

SiteVisibility

Corporate Social Responsibility Strategy

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Executive Summary

This document is designed to educate employees and key stakeholders about our company values, objectives and initiatives in relation to our corporate social responsibility.

The CSR strategy has been revised to bring our objectives up to date with our 2012/2013 business strategy, the needs of our local community and desires of our staff.

Of the four main areas we have pledged to address; Leadership, Environment, Employee Health & Well Being and Community, we feel Community is the area where we can have the biggest impact and it also reflects the company's core values.

As a company, SiteVisibility's philosophy is to actively support the communities in which we live and work by investing time to develop sustainable opportunities for skills, jobs and wealth creation.

Everyone in the company is given one day per annum to participate in the company's CSR programme, which equates to an investment of over **£25,000** of potential revenue that we are committed to using to enhance the community in which we work. As part of the on-going CSR strategy we would like to see everyone in the team get involved in an area which captures their own passion, skills or interests.

To ensure we are able to meet these objectives and drive the strategy forward, in 2012 we appointed an Sustainability Officer who's responsible for engaging the whole team with our CSR strategy and ensuring that we achieve our company CSR objectives.

This document outlines the three year plan that will enable us to address the issues that are relevant to SiteVisibility as a company and work at addressing these within realistic time scales and with achievable objectives.

Objectives:

- ✿ Identification of the social issues that are most relevant to our business and most pressing to the communities we work with.
- ✿ Internal engagement with our employees, customers and suppliers to support our community programmes
- ✿ Raise £1600 for the NSPCC (Year One)
- ✿ Establish a 'Community Fund' Scheme whereby local charities or projects can apply to receive part of a £25k billable hours pot set aside to support them with digital marketing projects they are unable to afford. (Year Two)
- ✿ Develop a Trainee Placement programme (Year Three)
- ✿ Work closely with Business in The Community (BITC) to achieve these goals.

Why is CSR important?

CSR has always been important to us here at SiteVisibility. As Kelvin mentioned in his blog post earlier this year entitled 'What Are We Doing at SiteVisibility to try to Give Something Back? Our CSR Activities', SiteVisibility has a proud history of leadership in corporate responsibility having won the "BITC Small Company of the Year" award in 2007 for our CSR Strategy, and since then our CEO Jason Woodford has served on the prestigious BITC South East Leadership Board as well as the NSPCC Brighton and Hove Business Board and the Board of Wired Sussex which represents 2200 digital businesses in Sussex.

SiteVisibility recognises the need for sustainable development and continually aims to have a positive economic, social and environmental impact through its activities. One of the key issues in our industry is skills shortages and the lack of well trained potential employees. This conflicts with rising levels of unemployment and as such it presents an opportunity for us to have a positive social and economic impact. We strive to be a responsible business and to contribute to our local community in Brighton, London and Birmingham.

How we define Corporate Responsibility

- ✿ Investing in the long term well-being of our communities and the environment.
- ✿ Conducting our business in an ethical, open and trustworthy manner.
- ✿ Excelling in customer service and satisfaction.
- ✿ Providing a safe, supportive, inclusive and rewarding workplace.
- ✿ Ensuring best practices in Corporate Social Responsibility.

Current Investment in CSR

Investment	Cost £
CSR Co-ordinator	£500 pa
Support with client CSR activity Bishop's Move /Scope	£12,000 pa
1 day per year per employee for CSR activity. 7.5 x 20 of billable hours.	£15,000 pa
Monthly CSR budget (To cover additional costs if needed)	£500 pcm
	£27,500

Business Benefits

We recognise that successful companies need a healthy and prosperous society, and our community investments are among the ways in which we strive to achieve this. The donations and other contributions we make are of shared benefit to society and they have a positive impact on many individuals and local economies and help to build stronger communities, all of which are valuable for the long-term success of our business.

Investing in corporate responsibility and the activity and values that surround this can have a number of business benefits and the overall strategy will be designed to meet the company's corporate objectives as well as the needs to the local community.

Additionally, by investing in up-skilling young people within the community we will increase the number of potential future employees whilst helping to improve employability.

SiteVisibility Corporate Objectives

The following details how the on-going CSR activity might help support the company corporate objectives.

SiteVisibility to become a leading Integrated Search Marketing Agency

An on-going CSR strategy will enhance SiteVisibility's positioning as a trusted leading search marketing agency and add value to the service offered. Our CSR activity helps us to attract and retain staff, reducing our recruitment costs.

Increase Sales

In an industry where reputation is everything, by demonstrating our trustworthy credentials, it becomes easier to do business with SiteVisibility over competitors. We're decent people to work with.

Innovation

Our CSR activity allows us to look for new ways to address the issues faced by the local community

To be rated as a great place to work

By improving the quality of the working environment and demonstrating how the company respects and cares for its employees welfare as well as the bottom line, SiteVisibility have the potential to reduce staff turnover therefore reducing recruitment costs and improving profitability.

Be reliably profitable

Enhancing perceptions of the company increases the perceived value of our services and by working with our customers on their own CSR initiatives, we're able to build stronger relationships which can encourage current customers to stay with us and invest more.

BITC Membership

One of the key objectives of our CSR strategy is to work closely with Business in The Community (BITC) who are a business-led charity focused on promoting responsible business practice. Jason is on the SouthEast Leadership Board and we are full SME members.

BITC have a growing membership of over 850 companies and a further 10,700 companies engaged in their campaigns globally.

They work closely with local businesses to help to transform communities by tackling key social and environmental issues. Their vision is for every business to act responsibly and so ensure a sustainable future for all.

As BITC members, we have our own account manager who will help us improve our policy and ensure we achieve our objectives.

We have been asked by BITC to lead a CSR Hub in Brighton, working with BITC to engage local businesses on BITC programmes including community projects and with local charities donating our time and skills to help people in Brighton.

Responsible Business Check Up

As part of our membership and commitment to our CSR strategy we have completed the Responsible Business Check Up which is a gap analysis and benchmarking tool to help small companies that want to develop a strategic approach to CR.

What are we going to achieve with BITC?

- ✿ Jason has volunteered to assist BITC in creating a Brighton BITC hub where we can lead other companies in joining together to promote sustainable business practice.
- ✿ We completed a responsible business check-up that identified any weak points in our policy that we need to address.
- ✿ Work with BITC partners to ensure our CSR time is used on local initiatives that will make best use of our time and skills.

SiteVisibility CSR Objectives

In line with the corporate objectives and four main areas in which we wish to have an impact, particularly Community, SiteVisibility's CSR objectives are as follows:

- ✿ **Identification of the social issues that are most relevant to our business** and most pressing to the communities we work with.
- ✿ **Internal engagement** with our employees, customers and suppliers to support our community programmes
- ✿ **Raise £1600 for the NSPCC (Year One)**
- ✿ **Establish a 'Community Fund' Scheme** whereby local charities or projects can apply to receive all or part of a £25k billable hours pot set aside to support them with digital marketing projects they are unable to afford. (Year Two)
- ✿ **Develop a Trainee Placement (Year Three)**
- ✿ Work closely with Business in The Community (BITC) to achieve these goals.
- ✿ **Internal engagement with our employees**, customers and suppliers to support our community programmes
- ✿ **Measurement and evaluation of the difference that your investment** has in the community and on your business.

The objectives are based on the four main areas of CSR we are dedicated to contributing to which are;

- ✿ **Leadership** – This involves us working with people in the community and educating and influencing them on the importance of sustainable business practice.
- ✿ **Environment** – Ensuring we minimise the effect of our business on the environment and reduce our energy usage and waste.
- ✿ **Employee health and well-being** - We are committed to providing the best possible working conditions for our employees and have a number of staff benefits as well as an intern training program for all of our trainees to ensure they get the most out of the experience as possible
- ✿ **Community** – “Giving people opportunities to make the most of their talents so they can realise and achieve their potential”. We are dedicated to giving something back to the local community and work closely with a number of charities, small businesses and have also worked on mentoring and training programmes with community colleges.

1. Leadership

Leadership plays an important role in our on-going CSR activity and as marketers we feel it is important to educate and drive social change where possible.

This is achieved by working with stakeholders including employees, customers, suppliers in the community and educating and influencing them on the importance of sustainable business practice.

Our achievements in 2012;

- ✿ BITC South East Leadership Team membership,
- ✿ Members of NSPCC Brighton leadership team Bishop's Move and Scope partnership – We are collaborating to help them achieve their own CR objectives.
- ✿ UoB PPC training day.
- ✿ Involve at least one more customer with our CSR activity.
- ✿ Delivery of Social Media for Charities Training on 17th November.
- ✿ Delivery of a three day workshop for Sussex Downs College as part of Sussex Enterprise Week.
- ✿ Wired Sussex Board membership – Helping the digital industry to grow
- ✿ Assist with the creation of BITC Brighton Hub
- ✿ Promote blood donation.
- ✿ Promoting what we do and why to customers, suppliers, stakeholders

Measured by:

- ✿ Monthly press coverage
- ✿ Winning an award.
- ✿ CSR time used to educate and support others with their on-going CSR activity e.g clients.

2. Environment

“Ensuring we minimise the effect of our business on the environment and reduce our energy usage and waste.”

Although not a core element of our CSR activity as we feel the impact of our activity is relatively low in comparison with other industries, we are always committed to reducing our impact on the environment where possible.

What we plan to achieve this year and 2013;

- ✿ Carry out a full energy efficiency audit to see where we are wasting energy.
- ✿ Benchmark and measure our energy usage and recycling with the aim to reduce this by next year.
- ✿ Continue to work with SWT on a pro bono basis helping them to produce their newsletter and promote the great work they do.
- ✿ Review our suppliers to ensure they are as sustainable as possible.
- ✿ Recycle all our used electrical equipment, paper and plastics
- ✿ Promote sustainable transport (We also have the bike to work scheme)

This will be measured by monthly average energy usage.

- Monthly volume of waste recycling.

3. Employee health and wellbeing

“We are committed to providing the best possible working conditions for our employees to ensure they get the most out of working at SiteVisibility as possible.”

Increasing the employee experience at SiteVisibility has always been a core concern and is something continually reviewed and updated resulting in a number of employee benefits and recognition as an “Investor in People” since 2003.

What do we offer our staff?

- ✿ A safe, clean and pleasant working environment
- ✿ Extensive training (at least 12 days per annum) and development opportunities
- ✿ Healthcare and dental benefits, flexitime
- ✿ Equality and diversity policy
- ✿ Team fund – With input on how they want to spend the budget
- ✿ Involvement with the BITC and our chosen charities – as part of individual CSR time.
- ✿ Bike to work Scheme
- ✿ The opportunity to feedback to management

This will be measured by:

- Our quarterly employee survey results.
- Renewal of our “Investors in People” certification.
- Training Hours taken annually.

4. Community, Education and Young people

As a company, SiteVisibility's philosophy is to actively support the communities in which we live and work by investing time to develop sustainable opportunities for skills, jobs and wealth creation.

"Giving people opportunities to make the most of their talents so they can realise and achieve their potential".

Of all the areas we wish to address as part of our CSR strategy, we feel Community is the area where we can have the biggest impact and it also reflects the company's core values.

-  Impact
-  Inspire
-  Involve
-  Innovate

As a well-established Brighton based company, we have a number of long standing relationships within the local community that have had a positive impact and have the potential for growth.

4.1 Issues within the Local Community

To best understand how we can support the local community, we firstly need to understand the issues that are face to see how we can use our internal skills and resources to support them.

Unemployment (particularly for under 25s)

In the last six months the unemployment rate for 18-24 year olds in the city has risen from 4.2% (1505) in June 2011, to 5.3% (1895) in February 2012, accounting for 27% of the total Job Seekers Allowance claimers in the city (6959). <http://www.brightonandhovejobs.com/news/2012/10/calling-all-local-employers-to-invest-in-young-brighton-hove/>

Lack of funding for NGOs.

Many charities will see their funding cut by half while others will lose entire budgets. The hardest hit include children's and young-people charities, with more than 380 organisations losing out across the UK. Another 150 disability, 142 elderly more than 110 adult care charities are also being affected. For many this means the first area hit is their marketing budget meaning there are opportunities for us to support them.

Lack of marketing knowledge.

Many of the charities we have had contact with have expressed a lack of internal skills around marketing tactics, particularly social media.

How can we help?

Giving people opportunities to make the most of their talents so they can realise and achieve their potential is our biggest focus in terms of our on-going CSR strategy. We want to be able to use the skills and internal resources we have as a company to have an impact on the local community.

Where we have previously been involved in activities such as 'forest brush clearing' or "painting a wall", we don't feel this made best use of our potential to have an impact on the local community and did not use our skills effectively. There are a number of ways we can address these problems using the in-house skills we have across the board as a digital marketing agency.

- ✿ **Training and development for young/ unemployed including work experience and placements**
- ✿ We already run a work experience placement with the University of Brighton and place emphasis on education and training as one of our core values. However, there is the potential to increase this activity
- ✿ **Pro Bono Marketing Projects for NFP organisations**
- ✿ **Training for NFP organisations so they become able to help themselves**

What we hope to achieve;

- ✿ Involvement with the NPSCC 1600 club – (Year One we are dedicated to raising £1600 for the NSPCC)
- ✿ UoB – 12month placement for a sandwich student with full training program.
- ✿ Continued sponsorship of Digital Media course at Brighton University (since 2004).
- ✿ 100 Free tickets for charities to attend BrightonSEO
- ✿ Delivery of a three day workshop with 16/17 year olds as part of Sussex Enterprise Week.
- ✿ Establish a 'SiteVisibility "Think Beyond the Click" Digital Marketing Fund' Scheme whereby local charities or projects can apply to receive all or part of a £25k value endowment of time and specialist skills to enable NFP organisations to achieve their wildest dreams / support them with digital marketing projects they are unable to afford. (Year Two)
- ✿ Develop a Digital Marketing Trainee Placement programme

This will be measured by:

- ✿ Total raised for the NSPCC
- ✿ Number of young people impacted
- ✿ The number of applicants to the SiteVisibility "Think Beyond the Click" Digital Marketing Fund' Scheme '
- ✿ The impact achieved as a result of the Fund
- ✿ Number of people impacted by on-going activity.

SiteVisibility 3 Year CSR Plan.

The following plan provided an outline for how we plan to address the objectives detailed for the next three years.

2012 Year One - Implementation

The focus in the first year is around establishing our strategy and ensuring we have policies and processes in place regarding energy usage and suppliers. We also want to engage the internal stakeholders and get support and buy in for more specific projects designed to have a greater impact on the wider community.

During the first year, the focus is on leadership and establishing how we can fit into the local community.

The detailed Year One project plan can be [viewed here](#).

2012 CSR Activity	
Leadership	<ul style="list-style-type: none"> ✿ Active BITC engagement through participation in the SouthEast Leadership Team and setting up the Brighton Hub ✿ Completing the BITC Responsible Business check-up and taking action on recommendations ✿ Communicating our values to the team – This includes the creation of a dedicated CSR wiki page and whiteboard to communicate any events coming up and progress vs Objectives. ✿ Promoting an appreciation of the company's environmental performance among customers, employees and the general public. ✿ Ultimately we would like to win an award in recognition for our efforts. ✿ To work with at least one customer in a joint CSR activity ✿ Continuing to work with BITC, Sussex Wildlife Trust, University of Brighton, NSPCC and Scope.
Environment	<ul style="list-style-type: none"> ✿ Benchmarking and measuring our energy usage to see how we can reduce this. ✿ Reviewing Suppliers (eg energy/water) ✿ Promoting the efficient use of resources, energy and fuel throughout the company's operations ✿ Increasing recycling
Employee Wellbeing	<ul style="list-style-type: none"> ✿ Ensure everyone has at least 12 days of training p.a. ✿ Get everyone to take their CSR day – using it on a project that they are interested in.
Community	<ul style="list-style-type: none"> ✿ We have committed to raising £1600 for the NSPCC and will be planning a number of fundraising events throughout the year. ✿ Delivery of Social Media for Charities Training. ✿ Delivery of a three day workshop for Sussex Downs College as part of Sussex Enterprise Week.

2013 - Year Two - Community

The focus in the second year is to launch a scheme designed to allow SiteVisibility to find local charities who are looking for support in areas relating to digital marketing and provide them with the opportunity to apply for assistance. **This will reflect a significant £25,000 investment of billable hours that would otherwise be sold.**

We hope this will allow us to establish on-going relationships with local charities and will help us quickly use our skills to help them deliver work that will directly impact on the local community.

Additional Goals are:

- ✿ Continue to reduce energy usage
- ✿ Increase internal engagement and ensure all team members get involved in a CSR project.
- ✿ Get other Brighton businesses involved. (Brighton Business Hub)

2013 CSR Activity	
Leadership	<ul style="list-style-type: none"> ✿ Active BITC engagement through participation in the SouthEast Leadership Team and setting up the Brighton Hub ✿ Ultimately we would like to win an award in recognition for our efforts.
Environ- ment	<ul style="list-style-type: none"> ✿ Promoting the efficient use of resources, energy and fuel throughout the company's operations ✿ Increasing recycling
Employee Wellbeing	<ul style="list-style-type: none"> ✿ Ensure everyone has at least 12 days of training p.a. ✿ Get everyone to take their CSR day – using it on a project that they are interested in.
Community	<ul style="list-style-type: none"> ✿ Ensure we use the £25k pot to have a significant measurable impact for a local charity ✿ Delivery of Social Media for Charities Training. ✿ Delivery of a three day workshop for Sussex Downs College as part of Sussex Enterprise Week.

2014 - Year Three - Education and Training

Once we have established on-going relationships with local business that will hopefully continue for years to come, we would like to address the issue of unemployment in Brighton, particularly with reference to the large numbers of underachieving school leavers who face a future of unemployment without investment in developing their skills.

As part of our on-going commitment to working with schools and Universities and offering work experience placements for students and graduates we would like to launch an education/ work experience placement programme to improve career opportunities of young people in the community.

Additional Goals are:

-  Continue to reduce energy usage
-  Increase internal engagement and ensure all team members get involved in a CSR project.

2014 CSR Activity	
Leadership	<ul style="list-style-type: none">  Active BITC engagement through participation in the SouthEast Leadership Team and setting up the Brighton Hub  Ultimately we would like to win an award in recognition for our efforts.  Increase training opportunities for local charities/ young people.
Environment	<ul style="list-style-type: none">  Promoting the efficient use of resources, energy and fuel throughout the company's operations  Increasing recycling
Employee Wellbeing	<ul style="list-style-type: none">  Ensure everyone has at least 12 days of training p.a.  Get everyone to take their CSR day – using it on a project that they are interested in.
Community	<ul style="list-style-type: none">  Ensure we use the £25k pot to have a significant measurable impact for a local charity   Set up Digital Marketing Apprenticeship programme

Keeping Our Stakeholders Informed

To ensure we are successful in implementing the above strategy we need to ensure all stakeholders are kept informed and those who play a key role are kept motivated and engaged.

Stakeholder Group	Information Needs	Kept informed by
SMT	Impact on revenue and capacity Benefits	Regular updates in SMT meeting
Internal team	Why we are doing it. What the impact is.	Monthly updates in team meeting. Focus on showing our activity helped.
Current Customers	What are we doing. How does it effect them?	Regular customer newsletters.
Prospective Customers	How does it add value to SV services?	Regular blog pots Social media posts Information on the website
Media	How are we impacting the local community	Regular press releases around activity
Local Community	How can SV help – What opportunities are available?	Direct contact with CEOs/marketing team. Blog posts
Local Charities	How can SV help – What opportunities are available? How have we helped other people?	Blog Social Media Press coverage
Educational Contacts eg UOB	What training opportunities can SiteVisibility offer?	Public appearances.

All activity relating to the strategy will be promoted to maximise the business benefits and ensure all stakeholders are kept informed.

This will include:

- ✿ CSR strategy to be made publically available on the site.
- ✿ Regular blog posts on all activity
- ✿ Posting across all social media platforms.
- ✿ Regular updates to the team at monthly team meetings and quarterly SMT meetings.
- ✿ Press releases around on-going activity.