

SUSTAINABILITY THE BIRKDALE WAY

OUR SUSTAINABILITY COMMITMENT

To us, sustainability is a natural part of being a successful business and we always strive to act in an ethical, transparent and responsible way.

It extends past our environmental goals, and encompasses all aspects of how we operate as a company. Our aim is to offer sustainable practices to all who interact with us; our staff, our customers and our suppliers.

We firmly believe that change starts at home.

OUR GOALS

To ensure that our actions match our goals, we have split our goals into 6 sections; our Sustainability Goal Posts:

1. **Taking action on Climate Change**
2. **Reduce, Re-use, Recycle**
3. **Making Conscious Choices**
4. **Ensuring a healthy & sustainable workforce**
5. **Fostering a culture of learning & development**
6. **Maintaining operational excellence**

To ensure our commitment to these points, we have an internal 'Green Team' who regularly present reports and new ideas to our Board.

OUR CHARITY WORK

Our customers, colleagues and suppliers are at the heart of Birkdale. What matters to you, matters to us.

OUR SUSTAINABILITY CIRCLE:



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1. TAKING ACTION ON CLIMATE CHANGE



CLIMATE CHANGE

Climate change is widely considered to be one of the biggest threats to us and our planet, we consider it to be our social responsibility to work toward tackling this problem.

ONE SMALL STEP FOR BIRKDALE...

There is no easy answer to tackling climate change and maintaining business. We are committed to striking a balance between staying competitive, driving innovation and preserving our environment. We're not saying it'll be simple or quick, but we're aware of the impact we can have together as the community we are.

2. REDUCE, RE-USE, RECYCLE



CIRCULAR ECONOMICS

We want to work towards designing out waste and pollution. Aiming to decouple our growth from the consumption of finite resources. Which is why we will focus our efforts on Reduce, Re-use and Recycle:

REDUCE

- Reduce consumption
- Reduce the quantity of physical waste we product
- Reduce our carbon emissions

RE-USE

- Re-use items for the same or different purpose

RECYCLE

- Recycle to ensure materials are used again

WHAT WE'RE DOING:

- Hot desking - reduction in lighting, heating
- Encourage working from home - to reduce fuel consumption
- Offering Electric Vehicle Chargers at all our sites
- Lights on timers
- LED lighting
- Cloud computing
- Cycle to work scheme
- Sleep mode enabled
- Sell in bulk - we have a minimum quantity for orders, to reduce the number of shipments made
- UK manufacturing and offices
- Environmental Standards accreditation

WHAT WE'RE DOING:

- Using recycled materials
- Reduce printing to avoid paper wastage
- Removed desk bins - centralise recycling bins
- 100% recyclable catalogues
- All waste is sorted and that which can be recycled is
- All end of line stock is sold or offered to staff before being considered for disposal
- Offer products that will stand the test of time

3. MAKING CONSCIOUS CHOICES



SMALL CHOICES, BIG IMPACTS

The difference between Fairtrade coffee and non-Fairtrade coffee won't make a difference to us, but it will make an impact on the lives of the growers, roasters and companies who produce it. A small change like that is easy for us, but so important for others.

We encourage conscious decision making, knowing that our choices could have large and meaningful impact for others.

4. MAINTAINING OPERATIONAL EXCELLENCE



OUR PRINCIPLES

Birkdale was formed by fencers, for fencers and in aiming to make their life easier, we consider every single detail around our products.

Our customers place their trust in us to provide high-quality products that help them get the job done. We understand our responsibility to them, and to provide fantastic products, value and support.

Our mission is to attract and retain customers through the provision of premium, innovative and sustainable fencing and gate solutions, with an experience that exceeds all expectations.

OUR VALUES

M - We **Make** things happen

A - We are **Attentive** to our customer's needs

T - We respond in a **Timely** manner

E - We are **Easy** to do business with

DOING RIGHT BY OUR STAKEHOLDERS

Birkdale's main stakeholders are current and future employees, customers and suppliers, with contractors, investors, regulators, local communities and competitors.

WHAT WE'RE DOING:

- Fairtrade coffee
- Hand dryers
- No longer sending greetings cards - sending money to charity
- Choosing responsible suppliers for catalogues etc.

WHAT WE'RE DOING:

- Putting our customer's first
- Designing products with long life spans
- Considering 'End of Life' recyclability of our products
- Ensuring our customer get value for money
- Source of materials
- No-quibble 90-day return policy

5. FOSTERING A CULTURE OF LEARNING & DEVELOPMENT



OUR STAFF

At Birkdale, we know that our people are important to our continued development, in order for us to grow as a whole, we must encourage all the individuals within the organisation to grow.

We aim to make opportunities for training, development and progress available to all staff, who will be helped and encouraged to develop their full potential, so their talents and resources can be fully utilised to maximise the efficiency of the organisation.

CONTINUING LEARNING AND DEVELOPMENT

The world of sustainability is constantly evolving and so Birkdale aims to keep informed of new legislative requirements and best practice activity to remain relevant and proactive. Birkdale will seek to revisit and update the materiality matrix of sustainability issues periodically.

WHAT WE'RE DOING:

- Encourage use of Linked-in Learning
- Support continued development through courses and professional qualifications

6. ENSURING A HEALTHY & SUSTAINABLE WORKFORCE



HEALTH & WELL-BEING

To actively encouraging positive well-being and tolerance is important at many levels amongst employees and other stakeholders.

DIVERSITY & INCLUSIVITY

We want to maintain a working environment free of bullying, harassment, victimisation and unlawful discrimination, promoting dignity and respect for all, and where individual differences and the contributions of all staff are recognised and valued.

Every member of the Birkdale Family is accepted, appreciated and valued; regardless of age, sex, ethnic background, sexual orientation, religion or belief, and disability.

We practise a policy of 'Treating others the way you would want to be treated'.

WHAT WE'RE DOING:

- Flexible working
- Hot-desking
- Company activities
- Office gym
- Providing healthy lunches
- Flexible working environments (offices, booths, bench desking, standing desks)
- Offer areas for relaxing in the office (garden, table tennis and football, kitchen and informal eating area)
- Encourage work/life balance
- Bonus scheme
- Friday car wash
- Free Covid-testing
- Screens, disinfectant and hand sanitiser provided