



Corporate Social Responsibility

Imago is committed to ensuring that as a company we are socially responsible. We take both our commitment to the environment and to the community in which we operate seriously and strive to ensure that we are ethical in all our business practices.

Our social responsibility is divided into four key areas:

1. **Marketplace**

Responsibility to our guests, suppliers and partners as a leading hospitality company. Acting in an honourable, ethical and honest way at all times throughout our business.

2. **Workplace**

Commitment to what we regard as our most valuable resource, our employees.

3. **Environmental Sustainability**

Doing all we can to reduce our impact on the environment.

4. **Community**

Ensuring that our company is an active participant and partner in the community in which we operate.

We are committed to building a culture where our employees, guests, suppliers and contractors recognise our commitment to ensuring that we operate successfully in our community and that we achieve our goal as a company of long-term sustainable success.

Marketplace

As a leading hospitality operator, we are committed to the highest standards of business practices towards our guests, suppliers and partners.

- Our services and facilities will, where reasonably practical, be accessible to all, including those with disabilities or special needs.
- All areas of our business will operate a healthy and safe environment for our guests, employees, visitors and contractors.



- We are committed to acting honourably at all times throughout our business and also with third parties.
- We are committed to the personal safety of all guests.
- We are committed to appropriate investment in our properties.
- Our purchasing department always consider ethical and environmental obligations in all activities.
- Ethical and environmental questionnaires are a requirement within our tenders and the results are used as part of the decision making process when selecting suppliers.
- We will not purchase from any organisation whose products are produced with the exploitation of child labour, paying an unfair wage in poor working conditions or any other violation of worker's rights.
- We are committed to honesty and transparency in our communication with customers and we adhere to industry best-practice in advertising and other marketing activity.

Workplace

We recognise the value and importance of our employees and managing talent within our company is a priority. Our employment policies not only comply with all relevant legislation but seek to go beyond that in order to ensure that the working environment within all areas of our business embraces diversity and offers fairness and equality of opportunity in every respect. We have been committed to the Investors in People standard since 2000 and transforming business performance through our people. The Investors in People framework is used as a process for focus and improvement and we review our best practice regularly to ensure it reflects changes in working practices and business issues.

The key employment policies that we refer to include the following:

- **Recruitment**
Applicants for employment within our business will be assessed fairly, regardless of race, gender, age, disability, marital status, sexual orientation or religious belief. They will be treated with honesty and respect at every stage of the recruitment process.



- **Training and development**
Appropriate training will be offered to all employees in order to assist and empower them within their daily work.
- **Remuneration**
We will pay a fair wage for a fair day's work.
- **Diversity and equal opportunities**
All staff will be treated with dignity and respect regardless of their origin or background. We embrace diversity and it is viewed as a strength within our business.
- **Anti-discrimination**
We have robust anti-discrimination policies and any allegation of discrimination is taken extremely seriously and dealt with accordingly.
- **Family friendly working policies**
We recognise the importance of all our employees, including those who are working parents and we value and uphold the rights of working parents under current legislation.
- **Talent management and succession planning**
We are keen to harness the potential of all of our employees and we actively encourage and support all those who demonstrate talent and wish to progress within our organisation. We offer a management development programme and training courses aimed specifically at those who wish to develop new skills and we have a robust succession plan.
- **Employee consultation and internal communication**
Communication with our employees is a priority and we actively seek opportunities to engage with our staff. We welcome feedback from our employees and listen carefully to suggestions.
- **Health, Safety and Well-Being in the workplace**
The Health, Safety and Well-Being of our employees is vital and we make the appropriate investment in equipment and training to ensure that accidents and injuries are avoided. We provide a safe and pleasant working environment and also strive to improve the health, well-being and work-life balance of our employees.

Environmental Sustainability

Imago actively seeks ways to reduce our impact on the environment and we work with the university, suppliers, partners and our team members to ensure that we all understand the environmental impact of our operations. All areas of our business are

targeted with reducing energy and water consumption and increasing recycling levels.

- **Energy consumption**

Energy consumption is the largest environmental impact of our business and we actively explore and implement as appropriate any initiative that could reduce our energy consumption. For example, low energy lighting, regular boiler efficiency audits, movement sensor-controlled lighting, Power Perfector and pool cover are just some of our current initiatives. For more information see: <http://www.lboro.ac.uk/sustainability/carbon/>

- **Water**

Society often overlooks the fact that water is a scarce resource but we actively strive and encourage our team members to conserve water usage throughout our business. By detailed measurement and innovation to reduce consumption, we have implemented a proactive water monitoring process to quickly identify leaks and potential problems, in addition to providing water saving devices in toilets and restrictors for taps and showers and recycling grey water. For more information see: <http://www.lboro.ac.uk/sustainability/carbon/>

- **Waste management**

As a group standard, every one of our hotels is targeted with ensuring that the proportion of their waste that goes to landfill is less than 40% in each financial year and we are committed to increasing recycling levels year on year. Waste streams are segregated at all hotels and paper, glass, cardboard, plastic, oil and food are recycled. We continue to work with suppliers to reduce the excess packaging and increase the use of recycled cardboard and reusable delivery trays wherever possible. For more information see: <http://www.lboro.ac.uk/sustainability/waste/>

- **Responsible purchasing**

We ensure that all our suppliers are aware of our environmental goals and have their own environmental policies in place. Wherever practical, we purchase products made from renewable and ethically sound sources. We aim to exceed the minimum standards our business is required to achieve by environmental legislation and set our managers challenging environmental targets to meet. Each venue's performance in each financial year is accurately measured and reported to the CSR committee for review. <http://www.lboro.ac.uk/sustainability/procurement/index.html>



We recognise that people are key to our environmental success and all employees are encouraged to be environmentally responsible through regular training, instruction and awareness raising activities.

Community

We recognise and value the wider community that we operate within. As a successful and progressive business, we wish to interact with and support our diverse local community wherever possible.

Our commitment to the community includes supporting local charities, forming and maintaining links with local schools, colleges and the university, for work experience placements and support and assisting employees that wish to volunteer to assist local community projects including fund raising initiatives where appropriate.

Our corporate policy is to nominate and support a charity each year, details of which can be found on our website www.welcometoImago.com

Awareness

- **Health, Safety and Environment Committee**
A committee made up of representatives/champions from all areas of the business is responsible for creating awareness and communicating policy, procedures and activity to the wider team as well as helping to promote a social responsibility culture within the organisation.
- **It's Better Off**
In 2008, the university launched a campaign entitled 'It's Better OFF' to raise awareness about climate change and its causes as well as the practical things we can all do to improve our environment, locally, nationally and worldwide. In 2011 It's Better OFF was awarded a Green Gown for promoting positive behaviour.
- **Green Impact**
In October 2011 It's Better OFF evolved, joining up with the NUS led sustainability Accreditation scheme 'Green Impact'. Green Impact provides a structure for teams within departments and buildings to complete simple actions to earn points and receive accreditation for the sustainable achievements they make. Burleigh Court received a Green Impact Silver Award in 2012.



- **Green Tourism**

Burleigh Court has been a member of the Green Tourism Business Scheme since 2010 and has held a much coveted Gold Award since the very first audit.

- **Fairtrade**

Loughborough was one of the first universities to become a Fairtrade university in April 2005. The Students Union, Campus Living and Imago were all instigators in Loughborough becoming a Fairtrade university and continue to work together to renew the accreditation every year.

- **National Accessible Scheme**

Burleigh Court has been a member of the Visit Britain National Accessible Scheme since 2009 and is one of a select few hotels in the country to have Mobility 3 accreditation.

- **Accreditation and Awards**

Accreditation and awards are very much part of the Imago culture. We have won a number of prestigious awards over the years recognising our focus and high standards in the area of corporate social responsibility. These include Accessibility, Social Responsibility, Sustainable Tourism, People and the Environment. Awards and provide us with an opportunity to benchmark and showcase best practice in service, employment and management as well as demonstrating our commitment to excellence and continuous improvement.

Measurement and Evaluation

Every year as part of the business planning process objectives and measures/targets are set covering the four key areas of the corporate social responsibility policy ie Marketplace, Workplace, Environmental Sustainability and Community . Objectives are documented in the Business Plan and Department Plans. Targets are set, tracked and measured through the Balanced Score Card and Key Performance Measures Documents. Performance is reviewed and evaluated periodically as part of the business/financial review process which includes appraisals.

Reviewing

This policy is regularly monitored by the group CSR committee and updated to reflect new initiatives and processes that can further drive our ability to reduce our impact on the environment both locally and nationally.



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We recognise the value and importance of our employees and managing talent within our organisation is a priority. Our employment and people management policies and practices in the workplace not only comply with all relevant legislation, but seek to go beyond national and industry standards in order to ensure that we develop a progressive and dynamic workforce.



Imago actively seeks ways to reduce our impact on the environment working with the university, suppliers, partners and our team-members to ensure that we all understand the environmental impact of our operations. All areas of our business are targeted with reducing energy and water consumption and increasing recycling levels.