

# Corporate Social Responsibility Strategy Policy

Customer  
Focus

Respect

Communication

Integrity



[www.clochhousing.org.uk](http://www.clochhousing.org.uk)



## 1. INTRODUCTION

- 1.1 The corporate vision of Cloch Housing Association is “Working together with our communities to continually improve quality and value in all that we do” and in doing this we have adopted 4 key values for the Association – **Customer Focus, Communication, Integrity and Respect**. This is detailed in our Business Plan for 2017 – 2020 and one of our key strategic objectives is to **“Make a positive contribution to people’s lives as an employer, landlord and community organisation.”**
- 1.2 This Strategy is about making that positive contribution and detailing how we are going to do it. We recognise our role as a key employer and community anchor within Inverclyde and as such we have responsibilities which go beyond the offices of the Association.

## 2. WHAT IS CORPORATE SOCIAL RESPONSIBILITY

- 2.1 Corporate Social Responsibility (CSR) refers to the efforts made by a company to improve society and contribute towards sustainable development. It is about companies “doing their bit” for society and goes beyond what is deemed compulsory by law and any of our regulatory standards. CSR can refer to one activity or various activities deployed by a business; for example, it can be about volunteering on its own or it can be about making an environmental and social impact as well as volunteering.
- 2.2 This is the Association’s first Corporate Social Responsibility (CSR) Strategy and we will focus on the following core commitments –
- **Employability**
  - **Community Participation**
  - **Environment and Protection**
  - **Health and Wellbeing**

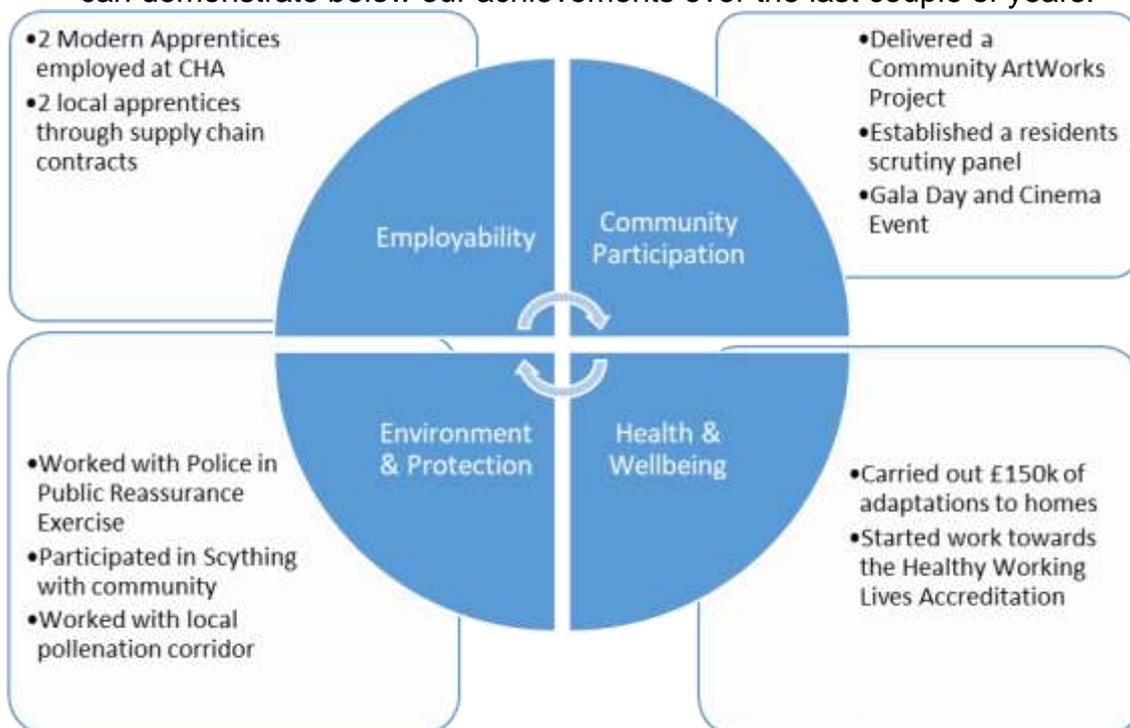
## 3. CORPORATE SOCIAL RESPONSIBILITY BENEFITS

- 3.1 There are numerous benefits associated with CSR for the business and for our role within the community and the wider housing sector. Some examples of that are detailed below –
- ✓ Better company image and customer loyalty – CSR schemes contribute to a better public image. As a Housing Association founded to assist with charitable purposes, it is only right that Cloch continue to have a sense of social responsibility and care about ethical causes.
  - ✓ Increased employee engagement and satisfaction – Employees like to work for a company involved with positive initiatives and who allow staff to participate in activities associated with helping others, not necessarily benefitting from our paid work.
  
  - ✓ Making a Difference – as an Association we care about what we do, but too often, we are part of a much bigger process. By engaging in CSR we are providing our employees with an opportunity to witness and appreciate how being part of Cloch can influence and help others within the community.

#### 4. Cloch's Four CSR Commitments



- 4.1 Our 4 CSR Commitments are areas where we will contribute positively both as a direct and indirect consequence of our core business. The areas of Employability and Protection & Wellbeing will more often be a contribution through our working practices, however there may be examples of volunteering or assistance which we can make indirectly.
- 4.2 It is clear that as an organisation, Cloch is committed to the ethos of CSR and we can demonstrate below our achievements over the last couple of years.



## **5. Action Plan 2018 – 2021**

5.1 Our Action Plan is attached at Appendix 1 and if we are successful in the delivery of this strategy and Action Plan we will see the delivery of a range of outcomes including:

### **Employability**

- ✓ The Association will continue to employ 2 Modern Apprentices at all times.
- ✓ The Association will take advantage of community benefits through contract procurement where possible, and influence the employment of apprentices as part of this.

### **Community Participation**

- ✓ The Association will hold a Gala Day Event every 2 year and allow staff time to assist with the running of the event. All proceeds will go to charity.
- ✓ The Association will have a Volunteering Scheme in place which will encourage participation among our employees. This will be an Employer Supported Volunteering (ESV) programme and of course will be freely undertaken and not be for financial gain. Cloch will allow staff up to 1 day per annum to participate in this programme. Volunteering may cut across any of the 4 CSR Commitments.

### **Environment & Protection**

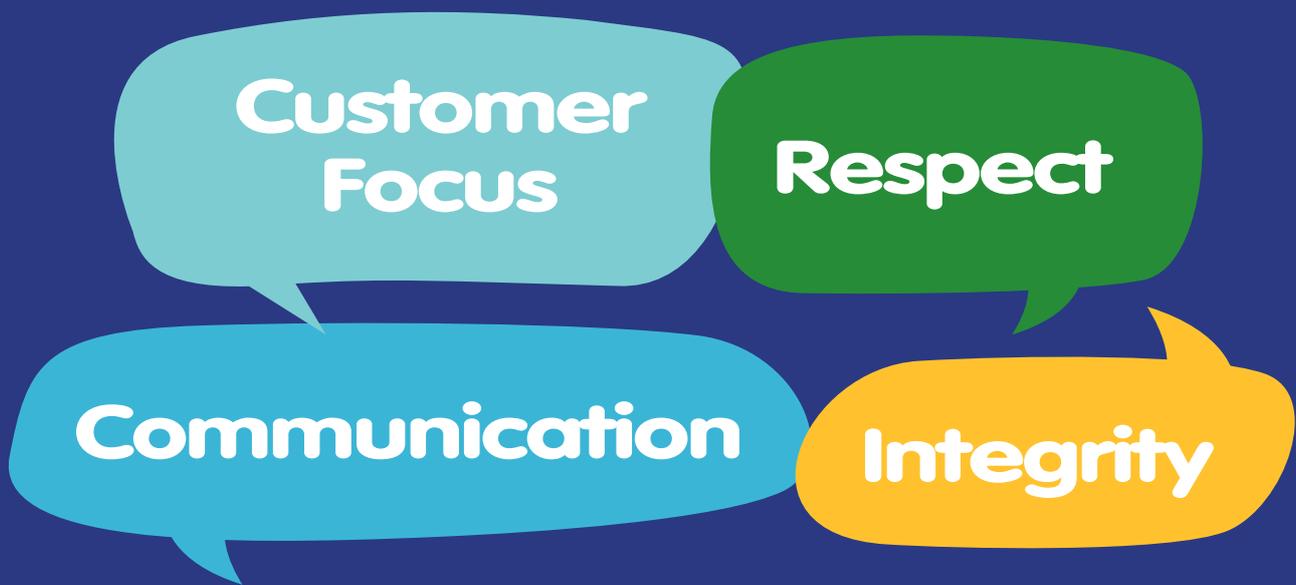
- ✓ A group of Green Champions will be established to work on environmental initiatives. This will include but not be restricted to Recycling Initiatives, Water and Plastic Campaigns, new Environmental Policy.
- ✓ Through our work in dealing with cases of Anti-Social Behaviour, we will ensure that positive links are in place with the Police, Council and other Agencies.
- ✓ We will lead on an Energy Activators Project in partnership with Oak Tree and Larkfield Housing Associations.

### **Health & Wellbeing**

- ✓ Participate in Charitable Activities and fundraising
- ✓ Promote information on Health & Wellbeing
- ✓ We will lead on a Tenancy Support Project assisting those who need support to sustain their tenancies.
- ✓ Award of Healthy Working Lives

**6. Who will deliver the Strategy?**

- 6.1 The Corporate Social Responsibility Strategy is ultimately the responsibility of the Senior Management Team within Cloch. At monthly Management Meetings there will be a review of progress of the actions.
- 6.2 Every staff member within Cloch is able to contribute to the Associations CSR Strategy and commitments.



CLOCH HOUSING ASSOCIATION LTD	
<b>Policy Name</b>	Corporate Social Responsibility Strategy
<b>Policy Category</b>	GOV
<b>Policy Number</b>	063
<b>Date Adopted</b>	05/06/2018
<b>This Review</b>	N/A
<b>Next Review</b>	June 2021
<b>Equalities Impact Assessment Required</b>	No
<b>Link to other policies</b>	Volunteering
<b>Consultation</b>	No
<b>Need for Procedure</b>	No