

Company Profile

Company name, address	Azure Graphic & Web Design Ltd Ashmore Villa 1 Ashmore Terrace Stockton Road Sunderland SR2 7DE
Contact Person (name, e-mail, tel.)	Peter Daykin peter@azure-design.com
City/Country	Sunderland United Kingdom
Activity	Graphic & Web Design
Description of core business	<p>Azure is an established graphic and web design consultancy offering a range of services to companies throughout the UK.</p> <p>As a multi-disciplinary design agency (we specialise in more than one area of design), we offer clients a complete marketing package. From multimedia, web site design and ecommerce services to bespoke programming and database driven websites, search engine optimisation, content managed websites, hosting and domain registration, all of our websites are built to exacting standards that satisfy the latest DDA accessibility legislation.</p> <p>Our graphic design services include, branding, development of corporate ID, logo design, the production of business stationery and other printed literature.</p> <p>We also offer a range of supplementary services such as video, in house studio photography, on site photography and copy writing.</p>
Year of foundation	5.4.2003, became Limited company 12.7.04
No employees 2006	6
Annual turnover 2006 (in EUR)	251,901 EUR
Website	www.azure-design.com

Good practice description

Issue(s)	See the table below
Description	Azure design has been established for 4 years. This privately owned company is aware of our responsibilities as an employer and would like to develop new and existing systems and policies in recognition of the importance of CSR.
Why did we take action and business benefit	As a small private company we believe in fair play when it comes to business practises and always consider the moral issues in running our business. For example: <ul style="list-style-type: none"> • We always try to pay creditors on time • Offer a profit share to all employees • Give flexible working hours • Sponsor local football team • Free marketing advise to start ups • Heavily discounted rates for charities • Buy fair trade refreshments for staff • Refill ink cartridges
Benefit for society/stakeholders	<ul style="list-style-type: none"> • Good working relationships with local suppliers • Increased staff morale • Helping the local youth community • Helping start-ups by giving them advise on how to position themselves professionally • Increased communication streams for charities • Making small contribution to third world counties and the environment
Awards, standards	25m swimming badge
Communication with public	Currently our main form of communication with the public is through our website. Our business is heavily reliant on our reputation - we try extremely hard to build solid, long-term relationships with our clients and we find that by looking after people word-of-mouth referrals provide us with more work than we can handle.

Plans for the future	<ul style="list-style-type: none">• Provide all employees with company pension scheme• Take on and develop new staff• Recycle office waste• Replace light fittings with energy efficient bulbs• Implement ISO9000• Implement investors in people• Take over the world
----------------------	---



Auxiliary table: ISSUES, COVERED BY CASES OF GOOD PRACTICE

<p>Marketplace issues</p>	<p>Looking to implement ISO9000 and investors in people by December 2008</p>
<p>Workplace issues</p>	<p>Selection for recruitment and/or promotion will be on merit and regardless of sex, race, age, marital status, nationality or sexual orientation. Advertisements for vacancies, whether internal or external will not indicate any intention to discriminate.</p> <p>Opportunities for training and development will be available to all staff in the organisation.</p> <p>Azure seeks to accommodate requests from staff which enable them to maintain a healthy work/life balance, such as the implementation of flexible working hours. We also involve all staff in the decision-making processes of the company and attempt to give them a sense of ownership through the profit share system.</p> <p>Azure design regularly reviews and appraises all staff and job roles to achieve job satisfaction wherever possible.</p> <p>Since 2004 Azure Design has made full time posts for six full time employees. All employees are given a monthly profit share, which has been found to motivate staff and sufficiently so that company turnover has doubled year on year.</p> <p>We offer work experience and temporary posts as a way of helping young designers gain experience in the market where possible.</p>

<p>Community issues</p>	<p>In 2006 Azure design agreed to sponsor a local football team in Sunderland's Pallion Carpets league. Azure designed and supplied football kits for the team and was involved in helping raise money for them and the league.</p> <p>Azure Design actively helps local charities by offering discounted work on websites and printed literature. In 2004 Azure set up a website for The North Eastern Prison Aftercare Society, a voluntary, independent, community-based charity that supports offenders, ex-offenders and their families (see www.nepacs.co.uk).</p> <p>As a company we have also subsidised work for The Football Supporters' Federation - a voluntary organisation that campaigns on behalf of match-going fans. The scope of this work has encompassed a wide range of printed literature, magazines, stationery and website design, implemented over a three year period with great results.</p> <p>Since our inception in 2004, the company's staff has included people from a range of races, ages and sexual orientation; we hope it will continue to do so.</p>
<p>Environmental issues</p>	<p>Azure Design is hoping to recycle all of its waste by the end of 2007 and replace light fittings with energy efficient bulbs. Staff is encouraged to shut down electrical equipment every evening and all of our ideas are 100% recycled!</p>
<p>Why did we take action</p>	<p>As a small but rapidly expanding company that chooses to locate itself within the Sunderland community, Azure Design is now at a stage where we can afford to dedicate some resources towards our social and corporate obligations.</p> <p>We believe that the production of fully documented policies on health & safety, equal opportunities, environmental issues and other core CSR principles will benefit our staff, improve our service delivery and enhance our reputation, with a subsequent knock on effect on our bottom line.</p> <p>We also believe that good practice in CSR is a moral and philosophical obligation for companies interested in doing the right thing by their employees and the wider community.</p>