

Our approach to being a considerate business

Responsibility

Davies Tanner consistently works to the highest standards in its role as a specialist agency in providing public relations, marketing and creative services to the travel, leisure and business tourism industry. We believe our consultancy and expertise contributes positively to an industry that is of growing importance to the UK economy, creating wealth and employment.

Whilst beneficial to the tourism industry, we recognise that in our day-to-day operations we do impact on the local community, on resources and on the environment, and therefore wish to reduce any negative effect our business activities have and give back to the local community in any way we can.

As part of our continuing drive for excellence in all things we do, we have developed a series of practices designed to promote and encourage environmental responsibility, involvement in our community, and industry and charitable commitment.

Charity

We believe as a profitable business, we have a duty to work with and support charitable organisations and causes on a regular basis. Some of the work we are doing currently includes;

- Sponsoring the education and healthcare of a child in Malawi through the charity World Vision
- Making a regular monthly donation to the work of Oxfam
- Providing PR services free of charge to the event industry charity, Meeting Needs, and supporting its work through networking and client involvement
- Providing team members with one paid 'charity day' per month to enable them to work with and support local organisations
- Our Managing Director, Robert Wright, is an Ambassador for the industry charity, Meeting Needs
- Taking part in the 2008 Karma Enduro, a life changing driving adventure across South India, to raise money to build a much-needed hospital in the region.

Environment

All team members are made fully aware of the company's commitment to sustainability and the ways in which they can contribute. We have implemented a number of practical measures designed to reduce our environmental impact.

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- Where possible, news releases are issued electronically, reducing the use of paper, ink and power
- Electronic communication is encouraged and external meetings are only held when necessary, reducing the need for travel
- Team members are encouraged to use public transport when travelling on business in an effort to reduce carbon emissions
- In situations where it is necessary to travel by car, car sharing is encouraged
- All marketing and promotional collateral and communication used by Davies Tanner is electronic
- We endeavour always to make clients aware of the benefits of using electronic pr and marketing collateral
- Paper used in the office is printed on both sides wherever possible and disposed of using local recycling services
- Ink cartridges used within office based desktop printers are returned to the supplier for refill or recycling
- Low energy light bulbs are used and a 'lights off' policy is in operation
- Computers, printers and monitors that are not in use are turned off completely, not left in standby mode.

Community

As a responsible employer we take our role in the local community very seriously.

We continue to build good relations with many local schools and colleges. The company accepts students for work experience placements whenever possible and offers schools and colleges the opportunity to have students meet with team members to discuss career opportunities.

Where possible, we use local suppliers to provide a variety of products and services and encourage our team to get involved in local community work and projects.

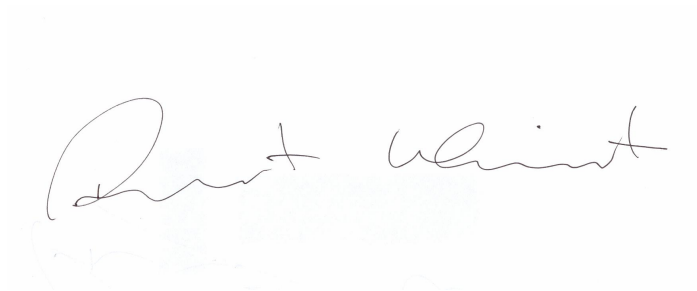
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Industry

As a specialist agency we rely heavily on one industry for our source of revenue. We therefore recognise the importance of continuing to be an active supporter and advocate of business tourism in the areas in which we operate. On a practical level;

- We sponsor two of the industry's trade associations - ISES and MPI
- Our Managing Director, Robert Wright, is a past President of ISES UK and continues to be an active board member
- We play an active role as members of the host committee for MPI PEC-E 2008
- All team members attend industry conferences and networking events on a regular basis
- We regularly share knowledge and skills at industry educational events.

We believe that this approach will make a positive contribution to the environment, our local community, our industry and to the charitable work of others, and in doing so will help us to become a more responsible business and enhance the relationship between our clients, suppliers, team members and stakeholders.

A handwritten signature in black ink, appearing to read 'Robert Wright', on a light-colored background.

Robert Wright
Managing Director
August 2007