

CORPORATE SOCIAL RESPONSIBILITY POLICY

At Key Reservations (Hotels) Ltd, we recognise the responsibility that we share with our suppliers, to behave ethically and to contribute to the economic development of the community while improving the quality of life of our workforce, their families as well as society at large.

We are committed to our CSR Policy

Our approach to business is to ensure we deliver to our clients a service that is consistent with the highest professional and ethical standards. First class service and support are but two parts of the CSR policy jigsaw.

Through our CSR Policy we promote internally and externally:

- Charities;
- The Local community;
- Diversity;
- The Workplace; and
- Environmental initiatives.

We aim to turn these beliefs into action and to integrate our social and environmental concerns into our day to day operations and our dealings with our clients and the wider community.

Charity

Supporting worthy causes has always been part of our philosophy. Since 2009 our company through our subsidiary Geronimo Sailing has raised over £100,000 for Scottish Charities, including those such as Big Hearted Scotland, Epilepsy Scotland and Erskine Hospice to name but a few.

Local Community

Over the years, Key Reservations has supported many youth football teams most prominently supporting Stewartfield Youth Football start from the humble beginnings of one team of 11 year old team to now supporting over 400 young people.

Diversity

We are keen to promote and practice equal opportunities within our workplace. Diversity is an essential part of our CSR policy.

We recruit, develop and promote on merit, and operate an open, inclusive and supportive working environment. We do not deny that we expect a lot from our people and in return encourage them to demand a lot from us; this is a key factor in managing and developing talent.

The Workplace

Work - Life Balance

At Key Reservations (Hotels) Ltd we want our staff to have fulfilling and happy lives outside of the workplace by not imposing unreasonable work demands.

Mutual trust and respect

Mutual trust and respect is a key facet of the way we work. We recognise the importance of maintaining mutual trust and confidence and respect and that a failure to do so creates tensions at work which demotivates staff and makes the business less effective.

We believe it is important to value colleagues and their different perspectives. We recognise that employees at all levels in our organisation have something to contribute to our business and in our team colleagues are encouraged to and do express their opinions and share their views.

Innovation and learning

We believe Continuing Professional Development is one of the main building blocks of our teams career progression. Innovative thinking when it comes to learning means we deliver programmes that helps our consultants grow in confidence, not only to take personal responsibility for the advice they give and to take ownership of the bookings they are dealing with, but also to embrace the challenge of business development.

Visiting different venues in different locations not only expands our teams knowledge but also their confidence in recommending different venues for different events. Such as offering a venue such as the Glasgow Science centre to a client who has only ever used hotel venues is so much easier for our team to do once they have experienced the venue first hand.

Environmental Issues

We believe that it is our responsibility to protect the environment.

In 2012 we began the move towards a paperless office. Since then our consumption of office paper has reduced by 20% and we aim to reduce this further in 2017.

In 2017, we shall be exploring such schemes as Cycle to Work and offsetting as ways of reducing our carbon footprint.

We aim to:

- Improve our environmental performance and integrate recognised environmental management best practice into our business operations;
- Reduce our consumption of resources and improve the efficient use of those resources;
- Reduce waste generated by our business operations;
- Re-use and recycle;
- Set and monitor key objectives and targets for managing our environmental performance at least annually with a view to continuous improvement;
- Communicate our environmental policy and performance internally and externally, and encourage feedback;
- Discuss the importance of environmental and climate change issues with our staff and clients;
- Work with our staff, stakeholders and suppliers to promote improved environmental performance and initiatives; and
- Review our environmental policy regularly.