to be recycled.

[www.brother.eu/collection](http://www.brother.eu/collection)

# Saving CO2 through recycling with Brother

Recycling a toner cartridge compared to buying a new one **reduces CO2 by 36%**

**2.05 KG**

Kg-CO2  
reduction per  
cartridge

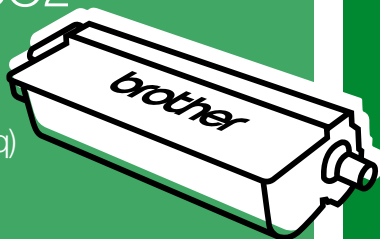
FY2020 Global Recycling Shipped

**2.6 million  
pcs**

**36%**

Reduction of CO2  
per cartridge

(New 6.08Kg-CO2eq,  
Recycle 3.95Kg-CO2eq)



**5302 tonnes**

Reduction of  
t/CO2eq  
per year

**241,000 trees**

Average tree absorbs 21.8Kg CO2/year



**This report focuses on the corporate responsibility activities at Brother UK Ltd between 1<sup>st</sup> April 2020 and 31<sup>st</sup> March 2021.**

This is Brother UK's 12<sup>th</sup> 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  
[CSR@brother-uk.com](mailto:CSR@brother-uk.com)

Further information can be found at  
[www.brother.co.uk/sustainability](http://www.brother.co.uk/sustainability) or by  
calling our Manchester office on  
**0161 330 6531**.

Information about the global Brother  
Group can be found at [www.brother.com](http://www.brother.com)



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