

Corporate Social Responsibility (CSR) basically means being a good corporate citizen and describes business behaviours that not only deliver commercial objectives and meet legal requirements but also have a positive social impact. Greener Ealing Ltd (GEL) desires to run its business responsibly and align business strategy with CSR goals so as to have a significant and positive impact both on the business itself and the communities in which GEL operates.

CSR at GEL

GEL is a Local Authority Trading Company which has been set up to deliver high- quality sustainable waste, recycling, street cleaning, grounds maintenance and associated services in a socially responsible and environmentally friendly way, on behalf of the London Borough of Ealing, it's residents and other service users. The prosperity of our business and of the communities within which we operate requires a commitment to the sustainable management of our activities. We are therefore committed to making an annual Corporate Social Responsibility Statement which details the steps we have taken and plan to take, to positively enhance all areas of our business.

We have adopted and commit to the principles and practices set out below.

Our People

We aim to develop a workforce who are positive ambassadors, committed to good customer service; who are flexible, engaged, highly skilled and competent; who understand our values and who are proud to work for GEL. For our part, we will create an organisation where every employee feels valued and has opportunities to develop the skills and confidence, they will need to do their work to the highest standards and, in so doing, will help us achieve our goals.

We expect our employees to respect each other and work with us to create an environment free from discrimination.

We operate a meritocracy, where all employees are recognised and rewarded on the basis of their performance, effort, contribution and achievements.

We aim to source local people to join our team where possible in order to boost the local economy. We do this by advertising in local publications, and where we use external agencies, we ask them to seek local candidates where possible.

We offer apprenticeships to individuals of any age to help deliver our services.,

Details of our current apprenticeships are outlined in **Appendix 1**.

Customers and Residents

We aim to build strong relationships with all our customers and other stakeholders and are committed to delivering a service that is consistent, responsive and reliable. We aim to have the highest professional and ethical standards and will be honest, open and transparent in all our dealings with customers.

CORPORATE SOCIAL RESPONSIBILITY STATEMENT



Suppliers

We aim to create and maintain strong relationships with key suppliers and contractors.

We aim to choose suppliers that share our ethos in relation to employment practices, quality and environmental controls. This will be communicated to all suppliers and potential suppliers.

We will make every effort to support the local Ealing economy using where possible local suppliers to support our Business.

Health and Safety

We have adopted the highest level of Health Safety and Wellbeing practices in all of our operating activities and will seek continually to improve them. We have a current and effective written Health and Safety policy that is reviewed annually as part of the Integrated Management System – which includes Environmental and Quality policies.

Environment

We are committed to ensuring that Greener Ealing has the smallest possible environmental footprint to support the Council's aim to achieve carbon-neutral status by 2030.

We are aware of our environmental impact as a business and have taken and continue to take appropriate steps to mitigate that impact, including setting environmental objectives and targets, implementing procedures and providing training so employees and contractors understand their environmental responsibilities and can seek to improve our environmental performance.

We have invested in a new fleet of trucks to help build on the Borough's recycling rate, which is the second highest in London.

We have the second highest waste diversion rates from HWRC, of the five West London boroughs.

Since 2021, we have worked to achieve a significant reduction in our CO2 emissions through a targeted programme, working with drivers, to reduce vehicle idling time as well as improving and monitoring driver behaviour and performance including braking, acceleration, cornering, and speed, all of which help improve vehicle efficiency and reduce emissions.

GEL has achieved the ISO 14001, which is an international standard for designing and implementing an environmental management system, which acts as a framework for continual improvement.

Community

We are committed to identifying and pursuing opportunities for community involvement throughout the lifecycle of our contract, so as to create a positive image of GEL and our client, the London Borough of Ealing.

As part of this, we invite employees (or groups of employees) to identify areas where GEL could make a demonstrable contribution to supporting the communities in which we work. We will also consider requests for involvement brought to us from customers and local residents. Examples may include helping out at youth or community centres, or painting / updating local community facilities, etc. All such nominations will be considered carefully and, where approved, each selected employee can take a paid "GEL Community Day" (GCD) to undertake the chosen activity.

CORPORATE SOCIAL RESPONSIBILITY STATEMENT



Our criteria for supporting community requests are:

- Generally, initiatives should have a significant and positive impact both on the business itself and the communities in which GEL operates;
- The organisation/project should be based in the local area – within the confines of the London Borough of Ealing;
- The organisation/project should be for the “public good”, with either a clear benefit to the local community or a clear “green/environmental” focus;
- It should offer us the opportunity to promote GEL positively, as an integral partner to the local community.
- Details of current CSR initiatives are outlined at **Appendix 1**.

Review

To help ensure that we are meeting our CSR commitments, the Board will include an annual review of this statement within its Annual Report and Accounts.

Version History

Revision	Date	Amendment	Content owner	Mandated by
First issue	05/07/2023		Bill Gilmour	Kevin O’Leary
1.3	24/09/2026	Approved by Board	Bill Gilmour	Katarina Pohancenikova

APPENDIX 1: Greener Ealing Ltd Initiatives for financial year 2025/26

The following represent a snapshot of CSR initiatives undertaken by GEL during 2025/26:

Apprentices: We had 6 apprentices achieve their qualifications in 2025 - (3 x Grounds Maintenance, 1 x HWRC waste operative, 1 x Fleet and Compliance and 1 x Fleet Maintenance).

We appointed 2 new apprentices (Fleet Maintenance) 1st August 2025 and 6th July 2026.

Springhallows College: We continue to support our local school for teenagers and young adults with autism and learning difficulties. During 2025, our staff hosted 2 work experience days for students.

John Chiltern School: During 2025, two students were invited to accompany our GM staff and assisted them in carrying out their duties.

Connexions Team Ealing Council: Throughout 2025/26, GEL team regularly attended Careers Fairs and mock Interviews to support students within the Ealing borough to gain Employability skills. During 2025, our staff attended a Green Jobs and Skills roadshow with Ealing Council colleagues, to advertise our roles to unemployed residents, to encourage them back into work

Jobcentre Plus and Ingeus: We remain available to work with Jobcentre Plus and Ingeus (Re-start Program) – to support Ealing residents back into employment.

London Living Wage (LLW): During 2025/26, our staff attended events to support and encourage other employers to pay LLW.

Cooperative Share Levy Fund: We have pledged a financial contribution of our unspent apprenticeship levy. This initiative is aimed at supporting apprenticeship programmes, with a particular focus on individuals from under-represented groups within London.

Insight Day: Working closely with colleagues at Ealing Council we hosted 2 employer insight days for local schools within the borough during their work experience week. Various managers attended and spoke about their service area and their own career pathways.

Work Experience: During June 2026 we hosted 2 students who were each able to spend one week learning about the various service areas in GEL. Managers reported that they displayed increasing levels of confidence as the week progressed.

Community Payback Scheme: Since January 2026 we have hosted a number of offenders who have been given a community service order. This is an ongoing scheme held twice a week in the Greenford Depot and participants (between 6-10 per group) undertake various tasks including sweeping, weeding and cleaning vehicles. One participant has been employed as an HGV Driver in Waste Collections following completion of the sentence.

Appendix 2: Greener Ealing Ltd Social Value Policy

Greener Ealing Ltd (GEL) is committed to embedding social value throughout our operations and the service we deliver. We recognise that, in addition to delivering high-quality core services, our activities provide opportunities to generate wider benefits for local people, communities and the environment.

Our approach to social value is therefore designed to ensure that our employment practices, procurement activity, partnerships and operational activities contribute positively to the London Borough of Ealing. We seek to maximise these opportunities while ensuring that social value is aligned with GEL's strategic objectives, delivers value for money and creates measurable and sustainable outcomes.

Why Social Value Matters to GEL

Social value is about maximising the wider benefit of every service we deliver. By integrating social value into our decision making, GEL can ensure that activities undertaken for their primary business purpose also contribute to broader economic, social and environmental outcomes.

This includes supporting local employment and skills, strengthening communities, supporting local businesses and supply chains, reducing our environmental impact and working collaboratively with partners to address local priorities.

Our approach will focus on delivering outcomes that are relevant to Ealing, proportionate to our activities and capable of being evidenced and measured.

GEL Social Value Pillars

Employment – Jobs, Skills & Local Growth

GEL will seek to create opportunities that support local employment, skills development and economic participation.

- Create apprenticeships and paid work placements for local people
- Provide training and development opportunities linked to GEL services
- Partner with schools and colleges to offer site visits or careers support
- Support inclusive recruitment practices and workforce wellbeing

Community – Strong and Resilient Communities

GEL recognises the important role it can play in supporting the communities in which it operates. We will seek opportunities to work with local companies and community groups to deliver practical and meaningful benefits.

- Support local initiatives that enhance quality of life, such as volunteering or education
- Offer in-kind support to community groups (e.g. waste clearance or use of facilities)
- Promote staff volunteering and community engagement
- Partner with local organisations to co-create impact

Environment – A Clean, Green and Sustainable Borough

As an organisation delivering environmental services, GEL has particular responsibility to minimise its own environmental impact and contribute to the sustainability objectives of the borough.

- Reduce emissions and environmental impact through green innovation
- Introduce low-emission and hybrid vehicles to our fleet, including ‘Tuk Tuk’ style cleaning vehicles
- Support circular economy initiatives and reduce waste to landfill
- Promote green travel (walking, cycling, public transport)
- Engage in tree planting, clean-ups, and biodiversity projects

Our Commitments

To support delivery of these priorities, GEL will:

- Support local economies and supply chains
- Reduce demand on public services through prevention and early action
- Collaborate with the voluntary and community sector
- Ensure prompt payment to suppliers
- Recognise partners contributing to our social value goals
- Monitor and review our progress transparently
- Secure value for money in all services and align this to our strategic objectives and plans
- Use resource and assets effectively to generate returns for the borough

Governance and Monitoring

Social value reporting will be embedded within GEL’s governance processes and supported by Business Development team.

GEL will continue to develop appropriate systems and processes to identify, monitor, record and evidence social value activity across the company and where relevant, through our supply chain. This will enable the company to demonstrate the outcomes being achieved and identify opportunities for further improvement.

Where appropriate, GEL will adopt recognised measurement approaches, including the Social Value Portal’s TOMs framework and may also draw on Social Return on Investment (SROI) methodology where appropriate. These approaches will help provide a consistent basis for measuring impact and enable GEL to demonstrate its contribution against relevant social value objectives.

Data will be collected from across GEL and supply chain partners, consolidated centrally, and used to evidence impact in tenders, bids, and reporting to stakeholders.

This policy will be reviewed periodically to ensure that it remains aligned with GEL’s strategic objectives, the priorities of the London Borough of Ealing, recognised good practice and any relevant legislative or policy developments.