

NSCCI

Business Plan Corporate Social Responsibility Policy

Building Business Responsibly

In light of the growing interest in Corporate Social Responsibility by North Staffordshire businesses, the Chamber is working with partners and the British Chambers of Commerce to highlight and deliver CSR activities, which will assist businesses to develop practical policies and guidelines to encourage the development of CSR programmes.

CSR is defined by the British Chambers of Commerce as being “how companies integrate social and environmental concerns into business operations and interactions with stakeholders”.

The North Staffordshire Chamber of Commerce, as the ‘voice of businesses’ in North Staffordshire recognises its corporate social responsibility in its various roles which include policy, advice, support services, employer and consumer. These commitments are incorporated in our seven policies:

- Community Investment - Visible results come from investments such as charitable donations, staff time and skills and donations in kind. The projects undertaken by the Chamber involve direct interaction with the community, and as a result assist in generating economic and social vibrancy in the local community.
- Environment – The Chamber recognises the need to have a sustainable and managed environmental programme, ensuring that decisions made minimize negative impacts and costs.
- Responsibility in the Market – The Chamber recognizes that it can have an impact through its marketing and actions, which can either strengthen its local standing – or damage it. The Chamber will encourage its suppliers to conduct their business activities in a transparent manner and have satisfactory employment conditions in line with socially responsible behaviour.
- In relation to the Chamber customers adequate customer care training and responsible sales and marketing policies will be adopted to ensure that the needs and expectations of its customers are met.
- Vision and Values – The Chamber CSR policy will be communicated to all stakeholders through the business plan and will be reviewed annually. In addition the Chamber has applied for and achieved CommunityMark status in recognition of its current activities. The award will need to be re-applied for every three years.
- Workforce – Business impact in the workplace means recognising the business benefits and the wider social impact of good employment policies. This covers areas such as recruitment, remuneration, diversity and equal opportunities. The Chamber recognises the importance of developing and retaining its staff and as such the Chamber is proud to have Investors in People accreditation.

Policy owner:

Adele Cope, Senior Business Broker, January 2008