

Introduction

Responsive Ltd is committed to our local area; Cumbria. All of our head offices are based in West Cumbria and we fully believe that our local economies are key to our success. Responsive has traded within Cumbria for almost 10 years with the majority of our staff being native Cumbrians living in Allerdale and Copeland. We strive to set a good example with the below commitments.

Aims and Objectives

The Responsive group has already developed a strong commitment to the communities and businesses in our locality which is recognised and supported by our staff. Our commitment covers a vast range of subjects and actions which are support and encouraged, most of which fall into the categories below;

- Pathways to employment – We are committed to support all local pathways to employment, to both young people and adults alike. Responsive will achieve this by attending and supporting relevant employment related events as well as working with the community via schools, colleges and other training providers as well as the local job centre. We hope that this will provide support and encouragement to the unemployed and as a priority we will recruit from local communities. We hope that this commitment will help to strengthen the community pathways for adults and young people who are not in education, employment or training.
- Youth development – Responsive believe that employment and experience is a good base for any youth development. We are committed to trying our hardest to facilitate the progression of school leavers into the industry when ever the business allows us to. We hope to do this by offering work placements to school students as well as taking on apprentices in line with business needs. Responsive continue to work with other organisations and businesses within our local Business cluster to engage regularly with education providers and provide support to them as needed.
- Talent management – All of Responsive staff are dedicated to embodying our group values, we rely on the talent of our employees to continue to build our business. In light of this we endeavour to identify key employees of the company who distinguish themselves by their potential, expertise and contribution to the group's overall success. We want to challenge our employee's potential whilst developing on said talents and we want to enable employees to imagine their career within the group. Our aim from this is to promote loyalty of our employees towards our growing company where success is within everyone's reach and where talent, excellence and commitment are developed.
- Support local businesses – Responsive is an SME so is dedicated to investing and spending within other local businesses and SME's. Responsive encourage and prioritise the use of local businesses services and products. We strive to work collaboratively with local suppliers and our supply chain.
- Local community support – Responsive recognise the need for our business to provide direct support to our local communities. Many clubs, charities, community groups and sports associations rely on volunteers, sponsorships and donations to survive. Responsive encourage and support all of our staff to help these



organisations where ever they can. Our support of the local community will be provided in many ways from informal, ad-hoc donations to more formal sponsorships. We will continue to support our local communities covering a broad range of activities and we will monitor, manage and record company and employee support.

In order for Responsive Ltd to fulfil our commitment to our local community we strive to develop our mechanism to link business voluntary hours to the needs of our community – it is for this reason that we allow our staff two full calendar days per year to part take in volunteering work in our locality – it is up to our employees to arrange their own volunteering efforts and we hope that this will improve outcomes for all involved.