



**Cloch Housing Association**

# **Corporate Social Responsibility Strategy**

<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>Last Review</b>	n/a
<b>This Review</b>	07/12/2021
<b>Next Review</b>	December 24
<b>Equalities Impact Assessment Required</b>	No
<b>Link to other policies</b>	Employee Volunteering Policy
<b>Consultation</b>	No
<b>Need for Procedure</b>	No

## **1. INTRODUCTION**

- 1.1 The corporate vision of Cloch Housing Association is “Services that exceed expectation delivered by a strong and resilient organisation” and in doing this we have adopted 4 key values for the Association – Be Responsible, Be Positive, Be Kind, Be Better. This is detailed in our Business Plan for 2021 to 2026 and one of our key strategic objectives is to “Grow a forward looking culture.”
- 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**

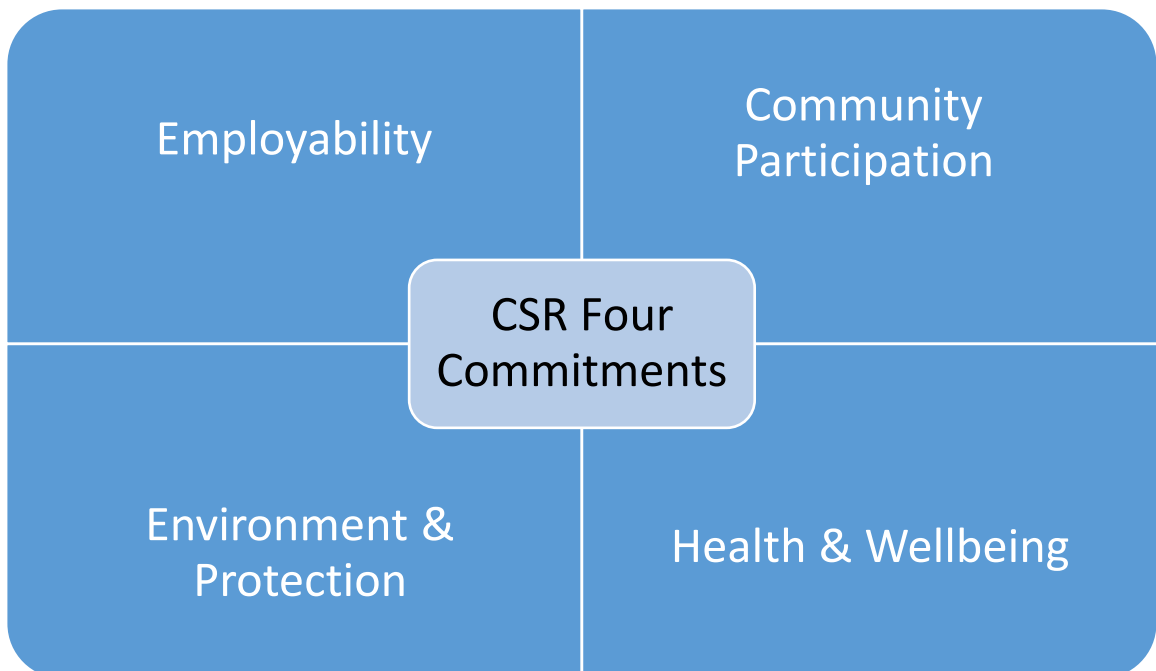
- 2.1 Corporate Social Responsibility (CSR) refers to the efforts made by a company to improve society and contribute towards sustainable development. It is about companies “doing their bit” for society and goes beyond what is deemed compulsory by law and any of our regulatory standards. CSR can refer 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 Corporate Social Responsibility (CSR) Strategy focusses on the following core commitments –
- **Employability**
  - **Community Participation**
  - **Environment and Protection**
  - **Health and Wellbeing**

## **3. CORPORATE SOCIAL RESPONSIBILITY BENEFITS**

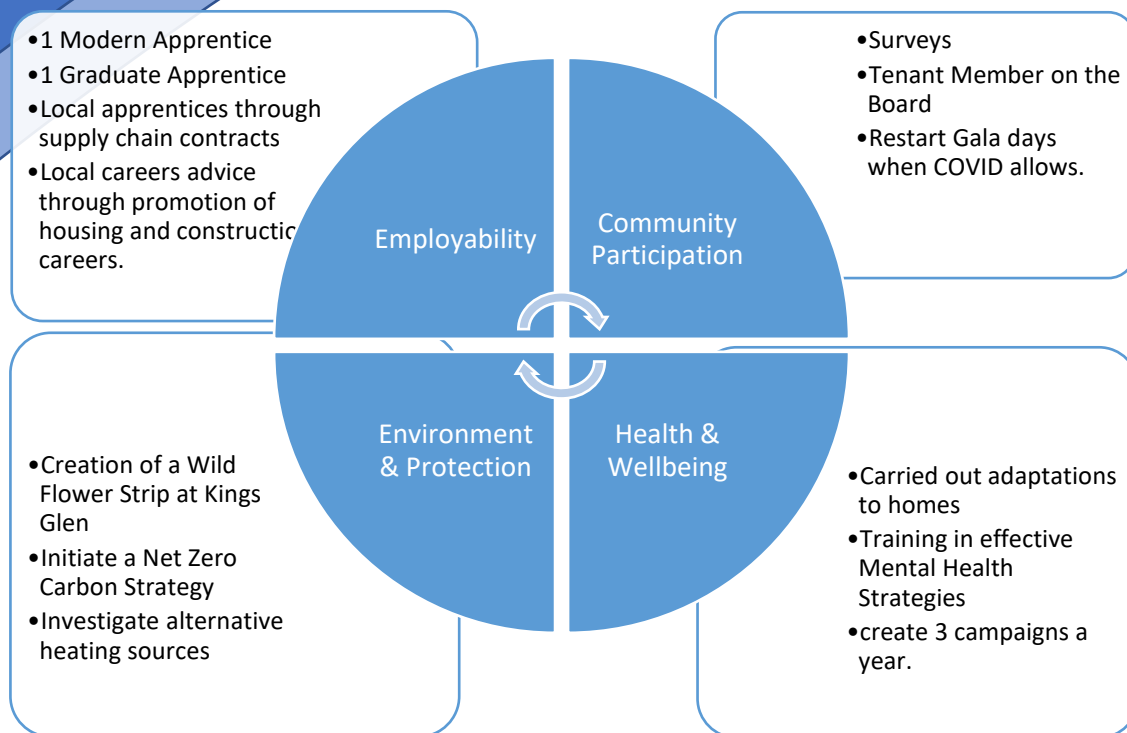
- 3.1 There are numerous benefits associated with CSR for the business and for our role within the community and the wider housing sector. Some examples of that are detailed below –
- ✓ Better company image and customer loyalty – CSR schemes contribute to a better public image. As a Housing Association 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 2022-20

5.1 Our Action Plan will be added to the Global Action Plan and is based on the outcomes below.

### Employability

- ✓ Employ 1 Modern Apprentice
- ✓ Employ 1 Graduate Apprentice
- ✓ Create opportunities to raise awareness of careers in housing and construction.
- ✓ Work towards Gold in IIYP.

### Community Participation

Re-invigorate the Volunteering Strategy.  
Review the methods of involving tenants and the community.

### Environment & Protection

- ✓ 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.
- ✓ We will work towards Net Zero Carbon and promotion of the Net Zero Carbon agenda.

### **Health & Wellbeing**

Non-smoking campaign for tenants.

Per year, 3 x campaigns for staff on health & wellbeing per year.

Continue to promote walking and when COVID allows start exercise classes at work again.

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

- 6.1 The Corporate Social Responsibility Strategy is ultimately the responsibility of the Leadership Team within Cloch.
- 6.2 Every staff member within Cloch is able to contribute to the Associations CSR Strategy and commitments.

### **7. Review**

The Strategy will be reviewed every three years.