

Social Value Policy

Introduction

At 110% Marketing, we believe that business success goes hand-in-hand with the creation of positive social, economic, and environmental impact. As a small marketing agency, we are committed to delivering high-quality services while actively contributing to the well-being of our employees, local communities, and the planet. This Social Value Policy outlines our principles and actions that align our business practices with social responsibility.

Our Commitment to Social Value

We are dedicated to making a tangible difference in the following key areas:

Supporting our Employees

We know that our employees are our greatest asset and aim to create a workplace that is inclusive, respectful and supportive. This means:

- Promoting fair wages and offering benefits that enhance the well-being of our team.
- Providing opportunities for continuous learning, personal development, and career advancement.
- Ensuring a diverse and inclusive work environment where everyone feels valued and has a voice to share their views, ideas and any concerns.
- Supporting mental health and work-life balance through flexible working arrangements and 24/7 access to a Wellness support portal.
- We are committed to creating a workplace free from harassment, bullying, and discrimination. Harassment of any kind—whether verbal, physical, or psychological—is not tolerated at 110% Marketing.
- We work hard to foster an environment of mutual respect and professionalism, where all employees can work without fear of intimidation, retaliation, or unwanted behaviour. Any incidents of harassment will be dealt with swiftly, and employees are encouraged to report concerns in confidence without fear of reprisal.

Ethical Business Practices

As a business, we operate with integrity and transparency. Our commitment to ethical business practices includes:

- Ensuring that all business dealings are fair, transparent, and comply with legal and regulatory standards.
- Building long-term, ethical relationships with suppliers and partners who share our values of social responsibility.
- Prioritising sustainability by reducing waste, conserving energy, and sourcing materials responsibly.
- We are fully committed to upholding human rights and oppose any form of child labour or forced labour in our operations or our suppliers. We require that our suppliers and partners

adhere to the same standards, ensuring that all workers are treated with dignity and respect, and work voluntarily in safe and ethical conditions.

- We have a zero-tolerance approach to modern slavery in any form, including human trafficking and exploitation. We are committed to ensuring that our operations, and those of our suppliers and partners, are free from any form of slavery or forced labour.

Community Engagement and Support

We recognise the importance of giving back to the community and as such our agency will encourage employees to volunteer in local community projects.

We empower and enable all our employees to support volunteer causes that are close to their interests and values and provide up to 32 hours (4 days) per year of paid for time that can be used to volunteer for local good causes.

As a company we have also sponsored a local football team (Wargrave Wolves) to provide training kit and other equipment as they support local young people to join their team and become more active.

We also provided all the resource, free of charge, to build and design their new club website which further promotes their excellent local work in the community and encourages more new people to register their interest to sign up and start playing. The website can be viewed here:

www.wargravewolves.co.uk

Our business also makes monetary donations to alleviate those in need which has previously included charities focused on homelessness and loneliness.

Environmental Responsibility

At 110% Marketing, we are committed to reducing our environmental footprint. We aim to:

- Minimise waste by adopting sustainable practices including recycling and reducing paper usage.
- Use digital marketing strategies that help our clients reduce their own environmental impact.
- Continue to explore ways to minimise our carbon footprint through energy-efficient practices e.g. encouraging team members to use public transport or car share wherever possible when travelling to meetings or minimising the use of paper vs. electronic documents.
- Our in-house environmental and sustainability champion supports our team to understand new ways in which we can work to further support more sustainable working practices
- Source environmental conscious suppliers who support the use of sustainable materials to minimise their environmental impact.

Diversity and Inclusion

We believe that a diverse workforce brings a variety of perspectives that drive creativity and innovation. Our agency has previously employed a number of people with physical and neuro-diverse challenges and we are proud to have supported their career development and progression as part of our team.

We are a small company but one that is committed to:

- Creating an inclusive workplace that welcomes people of all backgrounds, races, genders, and abilities.
- Actively promoting diversity in our recruitment processes, ensuring equal opportunities for all candidates.
- Providing a safe and supportive environment where everyone can thrive, regardless of their identity.

Client Responsibility

- We recognise the influence we have on our clients and are committed to helping them incorporate social value into their marketing strategies. This includes:
 - Advising clients on how they can adopt ethical, sustainable, and inclusive practices in their own business operations.
 - Using our marketing expertise to support causes that promote positive social change and environmental sustainability.

How We Measure Social Value

To ensure we are meeting our commitments, we will:

- Set clear goals and metrics for our social value initiatives, tracking progress and making adjustments as needed.
- Regularly review and assess our Social Value Policy to ensure its relevance and impact.
- Engage with employees and stakeholders to gather feedback on our social value efforts and identify new opportunities for improvement.

Conclusion

At 110% Marketing, we recognise the responsibility that comes with running a business. We are committed to creating positive social impact through our everyday practices, from supporting our employees to engaging with our wider community. By upholding these values, we aim to build a better future, not just for our business, but for society as a whole.