

## ETHICAL RESPONSIBILITY

**Charity activity** – we actively engage in a number of initiatives:

- Coin boxes in support of Midlands Air Ambulance, Prostate Cancer, and Cancer Research
- Charity Quiz Nights for locally based charitable organisations
- MacMillan Coffee Morning
- Specific charity fundraisers in conjunction with our community

**Community Engagement** – we have recently appointed a Community Liaison Manager to further extend our reach into our local communities. We aim to encourage greater participation whether it be local Artists selling their creations, Breakfast Groups of Interest, Hairdressing, Craft activities, Lectures, etc. We seek to engage with other community organisations in the area to ensure that collectively we meet the needs of the locality.

**Procurement** – wherever possible we seek to ensure that our purchases adhere to the highest standards of ethical procurement. For example, our coffee beans are sourced via a local supplier who operates with Fairtrade and is carbon neutral.

**Employment** – we seek to ensure that all staff (whether full time or part time) are fully trained and have the opportunity for further training and advancement.

Fundraising for

**MACMILLAN  
CANCER SUPPORT**



**SUPPORTING  
PROSTATE  
CANCER UK**



**Midlands  
Air Ambulance  
Charity®**



**CANCER  
RESEARCH  
UK**