

2018

# Corporate Social Responsibility **report**

Pickfords



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## introduction



## a message from our director



**Mark Taylor**  
Managing Director

I am proud to introduce Pickfords Corporate Social Responsibility Report 2018 which reflects the many initiatives we have undertaken through the year to improve our workplace, help our local communities and use new practices to improve customer service.

There are so many projects, championed by individuals and teams within Pickfords, it's difficult to know where to start. I am particularly proud of the work we have done up and down the country to focus on excellence and customer service.

The work we have done to refresh our values sets a high bar for the way that we work and interact with our customers. The project has connected our best practice, performance reviews, our attitudes and our ways of working to really deliver a customer-centric

environment which has been reflected in an increase in our customer service scores with Trustpilot.

2018 opened with the implementation of the new values and a new appraisal process and went on to deliver a new intranet to connect all of our departments and offices with a common communication platform. Our new Reward and Recognition Scheme was introduced mid-year to celebrate excellent performance against our values and our business goals.

Another highlight of the year was the awards that were won by our Business Solutions and International Corporate moving teams. I want to personally thank all those involved who worked so hard. The awards for Best Vendor Partnership, with VINCI Facilities and Best International Removals

Company 2018 are a reflection of the excellent focus on customer service in the year.

In 2018 we made good progress on our environmental goals which included focusing on the war against unrecyclable plastics in our workplace.

Within the field of HR, our Learning and Development projects and Investors in People accreditation is helping us to create amazing talent within our teams which will be firm foundation for our future.

I want to say a word of thanks to every person at Pickfords who has made our CSR year a success in 2018. I look forward to 2019 where I know we will achieve some fantastic projects to improve our workplace and our service.



## ethical business practices

We believe that ethical conduct and good governance are critical to business success. Our approach to corporate and CSR governance allows Pickfords to create a framework of behaviours which give our clients and customers confidence in our people. Our employees are the backbone of our service and their attitudes shape our reputation in the marketplace.



# ethical business practices: **highlights from 2018**

## Modern Slavery Statement

Our response to the Modern Slavery Act 2015, states that:

- We use our own staff and approved partners
- Overseas services are provided by established, reputable third parties
- We will not knowingly use partners who disregard modern slavery

## Whistle-blowing policy

- Enables staff to raise an integrity concern without fear of reprisal.

## Pickfords' Code of Conduct

- Conveys our approach to ethical behavior
- Governs how staff must deal with ethical, compliance, bribery and corruption and business conduct issues
- All employees are asked to read and commit to the code
- Ensures our standards and rules of behaviour contribute to a culture of strong business ethics
- Updated each year to equip employees with the knowledge and skills to make the right decision when confronted with an ethical dilemma



in 2018

**100%** of new employees received the code of conduct



## employment practices

Pickfords' employment policies and procedures are constantly monitored and regularly updated to ensure compliance with the latest employment legislation, inclusiveness and equality among our employees.



# employment practices: **highlights from 2018**

## Equal opportunities and diversity

- Pickfords provides equality of opportunity and values the diversity of our employees
- We attract people from a wide range of backgrounds.
- We operate an inclusive workforce; reflecting the communities we serve
- Pickfords is a signatory to the Social Mobility Business Compact and encourages fair recruitment practices to give opportunities to people from all ethnic groups and educational background
- Our equal opportunities policy encourages fair recruitment and access to work opportunities, eliminating barriers to social mobility

in 2018  
a diversity study  
**revealed**  
**fourteen**  
different languages  
**spoken**



## Listening to employees

Director Mark Taylor created 'The Think Tank', a mobile feedback meeting designed to gather feedback from employees at all levels and from all corners of the country. The agenda is set by the employees, or created to directly tackle an issue or problem that affects the whole business.

## the think tank

All items are minuted and actioned

in 2018  
**10** Think Tanks  
took place



# welcome

benvenuto **witamy** مرحبا Welkem

Добро пожаловать **bienvenido** *mai*

**välkommen** **bienvenue** **velkommen**

Hoş Geldin **witamy** मद्दागड् बרוך הבא

**kuwakaribisha** BINE ATI VENIT

soo dhaweyn 歡迎 **Fàilte** **i mirëpritur**

歡迎 كَب الہَا tere tulemast स्वागत हे

# employment practices: highlights from 2018

## Gender Pay Gap Report

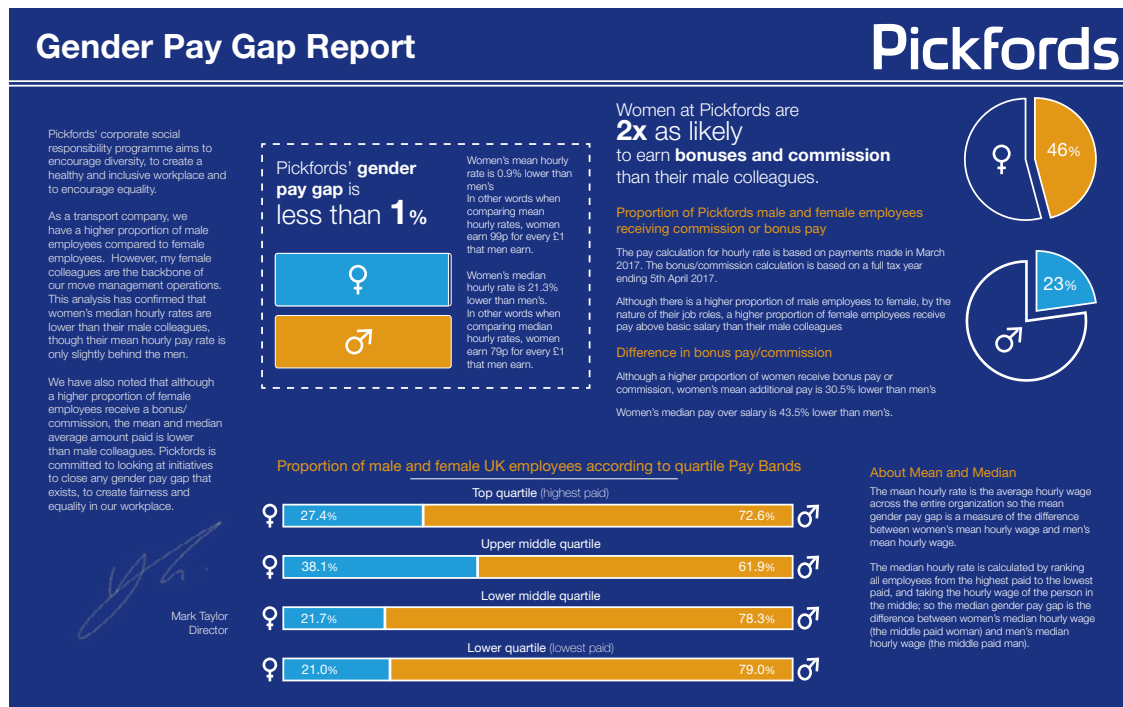
In 2017 the Government made it mandatory for businesses of a certain size to report on their gender pay gap, with a view to championing greater equality in the workplace

Pickfords conducted a formal review of pay scales and issued its Gender Pay Gap Report on its website in 2018.

Despite a lower proportion of women working at the company, by the nature of their roles, women at Pickfords are twice as likely to earn commission than their male colleagues.

## Bullying and harassment policy

- Pickfords is committed to promoting a harmonious environment where every employee is treated with respect and no worker feels intimidated
- Policy sets out formal process for reporting and responding to such incidents



0 incidents of bullying reported in 2018

“ Pickfords' Gender Pay Gap is less than 1% ”



The background of the slide is split into two vertical panels. The left panel has a light pink background with several large, faint, semi-transparent hearts. The right panel has a dark red background with many smaller, semi-transparent hearts in shades of red and orange. The hearts are scattered across both panels, creating a romantic or caring theme.

## a winning culture

In 2018, Pickfords focused on a new theme within its Corporate Social Responsibility Programme to concentrate specifically on service

The objective of the project was to create a 'winning culture', a united team of managers, employees and operatives who shared the same common goal of excellent customer service.

## a winning culture: **highlights from 2018**



The Managing Director and Senior Management team created a set of values for the company which directly related to the factors that most influenced customer service and care. These values included; Dedication, Excellence, Care and Communication.

The Values were translated into a series of preferred behaviours in a 'Guidance notes for managers' document which detailed the behaviours that were acceptable and unacceptable in the work place. The Managing Director personally launched the values programme to the senior managers.

This project extended to reviewing the appraisal process. The yearly appraisal changed into a 'Goal Tracker' document designed to give all employees clear objectives, with a view to reviewing the objectives throughout the year rather than just at the end.

The frequency of the reviews is intended to ensure that all employees feel that they are part of a wider plan and that their contribution to Pickfords business and customer care strategy is important.

In 2018 the Senior Management Team created a new intranet site which highlighted the Company values and commitment to customer care.



Find a location...



Find a person...



Find a document...



How do I?



Departments

Vacancies

News

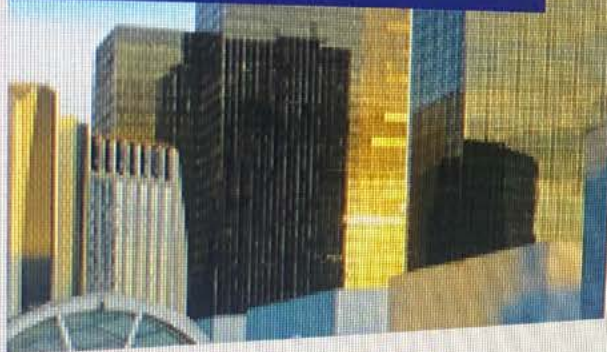
Our Values

Logged in as Jackie McIntock

# The Pickfords Intranet

The information you need, when you need it

## BUSINESS SOLUTIONS NEWS



17 April 2019

Pickfords wins contract to move the European Banking Authority to Paris

[Read More](#)

## CUSTOMER SERVICE & MOVE MANAGEMENT NEWS



16 April 2019

Pickfords shortlisted for Customer Care Award!

[Read More](#)

## MARKETING NEWS

A new postage service for your business  
Contact us today



21 March 2019

Pickfords offers complimentary new service

[Read More](#)

## CUSTOMER SERVICE & MOVE MANAGEMENT NEWS



05 March 2019

David's 80th Birthday

[Read More](#)

[Read all news](#)



Wall of Stars

## a winning culture: **highlights from 2018**

In 2018, a new reward and recognition scheme was created via the intranet site to reward and recognise employees who had gone beyond the business as usual to delight their customers. The 'Wall of Stars' was created on the intranet. Managers can log in and reward individual employees by selecting a reward from a range of vouchers, experience days or


simply an extra day's holiday. The employee automatically receives an email into their email box with a message of thanks from the manager and the testimonial and the employee's picture is posted on the 'Wall of Stars' for recognition across the company. All rewards and recognition are related to values and customer service.




Pickfords' TrustPilot rating has raised from **8.5** to **9.3** in the period March 2017 -February 2019

**Pickfords** You're a star!

You've been recognised for your Care


**Hi Chris**  
We're delighted to inform you that you've been recognised for your contribution to Pickfords by Lyndsey Wallbank.





Thank you Chris for all your fine work this year.


You've also been added to the wall of stars on our [intranet](#).


**Wall of Stars**

Chris Browne - I would like to recognise Chris Browne for the improvement in care he has shown to his customers.

**Chris Browne**

**Caroline Weber**

**Mhairi Anderson**

**Barbara Donaldson**

# Pickfords





Pickfords wins 'Best International Moving Company' at the EMMAs 2018

# a winning culture: **highlights from 2018**

## International Moving Company of the Year 2018

In 2018 Pickfords won the 'International Moving Company of the Year' award at the Expatriate Management and Mobility Awards .

The Expatriate Management and Mobility awards celebrate excellence and innovation in the international global mobility industry.

These prestigious awards, created by the Global Mobility industry's leading association, the Forum for Expatriate Management, are judged by a highly experienced panel of judges,

who assess the submissions received against the criteria for the awards. In 2018 Pickfords showcased the service provided by Lesley Anne Trunkfield and the Government Service Centre team. The judging criteria in these categories included client communication, innovation, knowledge, skills and expertise. Following this assessment, the Judges commented that Pickfords has "very good processes in place, a pro- active approach and good technology.



# Pickfords

## Best Partnership in Relocation Award 2018

Pickfords Business Solutions and Vinci, the construction and facilities management leader were awarded 'Best Partnership in Relocation' at the PFM Awards 2018

In the same week, Pickfords Business Solutions and Vinci, the construction and facilities management leader were awarded 'Best Partnership in Relocation' at the PFM Awards 2018

The awards, created by PFM Magazine recognize companies and suppliers that forge effective partnerships within the Facilities Management industry. The awards were held at a glittering black tie event at The Brewery in London.

The teams from Pickfords Business Solutions and Vinci were delighted to receive the award, which is a reflection of the long standing partnership forged between both companies. The award followed a year when Vinci and Pickfords relocated Convent Garden's flower and vegetable markets, collaborated to find a national, multi-site digital asset verification solution and helped Vinci clients achieve their sustainability goals through Pickfords' furniture recycling and reuse service.



## training & development

In 2018 Pickfords achieved the Investors in People Standard, acknowledging the company's commitment to excellence in the way we manage and engage the people in our business.

The Standard recognises development, promotion and the upholding of good practice to raise the standard for people management for the benefit of everyone: our business, employees, clients and customers.

Pickfords achieved the prestigious accreditation following assessments, employee interviews and observations to identify our strengths in the area of people management.



# training & development: **highlights from 2018**

## Improving the skills of professional drivers in 2018

- Pickfords ensured that all drivers held a CPC (Certificate of Professional Competence) qualification, which requires 35 hours of training every five years

## Award-winning Apprenticeship Recruitment Programme

- We continued our award winning apprenticeship scheme for porters, drivers, team leaders and managers
- The scheme provides on-the-job training and potential opportunities for full-time, permanent employment following qualification

## Flexible learning modules

- Managers kept training records on all employees and were tasked with identifying skill gaps and arranging appropriate ongoing training
- Training days included: forklift truck driver training, fire warden training, manual handling and health and safety skills, first aid and best practice training
- Our learning portfolio included: telephone training, webinar training, one-to-one training, classroom training
- In 2018, we encouraged employees to rate their training so we can continually refine the content



# training & development: **highlights from 2018**

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## Employee development scheme

- The LEAP (Learn, Earn, Apply, Progress) scheme continued for existing staff who wanted to develop their operational, customer service or management skills
- 1 - 3 year diploma training courses were delivered by People Plus recruitment
- 68 employees took part in 2018

we delivered  
**348** days  
of training  
in 2018





We are proud to be 'Investors in People'





## health & safety in the workplace & the community

Pickfords is committed to meeting and exceeding the legal requirements and obligations to safeguard the health and wellbeing of our employees, customers and members of the public affected by our operations.

Health and safety is not seen as an interruption to getting the job done, but as a key element in ensuring work is completed successfully and in line with safe operating standards.

Pickfords' health and safety activities and procedures are legally compliant, practical and involve all levels of the business.



# health & safety: **highlights from 2018**

Pickfords' health and safety record demonstrates that we care about the safety of our employees and customers, and continually strive to improve standards of practice. This is achieved by ensuring all staff understand their responsibility in contributing to the successful implementation of the health and safety policy.

Our policy and processes are underpinned by the belief that many accidents are preventable. Our key initiatives focus on:

- Reducing accidental risk
- Improving the awareness and training of our managers and employees in health and safety matters

## Achilles UVDB for health and safety

- Pickfords' UVDB accreditation was renewed in 2018, demonstrating best practice for our policies, processes and procedures (management system) and on-site conduct
- Pickfords was awarded 100% compliance in health and safety in the 2018 audit



# health & safety: **highlights from 2018**

## Health and safety audits

- Frequent internal and external audits continued throughout 2018
- Excellent health and safety demonstrated Pickfords' ongoing aim of improving safety performance across all areas
- Results were fed through to senior management for monitoring and improvement

## Recognition for health and safety excellence

- Pickfords was awarded the Order of Distinction for health and safety by the Royal Society for the Protection of Accidents
- The award recognises twenty one years of excellence in health and safety at work





## community relations

Our business has an impact on the local community as we use our resources, skills and knowledge to achieve social benefits and lasting community relationships. This involvement goes beyond simple donations to good causes;

Pickfords encourages employees to interact and take part in the communities that support their local branch.

In 2018 Pickfords supported Cancer Research UK Ltd, the British Association of Removers Benevolent Society and conservation charity, TUSK.



# community relations: **highlights from 2018**

## Our approach

We support local communities through:

- **Volunteering time:** Employees give their personal time, expertise and knowledge to support and benefit local organisations.
- **Resources:** We provide transport services to help local community groups and those with international interests to achieve their goals.
- **Fundraising and donations:** Employees at all levels help fundraise and contribute to charitable causes.

## Cancer Research UK

Pickfords continues to raise awareness of how lifestyle changes can reduce our risk of cancer by printing pro health messages on its cartons in support of Cancer Research UK Ltd. More than 250,000 cartons were used in moves in 2017

- All Pickfords Centres now have Cancer Research donation stations to encourage employees to recycle and donate
- Pickfords offers a charity collection service to its customers on move day. Customers can clear out unwanted clothes and bric a brac and donate them to Cancer Research.



## community relations: **highlights from 2018**

### TUSK

In 2018 Pickfords supported the Government sponsored wildlife conservation charity Tusk to raise awareness of the Black Rhino, an officially endangered species.

The charity and its patron, HRH Prince William, pioneers conservation initiatives across 20 countries, increasing protection for more than 40 threatened species in Africa.

In August TUSK introduced an awareness initiative for the critically endangered black rhino. Central London was home to 20 one metre high sculptures of a black rhino which were designed by an array of artists including Ronnie Wood, Marc Quinn, The Chapman Brothers and Axel Scheffler.

Pickfords was appointed to pack, protect, collect and deliver the sculptures to their allocated position on the London streets in August and the onward delivery of the rhinos to auction at Christies in October.

This moving challenge had striking similarities to the 'Paddington Trail' in 2016 when Pickfords moved 50 Paddington bear sculptures into selected postcodes as a promotion ahead of the Paddington film premiere.

As the logistics provider, Pickfords joined other sponsors including; Land Rover and Standard Life, to raise awareness of Tusk and Prince William's work in anti-poaching, conservation, education and sustainable community development.



# Pickfords

## community relations: **highlights from 2018**

### Remembering Terry Baker

In the summer of 2017, Pickfords Removal man Terry Baker was fatally injured following an altercation in a pub. A terrible tragedy, Terry had four young children. Pickfords and the British Association of Removers raised money for Terry's family following his death before Christmas. In 2018 Pickfords raised £1000 from its charity golf day as a donation of thanks to the British Association of Removers Benevolent Society



### The Removers Benevolent Association (RBA)

The RBA is a charity, set up specifically to assist the staff and dependents of BAR Member companies in times of adversity when they are in need of financial help and support. It is the only dedicated charity for the removals and storage industry.

**RBA**  
*Benevolent*

### Pickfords Golf Day 2018

In September, Pickfords hosted its annual golf day at Wokefield Park Golf Club near Reading. Teams of Pickfords' partners, clients and suppliers gathered together on a glorious sunny day to play some golf and raise money for charity.

By the end of the day and following a raffle and auction, our generous players raised just over £3000 for Cancer Research UK and the BAR Benevolent Fund.



**Pickfords**





Christmas fund raising

Pickfords employees from around the country got into the spirit of Christmas by taking part in Christmas Jumper Day and by sponsoring 'Back to work' Bingo to raise money for our charities.

## quality & best practice

Pickfords' mission, to provide the highest possible quality of service, led to the development of our 'Moving with Quality' initiative. This nationwide programme of customer evaluation, best practice procedures and performance improvement planning provides continuous training and review.

'Moving with Quality' aims to create a fantastic experience for our customers when they move home or business. It creates a framework of behaviour, process and standards to drive quality through our organisation.



# quality & best practice: **highlights from 2018**

## Defining standards

In 2018 Pickfords reviewed, updated and refreshed the operational standards contained within its Moving with Quality Manual. The manual defines nine behavioural standards which influence our approach to customer service:

- Listen and communicate with your customer
- Deliver our promise
- Be efficient, do the detail
- Never criticise or blame others
- Be flexible
- Be responsive and proactive
- Take care
- Be tactful, open and honest
- Be smart

## Listening to customers

- Pickfords continued to receive feedback from customers in 2018 to influence training and policymaking
- Customers receive a call before the move to reconfirm the details, a call on move day to ensure there are no problems and a call after the move to resolve any issues
- An email survey is then sent to rate our performance and gather information
- Pickfords' customer satisfaction index is made up of a satisfaction ranking at each stage of the move

## Achilles UVDB for quality practice

- Pickfords' UVDB accreditation was renewed in 2018
- Pickfords was awarded 100% compliance in quality practice in the 2018 audit



in 2018

**91**% of customers  
said they would use  
Pickfords again



# quality & best practice: **highlights from 2018**

## National Quality Control Managers

In 2018 Pickfords expanded its team of Quality Control Managers. The objective in 2018 was to achieve 2000 quality audits of moves in progress and warehouse operations. The team achieved 3100 audits.

The team of six visit moves in progress to optimize the quality of Pickfords' operations through:

- Building relationships  
Meeting operational crews across the country to build trust
- Auditing  
Monitoring service standards in customers' homes and providing training where needed
- Feedback  
Communicating audit results to senior management to inform wider training needs and other requirements

In 2018 the Quality Control Managers took on the responsibility of induction and refresher operational skills training in a formal classroom, to ensure that knowledge and skills were improved across the branch network

## Use of video technology

The Quality Control Managers expanded the use of our video survey software to improve accuracy at an operational level and for business services

## Performance improvement planning

Our customer satisfaction data feeds directly into quality programmes to define best practice

In 2018 we maintained our regional focus to improve individual performance of our employees and continued to measure the performance of each branch.



# environmental leadership

Pickfords is committed to continually investigating and implementing ways to minimise our impact on the environment.

Pickfords' Environmental Management System ensures all work practices are frequently monitored and carefully reviewed, with particular focus on waste management, managing energy and carbon footprint.



# environmental leadership: **highlights from 2018**

## ESOS Report

The ESOS Regulations 2014 is a government mandate that large organisations in the UK undertake comprehensive assessments of energy use and energy efficiency opportunities at least once every four years.

The regulation requires an assessment of total energy consumption for buildings, industrial processes and transport.

The ESOS audits identify cost-effective energy efficiency recommendations for areas of significant energy consumption.

In 2018 Pickfords was audited by the environmental agency. The report and audit provides a mechanism for continuous improvement for Pickfords' environmental management system.

## Renewable energy strategy

In 2018 Pickfords adopted a renewable energy strategy, and renewed its energy contracts to ensure a higher percentage of its energy was purchased from renewable power producers.

## ISO 14001

Pickfords was the first moving company to achieve ISO14001 accreditation for its Environmental Management System. In 2018 Pickfords expanded its environmental management system and renewed its accreditation.

## Achilles UVDB for environmental practice

- Pickfords' UVDB accreditation was renewed in 2018
- Pickfords was awarded 100% compliance in environmental practice in the 2018 audit



## Clothes recycling

In 2018 Pickfords continued to work with Cancer Research to provide a clothes recycling service to customers when they move home. In 2018 Pickfords customers donated tonnes of clothing on move day to raise money for critical research into the disease.





# environmental leadership: **highlights from 2018**

## Environmental auditing

In 2018 Pickfords Quality Control Managers were trained to identify where environmental standards can be improved, and to drive improvements through local training.

## Improving driver environmental awareness in 2018

In 2018 our CPC driver training included modules on understanding and reducing environmental impact through safe and economic driving.

## Reducing fuel emissions

- Improved vehicle routing, pre-journey route planning and live vehicle monitoring improved fuel efficiency in 2018.

## Reducing carbon footprint: video surveys

- In 2018 we extended the use of our app allowing customers to speak face to face with their move consultant,
- The app reduces Pickfords' carbon footprint where move consultants would otherwise drive to customers' homes to conduct the survey in person.

## Recycling furniture for our clients

In 2018 we improved the provision of environmental and reuse services for our Business Solutions division, helping our clients manage the reuse, recycling and disposal of their unwanted items.

## Environmental training

In 2018 we increased the number of environmental audits on moves in progress and training sessions conducted by the Quality Control Team to raise awareness of our environmental best practice.

**in 2018**  
**17%** reduction in  
general waste  
from previous year

# environmental leadership: **highlights from 2018**

## Site recycling and reuse

In 2018 Pickfords reduced the amount of packing materials recycled and increased the on site reuse of cardboard bales, wood, and card by 10%, by actively reusing and recycling cardboard packing materials and reducing use of plastic packaging.

Pickford introduced the process of flat packing following a move to improve reuse and recycling



## Reduction in energy usage on site.

In 2018 Pickfords reduced the usage of electricity and water. This was due to:

- raised awareness with employees to switch off energy consuming equipment when not required
- the use of timer switches adjusting the control of the building.
- switching lighting, where practical, to environmentally friendly LED (Light Emitting Diodes) lighting. LED lighting has the highest efficiency and lamp life of bulbs used in the commercial sector.
- adopting an environmentally friendly purchasing strategy by ensuring that energy saving measures are taken when planning to renew equipment.
- Plug in energy monitors were deployed in 2018 to monitor energy usage and ensure office equipment is energy efficient
- All new equipment meets Energy Star performance specification and adheres to strict efficiency criteria



Pickfords reduced energy usage in 2018



## environmental leadership: **highlights from 2018**

### Sustainable Buildings maintenance

- Pickfords ensured its boilers are regularly serviced to ensure that Pickfords' offices and warehouses are fuel efficient
- Pickfords recycled printer cartridges across its national network of offices

### Carbon offsetting with Carbon Footprint Ltd

In 2018 Pickfords offset its carbon dioxide emission through verified carbon reduction projects and by planting 36 trees to prevent climate change and create space for wildlife.



# Pickfords

We offset our carbon footprint, to create  
space for wildlife to flourish





# **corporate social responsibility**

the way forward





# the way forward: **objectives for 2019**

## Ethical Issues Management

- Promptly address and resolve any ethical issues raised

## Community

- Demonstrate our commitment to maintaining a healthy workplace by partnering with Cancer Research UK to inform our employees of lifestyle changes that will reduce the risk of cancer and help identify symptoms early
- Support the BAR Benevolent Society
- Create a new community programme to encourage employees to support the communities they serve

## The Workplace

- Demonstrate our commitment to excellent people management by laying the foundations to achieve Investors in People (Silver) in 2020
- Conduct employee satisfaction survey to gain feedback from our employees about our culture and workplace
- Introduce new mentoring scheme in 2019
- Roll out our new appraisal scheme to operative teams
- Create Pickfords training centres in London and Leeds
- Create Pickfords Training accreditation to include; Driver apprenticeships, a Foundation in Removals, International secondments, Management and Ops Training
- To provide CSCS training for Business Solutions staff
- Analyse gender pay gap in line with government requirements
- To focus on diversity in the workplace to include a diversity study and programmes to encourage women in removals
- To establish a mental health policy to create a healthier workplace

# the way forward: **objectives for 2019**

## Quality Management

- Increase the number of quality visits to 3,000
- Implement a structured on the job and classroom training programme to be facilitated by the Quality Champions.
- To design a successful system to highlight and monitor preventative measures on quality issues.
- Demonstrate quality improvement by increasing our customer 'use again' score to 92%
- Non Conformance reporting

## Environmental objectives

- To focus on environmental compliance within our supply chain
- To create new environmental training for employees
- To reduce travel costs by championing the use of online training
- To reduce the use of plastics by championing eco pens
- Replace plastic cups with eco cups
- Reduce electricity usage and CO2 output
- To ensure all departments are paperless by the end of 2019
- To provide our people with engagement activities each year, to inspire adoption of environmentally friendly behaviours
- Increase on site recycling year on year with a target of 10%
- To ensure the reuse approach for our products is as efficient as possible
- To reduce the usage of electricity and water across the business

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**Pickfords**

